

REF:NS:SEC:

1st August, 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: 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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Mahindra’s Auto Sector sells 47,199 vehicles during July 2018, a growth of 13%

Mumbai, August 1, 2018: Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the USD 20.7 billion Mahindra Group, today announced its auto sales performance for July 2018 which stood at 47,199 vehicles, compared to 41,819 vehicles during July 2017, a growth of 13%.

The company’s domestic sales touched 44,605 vehicles during July 2018, registering a growth of 12%. The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 19,781 vehicles in July 2018, as against 21,034 vehicles in July 2017.

In the commercial vehicles segment, the company sold 19,284 vehicles in July 2018, registering a 28% growth. In the Medium and Heavy Commercial Vehicles segment, M&M sold 866 vehicles for the month, a growth of 32%. Exports for July 2018 stood at 2,594 vehicles, a growth of 31%.

Commenting on the monthly performance, **Rajan Wadhwa, President, Automotive Sector, M&M Ltd.** said, "The auto industry has been subject to certain uncertainties with the truckers strike and sluggishness on the retail front which has impacted the passenger vehicle segment. Demand for our commercial vehicles continues to be strong and the newly launched Furio range of ICVs augurs well for our M&HCV business. As we move into the festive season, we are confident of seeing a turnaround in the overall buying sentiment, coupled with the just announced Mahindra Marazzo, which is scheduled for launch next month".

Sales Summary July 2018

Category	July			YTD July		
	F19	F18	% Change	F19	F18	% Change
Passenger Vehicles	19781	21034	-6%	80560	77029	5%
Utility Vehicles	17879	19152	-7%	73953	72234	2%
Cars* + Vans	1902	1882	1%	6607	4795	38%
Commercial Vehicles	19284	15023	28%	76224	61476	24%
LCV < 3.5T	17785	13761	29%	69168	56770	22%
LCV > 3.5T	633	605	5%	3026	2633	15%
MHCV	866	657	32%	4030	2073	94%
3W	5540	3777	47%	18545	13832	34%
Total Domestic Sales	44605	39834	12%	175329	152337	15%
Total Exports	2594	1985	31%	11971	6661	80%
Total Sales (Domestic + Export)	47199	41819	13%	187300	158998	18%

*Above Domestic Sales Includes sales made in subsidiary company Mahindra Electric Mobility Ltd

About Mahindra

The Mahindra Group is a USD 20.7 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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 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’s Farm Equipment Sector sells 21,574 units in India during July 2018

Registers 21% domestic growth for the month

Mumbai, August 1, 2018: Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), a part of the USD 20.7 billion Mahindra Group, today announced its tractor sales numbers for July 2018.

Domestic sales in July 2018 were at 21,574 units, as against 17,804 units during July 2017. Total tractor sales (domestic + exports) during July 2018 were at 22,679 units, as against 18,957 units for the same period last year. Exports for the month stood at 1,105 units.

Commenting on the month’s performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold 21,574 tractors in the domestic market during July 2018, a growth of 21% over last year. With the normal monsoon leading to healthy reservoir water storage levels, we expect the positive sentiment to continue during this festive season and boost tractor demand. In the exports market, we sold 1,105 tractors”

Farm Equipment Sector						
	July			Cumulative July		
	F18	F19	%Change	F18	F19	%Change
Domestic	17804	21574	<i>21%</i>	99382	118934	<i>20%</i>
Exports	1153	1105	<i>-4%</i>	4568	4529	<i>-1%</i>
Total	18957	22679	<i>20%</i>	103950	123463	<i>19%</i>

*Exports include CKD

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