

REF:NS:SEC:

3<sup>rd</sup> October, 2016

**National Stock Exchange of India Limited**  
"Exchange Plaza", 5<sup>th</sup> 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: Press Release issued by Mahindra & Mahindra Limited**

Please find enclosed Press Release 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

## Mahindra Tractors Sells 29,035 Units; Registers a Growth of 70% in the Domestic Market during September 2016

**Mumbai, October 1, 2016:** Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 17.8 billion Mahindra Group, today announced its tractor sales numbers for September 2016.

Domestic sales in September 2016 were at 29,035 units, as against 17,052 units during September 2015. Total tractor sales (domestic + exports) during September 2016 were at 30,562 units, as against 18,087 units for the same period last year. Exports for the month stood at 1,527 units.

Commenting on the month's performance, **Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "In September 2016 we had a strong growth of 70% over September 2015, with sales of 29,035 tractors in the domestic market. We expect the good momentum to continue with the upcoming festive season and the effect of a good monsoon. In the export market, we sold 1,527 tractors with a growth of 48% over September 2015."

|                 | <b>FARM EQUIPMENT SECTOR</b> |              |            |                 |               |            |
|-----------------|------------------------------|--------------|------------|-----------------|---------------|------------|
|                 | Sept                         |              |            | Cumulative Sept |               |            |
|                 | F16                          | F17          | %Change    | F16             | F17           | %Change    |
| <b>Domestic</b> | <b>17052</b>                 | <b>29035</b> | <b>70%</b> | <b>101226</b>   | <b>129463</b> | <b>28%</b> |
| <b>Exports</b>  | <b>1035</b>                  | <b>1527</b>  | <b>48%</b> | <b>6378</b>     | <b>6790</b>   | <b>6%</b>  |
| <b>Total</b>    | <b>18087</b>                 | <b>30562</b> | <b>69%</b> | <b>107604</b>   | <b>136253</b> | <b>27%</b> |

\*Exports include CKD



## 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 17.8 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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## Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

## Media contact information:

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