

REF:NS:SEC:

1st March, 2017

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

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Press Release

Mahindra's Auto Sector Sells 42714 vehicles during February 2017

Mumbai, March 1, 2017: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales performance for February 2017 which stood at 42,714 vehicles compared to 44,002 vehicles during February 2016.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 20,605 vehicles in February 2017 as against 23,718 vehicles during February 2016. The company's domestic sales stood at 40,414 vehicles during February 2017, as against 41,348 vehicles during February 2016.

Exports for February 2017 stood at 2,300 vehicles while MHCVs have registered an impressive growth of 49% at 716 vehicles during February 2017.

Commenting on the performance for February 2017, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "The auto industry is seeing some positive trends emerging over the last two months. With rural sentiments improving, we believe that there will be a turnaround in demand over the next few months for the small commercial vehicles space. The industry is also waiting for the implementation of the BS 4 norms from April 2017 and at Mahindra, we have geared the supply chain so that there is no strain in moving to meet the new emissions norms. We also hope that the impending implementation of GST will provide a veritable boost to the auto industry and the economy in general."

Sales Summary February 2017

Category	Feb			YTD Feb		
	F17	F16	% Change	F17	F16	% Change
Passenger Vehicles	20605	23718	-13%	210778	209422	1%
Utility Vehicles	19529	22612	-14%	198714	196888	1%
Cars + Vans	1076	1106	-3%	12064	12534	-4%
Commercial Vehicles	16383	13864	18%	158040	149345	6%
LCV < 3.5T	15094	12919	17%	146273	138924	5%
LCV > 3.5T	573	466	23%	6523	5595	17%
MHCV	716	479	49%	5244	4826	9%
3W	3426	3766	-9%	47244	50331	-6%
Total Domestic Sales	40414	41348	-2%	416062	409098	2%
Total Exports	2300	2654	-13%	34532	32282	7%
Total Sales (Domestic + Export)	42714	44002	-3%	450594	441380	2%

About Mahindra

The Mahindra Group is a USD 17.8 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information:

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Mahindra & Mahindra Ltd.

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Press Release

Mahindra Tractors sells 13834 units in India during February 2017

Mumbai, March 1, 2017: 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 February 2017.

Domestic sales in February 2017 were at 13,834 units, as against 12,702 units during February 2016. Total tractor sales (domestic + exports) during February 2017 were at 15,007 units, as against 13,574 units for the same period last year. Exports for the month stood at 1,173 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 15,007 tractors during February 2017 with a growth of 11% over last year. We expect that record crop production in last rabi season & increased Union budget allocations to rural and agri sector will drive positive momentum in coming months. In the exports market, we have sold 1173 tractors with a growth of 35% over February 2016."

	FARM EQUIPMENT SECTOR					
	Feb			Cumulative Feb		
	F16	F17	%Change	F16	F17	%Change
Domestic	12702	13834	9%	188115	230436	22%
Exports	872	1173	35%	10794	13219	22%
Total	13574	15007	11%	198909	243655	22%

*Exports include CKD

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