

REF:NS:SEC:

1st December, 2017

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

D:\SERVER BACKUP\M&M Data Server Backup\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (01.12.2017).docx

Mahindra's Auto Sector Sells 38,570 vehicles during November 2017

Registers a growth of 18%

Mumbai, December 1, 2017: Mahindra & Mahindra Ltd. (M&M Ltd.) today announced its auto sales performance for November 2017 which stood at 38,570 vehicles, compared to 32,564 vehicles during November 2016.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 16,030 vehicles in November 2017, as against 13,198 vehicles during November 2016, a growth of 21%. The company's domestic sales stood at 36,039 vehicles during November 2017, as against 29,869 vehicles during November 2016, registering a growth of 21%. In the Medium and Heavy Commercial Vehicles segment, M&M sold 792 vehicles for the month, a growth of 122%. Exports for November 2017 stood at 2,531 vehicles, a de-growth of 6%

Commenting on the monthly performance, **Rajan Wadhera, President, Automotive Sector, M&M Ltd.** said, "We are happy to be in a positive growth phase for November 2017, which is usually a lean period post the festive season. Our passenger and small commercial vehicles growth for the month of November have been very encouraging at 21% and 29% respectively, while the MHCV segment continued to grow very well. We expect our growth momentum to continue on the back of some recent refresh launches as well as the positivity of our product portfolio."

Sales Summary November 2017

	November			YTD November		
	F18	F17	% Change	F18	F17	% Change
Passenger Vehicles	16030	13198	21%	161332	153768	5%
Utility Vehicles	14958	12416	20%	151596	144011	5%
Cars + Vans	1072	782	37%	9736	9757	0%
Commercial Vehicles	15554	12718	22%	131812	113613	16%
LCV < 3.5T	14262	11911	20%	122238	105295	16%
LCV > 3.5T	500	451	11%	4539	4884	-7%
MHCV	792	356	122%	5035	3434	47%
3W	4455	3953	13%	34247	37304	-8%
Total Domestic Sales	36039	29869	21%	327391	304685	7%

Total Exports	2531	2695	-6%	17340	28041	-38%
Total Sales (Domestic + Export)	38570	32564	18%	344731	332726	4%

About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information:

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Press Release

Mahindra Farm Equipment Sector sells 21,046 units in India during November 2017

Registers 32% domestic growth for the month

Mumbai, December 1, 2017: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 19 billion Mahindra Group, today announced its tractor sales numbers for November 2017.

Domestic sales in November 2017 were at 21,046 units, as against 15,918 units during November 2016. Total tractor sales (domestic + exports) during November 2017 were at 22,754 units, as against 17,262 units for the same period last year. Exports for the month stood at 1,708 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "We have sold 21,046 tractors in the domestic market during November 2017, a growth of 32% over last year. Agri economy has experienced healthy monsoon, higher kharif production and improved MSPs. We expect the positive demand sentiment to continue. In the exports market, we sold 1,708 tractors with a growth of 27% over November 2016."

	FARM EQUIPMENT SECTOR					
	November			Cumulative November		
	F17	F18	%Change	F17	F18	%Change
Domestic	15918	21046	32%	189207	218378	15%
Exports	1344	1708	27%	9485	10082	6%
Total	17262	22754	32%	198692	228460	15%

*Exports include CKD

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