

REF:NS:SEC:

2nd April, 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 (02.04.2018).docx

Mahindra's Auto Sector sells 62,077 vehicles during March 2018, a growth of 10%

Automotive Division sells over 5 lac units in FY18, after a gap of 5 years

Mumbai, April 2, 2018: Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the USD 19 billion Mahindra Group, today announced its auto sales performance for March 2018 which stood at 62,077 vehicles, compared to 56,202 vehicles during March 2017, a growth of 10%.

It is noteworthy that Mahindra's Automotive Division has sold over 5 lac units during FY18. This has been achieved by the company after a gap of 5 years.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 26,555 vehicles in March 2018, a growth of 4%. In the commercial vehicle segment, the company sold 25,496 vehicles in March 2018, registering an 11% growth. The domestic sales stood at 58,653 vehicles during March 2018, registering a growth of 10%. In the Medium and Heavy Commercial Vehicles segment, M&M sold 1,377 vehicles for the month. Exports for March 2018 stood at 3,424 vehicles, a growth of 26%.

For the financial year ended March 31, 2018, Auto Sector sales stood at 5,49,154 vehicles compared to 5,07,598 vehicles during FY2017, registering a growth of 8%.

Commenting on the monthly performance, **Rajan Wadhera, President, Automotive Sector, M&M Ltd.** said, "We are extremely happy to have achieved a sales milestone of 5 lac plus units during the last financial year, with an overall growth of 8%. This is testimony to the good performance of both passenger as well as commercial vehicles. We are particularly buoyed by the growth of our truck business, which has outperformed the industry. With three of our critical new automotive launches lined up in FY19, we are confident of increasing our market share in the utility vehicle space".

Sales Summary March 2018

Category	March			YTD March		
	F18	F17	% Change	F18	F17	% Change
Passenger Vehicles	26555	25523	4%	249505	236980	5%
Utility Vehicles	24593	23827	3%	233915	222541	5%
Cars* + Vans	1962	1696	16%	15590	14439	8%
Commercial Vehicles	25496	22908	11%	216803	180948	20%
LCV < 3.5T	23053	20334	13%	199574	166607	20%
LCV > 3.5T	1066	1103	-3%	7745	7626	2%
MHCV	1377	1471	-6%	9484	6715	41%
3W	6602	5062	30%	54625	52306	4%
Total Domestic Sales	58653	53493	10%	520933	470234	11%
Total Exports	3424	2709	26%	28221	37364	-24%
Total Sales (Domestic + Export)	62077	56202	10%	549154	507598	8%

*Above Domestic Sales Includes sales made in subsidiary company Mahindra Electric Mobility Ltd

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 enjoys 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

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Press Release

Mahindra’s Farm Equipment Sector sells 26,958 units in India during March 2018

Registers 50% domestic growth for the month

Mumbai, April 2, 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 March 2018.

Domestic sales in March 2018 were at 26,958 units, as against 17,973 units during March 2017. Total tractor sales (domestic + exports) during March 2018 were at 28,277 units, as against 19,337 units for the same period last year. Exports for the month stood at 1,319 units.

Commenting on the month’s performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “In full year FY 18, we have sold over 3 lakh tractors in India setting a new benchmark. The domestic sales in March 2018 were at 26,958 tractors with a growth of 50% over the same month last year. We have seen a good momentum in Q4 and hope to see it continue next year too. In the exports market, we have sold 1,319 tractors.”

	FARM EQUIPMENT SECTOR					
	March			Cumulative March		
	F17	F18	%Change	F17	F18	%Change
Domestic	17973	26958	50%	248409	301934	22%
Exports	1364	1319	-3%	14583	15449	6%
Total	19337	28277	46%	262992	317383	21%

*Exports include CKD

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