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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:
11th 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:

1. **Mahindra hikes prices of its auto sector product portfolio**
2. **Mahindra Tractors raises prices of its product portfolio**

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 Auto & Tractor raises Prices - (11.11.2014).doc

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Mahindra
Rise.

Mahindra hikes prices of its auto sector product portfolio

11th November 2014, Mumbai: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced that it had increased prices of its passenger and commercial vehicles by an average of 1%. This increase would be in the range of Rs. 2,300/- to Rs. 11,500/- (ex-showroom) depending on the model and has been effective this month.

Commenting on the price hike **Pravin Shah, Chief Executive, Automotive Division & International Operations (AFS), Mahindra & Mahindra Ltd.** said, "We have been holding back on price hikes for a while but now it has been necessitated to partly offset the impact of rising input costs."

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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Mahindra
Rise.

Mahindra Tractors raises prices of its product portfolio

Mumbai, 11th November 2014: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.5 billion Mahindra Group, today announced that it has increased the prices of its tractors effective from November 2014. The increase is in the range of Rs 6000/- to Rs 10,000/- depending on the model.

The price hike has been necessitated owing to increase in commodity prices and conversion costs.

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.

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