

REF:NS:SEC:

1st August, 2016

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.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 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 the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



 NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

X:\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (01.08.2016).docx

Mahindra's Auto Sector Sells 39,458 Vehicles during July 2016, Registers a Growth of 14%

Passenger Vehicles Witness a Growth of 20% in July 2016

Mumbai, August 1, 2016: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales performance for July 2016 which stood at 39,458 vehicles compared to 34,652 vehicles during July 2015, a growth of 14%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 17,356 vehicles in July 2016 as against 14,456 vehicles during July 2015, a growth of 20%. The company's domestic sales stood at 35,305 vehicles during July 2016, as against 31,087 vehicles during July 2015, a growth of 14%. In July 2016, the Medium and Heavy Commercial Vehicles segment sold 382 vehicles, registering a growth of 22%.

Exports for July 2016 stood at 4,153 vehicles, a growth of 16%.

Commenting on the auto sales performance for July 2016, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "We are happy to have achieved a growth of 14% during July 2016 in the midst of various regulatory challenges. The advent of a good monsoon so far, has brought in positive sentiment for the economy and that is somewhat reflected in our performance. At Mahindra our growth is being driven by the various product launches of the last financial year, which have been in sync with customers' requirements. With a strong performance in our HCV business as well as our exports, we are hopeful of a positive outlook during the rest of the financial year."

Sales Summary July 2016

	July			YTD July		
	F17	F16	% Change	F17	F16	% Change
Passenger Vehicles	17356	14456	20%	76716	67935	13%
Utility Vehicles	15962	13204	21%	71871	62558	15%
Cars + Vans	1394	1252	11%	4845	5377	-10%
Commercial Vehicles	13168	12148	8%	52762	47621	11%
LCV < 3.5T	12230	11230	9%	47871	43680	10%
LCV > 3.5T	556	604	-8%	3019	2620	15%
MHCV	382	314	22%	1872	1321	42%

3W	4781	4483	7%	16786	16649	1%
Total Domestic Sales	35305	31087	14%	146264	132205	11%
Total Exports	4153	3565	16%	14722	12014	23%
Total Sales (Domestic + Export)	39458	34652	14%	160986	144219	12%

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

Media contact information:

Mohan Nair

Senior General Manager (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com

Mahindra Tractors Sells 16,452 Units in India during July 2016

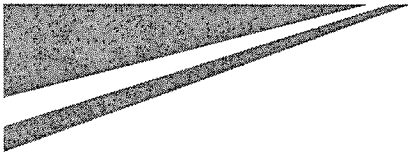
Mumbai, August 1, 2016: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 17.8 billion Mahindra Group, today announced its tractor sales numbers for July 2016.

Domestic sales in July 2016 were at 16,452 units, as against 14,273 units during July 2015. Total tractor sales (domestic + exports) during July 2016 were at 17,553 units, as against 15,460 units for the same period last year. Exports for the month stood at 1,101 units.

Commenting on the month's performance, **Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have sold 16,452 tractors in the domestic market during July 2016, with a growth of 15% over July 2015. With normal rainfall and its improved spread across India in the month of July, Kharif sowing has been more than last year. We hope for an improved agricultural output and tractor demand in the future. In the exports market, we sold 1,101 tractors during July 2016."

	FARM EQUIPMENT SECTOR					
	July			Cumulative July		
	F16	F17	%Change	F16	F17	%Change
Domestic	14273	16452	15%	73423	88101	20%
Exports*	1187	1101	-7%	4395	4047	-8%
Total	15460	17553	14%	77818	92148	18%

*Exports include CKD



Mahindra
Rise.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

Media contact information:

Mohan Nair

Senior General Manager (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com