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Mahindra

Mahindra & Mahindra Ltd.
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REF:NS:SEC:
1st July, 2014

The Secretary
National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

Dear Sir,

Sub: Two Press Releases issued by Mahindra & Mahindra Limited

Please find enclosed two Press Releases issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above.

D:\M & M DATA\Stock-Exchange\Press Release Mahindra's Auto and Tractor (01.07.2014).doc

Mahindra
Rise.

Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 38,471 units during June 2014

Mumbai, July 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 38,471 units during June 2014, as against 38,092 units during June 2013.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 16,780 units in June 2014, as against 17,232 units during June 2013. The company's domestic sales stood at 36,457 units during June 2014, as against 36,207 units during June 2013. In June 2014, the 4-wheelers commercial segment sold 14,138 units, while the 3-wheelers segment clocked 4,544 units. Exports for the month stood at 2,014 units.

Commenting on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division & International Operations(AFS), Mahindra & Mahindra Ltd. said**, "We have achieved a marginal growth in our sales during June 2014 and do hope that the auto industry will continue to stay in a positive zone. The recent announcement by the government of an extension in the lowering of excise duty will provide a fillip leading upto the festive season. At Mahindra, we are happy with our exports performance for the first quarter of FY 2015, which has grown by 38% ".

Sales Summary June 2014

Segment	June F15	June F14	YTD June F15	YTD June F14	MOM JuneF15 Vs June F14 growth %	YTD JuneF15 Vs YTD June F14 growth %
Passenger Vehicles (UVs & Verito)	**16780**	**17232**	**53013**	**60224**	-3%	-12%
4-wheelers Commercial (Passenger &	14138	13761	38651	43023	3%	-10%

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Load)*						
3-wheelers	4544	4303	11808	12367	6%	-5%
MTB	995	911	2591	2599	9%	0%
DOMESTIC TOTAL	**36457**	**36207**	**106063**	**118213**	1%	**-10%**
M&M EXPORTS	2014	1885	6565	4771	7%	**38%**
SECTOR TOTAL	**38471**	**38092**	**112628**	**122984**	1%	**-8%**

*Includes Maxximo, Gio, Genio & Bolero Pick up

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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For further enquiries please contact:

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and Member of the Group Executive Board

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Mahindra
Rise.

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Press Release **For Immediate Dissemination**

Mahindra Tractors sells 28893 units in domestic market during June 2014

Mumbai, July 1, 2014: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.5 billion Mahindra Group, maintained its leadership position in the Indian tractor industry during June 2014.

Domestic sales in June 2014 stood at 28893 units, as against 26723 units during June 2013. Total tractor sales (domestic + exports) during June 2014 stood at 29884 units, as against 27749 units for the same period last year. Exports for the month stood at 991 units.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We are happy to have achieved a domestic growth of 8 % during June 2014. We are hopeful of the monsoon strengthening in July, which will still make it possible to increase kharif sowing and spur agricultural output".

	Farm Equipment Sector					
	June'14			Cumulative June		
	F 14	F 15	%Change	F 14	F 15	%Change
Domestic	26723	28893	8%	71390	71920	1%
Exports	1026	991	-3%	3187	2635	- 17%
Total	27749	29884	8%	74577	74555	0%

*Exports include CKD units.

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Mahindra Rise.

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