

REF:NS:SEC:
2nd May, 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 (02.05.2017).docx



Mahindra's Auto Sector Sells 39,357 vehicles during April 2017

Mumbai, May 2, 2017: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 39,357 vehicles during April 2017, as against 41,863 vehicles during April 2016.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 19,325 vehicles in April 2017, as against 22,655 vehicles during April 2016. The company's domestic sales stood at 37,829 vehicles during April 2017, as against 39,357 vehicles during April 2016. In April 2017, the Medium and Heavy Commercial Vehicles segment sold 278 vehicles. Exports for April 2017 stood at 1,528 vehicles.

Commenting on the performance for April 2017, **Rajan Wadhera, President, Automotive Sector, M&M Ltd.** said, "We are hopeful that the new financial year will bring in positive sentiments for the automotive industry with the key demand drivers in place. Factors such as the ongoing infrastructure development initiatives, outlook for a normal monsoon and the expectation of a stable policy environment will fuel growth in the coming days. At Mahindra we have registered a marginal de-growth in the month of April. Going forward, we are looking for a good growth momentum with our planned refreshes during FY18".

Sales Summary April 2017

	April		
	F18	F17	% Change
Passenger Vehicles	19325	22655	-15%
Utility Vehicles	18363	21484	-15%
Cars + Vans	962	1171	-18%
Commercial Vehicles	15066	12947	16%
LCV < 3.5T	14360	11834	21%
LCV > 3.5T	428	641	-33%
MHCV	278	472	-41%
3W	3438	3755	-8%
Total Domestic Sales	37829	39357	-4%
Total Exports	1528	2506	-39%
Total Sales (Domestic + Export)	39357	41863	-6%



About Mahindra

The Mahindra Group is a USD 17.8 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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Vice President (Communications)

Mahindra & Mahindra Ltd.

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Press Release

Mahindra Tractors sells 25,081 units in India during April 2017

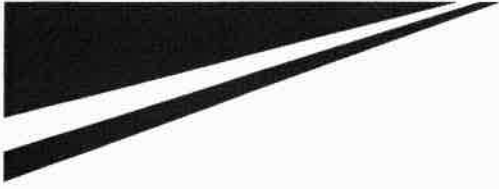
Mumbai, May 2, 2017: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 17.8 billion Mahindra Group, today announced its tractor sales numbers for April 2017.

Domestic sales in April 2017 were at 25,081 units, as against 20,704 units during April 2016. Total tractor sales (domestic + exports) during April 2017 were at 26,001 units, as against 21,386 units for the same period last year. Exports for the month stood at 920 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "We have sold 25,081 tractors in the domestic market during April 2017, a growth of 21% over last year. We expect that the prediction of a normal monsoon coupled with the expectation of good *rabi* crop will boost tractor demand in the coming months. In the exports market, we sold 920 tractors, a growth of 35% over April 2016."

FARM EQUIPMENT SECTOR						
	Apr			Cumulative Apr		
	F17	F18	%Change	F17	F18	%Change
Domestic	20704	25081	21%	20704	25081	21%
Exports	682	920	35%	682	920	35%
Total	21386	26001	22%	21386	26001	22%

*Exports include CKD



Mahindra
Rise.

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