

REF:NS:SEC:

1st April, 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: Mahindra's Auto Sector sales for March, 2016

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

Z:\M & M DATA\Stock-Exchange\Press Release Mahindra's Auto - (01.04.2016).docx

Mahindra's Auto Sector sells 52,718 units during March 2016, registers a growth of 17%

Achieves an overall growth of 6% in FY2016

Mumbai, April 1, 2016: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 52,718 units during March 2016 as against 45,124 units during March 2015, representing a growth of 17%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 26,885 units in March 2016 as against 22,183 units during March 2015, a growth of 21%. The company's domestic sales stood at 48,967 units during March 2016 as against 41,105 units during March 2015, a growth of 19%. In March 2016, the Medium and Heavy Commercial Vehicles segment sold 879 units, registering a growth of 86%.

Exports for March 2016 stood at 3,751 units.

Speaking on the auto sales performance for March 2016, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "At Mahindra we are happy to have achieved an overall growth of 17% during March 2016 and 6% for FY2016, despite various challenges. The last financial year was significant for us considering the number of new product launches, which were well received by the customers, leading to a positive growth both in domestic and overseas markets. Going forward we hope to see good opportunity with our wide product portfolio. Further, the likely softening of interest rates in the upcoming RBI monetary policy, will help the automotive industry to maintain its growth momentum in FY2017."

Sales Summary March 2016

	March			YTD March		
	F16	F15	% Change	F16	F15	% Change
Passenger Vehicles	26885	22183	21%	236307	223968	6%
Utility Vehicles	25436	20672	23%	222324	206837	7%
Cars + Vans	1449	1511	-4%	13983	17131	-18%
Commercial Vehicles	17438	14114	24%	166783	153836	8%
LCV < 3.5T	15729	13126	20%	154653	145010	7%

LCV > 3.5T	830	516	61%	6425	5328	21%
MHCV	879	472	86%	5705	3498	63%
3W	4644	4808	-3%	54975	56764	-3%
Total Domestic Sales	48967	41105	19%	458065	434568	5%
Total Exports	3751	4019	-7%	36033	30196	19%
Total Sales (Domestic + Export)	52718	45124	17%	494098	464764	6%

Mahindra Group:

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 16.9 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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Facebook - <https://www.facebook.com/MahindraRise>

Media Contact:

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