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Mahindra

Mahindra & Mahindra Ltd.
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Mumbai 400 018 India

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REF:NS:SEC:
1st May, 2015

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 Sirs,

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: a/a

Y:\M & M DATA\Stock-Exchange\Press Release Mahindra's Auto and Tractor - (01.05.2015).docx

Mahindra
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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 36,727 units during April 2015

Mumbai, May 1, 2015: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 36,727 units during April 2015 as against 36,288 units during April 2014.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 18,314 units in April 2015 as against 18,148 units during April 2014. The company's domestic sales stood at 34,467 units during April 2015 as against 34,107 units during April 2014, registering a growth of 1%. In April 2015, the Truck & Bus division of the company sold 735 units.

Exports for April 2015 stood at 2,260 units registering a growth of 4%.

Speaking on auto sales performance, **Pravin Shah, President & Chief Executive, Automotive, Mahindra & Mahindra** said, "We are happy to have achieved an overall growth during April 2015. The auto industry is hopeful of a better financial year as we see positive sentiments on the back of various policy and project announcements leading to higher levels of economic activity. At Mahindra we expect to perform better given the positive sentiments and the upcoming launches of our new products".

Sales Summary April 2015

Segment	April F16	April F15	MOM April F16 Vs April F15 growth%
Passenger Vehicles (UVs & Verito)	**18314**	**18148**	**1%**
4-wheelers Commercial (Passenger & Load)*	11744	11677	**1%**
3-wheelers	3674	3532	**4%**
LCV & HCV	735	750	**-2%**
DOMESTIC TOTAL	**34467**	**34107**	**1%**
M&M EXPORTS	2260	2181	4%
SECTOR TOTAL	**36727**	**36288**	**1%**

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*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 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 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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Press Release **For Immediate Dissemination**

Mahindra Tractors sells 17,006 units in India during April 2015

Mumbai, 1st May 2015: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.5 billion Mahindra Group, today announced its sales numbers for April 2015.

Domestic sales in April 2015 stood at 17,006 units, as against 19,895 units during April 2014. Total tractor sales (domestic + exports) during April 2015 stood at 18,011 units, as against 20,731 units for the same period last year. Exports for the month stood at 1,005 units, registering a growth of 20%.

Commenting on the monthly performance, **Rajesh Jejurikar, President & Chief Executive, Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have registered a sale of 17,006 units during April 2015. The unseasonal rains and hailstorms have adversely affected the Rabi crop output leading to negative market sentiments. At Mahindra, we have seen a positive trend in exports which have grown by 20% during April 2015."

	April 2015		
	F14	F15	%Change
Domestic	19895	17006	***-15%***
Exports	836	1005	***20%***
Total	20731	18011	***-13%***

*Exports include CKD units.

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