

REF:NS:SEC:

1<sup>st</sup> December, 2018

**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: 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



 NARAYAN SHANKAR  
COMPANY SECRETARY

Encl: a/a

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## Mahindra's Auto Sector sells 45,101 vehicles during November 2018, a growth of 17%

**Mumbai, December 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 November 2018 which stood at 45,101 vehicles, compared to 38,570 vehicles during November 2017, a growth of 17%.

The company's domestic sales touched 41,564 vehicles during November 2018, as against 36,039 vehicles in November 2017, a growth of 15%. The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 16,188 vehicles in November 2018, as against 16,030 vehicles in November 2017.

In the Commercial Vehicles segment, the company sold 19,673 vehicles in November 2018, registering a 26% growth. In the Medium and Heavy Commercial Vehicles segment, M&M sold 637 vehicles for the month. Exports for November 2018 stood at 3,537 vehicles, a growth of 40%.

Commenting on the monthly performance, **Rajan Wadhwa, President, Automotive Sector, M&M Ltd.** said, "We have registered a double-digit growth in our overall sales. However, adverse macro-economic conditions have impacted the growth forecast for the automotive industry in general. Going forward, we hope that decrease in fuel prices and improving liquidity will drive demand for passenger vehicles. At Mahindra, we remain upbeat due to our new product launches of Marazzo, Alturas G4 and the upcoming launch of our new SUV codenamed S201."

### Sales Summary November 2018

Category	November			YTD November		
	F19	F18	% Change	F19	F18	% Change
Passenger Vehicles	16188	16030	1%	161983	161332	0%
Utility Vehicles	15049	14958	1%	149058	151596	-2%
Cars* + Vans	1139	1072	6%	12925	9736	33%
Commercial Vehicles	19673	15554	26%	163493	131817	24%
LCV < 3.5T	18530	14262	30%	150662	122238	23%
LCV > 3.5T	506	500	1%	5269	4542	16%
MHCV	637	792	-20%	7562	5037	50%
3W	5703	4455	28%	43408	34247	27%
Total Domestic Sales	41564	36039	15%	368884	327396	13%
Total Exports	3537	2531	40%	25278	17291	46%
Total Sales (Domestic + Export)	45101	38570	17%	394162	344687	14%

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

## **Media contact information**

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