

REF:NS:SEC:

1<sup>st</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's Auto Sector Sells 46,130 Vehicles during September 2016, Registers a Growth of 8%

*Witnesses a Growth of 11% during the first six months of FY17*

**Mumbai, October 1, 2016:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales performance for September 2016 which stood at 46,130 vehicles compared to 42,848 vehicles during September 2015, a growth of 8%. The company has achieved a growth of 11% during the six month period ended September 30, 2016.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 20,537 vehicles in September 2016 as against 19,564 vehicles during September 2015, a growth of 5%. The company's domestic sales stood at 42,545 vehicles during September 2016, as against 39,693 vehicles during September 2015.

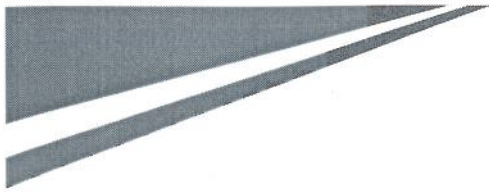
Exports for September 2016 stood at 3,585 vehicles, a growth of 14% and cumulatively a growth of 18% during the first six months of FY17.

Commenting on the auto sales performance for September 2016, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "A good and near normal spread of monsoon as well as new vehicle launches have helped the auto industry perform positively. We do hope that the upcoming festive season brings in better demand due to improved sentiments. We are happy to have achieved an 11% growth during the first six months of the current financial in spite of the various uncertainties and challenges. Our exports during the six month period have seen a good growth of 18%. We hope to continue this momentum for the remaining part of the year."

### Sales Summary September 2016

	September			YTD September		
	F17	F16	% Change	F17	F16	% Change
Passenger Vehicles	20537	19564	5%	115499	101697	14%
Utility Vehicles	19206	18717	3%	108196	94582	14%
Cars + Vans	1331	847	57%	7303	7115	3%
Commercial Vehicles	16081	14430	11%	82836	75074	10%
LCV < 3.5T	15282	13460	14%	76202	69394	10%
LCV > 3.5T	435	459	-5%	4027	3507	15%
MHCV	364	511	-29%	2607	2173	20%
3W	5927	5699	4%	27418	27249	1%
Total Domestic Sales	42545	39693	7%	225753	204020	11%
Total Exports	3585	3155	14%	21954	18681	18%
Total Sales (Domestic + Export)	46130	42848	8%	247707	222701	11%





## 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>

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