

**COMMUNIQUE - April 2014**

April 2014 volumes compared to April 2013

<b>Mahindra &amp; Mahindra - Monthly Flash Volumes</b>			
<b>Auto Sector</b>	<b>Apr-14</b>	<b>Apr-13</b>	<b>%YoY</b>
<i>Total Passenger Vehicles (UVs+Verito)</i>	<b>18148</b>	<b>20748</b>	<b>-13%</b>
Total Pick Up (incl. Gio, Maxximo)	<b>11677</b>	<b>14414</b>	<b>-19%</b>
<b>Total 4 W - Auto Div.</b>	<b>29825</b>	<b>35162</b>	<b>-15%</b>
3W (incl. Alfa)	<b>3532</b>	<b>4036</b>	<b>-12%</b>
<b>Total Domestic Veh - Auto Div.</b>	<b>33357</b>	<b>39198</b>	<b>-15%</b>
LCVs, M&HCVs (3.5T & >)	<b>750</b>	<b>704</b>	<b>7%</b>
<b>Total Dom. Veh. - Auto Sector</b>	<b>34107</b>	<b>39902</b>	<b>-15%</b>
UV + 3W Exports	<b>2167</b>	<b>1530</b>	<b>42%</b>
<b>Total Vehicles (Dom + Exp)</b>	<b>36274</b>	<b>41432</b>	<b>-12%</b>
<b>Farm Equipment Sector</b>	<b>Apr-14</b>	<b>Apr-13</b>	<b>%YoY</b>
Domestic	<b>19895</b>	<b>22196</b>	<b>-10%</b>
Exports	<b>836</b>	<b>1006</b>	<b>-17%</b>
<b>Total Tractors (Dom + Exp)</b>	<b>20731</b>	<b>23202</b>	<b>-11%</b>