

REF:NS:SEC:

2<sup>nd</sup> November, 2016

National Stock Exchange of India Limited  
"Exchange Plaza", 5<sup>th</sup> 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 52,008 vehicles during October 2016

**Mumbai, November 2, 2016:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales performance for October 2016 which stood at 52,008 vehicles compared to 51,383 vehicles during October 2015.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 24,737 vehicles in October 2016 as against 24,060 vehicles during October 2015, representing a growth of 3%. The company's domestic sales stood at 48,729 vehicles during October 2016, as against 48,815 vehicles during October 2015.

Exports for October 2016 stood at 3,279 units registering a growth of 28% over October 2015.

Commenting on the auto sales performance for October 2016, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "The festive season has brought about some cheer for the automotive industry with improved sentiments, on the back of a near normal monsoon, rural surge in demand and some new vehicle launches. Some of our power brands such as the Bolero, Scorpio, TUV300 and the Pickups have performed well. At Mahindra we are happy to achieve a 28% growth in our exports. We have expanded our electric vehicle portfolio (zero emissions) over the last one month by adding the eSupro range and the e2oPlus. We have a cumulative growth of 12% in UV, 19% in Exports and a 9% overall growth and hope to see the growth momentum continue for the remaining part of the year."

### Sales Summary October 2016

	October			YTD October		
	F17	F16	% Change	F17	F16	% Change
<b>Passenger Vehicles</b>	24737	24060	3%	140236	125757	12%
<b>Utility Vehicles</b>	23399	22664	3%	131595	117246	12%
<b>Cars + Vans</b>	1338	1396	-4%	8641	8511	2%
<b>Commercial Vehicles</b>	18059	18756	-4%	100895	93830	8%
<b>LCV &lt; 3.5T</b>	17182	17770	-3%	93384	87164	7%
<b>LCV &gt; 3.5T</b>	406	405	0%	4433	3912	13%
<b>MHCV</b>	471	581	-19%	3078	2754	12%
<b>3W</b>	5933	5999	-1%	33351	33248	0%

Total Domestic Sales	48729	48815	0%	274482	252835	9%
Total Exports	3279	2568	28%	25233	21249	19%
Total Sales (Domestic + Export)	52008	51383	1%	299715	274084	9%

### 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.

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### Our Social Media Channels:

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

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

### Media contact information:

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Press Release

## Mahindra Tractors Sells 43,826 Units; Registers a Growth of 61% in the Domestic Market during October 2016

**Mumbai, November 2, 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 October 2016.

Domestic sales in October 2016 were at 43,826 units, as against 27,280 units during October 2015. Total tractor sales (domestic + exports) during October 2016 were at 45,177 units, as against 28,081 units for the same period last year. Exports for the month stood at 1,351 units.

Commenting on the month's performance, **Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "In October 2016 we had a strong growth of 61% over October 2015, with sales of 43,826 tractors in the domestic market. This season's rainfall has been normal resulting in healthy water levels in reservoirs. Expectation of good Kharif crop coupled with continued good sentiments will positively impact demand going forward. In the export market, we sold 1,351 tractors with a growth of 69% over October 2015."

<b>FARM EQUIPMENT SECTOR</b>						
	<b>October</b>			<b>Cumulative October</b>		
	<b>F16</b>	<b>F17</b>	<b>%Change</b>	<b>F16</b>	<b>F17</b>	<b>%Change</b>
<b>Domestic</b>	27280	43826	<b>61%</b>	128506	173289	<b>35%</b>
<b>Exports</b>	801	1351	<b>69%</b>	7179	8141	<b>13%</b>
<b>Total</b>	28081	45177	<b>61%</b>	135685	181430	<b>34%</b>

\*Exports include CKD

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