

REF:NS:SEC:

1st November, 2015

✓ **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.

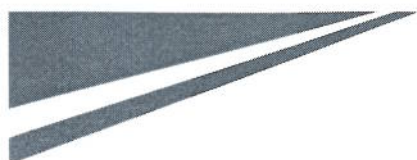
Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED


✓ **NARAYAN SHANKAR**
& **COMPANY SECRETARY**

Encl: a/a

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Press Release

For Immediate Dissemination

Mahindra's Auto Sector sells 51383 units during October 2015, registers a 20% growth

Mumbai, November 1, 2015: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 51383 units during October 2015 as against 42780 units during October 2014, representing a growth of 20%.

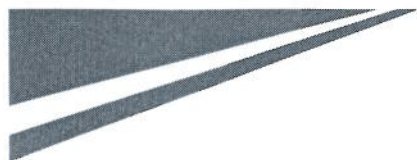
The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 24060 units in October 2015 as against 20255 units during October 2014, registering a growth of 19%. The company's domestic sales stood at 48815 units during October 2015 as against 40278 units during October 2014, a growth of 21%. In October 2015, the Medium and Heavy Commercial Vehicles segment sold 581 units, registering a growth of 169%.

Exports for October 2015 stood at 2568 units, representing a growth of 3% for October 2015 and a growth of 32% for YTD October 2015.

Speaking on the auto sales performance for October 2015, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "The advent of the festive season has provided the much needed fillip for the auto industry especially on the back of the new launches of most manufacturers which has received an encouraging response. With the drop in interest rates and the fuel prices remaining benign, we expect the industry to maintain a good growth momentum going forward. At Mahindra we are happy with our performance during October 2015, which has witnessed a positive growth of 20% backed by excellent response garnered from the recently launched TUV300 as well as other brands such as XUV500, Scorpio, Bolero and pickups. We are quite hopeful of this positive growth momentum continuing for the rest of the year."

Sales Summary October 2015

	October			YTD October		
	F16	F15	% Change	F16	F15	% Change
Passenger Vehicles	24060	20255	19%	125757	130942	-4%
Utility Vehicles	22664	19029	19%	117246	119115	-2%
Cars + Vans	1396	1226	14%	8511	11827	-28%
Commercial Vehicles	18756	14345	31%	93830	89841	4%



LCV < 3.5T	17770	13811	29%	87164	84955	3%
LCV > 3.5T	405	318	27%	3912	3164	24%
MHCV	581	216	169%	2754	1722	60%
3W	5999	5678	6%	33248	34157	-3%
Total Domestic Sales	48815	40278	21%	252835	254940	-1%
Total Exports	2568	2502	3%	21249	16120	32%
Total Sales (Domestic + Export)	51383	42780	20%	274084	271060	1%

About Mahindra

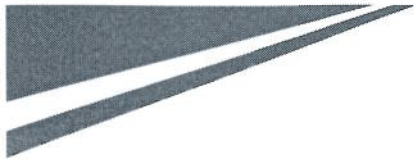
The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 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 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. 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:

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Direct Line – + 91 22 28468510
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Press Release

For Immediate Dissemination

Mahindra Tractors sells 27,280 units in India during October 2015

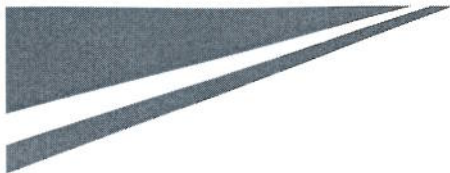
Mumbai, November 1, 2015: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.9 billion Mahindra Group, today announced its sales numbers for October 2015.

Domestic sales in October 2015 stood at 27,280 units, as against 30,800 units during October 2014. Total tractor sales (domestic + exports) during October 2015 stood at 28,081 units, as against 31,907 units for the same period last year. Exports for the month stood at 801 units.

Commenting on the month's performance, **Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have sold 27,280 tractors in the domestic market during October 2015. We expect upcoming festive season will bring in improved sentiments and demand in coming month. Despite deficient monsoon this year, the late showers in last leg of monsoon are likely to improve sentiments for rabi sowing and hope of better second crop. In export markets we sold 801 tractors during October 2015."

	FARM EQUIPMENT SECTOR					
	Oct			Cumulative Oct		
	F15	F16	%Change	F15	F16	%Change
Domestic	30800	27280	-11%	160153	128506	-20%
Exports	1107	801	-28%	7461	7179	-4%
Total	31907	28081	-12%	167614	135685	-19%

*Exports include CKD units.



About Mahindra

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