

REF:NS:SEC:

1st February, 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 in respect of Tractor Division Sales for January, 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


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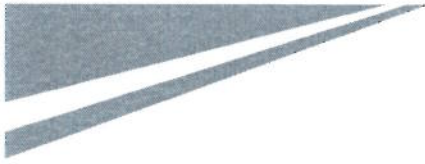
Mahindra Tractors sells 14,402 units in India during January 2016

Mumbai, February 1, 2016: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.9 billion Mahindra Group, today announced its sales numbers for January 2016.

Domestic sales in January 2016 stood at 14,402 units, as against 13,852 units during January 2015. Total tractor sales (domestic + exports) during January 2016 stood at 15,065 units, as against 14,913 units for the same period last year. Exports for the month stood at 663 units.

Commenting on the month's performance, **Rajesh Jejurikar, President and Chief Executive - Farm Equipment and Two Wheelers, Mahindra & Mahindra Ltd.** said, "We have sold 14,402 tractors in January 2016 in the domestic market registering a growth of 4%. While sowing for Rabi crop is marginally lower, we expect improved realisation due to increased MSPs to positively impact demand going forward. In exports we sold 663 units during the last month."

	FARM EQUIPMENT SECTOR (vs PY)					
	Jan			Cumulative Jan		
	F15	F16	%Change	F15	F16	%Change
Domestic	13852	14402	4%	199498	175413	-12%
Exports	1061	663	-38%	10836	9922	-8%
Total	14913	15065	1%	210334	185335	-12%



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 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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