

REF:NS:SEC:
2nd November, 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



NARAYAN SHANKAR
COMPANY SECRETARY



Encl: a/a

D:\SERVER BACKUP\M&M Data Server Backup\Stock-Exchange\SE - Press Release - Press release FES (02.11.2018).docx

Press Release

Mahindra’s Farm Equipment Sector Sells 46,312 Units in India during October 2018

Mumbai, November 2, 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 October 2018.

Domestic sales in October 2018 were at 46,312 units, as against 39,516 units during October 2017. Total tractor sales (domestic + exports) during October 2018 were at 47,376 units, as against 40,562 units for the same period last year. Exports for the month stood at 1,064 units.

Commenting on the month’s performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold 46,312 tractors in the domestic market during Oct 2018, a growth of 17% over last year. Demand gained momentum with the onset of the festival season. In the exports market, we sold 1,064 tractors in Oct 2018, a growth of 2% over last year. All our plants operated at full capacity, to help us meet the festive demand.”

Farm Equipment Sector						
	October			Cumulative October		
	F18	F19	%Change	F18	F19	%Change
Domestic	39516	46312	17%	198474	217574	10%
Exports	1046	1064	2%	8467	8631	2%
Total	40562	47376	17%	206941	226205	9%

*Exports include CKD

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

Mohan Nair
 Vice President (Communications)
 Mahindra & Mahindra Ltd.
 Landline – + 91 22 28468510
 Email – nair.mohan@mahindra.com