



COMMUNIQUÉ

August 2009

August 2009 volumes compared to August 2008

Auto Sector

- UV sales grow by 42% for the month, YTD sales grow by 36%
- Total M&M vehicle sales up by 26% for the month, YTD sales up by 23%
- Logan sales for the month are down (-68%)
- LCV sales for the month are down by (-19%)
- Total domestic Auto sales for the month up by 17%.
- Total sales (domestic + exports) for the month up by 15%, YTD sales up by 10%

	M&M FLASH SALES VOLUMES					
	August			April - August		
	F10	F 09	%YoY	F10	F 09	%YoY
UVs	16631	11731	42%	82039	60322	36%
3-Wheelers	3652	4315	-15%	16490	19791	-17%
Total Vehicles - (M&M)	20283	16046	26%	98529	80113	23%
Logan *	469	1464	-68%	2391	7465	-68%
LCVs ^	658	812	-19%	4171	4913	-15%
Total Auto Sector (Dom.) Vehicles	21410	18322	17%	105091	92491	14%
Exports	653	890	-27%	2304	5182	-56%
Total Vehicles (Dom + Exp)	22063	19212	15%	107395	97673	10%

* MRPL domestic sales

^ MNAL domestic sales

Farm Equipment Sector

M&M LTD - FES TOTAL						
	Aug			April - August		
Tractors	F 09	F 10	YoY%	F 09	F 10	YoY%
Domestic	9781	10160	4%	44236	64251	45%
Exports	646	485	-25%	3789	2627	-31%
Total Tractors (Dom + Exp)	10427	10645	2%	48025	66878	39%

Note :- As a consequence of merger of M/s Punjab Tractors Ltd. with the company effective from 1st August'08 , the cummulative Aug'09 sales figures include 15707 Nos of Swaraj division (erstwhile M/s Punjab Tractors LTD.) for the period of April'09 to Jul

Dr. Pawan Goenka becomes President of SIAM



Dr. Pawan Goenka –
President, Automotive
Sector & Member of the
Group Management Board,
M&M Ltd.

- Dr. Pawan Goenka, President of Automotive Sector, M&M Ltd. has been elected President of the Society of Indian Automobile Manufacturers (SIAM), the apex Industry body representing 44 leading vehicle and vehicular engine manufacturers in India.
- The appointment is for the years 2009 – 2011.
- According to Dr. Goenka, growth with responsibility will be the abiding theme for the Society's work over the next two years.
- As the apex industry body for the Indian automobile industry, SIAM provides a platform for the industry to voice its concerns, aims to enhance communication, expand economics, trade and technical co-operation between the industry and its international counterparts.



Mahindra showcases the Hy-Alfa at World Hydrogen Technologies Convention 2009

- M&M showcased its hydrogen-powered Alfa 3-wheeler vehicle, the Hy-Alfa, at the World Hydrogen Technologies Convention 2009 held in the Capital.
- “The Hy-Alfa is the first vehicle of its kind in the world to run on compressed hydrogen gas and is incredibly engineered to run with absolutely zero emissions, which makes it a pleasure to drive on congested city roads.
- This hydrogen powered ICE (Internal Combustion Engine) vehicle is available in both passenger (3 – seater) and cargo versions. Mahindra has collaborated with world-renowned R&D centres and Indian partners to enhance research on this futuristic technology.
- Mahindra’s Sustainable Mobility Solutions illustrate M&M’s commitment to the research, product development, and advancement of the most cutting-edge technologies to bring about a cleaner and greener future.

Mahindra Tractors is now a Superbrand



- Mahindra Tractors, the market leader in the Indian tractor industry for 26 years, has recently been conferred the title of a Superbrand,
- Mahindra Tractors has been declared a Superbrand on the basis of the brand’s goodwill, consumer loyalty and emotional bonding.
- Superbrand is regarded as one of the most distinguished awards in the world of branding. Superbrands is a multinational project operating in 82 countries across 5 continents