

Ref. NS: SEC
2nd September, 2024

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.

The Luxembourg Stock Exchange
35A Boulevard Joseph II,
L-1840 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 Mahindra & Mahindra Limited.

Kindly take the same on record.

Please acknowledge receipt of the same.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: as above

Press Release

Mahindra Auto sells 43,277 SUVs, a 16% growth and total volumes of 76,755 in August 2024

Mumbai, September 02, 2024: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India’s leading automotive companies, today announced that its overall auto sales for the month of August 2024 stood at **76,755** vehicles, including exports.

In the Utility Vehicles segment, Mahindra sold **43277** vehicles in the domestic market, a growth of **16%** and overall, **44670** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **21092**.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**, “We sold a total of 43,277 SUVs in August, a growth of 16% and 76,755 total vehicles. India’s Independence Day holds a significant place for us at Mahindra and this year we celebrated the day with the launch of the much-awaited THAR ROXX – ‘THE’ SUV. With Thar ROXX, we’re setting our sights on making the Thar franchise the No. 1 SUV franchise (>12.5 Lakh segment) by volume within the next 3 to 5 years”.

Passenger Vehicles Sales Summary (Domestic) – August 2024						
Category	August			YTD August		
	F25	F24	% Change	F25	F24	% Change
Utility Vehicles	43277	37270	16%	209148	173637	20%
Cars + Vans	0	0		0	10	-100%
Passenger Vehicles	43277	37270	16%	209148	173647	20%

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – August 2024						
Category	August			YTD August		
	F25	F24	% Change	F25	F24	% Change
LCV < 2T *	2957	3896	-24%	15748	16688	-6%
LCV 2 T – 3.5 T	14661	17800	-18%	71772	80268	-11%
LCV > 3.5T + MHCV	3474	1917	81%	15811	8807	80%
3 Wheelers (including electric 3Ws) *	9326	7044	32%	30570	31305	-2%

Exports – August 2024						
Category	August			YTD August		
	F25	F24	% Change	F25	F24	% Change
Total Exports *	3060	2423	26%	11700	11897	-2%

* Includes sales made by subsidiary company Mahindra Last Mile Mobility Limited w.e.f. September 01, 2023

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world’s largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

Media contact information

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Automotive & Farm Equipment Sector
Mahindra & Mahindra Limited
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Press Release

Mahindra’s Farm Equipment Sector Sells 20518 Units in India during August 2024

Mumbai, September 02, 2024: Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), part of the Mahindra Group, today announced its tractor sales numbers for August 2024.

Domestic sales in August 2024 were at **20518** units, as against **20647** units during August 2023.

Total tractor sales (Domestic + Exports) during August 2024 were at **21917** units, as against **21676** units for the same period last year. Exports for the month stood at **1399** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold 20518 tractors in the domestic market during August. The cumulative monsoon rainfall is normal to above normal in Southern, central, western, and most northern states, while it has been deficient in few eastern and northeastern states. Reservoir levels have improved substantially and Kharif sowing for paddy, pulses, oil seeds and sugarcane has progressed very well and higher than last year. The upcoming festive season, above normal monsoon, bumper Kharif harvest and favorable terms of trade for farmers are likely to drive growth of tractor industry going forward. In the exports market, we have sold 1399 tractors, a growth of 36% over last year.”

Farm Equipment Sector Summary						
	August			YTD August		
	F25	F24	% Change	F25	F24	% Change
Domestic	20518	20647	-1%	163035	156690	4%
Exports	1399	1029	36%	7558	5170	46%
Total	21917	21676	1%	170593	161860	5%

*Exports include CKD

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prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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Media contact information

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