Mahindra

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

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REF:NS:SEC:
1st December, 2015

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

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Press Release issued by Mahindra & Mahindra Limited in respect of Tractor Division Sales for November, 2015

Please find enclosed a Press Release issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Mahindra
Rise.

Press Release

For Immediate Dissemination

Mahindra Tractors sells 20,819 units in India during November 2015

Mumbai, December 1, 2015: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.9 billion Mahindra Group, today announced its sales numbers for November 2015.

Domestic sales in November 2015 stood at 20,819 units, as against 14,207 units during November 2014. Total tractor sales (domestic + exports) during November 2015 stood at 21,717 units, as against 15,333 units for the same period last year. Exports for the month stood at 898 units.

Commenting on the month's performance, **Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have sold 20,819 tractors in the domestic market during November 2015, which is growth of 47% over last year on the backdrop of improved sentiments due to festive season. We hope for the rural economy to steadily revive going forward. In the export market, we sold 898 tractors during November 2015."

	FARM EQUIPMENT SECTOR (vs PY)					
	Nov			Cumulative Nov		
	F15	F16	%Change	F15	F16	%Change
Domestic	14207	20819	***47%***	174360	149325	***-14%***
Exports	1126	898	***-20%***	8587	8077	***-6%***
Total	15333	21717	***42%***	182947	157402	***-14%***

About Mahindra

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Mahindra
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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 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 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 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. 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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Facebook - https://www.facebook.com/MahindraRise

For enquiries please contact:

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