

REF:NS:SEC:

1st April, 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: Mahindra Tractors Division Sales for March, 2016

Please find enclosed a Press Release issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



 NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

Z:\M & M DATA\Stock-Exchange\Press Release Mahindra's FES - (01.04.2016).docx

Mahindra Tractors sells 13,931 units in India during March 2016

Mumbai, April 1, 2016: Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), a part of the USD 16.9 billion Mahindra Group, today announced its sales numbers for March 2016.

Domestic sales in March 2016 were at 13,931 units, as against 10,392 units during March 2015. Total tractor sales (domestic + exports) during March 2016 were at 14,682 units, as against 12,254 units for the same period last year. Exports for the month stood at 751 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 13,931 tractors in the domestic market during March 2016, which is a growth of 34% over last year. We expect the revival of the Agri economy in the current fiscal year (2016 -17) with increased agricultural support extended by the government and the hope for favourable weather conditions. In the export market, we sold 751 tractors during March 2016”.

	FARM EQUIPMENT SECTOR (vs PY)					
	Mar			Cumulative Mar		
	F15	F16	%Change	F15	F16	%Change
Domestic	10392	13931	34%	220157	202046	-8%
Exports	1862	751	-60%	13868	11545	-17%
Total	12254	14682	20%	234025	213591	-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 16.9 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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Facebook - <https://www.facebook.com/MahindraRise>

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