Mahindra

Mahindra & Mahindra Ltd.
Mahindra Towers,

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: Mahindra's Auto Sector sells 43,289 units during September 2013 Grows by 14% over August 2013

Please find enclosed a Press Release pertaining to the captioned subject issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above.

C:\D\BACKUP\Backup\Stock-Exchange\Press Release Mahindra's Auto (01.10.2013).doc

Mahindra Rise.

Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 43,289 units during September 2013

Grows by 14% over August 2013

Mumbai, October 1, 2013: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 43,289 units during September 2013.

The Passenger Vehicles segment (which includes UVs and Verito) sold 18,916 units in September 2013, as against 23,808 units during September 2012. The company's domestic sales stood at 40,574 units during September 2013, as against 45,263 units during September 2012. Both the 3-wheeler and 4-wheeler segments had marginal growths, at 6,403 and 14,709 units respectively in September 2013, as compared to September 2012.

It is noteworthy that the auto sector of the company has recorded a growth of 14% in September 2013 over its August 2013 sales which stood at 37,897 units.

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.** said, "While there has been a growth over August 2013, it is not to the extent that makes us comfortable especially as we approach the festive season. Factors such as increase in input and raw material costs and the depreciating rupee have not helped. To compensate to some extent we have taken a price increase effective today. The auto industry is definitely in need of a trigger in terms of a stimulus to boost consumer sentiments leading to a turnaround in the sector as well as a revival of the economy in general."

Sales Summary September 2013

Segment	Sep F14	Sep F13	YTD Sep F14	YTD Sep F13	MOM - F14 Vs Sep F13 growth %	YOY YTD Sep - YTD Sep F13 growth %
Passenger Vehicles (UVs & Verito)	**18916**	**23808**	**110491**	**129150**	-21%	-14%
4-wheelers Commercial (Passenger &	14709	14417	85190	82783	2%	3%

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Mahindra
Rise.

Load)*						
3-wheelers	6403	6048	28409	31016	6%	-8%
MTBL	546	990	4346	6123	-45%	-29%
DOMESTIC TOTAL	**40574**	**45263**	**228436**	**249072**	-10%	-8%
M&M EXPORTS	2715	3079	12830	18191	-12%	-29%
SECTOR TOTAL	**43289**	**48342**	**241266**	**267263**	-10%	-10%

*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 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, In 2012, Mahindra featured on the Forbes Global 2000 list of companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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For further enquiries
Roma Balwani
Chief Group Communications Officer
Mahindra & Mahindra Ltd.
Phone: +91 22 2490 1441
Email: balwani.roma@mahindra.com

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