

REF:NS:SEC:
1st January, 2019

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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Mahindra's Auto Sector sells 39,755 vehicles during December 2018

Witnesses a growth of 13% during the first nine months of FY19

Mumbai, January 1, 2019: Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the USD 20.7 billion Mahindra Group, today announced its auto sales performance for December 2018 which stood at 39,755 vehicles, compared to 39,200 vehicles during December 2017.

The company's domestic sales touched 36,690 vehicles during December 2018, as against 36,979 vehicles in December 2017. The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 15,091 vehicles in December 2018, as against 15,543 vehicles in December 2017.

In the Commercial Vehicles segment, the company sold 16,906 vehicles in December 2018, as against 17,542 vehicles in December 2017. In the Medium and Heavy Commercial Vehicles segment, M&M sold 824 vehicles for the month. Exports for December 2018 stood at 3,065 vehicles, a growth of 38%.

Commenting on the performance, **Rajan Wadhwa, President, Automotive Sector, M&M Ltd.** said, "We are happy to have ended the first nine months of the year on a positive growth of 13%, and are particularly buoyed by our ongoing strong performance in Exports. However in domestic market, challenges relating to tight liquidity and low buying sentiment continue the de-growth for December. We hope to see good performance in Q4, owing to the anticipated rural demand because of the harvesting season and the launch of our new XUV300 in February 2019".

Sales Summary December 2018

Category	December			YTD December		
	F19	F18	% Change	F19	F18	% Change
Passenger Vehicles	15091	15543	-3%	177074	176875	0%
Utility Vehicles	13891	14514	-4%	162949	166110	-2%
Cars* + Vans	1200	1029	17%	14125	10765	31%
Commercial Vehicles	16906	17542	-4%	180399	149359	21%
LCV < 3.5T	15537	15749	-1%	166199	137987	20%
LCV > 3.5T	545	600	-9%	5814	5142	13%
MHCV	824	1193	-31%	8386	6230	35%
3W	4693	3894	21%	48101	38141	26%
Total Domestic Sales	36690	36979	-1%	405574	364375	11%
Total Exports	3065	2221	38%	28343	19512	45%
Total Sales (Domestic + Export)	39755	39200	1%	433917	383887	13%

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

About Mahindra

The Mahindra Group is a USD 20.7 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, defense, 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

Mohan Nair
Vice President (Communications)
Mahindra & Mahindra Ltd.
Landline – + 91 22 28468510
Email – nair.mohan@mahindra.com

Press Release

Mahindra's Farm Equipment Sector Sells 16,510 Units in India During December 2018

Registers a 10% growth in the domestic market for the first nine months of the year

Mumbai, January 1, 2019: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 20.7 billion Mahindra Group, today announced its tractor sales numbers for December 2018.

Domestic sales in December 2018 were at 16,510 units, as against 16,855 units during December 2017. Total tractor sales (domestic + exports) during December 2018 were at 17,404 units, as against 18,488 units for the same period last year. Exports for the month stood at 894 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "In December 2018, the Farm Equipment Sector has sold a total volume of 17,404 tractors (inclusive of exports). Even though the Rabi crop sowing has been lower than desired, we hope that the government's initiatives in the agri and rural sectors would enable tractor sales momentum in Q4 F19. In the Export market we sold 894 tractors."

Farm Equipment Sector						
	December			Cumulative December		
	F18	F19	%Change	F18	F19	%Change
Domestic	16855	16510	-2%	236600	259243	10%
Exports	1633	894	-45%	11823	10315	-13%
Total	18488	17404	-6%	248423	269558	9%

*Exports include CKD

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Media contact information

Mohan Nair
 Vice President (Communications)
 Mahindra & Mahindra Ltd.
 Landline – + 91 22 28468510
 Email – nair.mohan@mahindra.com