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		
	F15	**F16**	**%Change**
Domestic	19895	17006	***-15%***
Exports	836	1005	***20%***
Total	20731	18011	***-13%***

*Exports include CKD units.

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Mahindra
Rise.

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 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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