Mahindra

1/5

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

Tel: +91 22 24901441
Fax: +91 22 24975081

REF:NS:SEC:
1st September, 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: 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

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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 35,634 units during August 2015

Mumbai, September 1, 2015: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 35,634 units during August 2015 as against 35,180 units during August 2014.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 14,198 units in August 2015 as against 15,321 units during August 2014. The company's domestic sales stood at 32,122 units during August 2015 as against 33,150 units during August 2014. In August 2015, the Medium and Heavy Commercial Vehicles segment sold 341 units, registering a growth of 21%.

Exports for August 2015 stood at 3,512 units, registering a growth of 73%.

Speaking on the auto sales performance, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "While currently we are witnessing fragmented recovery in auto sales, we are hopeful that the upcoming festive season will provide a much needed fillip to the auto industry. Our export sales have grown with a record high of 73% compared to previous year. Overall we have had a positive month and the launch of new models is expected to further improve overall performance. At Mahindra, we are gearing up for an exciting launch of our forthcoming TUV300."

Sales Summary August 2015

	August			YTD August		
	F16	F15	% Change	F16	F15	% Change
Passenger Vehicles	14198	15321	-7%	82133	89546	-8%
Utility Vehicles	13307	13911	-4%	75865	80439	-6%
Cars + Vans	891	1410	-37%	6268	9107	-31%
Commercial Vehicles	13023	12396	5%	60644	60326	1%
LCV < 3.5T	12254	11794	4%	55934	56413	-1%
LCV > 3.5T	428	320	34%	3048	2586	18%
MHCV	341	282	21%	1662	1327	25%

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Mahindra
Rise.

3W	4901	5433	-10%	21550	22383	-4%
Total Domestic Sales	32122	33150	-3%	164327	172255	-5%
Total Exports	3512	2030	73%	15526	11115	40%
Total Sales (Domestic + Export)	35634	35180	1%	179853	183370	-2%

*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 16.9 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 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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LinkedIn YouTube

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4/5

Mahindra
Rise.

Press Release **For Immediate Dissemination**

Mahindra Tractors sells 10,751 units in India during August 2015

Mumbai, September 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 August 2015.

Domestic sales in August 2015 stood at 10,751 units, as against 13,733 units during August 2014. Total tractor sales (domestic + exports) during August 2015 stood at 11,699 units, as against 15,006 units for the same period last year. Exports for the month stood at 948 units.

Commenting on the month's performance, **Rajesh Jejurikar, President & Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We sold 10,751 tractors in the domestic market during August 2015. While monsoon has reported 12% deficient so far, we are hopeful that improved rainfall in the remaining period would infuse positive sentiment for the coming season. In export markets, we sold 948 tractors."

	FARM EQUIPMENT SECTOR					
	Aug			Cumulative Aug		
	F15	F16	%Change	F15	F16	%Change
Domestic	13733	10751	***-22%***	102032	84174	***-18%***
Exports	1273	948	***-26%***	4936	5343	***8%***
Total	15006	11699	***-22%***	106968	89517	***-16%***

*Exports include CKD units.

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5/5

Mahindra Rise.

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