

Ref. NS: SEC
1st January, 2025

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 41424 SUVs, a growth of 18% and total volumes of 69768, a growth of 16% in December 2024

Mumbai, January 01, 2025: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India’s leading automotive companies, today announced that its overall auto sales for the month of December 2024 stood at **69768** vehicles, a growth of 16%, including exports.

In the Utility Vehicles segment, Mahindra sold **41424** vehicles in the domestic market, a growth of 18% and overall, **42958** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **19502**.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**, “We sold 41424 SUVs, a growth of 18% and 69768 total vehicles, a growth of 16% in December. The year ended on a high, as we became the only Indian auto company to attain the Dow Jones Sustainability Index (DJSI) world leader status within the Auto Sector. The DJSI ranking is one of the most respected global benchmarks for ESG performance, covering over 13,000 companies across various industries and we are ranked 1st among all global auto OEMs.”

Passenger Vehicles Sales Summary (Domestic) – December 2024						
Category	December			YTD December		
	F25	F24	% Change	F25	F24	% Change
Utility Vehicles	41424	35171	18%	402360	333764	21%
Cars + Vans	0	3	-100%	0	13	-100%
Passenger Vehicles	41424	35174	18%	402360	333777	21%

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic)–December 2024						
Category	December			YTD December		
	F25	F24	% Change	F25	F24	% Change
LCV < 2T *	2409	2849	-15%	28634	31896	-10%
LCV 2 T – 3.5 T	16139	13958	16%	159738	154319	4%
LCV > 3.5T + MHCV	954	1081	-12%	9021	9359	-4%
3 Wheelers (including electric 3Ws) *	5750	5307	8%	64233	60503	6%

Exports – December 2024						
Category	December			YTD December		
	F25	F24	% Change	F25	F24	% Change
Total Exports *	3092	1819	70%	24101	19805	22%

* Includes sales made by subsidiary company Mahindra Last Mile Mobility Limited w.e.f. December 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 22019 Tractor Units in India during December 2024

Mumbai, January 01, 2025: Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), part of the Mahindra Group, today announced its tractor sales numbers for December 2024.

Domestic sales in December 2024 were at **22019** units, as against **18028** units during December 2023.

Total tractor sales (Domestic + Exports) during December 2024 were at **22943** units, as against **19138** units for the same period last year. Exports for the month stood at **924** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said “We have sold 22019 tractors in the domestic market during December 2024, a growth of 22% over last year. Sentiments have remained positive in December on account of positive cash flow momentum from Kharif harvest. Additionally, favourable reservoir levels have resulted in strong sowing for the rabi season, further bolstering demand for tractors. Looking ahead, the tractor industry is poised for significant growth, underpinned by positive agricultural sentiments and favourable terms of trade for farmers. In the exports market, we have sold 924 tractors.”

Farm Equipment Sector Summary						
	December			YTD December		
	F25	F24	% Change	F25	F24	% Change
Domestic	22019	18028	22%	324327	297157	9%
Exports	924	1110	-17%	12296	9585	28%
Total	22943	19138	20%	336623	306742	10%

*Exports include CKD

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Media contact information

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