

Mahindra & Mahindra Ltd.

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REF:NS:SEC: 3rd October, 2016

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 Press Release issued by the Company.

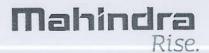
Kindly take the above on record.

Yours faithfully, For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR COMPANY SECRETARY

Encl: a/a

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Press Release

Mahindra Tractors Sells 29,035 Units; Registers a Growth of 70% in the Domestic Market during September 2016

Mumbai, October 1, 2016: 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 September 2016.

Domestic sales in September 2016 were at 29,035 units, as against 17,052 units during September 2015. Total tractor sales (domestic + exports) during September 2016 were at 30,562 units, as against 18,087 units for the same period last year. Exports for the month stood at 1,527 units.

Commenting on the month's performance, Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd. said, "In September 2016 we had a strong growth of 70% over September 2015, with sales of 29,035 tractors in the domestic market. We expect the good momentum to continue with the upcoming festive season and the effect of a good monsoon. In the export market, we sold 1,527 tractors with a growth of 48% over September 2015."

	FARM EQUIPMENT SECTOR					
(2) 计建筑。	Sept			Cumulative Sept		
	F16	F17	%Change	F16	F17	%Change
Domestic	17052	29035	70%	101226	129463	28%
Exports	1035	1527	48%	6378	6790	6%
Total	18087	30562	69%	107604	136253	27%

^{*}Exports include CKD



About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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Our Social Media Channels:

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