

REF:NS:SEC:

1st September, 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

D:\SERVER BACKUP\M&M Data Server Backup\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (01.09.2019).docx

Mahindra's Auto Sector sells 36,085 vehicles during August 2019

Mumbai, September 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 August 2019.

In the Passenger Vehicles segment (which includes UVs, Cars and Vans), Mahindra sold **13,507** vehicles in August 2019, compared to **19,758** vehicles in August 2018.

In the Commercial Vehicles segment, the company sold **14,684** vehicles in August 2019, as against **20,326** vehicles in August 2018.

In the Medium and Heavy Commercial Vehicles segment, Mahindra sold **354** vehicles for the month. Exports for August 2019 stood at **2,521** vehicles.

The company's Auto Sector overall sales (Domestic + Exports) stood at **36,085** vehicles in August 2019, compared to **48,324** vehicles during August 2018.

Commenting on the performance, **Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Division, M&M Ltd.** said, "The auto industry continues to be subdued in the month of August due to several external factors. We are optimistic and hopeful of a good festive season going ahead".

Sales Summary August 2019

Category	August			YTD August		
	F20	F19	% Change	F20	F19	% Change
Passenger Vehicles	13507	19758	-32%	89738	100318	-11%
Utility Vehicles	13037	17892	-27%	85135	91845	-7%
Cars* + Vans	470	1866	-75%	4603	8473	-46%
Commercial Vehicles	14684	20326	-28%	82247	96550	-15%
LCV < 3.5T	13855	18584	-25%	76197	87752	-13%
LCV > 3.5T	475	594	-20%	3463	3620	-4%
MHCV	354	1148	-69%	2587	5178	-50%
3W	5373	5289	2%	23183	23834	-3%
Total Domestic Sales	33564	45373	-26%	195168	220702	-12%
Total Exports	2521	2951	-15%	12748	14921	-15%
Total Sales (Domestic + Export)	36085	48324	-25%	207916	235623	-12%

*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

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Press Release

Mahindra’s Farm Equipment Sector Sells 13,871 Units in India during August 2019

Mumbai, September 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 August 2019.

Domestic sales in August 2019 were at **13,871** units, as against **16,375** units during August 2018. Total tractor sales (domestic + exports) during August 2019 were at **14,817** units, as against **17,785** units for the same period last year. Exports for the month stood at **946** units.

Commenting on the performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold 13,871 tractors in the domestic market during August 2019. The improved monsoon spread and sowing pattern for the Kharif crop is likely to help boost rural sentiment going into the festive season. The recently announced fiscal measures by the Government may also provide the necessary stimulus for tractor demand uptick. In the exports market, we have sold 946 tractors.”

Farm Equipment Sector						
	August			Cumulative August		
	F19	F20	%Change	F19	F20	%Change
Domestic	16375	13871	-15%	135309	115958	-14%
Exports	1410	946	-33%	5939	5201	-12%
Total	17785	14817	-17%	141248	121159	-14%

*Exports include CKD

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