

REF:NS:SEC:

1st September, 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

Z:\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (01.09.2016).docx

Press Release

Mahindra's Auto Sector Sells 40,591 Vehicles during August 2016, Registers a Growth of 14%

Passenger Vehicles Witness a Growth of 29% in August 2016

Mumbai, September 1, 2016: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales performance for August 2016 which stood at 40,591 vehicles compared to 35,634 vehicles during August 2015, a growth of 14%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 18,246 vehicles in August 2016 as against 14,198 vehicles during August 2015, a growth of 29%.

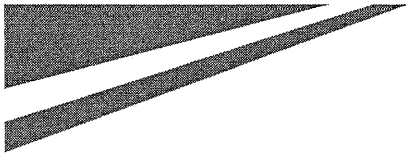
The company sold 36,944 vehicles domestically during August 2016, as against 32,122 vehicles during August 2015, a growth of 15%. In August 2016, the Medium and Heavy Commercial Vehicles segment sold 371 vehicles, registering a growth of 9%.

Exports for August 2016 stood at 3,647 vehicles, a growth of 4% for the month and 18% cumulatively.

Commenting on the auto sales performance for August 2016, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "The improved spread of monsoon as well as new product launches have helped the auto industry perform positively. Coupled with this, the uncertainty surrounding diesel vehicles has been lifted by the Honourable Supreme Court giving the customer the choice to buy his preferred vehicle which will help improve sentiments going forward. At Mahindra we are happy to have garnered an overall growth of 14% and a growth of 29% in UVs during the last month and we hope that the ensuing festive season will give us a further boost".

Sales Summary August 2016

	August			YTD August		
	F17	F16	% Change	F17	F16	% Change
Passenger Vehicles	18246	14198	29%	94962	82133	16%
Utility Vehicles	17119	13307	29%	88990	75865	17%
Cars + Vans	1127	891	26%	5972	6268	-5%
Commercial Vehicles	13993	13023	7%	66755	60644	10%
LCV < 3.5T	13049	12254	6%	60920	55934	9%
LCV > 3.5T	573	428	34%	3592	3048	18%
MHCV	371	341	9%	2243	1662	35%
3W	4705	4901	-4%	21491	21550	0%
Total Domestic Sales	36944	32122	15%	183208	164327	11%
Total Exports	3647	3512	4%	18369	15526	18%
Total Sales (Domestic + Export)	40591	35634	14%	201577	179853	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

Vice President (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com

Press Release

Mahindra Tractors Sells 12,327 Units in India during August 2016

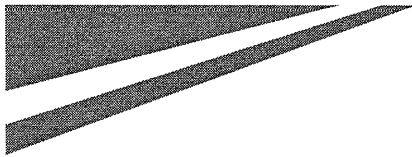
Mumbai, September 1, 2016: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 17.8 billion Mahindra Group, today announced its tractor sales numbers for August 2016.

Domestic sales in August 2016 were at 12,327 units, as against 10,751 units during August 2015. Total tractor sales (domestic + exports) during August 2016 were at 13,543 units, as against 11,699 units for the same period last year. Exports for the month stood at 1,216 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 12,327 tractors in the domestic market during August 2016, with a growth of 15% over August 2015. The good monsoon has led to a growth in the Kharif sowing this year and we anticipate that the upcoming festive season will further boost demand in the coming months. In the export market, we sold 1,216 tractors with a growth of 28% over August 2015".

	FARM EQUIPMENT SECTOR					
	August			Cumulative August		
	F16	F17	%Change	F16	F17	%Change
Domestic	10751	12327	15%	84174	100428	19%
Exports*	948	1216	28%	5343	5263	-1%
Total	11699	13543	16%	89517	105691	18%

*Exports include CKD



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

Vice President (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com