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Mahindra

Mahindra & Mahindra Ltd.
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REF: NS: SEC:

1st October, 2013

The Secretary
National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

Dear Sir,

**Sub: Mahindra Tractors sells 25,922 units in Domestic market during
September 2013, registers 37% growth**

Please find enclosed a Press Release pertaining to the captioned subject issued
by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



 NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above.

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Press Release

For Immediate Dissemination

Mahindra Tractors sells 25,922 units in Domestic market during September 2013, registers 37% growth

Mumbai, 1 October, 2013: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.2 billion Mahindra Group, today announced its tractor sales numbers for September 2013 which stood at 25,922 units in the domestic market, as against 18,908 units during September 2012, a growth of 37%. The company's overall sales have also grown by 33%, standing at 26,637 units during September 2013 with exports at 715 units.

Speaking on the monthly performance, **Rajesh Jejurikar, Chief Executive, Tractor and Farm Mechanization, Mahindra & Mahindra Ltd.** said "On the back of a good monsoon, we are delighted with a 37% growth in tractor sales despite the traditionally low buying period in September. We see a healthy growth continuing over the next few months."

	FARM EQUIPMENT SECTOR					
	September 2013			Cumulative September 2013		
	F 13	F 14	%Change	F 13	F 14	%Change
Domestic	18908	25922	37%	103358	128626	24%
Exports	1177	715	-39%	6063	5215	-14%
Total	20085	26637	33%	109421	133841	22%



About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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For further enquiries

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