

REF:NS:SEC:

3rd October, 2017

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.

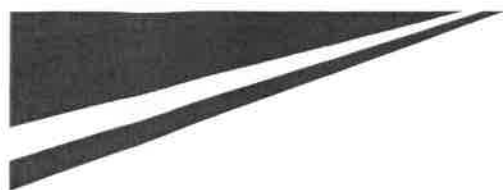
Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Press Release

Mahindra's Auto Sector Sells 53,663 vehicles during September 2017

Passenger Vehicles grow by 23%
Commercial Vehicles witness a growth of 19%

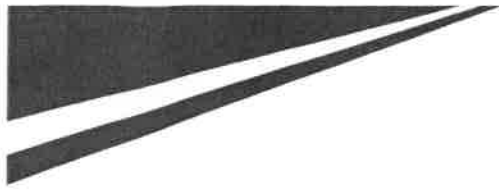
Mumbai, October 3, 2017: Mahindra & Mahindra Ltd. (M&M Ltd.) today announced its auto sales performance for September 2017 which stood at 53,663 vehicles, compared to 46130 vehicles during September 2016, representing a growth of 16%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 25,327 vehicles in September 2017, as against 20537 vehicles during September 2016, registering a growth of 23%. The company's domestic sales stood at 50,456 vehicles during September 2017, as against 42545 vehicles during September 2016, a growth of 19%. In the Medium and Heavy Commercial Vehicles segment, M&M sold 884 vehicles, a growth of 143%. Exports for September 2017 stood at 3,207 vehicles.

Commenting on the monthly performance, **Rajan Wadhera, President, Automotive Sector, M&M Ltd.** said, "The auto industry has witnessed a buoyant demand in September leading up to the festive season. This upsurge has been witnessed both in urban and rural markets. At Mahindra, we are very happy with our September 2017 performance with our passenger & commercial vehicle sales having grown at 23% & 19% respectively. We are particularly happy with the performance of our Scorpio brand which has had its highest monthly sales in September, since inception. Going forward, we are confident of sustaining a growth momentum for the rest of the festive season".

Sales Summary September 2017

	September			YTD September		
	F18	F17	% Change	F18	F17	% Change
Passenger Vehicles	25327	20537	23%	121399	115499	5%
Utility Vehicles	24109	19206	26%	114598	108196	6%
Cars + Vans	1218	1331	-8%	6801	7303	-7%
Commercial Vehicles	19201	16081	19%	96979	82836	17%
LCV < 3.5T	17803	15282	16%	89919	76202	18%
LCV > 3.5T	514	435	18%	3565	4027	-11%
MHCV	884	364	143%	3495	2607	34%
3W	5928	5927	0%	23666	27418	-14%
Total Domestic Sales	50456	42545	19%	242044	225753	7%



Total Exports	3207	3585	-11%	12448	21954	-43%
Total Sales (Domestic + Export)	53663	46130	16%	254492	247707	3%

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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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

Media contact information:

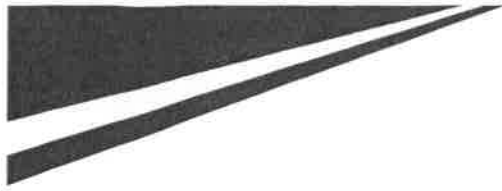
Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

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Press Release

Mahindra Farm Equipment Sector registers 52% domestic growth over September 2016, achieving record month sales

Sold 44,000 tractor units in India during September 2017

Mumbai, October 3, 2017: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 19 billion Mahindra Group, today announced its tractor sales numbers for September 2017.

Domestic sales in September 2017 were at 44,000 units, as against 29,035 units during September 2016. Total tractor sales (domestic + exports) during September 2017 were at 45,563 units, as against 30,562 units for the same period last year. Exports for the month stood at 1,563 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "We have sold 44,000 tractors in the domestic market during September 2017, a growth of 52% over last year. With a good monsoon and improved Kharif production estimates, we expect the positive sentiments to continue through the festive season. In the exports market, we sold 1,563 tractors."

	FARM EQUIPMENT SECTOR					
	Sept			Cumulative Sept		
	F17	F18	%Change	F17	F18	%Change
Domestic	29035	44000	52%	129463	158106	22%
Exports	1527	1563	2%	6790	7338	8%
Total	30562	45563	49%	136253	165444	21%

*Exports include CKD

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