Mahindra

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 October, 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 Auto Sector Sales for September, 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

Z:\M & M DATA\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (01.10.2015).docx

Mahindra Rise.

Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 42,848 units during September 2015

Mumbai, October 1, 2015: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 42,848 units during September 2015 as against 44,911 units during September 2014.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 19,564 units in September 2015 as against 21,141 units during September 2014. The company's domestic sales stood at 39,693 units during September 2015 as against 42,408 units during September 2014. In September 2015, the Medium and Heavy Commercial Vehicles segment sold 511 units, registering a growth of 184%.

Exports for September 2015 stood at 3,155 units, registering a growth of 26%.

Speaking on the auto sales performance for September 2015, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "While the auto industry has witnessed a slow and fragmented recovery, the recent interest rate reduction by the RBI is bound to infuse optimism. If the majority of the rate cut is passed on to customers by the lending institutions, it will bring back the momentum in auto sales especially during the upcoming festival season. At Mahindra, we are very happy with the performance of our exports and MHCV segments which have grown by 26% and 184% respectively. Our TUV300, which was launched in September, has received a very good response and we expect this to boost our overall performance going forward".

Sales Summary September 2015

	September			YTD September		
	F16	F15	% Change	F16	F15	% Change
Passenger Vehicles	19564	21141	-7%	101697	110687	-8%
Utility Vehicles	18717	19647	-5%	94582	100086	-5%
Cars + Vans	847	1494	-43%	7115	10601	-33%
Commercial Vehicles	14430	15171	-5%	75074	75496	-1%
LCV < 3.5T	13460	14731	-9%	69394	71144	-2%
LCV > 3.5T	459	260	77%	3507	2846	23%
MHCV	511	180	184%	2173	1506	44%

Copyright © 2013 Mahindra & Mahindra Ltd. All rights reserved.

Mahindra Rise.

3W	5699	6096	-7%	27249	28479	-4%
Total Domestic Sales	39693	42408	-6%	204020	214662	-5%
Total Exports	3155	2503	26%	18681	13618	37%
Total Sales (Domestic + Export)	42848	44911	-5%	222701	228280	-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.

Visit us at www.mahindra.com

Our Social Media Channels:

LinkedIn YouTube

For further enquiries please contact:

Mohan Nair
Senior General Manager (Communications)
Automotive & Farm Equipment Sectors
Direct Line – + 91 22 28468510
Email Address – nair.mohan@mahindra.com
Mobile: +91 9004012237

Copyright © 2013 Mahindra & Mahindra Ltd. All rights reserved.