

REF:NS:SEC:

1st November, 2019

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

D:\SERVER BACKUP\M&M Data Server Backup\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (01.11.2019).docx

Mahindra's Auto Sector sells 51,896 vehicles during October 2019

Mumbai, November 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 October 2019.

In the Passenger Vehicles segment (which includes UVs, Cars and Vans), Mahindra sold **18,460** vehicles in October 2019, compared to **24,066** vehicles in October 2018.

In the Commercial Vehicles segment, the company sold **23,582** vehicles in October 2019, as against **24,353** vehicles in October 2018.

In the Medium and Heavy Commercial Vehicles segment, Mahindra sold **402** vehicles for the month. Exports for October 2019 stood at **2,703** vehicles.

The company's overall automotive sales (Domestic + Exports) stood at **51,896** vehicles in October 2019, compared to **58,416** vehicles during October 2018.

Commenting on the performance, **Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Division, M&M Ltd.** said, "The festive month of October 2019 was excellent for Mahindra, with retail volume exceeding wholesale by approximately 40%. This robust retail performance was contributed by both passenger & commercial vehicles. Further, our billing numbers are in line with what we had planned for the month, since the objective was to significantly correct our channel inventory. We hope to see the positive consumer sentiment continue going forward."

Sales Summary October 2019

Category	October			YTD October		
	F20	F19	% Change	F20	F19	% Change
Passenger Vehicles	18460	24066	-23%	122531	145795	-16%
Utility Vehicles	17785	22279	-20%	116778	134009	-13%
Cars* + Vans	675	1787	-62%	5753	11786	-51%
Commercial Vehicles	23582	24353	-3%	124701	143820	-13%
LCV < 3.5T	22725	23157	-2%	116920	132132	-12%
LCV > 3.5T	455	513	-11%	4384	4763	-8%
MHCV	402	683	-41%	3397	6925	-51%
3W	7151	6931	3%	37821	37705	0%
Total Domestic Sales	49193	55350	-11%	285053	327320	-13%
Total Exports	2703	3066	-12%	18102	21741	-17%
Total Sales (Domestic + Export)	51896	58416	-11%	303155	349061	-13%

*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 / Twitter and Facebook: @MahindraRise

Media contact information

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Press Release

Mahindra’s Farm Equipment Sector Sells 44,646 Units in India during October 2019

Mumbai, November 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 October 2019.

Domestic sales in October 2019 were at **44,646** units, as against **46,312** units during October 2018. Total tractor sales (Domestic + Exports) during October 2019 were at **45,433** units, as against **47,376** units for the same period last year. Exports for the month stood at **787** units.

Commenting on the performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold 44,646 tractors in the domestic market during October 2019. The festive season has seen improvement in demand uptick. The retail momentum has been good in October with a healthy double digit growth compared to October last year. Higher reservoir levels, adequate soil moisture condition and an improved MSP of Rabi crop, augur well for tractor demand in the next few months. In the exports market, we have sold 787 tractors.”

Farm Equipment Sector						
	October			Cumulative October		
	F19	F20	%Change	F19	F20	%Change
Domestic	46312	44646	-4%	217574	196650	-10%
Exports	1064	787	-26%	8631	6953	-19%
Total	47376	45433	-4%	226205	203603	-10%

*Exports include CKD

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