

Press Release

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Mahindra Tractors sells 14,273 units in India during July 2015

Mumbai, 1st August 2015: Mahindra & Mahindra Ltd.'s Farm Equipment Sector (FES), a part of the USD 16.9 billion Mahindra Group, today announced its sales numbers for July 2015.

Domestic sales in July 2015 stood at 14,273 units, as against 16,379 units during July 2014. Total tractor sales (domestic + exports) during July 2015 stood at 15460 units, as against 17,407 units for the same period last year. Exports for the month stood at 1,187 units, registering a growth of 15%.

Commenting on the monthly performance, **Rajesh Jejurikar, President & Chief Executive - Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd.** said, "We have registered a sale of 14,273 tractors during July 2015 in the domestic market. Owing to the advent of a good monsoon across India, sowing has begun in full earnest which should improve market sentiments going forward. At Mahindra, we have seen a positive trend in our tractor exports which has grown by 15% during the last month."

	July 2015			Cumulative July		
	F15	F16	%Change	F15	F16	%Change
Domestic	16379	14273	-13%	88299	73423	-17%
Exports	1028	1187	15%	3663	4395	20%
Total	17407	15460	-11%	91962	77818	-15%

*Exports include CKD units.

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 employs more than 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 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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