

Ref. NS: SEC
1st February, 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 50659 SUVs, a growth of 18% and total volumes of 85432, a growth of 16% in January 2025

Mumbai, February 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 January 2025 stood at **85432** vehicles, a growth of 16%, including exports.

In the Utility Vehicles segment, Mahindra sold **50659** vehicles in the domestic market, a growth of 18% and overall, **52306** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **23917**.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**, “We began the new year by selling 50659 SUVs, a growth of 18% and 85432 total vehicles, a growth of 16%. Our Electric Origin SUVs, BE6 and XEV 9E garnered a lot of interest at the recently concluded Bharat Mobility Global Expo held in New Delhi. We commenced the test drive for these vehicles on the 14th of January and are excited about bringing these vehicles to our customers. Bookings for these vehicles will commence on 14th February.”

Passenger Vehicles Sales Summary (Domestic) – January 2025						
Category	January			YTD January		
	F25	F24	% Change	F25	F24	% Change
Utility Vehicles *	50659	43068	18%	453019	376832	20%
Cars + Vans		0		0	13	-100%
Passenger Vehicles	50659	43068	18%	453019	376845	20%

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – January 2025						
Category	January			YTD January		
	F25	F24	% Change	F25	F24	% Change
LCV < 2T**	3541	4039	-12%	32175	35935	-10%
LCV 2T – 3.5 T***	19209	18302	5%	178947	172621	4%
LCV > 3.5T + MHCV	1167	1140	2%	10188	10499	-3%
3W**	7452	5649	32%	71685	66152	8%

Exports – January 2025						
Category	January			YTD January		
	F25	F24	% Change	F25	F24	% Change
Total Exports**	3404	1746	95%	27505	21551	28%

* Above UV Sales includes sales made by subsidiary company Mahindra Electric Automobile Limited

** Above Sales Includes sales made by subsidiary company Mahindra Last Mile Mobility Limited

***Above Sales includes Bolero Maxx PUP HD 2.0

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 26305 Tractor Units in India during January 2025

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

Domestic sales in January 2025 were at **26305** units, as against **22972** units during January 2024.

Total tractor sales (Domestic + Exports) during January 2025 were at **27557** units, as against **23948** units for the same period last year. Exports for the month stood at **1252** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold **26305** tractors in the domestic market during January’25 at a growth of **15%** over last year. Better soil moisture levels due to the above normal southwest monsoon and high-water storage levels in major reservoirs has aided increase in Rabi sowing. Continued Government support on various rural schemes, government support on Agri subsidies and expectations of higher budget allocation in the upcoming Union budgets are positives to boost tractor demand going forward. In the exports market, we have sold **1252** tractors, a growth of **28%** over last year.”

Farm Equipment Sector Summary						
	January			YTD January		
	F25	F24	% Change	F25	F24	% Change
Domestic	26305	22972	15%	350632	320129	10%
Exports	1252	976	28%	13548	10561	28%
Total	27557	23948	15%	364180	330690	10%

*Exports include CKD

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Media contact information

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