

Ref. NS: SEC  
2<sup>nd</sup> May, 2024

**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**

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Please find enclosed two Press Releases issued by Mahindra & Mahindra Limited.

Kindly take the same on record.

Please acknowledge receipt of the same.

**Yours faithfully,**  
**For MAHINDRA & MAHINDRA LIMITED**

**NARAYAN SHANKAR**  
**COMPANY SECRETARY**

**Encl.: as above**

**Press Release**

**Mahindra Auto sells 41,008 SUVs, a 18% growth and total volumes of 70,471, a 13% growth in April 2024**

**Mumbai, May 02, 2024:** Mahindra & Mahindra Ltd. (M&M Ltd.), one of India’s leading automotive companies, today announced that its overall auto sales for the month of April 2024 stood at **70,471** vehicles, a growth of **13%**, including exports.

In the Utility Vehicles segment, Mahindra sold **41,008** vehicles in the domestic market, a growth of **18%** and overall, **41,542** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **22,102**.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**, “We sold a total of 41,008 SUVs in April, a growth of 18% and 70,471 total vehicles, a 13% growth over last year. In April, we launched the XUV 3XO, tailored to a broad spectrum of customers across categories. With a unique blend of innovation, safety, comfort, performance and price starting at INR 7.49lakhs, the XUV3XO is set to be the new disrupter in the compact SUV space.”

**Passenger Vehicles Sales Summary (Domestic) – April 2024**

Category	April		
	F25	F24	% Change
Utility Vehicles	41008	34694	18%
Cars + Vans	0	4	-100%
<b>Passenger Vehicles</b>	<b>41008</b>	<b>34698</b>	<b>18%</b>

**Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – April**

Category	April		
	F25	F24	% Change
LCV < 2T	3372	3416	-1%
LCV 2 T – 3.5 T	15692	15072	4%
LCV > 3.5T + MHCV	3038	1743	74%
3 Wheelers (including electric 3Ws)	5504	5552	-1%

**Exports – April 2024**

Category	April		
	F25	F24	% Change
Total Exports	1857	1813	2%

*\* Includes sales made by subsidiary company Mahindra Last Mile Mobility Limited w.e.f. September 01, 2023*

## **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

## **Media contact information**

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Press Release

## Mahindra’s Farm Equipment Sector Sells 35805 Units in India during April 2024

**Mumbai, May 02, 2024:** Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), part of the Mahindra Group, today announced its tractor sales numbers for April 2024.

Domestic sales in April 2024 were at **35805** units, as against **35398** units during April 2024.

Total tractor sales (Domestic + Exports) during April 2024 were at **37039** units, as against **36405** units for the same period last year. Exports for the month stood at **1234** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said “We have sold 35805 tractors in the domestic market during April 2024, a growth of 1% over last year. Government’s Wheat procurement operations are going on in full swing with good mandi arrivals, keeping the rural cash flows healthy. IMD’s forecast of above normal monsoon rains and festivals in the month of April have helped bring positivity in the rural sentiments. Terms of trade continue to stay positive and good cash flows from Rabi harvest are likely to boost tractor demand in the coming months. In the exports market, we have sold 1234 tractors a growth of 23% over last year.”

Farm Equipment Sector Summary						
	April			YTD April		
	F25	F24	% Change	F25	F24	% Change
<b>Domestic</b>	<b>35805</b>	<b>35398</b>	1%	<b>35805</b>	<b>35398</b>	1%
<b>Exports</b>	<b>1234</b>	<b>1007</b>	23%	<b>1234</b>	<b>1007</b>	23%
<b>Total</b>	<b>37039</b>	<b>36405</b>	2%	<b>37039</b>	<b>36405</b>	2%

\*Exports include CKD

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