

REF:NS:SEC:  
1<sup>st</sup> September, 2017

**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: 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

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Press Release

## Mahindra's Auto Sector Sells 42,116 vehicles during August 2017

*Passenger Vehicles grow by 6%  
Commercial Vehicles witness a growth of 17%*

**Mumbai, September 1, 2017:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales performance for August 2017 which stood at 42,116 vehicles, compared to 40,591 vehicles during August 2016, representing a growth of 4%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 19,325 vehicles in August 2017, as against 18,246 vehicles during August 2016, registering a growth of 6%. The company's domestic sales stood at 39,534 vehicles during August 2017, as against 36,944 vehicles during August 2016, a growth of 7%. In August 2017, the Medium and Heavy Commercial Vehicles segment sold 538 vehicles, a growth of 45%. Exports for August 2017 stood at 2,582 vehicles.

Commenting on the performance, **Rajan Wadhera, President, Automotive Sector, M&M Ltd.** said, "We are happy with our performance in August'17 as our Commercial Vehicles grew by 17%. Our LCV<3.5T grew by 18% and MHCVs registered a whopping growth of 45%. This upsurge in demand has been due to good monsoons and our rural penetration. Our Passenger Vehicles grew by 6% and our overall sales grew by 4%. Our brands continue to gain traction despite several external challenges. As we get into festive season, we are confident of a good growth over the next couple of months, on the back of our diversified product portfolio."

### Sales Summary August 2017

	August			YTD August		
	F18	F17	% Change	F18	F17	% Change
<b>Passenger Vehicles</b>	19325	18246	6%	96072	94962	1%
<b>Utility Vehicles</b>	18255	17119	7%	90489	88990	2%
<b>Cars + Vans</b>	1070	1127	-5%	5583	5972	-7%
<b>Commercial Vehicles</b>	16303	13993	17%	77778	66755	17%
<b>LCV &lt; 3.5T</b>	15346	13049	18%	72116	60920	18%
<b>LCV &gt; 3.5T</b>	419	573	-27%	3051	3592	-15%
<b>MHCV</b>	538	371	45%	2611	2243	16%
<b>3W</b>	3906	4705	-17%	17738	21491	-17%
<b>Total Domestic Sales</b>	39534	36944	7%	191588	183208	5%
<b>Total Exports</b>	2582	3647	-29%	9243	18369	-50%
<b>Total Sales (Domestic + Export)</b>	42116	40591	4%	200831	201577	0%

**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](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

**Media contact information:**

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Press Release

## Mahindra Tractors sells 15,246 units in India during August 2017

**Mumbai, September 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 August 2017.

Domestic sales in August 2017 were at 15,246 units, as against 12,327 units during August 2016. Total tractor sales (domestic + exports) during August 2017 were at 16,516 units, as against 13,543 units for the same period last year. Exports for the month stood at 1,270 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "We have sold 15,246 tractors in the domestic market during August 2017, a growth of 24% over last year. With the normal monsoon received in the country till date, we are hopeful that it will boost the agricultural output leading to improved tractor demand in the festive months. In the exports market, we sold 1270 tractors."

FARM EQUIPMENT SECTOR						
	Aug			Cumulative Aug		
	F17	F18	%Change	F17	F18	%Change
<b>Domestic</b>	<b>12327</b>	<b>15246</b>	24%	<b>100428</b>	<b>114106</b>	14%
<b>Exports</b>	<b>1216</b>	<b>1270</b>	4%	<b>5263</b>	<b>5775</b>	10%
<b>Total</b>	<b>13543</b>	<b>16516</b>	22%	<b>105691</b>	<b>119881</b>	13%

\*Exports include CKD



**Mahindra**  
Rise.

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