

REF:NS:SEC:

1st February, 2018

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

D:\SERVER BACKUP\M&M Data Server Backup\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (01.02.2018).docx



Mahindra's Auto Sector Sells 52,048 vehicles during January 2018, registers a growth of 32%

MHCV segment grows by 70% at 1,049 vehicles during January 2018

Mumbai, February 1, 2018: Mahindra & Mahindra Ltd. (M&M Ltd.) today announced its auto sales performance for January 2018 which stood at 52,048 vehicles, compared to 39,386 vehicles during January 2017, a growth of 32%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 23,686 vehicles in January 2018, as against 20,169 vehicles during January 2017, registering a growth of 17%. The company's domestic sales stood at 49,432 vehicles during January 2018, as against 37,115 vehicles during January 2017 registering a growth of 33%. In the Medium and Heavy Commercial Vehicles segment, M&M sold 1,049 vehicles for the month, registering a growth of 70%. Exports for January 2018 stood at 2,616 vehicles, a growth of 15%.

Commenting on the monthly performance, **Rajan Wadhwa, President, Automotive Sector, M&M Ltd.** said, "We are happy to have begun the calendar year with an overall healthy growth of 32%. We have seen a good growth across our portfolio of products both Personal & Commercial. The growth in the MHCV segment lends credence to the positive momentum in the economy, which can be seen even in the growth numbers of our SCV portfolio. We believe this momentum will continue in our Q4FY2018 numbers. The upcoming Auto Expo will allow Mahindra to display a slew of exciting products and mobility solutions in keeping with automotive trends such as Shared Mobility and Last Mile Connectivity".

Sales Summary January 2018

	January			YTD January		
	F18	F17	% Change	F18	F17	% Change
Passenger Vehicles	23686	20169	17%	200561	190736	5%
Utility Vehicles	22235	19217	16%	188345	179185	5%
Cars + Vans	1451	952	52%	12216	11551	6%
Commercial Vehicles	21002	13890	51%	170361	141657	20%
LCV < 3.5T	19309	12737	52%	157296	131179	20%
LCV > 3.5T	644	535	20%	5786	5950	-3%
MHCV	1049	618	70%	7279	4528	61%
3W	4744	3056	55%	42885	43818	-2%
Total Domestic Sales	49432	37115	33%	413807	376211	10%
Total Exports	2616	2271	15%	22159	32355	-32%
Total Sales (Domestic + Export)	52048	39386	32%	435966	408566	7%



Mahindra
Rise.

About Mahindra

The Mahindra Group is a USD 19 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, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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

Media contact information:

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Press Release

Mahindra Farm Equipment Sector sells 20,647 units in India during January 2018

Registers 40% domestic growth for the month

Mumbai, February 1, 2018: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 19 billion Mahindra Group, today announced its tractor sales numbers for January 2018.

Domestic sales in January 2018 were at 20,647 units, as against 14,776 units during January 2017. Total tractor sales (domestic + exports) during January 2018 were at 21,875 units, as against 15,909 units for the same period last year. Exports for the month stood at 1,228 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "We have sold 20,647 tractors in the domestic market during January 2018 with a growth of 40% over last year. We believe that increased focus towards agriculture and rural infrastructure in the upcoming annual budget, coupled with good progress in Rabi sowing and improved MSP for Rabi crops, would lead to positive sentiments and drive demand in the coming months. In the exports market, we sold 1,228 tractors, a growth of 8% over January 2017."

FARM EQUIPMENT SECTOR						
	January			Cumulative January		
	F17	F18	%Change	F17	F18	%Change
Domestic	14776	20647	40%	216602	255696	18%
Exports	1133	1228	8%	12046	12927	7%
Total	15909	21875	38%	228648	268623	17%

*Exports include CKD

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