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Mahindra

Mahindra & Mahindra Ltd.
Mahindra Towers,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India

Tel: +91 22 24901441
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REF:NS:SEC:

1st November, 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 (01.11.2014).doc

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Mahindra
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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 42,776 units during October 2014

Mumbai, 1st November, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 42,776 units during October 2014, against 50,558 units during October 2013.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 19,254 units in October 2014, as against 22,924 units during October 2013. The company's domestic sales stood at 40,274 units during October 2014, as against 47,787 units during October 2013. In October 2014, the 4-wheelers commercial segment sold 14,812 units, while the 3-wheelers segment clocked 5,678 units. Exports for the month stood at 2,502 units.

Speaking on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division & International Operations (AFS), Mahindra & Mahindra Ltd. said,** "Our sales for the month of October remain subdued on the back of overall sentiment and high interest rates. However I'm happy with our retail sales this month which has helped bring the system stocks to an optimal level. We do hope that the recently announced deregulation of diesel prices will al so support the auto industry. We are happy with the response to our New Generation Scorpio for which we are thankful to our customers."

Sales Summary October 2014

Segment	October F15	October F14	YTD October F15	YTD October F14	MOM OctF15 Vs OctF14 growth%	YTD Oct F15 Vs YTD Oct F14 growth%
Passenger Vehicles (UVs & Verito)	**19254**	**22924**	**121008**	**133415**	-16%	-9%
4-wheelers Commercial (Passenger & Load)*	14812	17362	94889	102552	-15%	-7%
3-wheelers	5678	6999	34157	35408	-19%	-4%
MTB	530	502	4878	4848	6%	1%
DOMESTIC TOTAL	**40274**	**47787**	**254932**	**276223**	-16%	-8%
M&M EXPORTS	2502	2771	16120	15601	-10%	3%

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SECTOR TOTAL	**42776**	**50558**	**271052**	**291824**	-15%	-7%

*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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Our Social Media Channels:

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Press Release **For Immediate Dissemination**

Mahindra Tractors sells 30,800 units in India during October 2014

Mumbai, 1st November, 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 October 2014.

Domestic sales in October 2014 stood at 30,800 units, as against 37532 units during October 2013. Total tractor sales (domestic + exports) during October 2014 stood at 31,907 units, as against 38,263 units for the same period last year. Exports for the month stood at 1,107 units.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have registered a sale of 30,800 units during October 2014. The delayed rains and sowing has led to a sluggish industry. Our recently launched Arjun Novo tractor has been very well received in the market and we hope that this will help us drive sales in a challenging environment."

	October 2014			Cumulative Oct		
	F14	F15	%Change	F14	F15	%Change
Domestic	37532	30800	*-18%*	166158	160153	*-4%*
Exports	731	1107	*51%*	5946	7461	*25%*
Total	38263	31907	*-17%*	172104	167614	*-3%*

*Exports include CKD units.

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