

REF:NS:SEC:

2nd January, 2018

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: Press Release issued by Mahindra & Mahindra Limited

Please find enclosed a Press Release issued by the Company.

Kindly take the above on record.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



f NARAYAN SHANKAR
COMPANY SECRETARY

Encl: a/a

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Press Release

Mahindra Farm Equipment Sector sells 16,671 units in India during December 2017

Registers 32% domestic growth for the month

Mumbai, January 2, 2018: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 19 billion Mahindra Group, today announced its tractor sales numbers for December 2017.

Domestic sales in December 2017 were at 16,671 units, as against 12,619 units during December 2016. Total tractor sales (domestic + exports) during December 2017 were at 18,288 units, as against 14,047 units for the same period last year. Exports for the month stood at 1,617 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "We have sold 16,671 tractors in the domestic market during December 2017, a growth of 32% over last year. With the healthy reservoir levels and good progress on rabi sowing, we expect the growth momentum to continue in the coming months. In the exports market, we sold 1,617 tractors, a growth of 13% over December 2016."

	FARM EQUIPMENT SECTOR					
	December			Cumulative December		
	F17	F18	%Change	F17	F18	%Change
Domestic	12619	16671	32%	201826	235049	16%
Exports	1428	1617	13%	10913	11699	7%
Total	14047	18288	30%	212739	246748	16%

*Exports include CKD

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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