

REF:NS:SEC:

1<sup>st</sup> February, 2019

**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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## Mahindra's Auto Sector sells 55,722 vehicles during January 2019

*Witnesses a growth of 7% over the previous year*

**Mumbai, February 1, 2019:** Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the USD 20.7 billion Mahindra Group, today announced its auto sales performance for January 2019 which stood at 55,722 vehicles, compared to 52,063 vehicles during January 2018, a growth of 7%.

The company's domestic sales touched 52,500 vehicles during January 2019, as against 49,432 vehicles in January 2018, a growth of 6%. The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 23,872 vehicles in January 2019, as against 23,686 vehicles in January 2018.

In the Commercial Vehicles segment, the company sold 22,625 vehicles in January 2019, as against 21,002 vehicles in January 2018, a growth of 8%. In the Medium and Heavy Commercial Vehicles segment, M&M sold 849 vehicles for the month. Exports for January 2019 stood at 3,222 vehicles, a growth of 22%.

Commenting on the performance, **Rajan Wadhera, President, Automotive Sector, M&M Ltd.** said, "The first month of the new calendar year continues to be on an overall growth path. There is buoyancy in rural growth, commodity costs are levelling, fuel prices are coming down and we see improvement in Forex movement, which in turn will drive positive customer sentiment. Having successfully established the Marazzo & Alturas brands and with the upcoming launch of our new compact SUV, the XUV300, we are positive on our outlook".

### Sales Summary January 2019

Category	January			YTD January		
	F19	F18	% Change	F19	F18	% Change
Passenger Vehicles	23872	23686	1%	200946	200561	0%
Utility Vehicles	22263	22235	0%	185212	188345	-2%
Cars* + Vans	1609	1451	11%	15734	12216	29%
Commercial Vehicles	22625	21002	8%	203024	170361	19%
LCV < 3.5T	21035	19309	9%	187234	157296	19%
LCV > 3.5T	741	644	15%	6555	5786	13%
MHCV	849	1049	-19%	9235	7279	27%
3W	6003	4744	27%	54104	42885	26%
Total Domestic Sales	52500	49432	6%	458074	413807	11%
Total Exports	3222	2631	22%	31565	22143	43%
Total Sales (Domestic + Export)	55722	52063	7%	489639	435950	12%

\*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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Press Release

## Mahindra’s Farm Equipment Sector Sells 20,948 Units in India During January 2019

**Mumbai, February 1, 2019:** 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 January 2019.

Domestic sales in January 2019 were at **20,948** units, as against **20,822** units during January 2018. Total tractor sales (domestic + exports) during January 2019 were at **22,212** units, as against **22,065** units for the same period last year. Exports for the month stood at **1,264** units.

Commenting on the month’s performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold 20,948 tractors in the domestic market during January 2019, a growth of 1% over last year. We believe that the increased focus on agriculture and rural infrastructure will drive positive sentiments and future demand. In the exports market, we sold 1,264 tractors, a growth of 2% over January 2018.”

Farm Equipment Sector						
	January			Cumulative January		
	F18	F19	%Change	F18	F19	%Change
<b>Domestic</b>	<b>20822</b>	<b>20948</b>	<b>1%</b>	<b>257422</b>	<b>280191</b>	<b>9%</b>
<b>Exports</b>	<b>1243</b>	<b>1264</b>	<b>2%</b>	<b>13066</b>	<b>11579</b>	<b>-11%</b>
<b>Total</b>	<b>22065</b>	<b>22212</b>	<b>1%</b>	<b>270488</b>	<b>291770</b>	<b>8%</b>

\*Exports include CKD

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