

REF:NS:SEC:

1st August, 2017

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: 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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Press Release

Mahindra's Auto Sector Sells 41,747 vehicles during July 2017

Registers a 21% growth in Passenger Vehicles segment

Mumbai, August 1, 2017: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales performance for July 2017 which stood at 41,747 vehicles, compared to 39,458 vehicles during July 2016, representing a growth of 6%.

The Passenger Vehicles segment (which includes UVs, Cars and Vans) sold 20,962 vehicles in July 2017, as against 17,356 vehicles during July 2016, registering a growth of 21%. The company's domestic sales stood at 39,762 vehicles during July 2017, as against 35,305 vehicles during July 2016, a growth of 13%. In July 2017, the Medium and Heavy Commercial Vehicles segment sold 657 vehicles, a growth of 72%. Exports for July 2017 stood at 1,985 vehicles.

Commenting on the performance, **Rajan Wadhwa, President, Automotive Sector, M&M Ltd.** said, "We are happy with the overall performance for the month of July 2017. We have registered a growth of 21% in the Passenger Vehicle segment and a growth of 13% in overall domestic vehicle sales. The benefit of a good monsoon, the successful rollout of GST and a good run up to the festive season, starting from August, give us confidence of continuing a robust growth in Q2".

Sales Summary July 2017

	July			YTD July		
	F18	F17	% Change	F18	F17	% Change
Passenger Vehicles	20962	17356	21%	76747	76716	0%
Utility Vehicles	19152	15962	20%	72234	71871	1%
Cars + Vans	1810	1394	30%	4513	4845	-7%
Commercial Vehicles	15023	13168	14%	61475	52762	17%
LCV < 3.5T	13761	12230	13%	56770	47871	19%
LCV > 3.5T	605	556	9%	2632	3019	-13%
MHCV	657	382	72%	2073	1872	11%
3W	3777	4781	-21%	13832	16786	-18%
Total Domestic Sales	39762	35305	13%	152054	146264	4%
Total Exports	1985	4153	-52%	6661	14722	-55%
Total Sales (Domestic + Export)	41747	39458	6%	158715	160986	-1%



Mahindra
Rise.

About Mahindra

The Mahindra Group is a USD 19 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 has 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information:

Mohan Nair

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Mahindra & Mahindra Ltd.

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Press Release

Mahindra Tractors sells 17,682 units in India during July 2017

Mumbai, August 1, 2017: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 19 billion Mahindra Group, today announced its tractor sales numbers for July 2017.

Domestic sales in July 2017 were at 17,682 units, as against 16,452 units during July 2016. Total tractor sales (domestic + exports) during July 2017 were at 18,832 units, as against 17,553 units for the same period last year. Exports for the month stood at 1,150 units.

Commenting on the month's performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, "We have sold 17,682 tractors in the domestic market during July 2017, a growth of 7% over last year. With a good spread of the monsoon followed by *kharif* sowing which has been greater than the previous year, we expect the positive sentiment to continue during this season and boost tractor demand. In the exports market, we sold 1150 tractors."

FARM EQUIPMENT SECTOR						
	July			Cumulative July		
	F17	F18	%Change	F17	F18	%Change
Domestic	16452	17682	7%	88101	98860	12%
Exports	1101	1150	4%	4047	4505	11%
Total	17553	18832	7%	92148	103365	12%

*Exports include CKD



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