

Mahindra's Farm Equipment Sector Sells 16,510 Units in India During December 2018

Farm

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Registers a 10% growth in the domestic market for the first nine months of the year

Mumbai, January 1, 2019: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 20.7 billion Mahindra Group, today announced its tractor sales numbers for December 2018.

Domestic sales in December 2018 were at 16,510 units, as against 16,855 units during December 2017. Total tractor sales (domestic + exports) during December 2018 were at 17,404 units, as against 18,488 units for the same period last year. Exports for the month stood at 894 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "In December 2018, the Farm Equipment Sector has sold a total volume of 17,404 tractors (inclusive of exports). Even though the Rabi crop sowing has been lower than desired, we hope that the government's initiatives in the agri and rural sectors would enable tractor sales momentum in Q4 F19. In the Export market we sold 894 tractors."

FARM EQUIPMENT SECTOR

	December			Cumulative December		
	F18	F19	%Change	F18	F19	%Change
Domestic	16855	16510	-2%	236600	259243	10%
Exports	1633	894	-45%	11823	10315	-13%
Total	18488	17404	-6%	248423	269558	9%

*Exports include CKD

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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