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Mahindra

Mahindra & Mahindra Ltd.Mahindra Towers,
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REF: NS: SEC:

1st August, 2014

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: 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: as above.

D:\M & M DATA\Stock-Exchange\Press Release Mahindra's Auto and Tractor (21.08.2014).doc



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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 35,567 units during July 2014

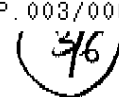
Mumbai, August 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 35,567 units during July 2014, as against 37,096 units during July 2013.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 14,708 units in July 2014, as against 15,530 units during July 2013. The company's domestic sales stood at 33,047 units during July 2014, as against 34,490 units during July 2013. In July 2014, the 4-wheelers commercial segment sold 12,472 units, while the 3-wheelers segment clocked 5,142 units. Exports for the month stood at 2,520 units.

Commenting on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division & International Operations(AFS), Mahindra & Mahindra Ltd. said,** "The overall sales during the last month was subdued and the market remained challenging. With the monsoon now setting in across the country as well as the ensuing festival season, we expect positive sentiments in the coming months resulting in enhanced demand for our products. We are happy that our first global SUV, the XUV500, has crossed the milestone of 1 lac sales, this month, which is less than three years since its launch and we thank our customers for it".

Sales Summary July 2014

Segment	July F15	July F14	YTD July F15	YTD July F14	MOM July F15 Vs F14 growth %	YTD July F15 Vs F14 growth %
Passenger Vehicles (UVs & Verito)	14708	15530	67721	75754	-5%	-11%



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4-wheelers Commercial (Passenger & Load)*	12472	13740	51123	56763	-9%	-10%
3-wheelers	5142	4490	16950	16857	15%	1%
MTB	725	730	3311	3329	-1%	-1%
DOMESTIC TOTAL	33047	34490	139105	152703	-4%	-9%
M&M EXPORTS	2520	2606	9085	7377	-3%	23%
SECTOR TOTAL	35567	37096	148190	160080	-4%	-7%

*Includes Maxximo, Gio, Genio & Bolero Pick up

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 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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For further enquiries please contact:

Ruzbeh Irani

Chief Group Communications and Ethics Officer

and Member of the Group Executive Board

Mahindra Group



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Press Release

For Immediate Dissemination

Mahindra Tractors sells 16379 units in domestic market during July 2014

Mumbai, August 1, 2014: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.5 billion Mahindra Group, maintained its leadership position in the Indian tractor industry during July 2014.

Domestic sales in July 2014 stood at 16379 units, as against 17771 units during July 2013. Total tractor sales (domestic + exports) during July 2014 stood at 17407 units, as against 18469 units for the same period last year. Exports for the month stood at 1028 units.

Commenting on the monthly performance, **Rajesh Jejurikar, Chief Executive, Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have registered a sale of 16379 units during July 2014. A delay in the arrival of monsoon has led to late sowing and has impacted farmer sentiment leading to lower sales of tractors in July. We do hope that the rains picking up in the month of July across the country will give a boost to the farmers' morale and the agriculture industry alike".

	FARM EQUIPMENT SECTOR					
	July 2014			Cumulative July		
	F14	F15	%Change	F14	F15	%Change
Domestic	17771	16379	-8%	89161	88299	-1%
Exports	698	1028	47%	3885	3663	-6%
Total	18469	17407	-6%	93046	91962	-1%

*Exports include CKD units.



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