

REF:NS:SEC:

1<sup>st</sup> October, 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

D:\SERVER BACKUP\M&M Data Server Backup\Stock-Exchange\SE - Press Release - Mahindra's Auto & Tractor (02.09.2019).docx

## Mahindra's Auto Sector sells 43,343 vehicles during September 2019

**Mumbai, October 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 September 2019.

In the Passenger Vehicles segment (which includes UVs, Cars and Vans), Mahindra sold **14,333** vehicles in September 2019, compared to **21,411** vehicles in September 2018.

In the Commercial Vehicles segment, the company sold **18,872** vehicles in September 2019, as against **22,917** vehicles in September 2018.

In the Medium and Heavy Commercial Vehicles segment, Mahindra sold **408** vehicles for the month. Exports for September 2019 stood at **2,651** vehicles.

The company's overall automotive sales (Domestic + Exports) stood at **43,343** vehicles in September 2019, compared to **55,022** vehicles during September 2018.

Commenting on the performance, **Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Division, M&M Ltd.** said, "We are positive that this festive season, with the onset of Navratra, will augur well for us and the automotive industry. This, in addition to factors such as the good monsoon and recently announced positive government initiatives should help revive the industry in the short term."

### Sales Summary September 2019

Category	September			YTD September		
	F20	F19	% Change	F20	F19	% Change
<b>Passenger Vehicles</b>	14333	21411	-33%	104071	121729	-15%
<b>Utility Vehicles</b>	13858	19885	-30%	98993	111730	-11%
<b>Cars* + Vans</b>	475	1526	-69%	5078	9999	-49%
<b>Commercial Vehicles</b>	18872	22917	-18%	101119	119467	-15%
<b>LCV &lt; 3.5T</b>	17998	21223	-15%	94195	108975	-14%
<b>LCV &gt; 3.5T</b>	466	630	-26%	3929	4250	-8%
<b>MHCV</b>	408	1064	-62%	2995	6242	-52%
<b>3W</b>	7487	6940	8%	30670	30774	0%
<b>Total Domestic Sales</b>	40692	51268	-21%	235860	271970	-13%
<b>Total Exports</b>	2651	3754	-29%	15399	18675	-18%
<b>Total Sales (Domestic + Export)</b>	43343	55022	-21%	251259	290645	-14%

\*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 36,046 Units in India during September 2019

**Mumbai, October 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 September 2019.

Domestic sales in September 2019 were at **36,046** units, as against **35,953** units during September 2018. Total tractor sales (Domestic + Exports) during September 2019 were at **37,011** units, as against **37,581** units for the same period last year. Exports for the month stood at **965** units.

Commenting on the performance, **Rajesh Jejurikar, President - Farm Equipment Sector, Mahindra & Mahindra Ltd.** said, “We have sold 36,046 tractors in the domestic market during September 2019. Good monsoons, reservoir levels and crop prices are all positives going into the festive season. The recent disruption caused by heavy rains has had an impact on short term demand. We believe that the fundamentals are in place for improved momentum over the coming months. In the export market, we have sold 965 tractors.”

Farm Equipment Sector						
	September			Cumulative September		
	F19	F20	%Change	F19	F20	%Change
<b>Domestic</b>	<b>35953</b>	<b>36046</b>	<i>0%</i>	<b>171262</b>	<b>152004</b>	<i>-11%</i>
<b>Exports</b>	<b>1628</b>	<b>965</b>	<i>-41%</i>	<b>7567</b>	<b>6166</b>	<i>-19%</i>
<b>Total</b>	<b>37581</b>	<b>37011</b>	<i>-2%</i>	<b>178829</b>	<b>158170</b>	<i>-12%</i>

\*Exports include CKD

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