

Ref. NS: SEC
1st October, 2024

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.

The Luxembourg Stock Exchange
35A Boulevard Joseph II,
L-1840 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 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 51062 SUVs, a 24% growth and total volumes of 87839, a 16% growth in September 2024

Mumbai, October 01, 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 September 2024 stood at 87839 vehicles, including exports.

In the Utility Vehicles segment, Mahindra sold **51062** vehicles in the domestic market, a growth of **24%** and overall, **52590** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **23706**.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**, “We sold 51062 SUVs in September, a growth of 24% and 87839 total vehicles, a growth of 16%. This month we launched the all-new VEERO in the LCV<3.5ton segment, based on India’s first multi-energy modular CV platform. With best-in-class mileage, exceptional performance, industry leading safety features, enhanced occupant protection and a premium cabin experience, VEERO is set to disrupt the LCV<3.5ton space and has received a very positive response from the market. As we enter into the festivities of Navratri, we open bookings for the much-awaited Thar RoXX on 3rd October.”

Passenger Vehicles Sales Summary (Domestic) – September 2024						
Category	September			YTD September		
	F25	F24	% Change	F25	F24	% Change
Utility Vehicles	51062	41267	24%	260210	214904	21%
Cars + Vans	0	0		0	10	-100%
Passenger Vehicles	51062	41267	24%	260210	214914	21%

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) –September 2024						
Category	September			YTD September		
	F25	F24	% Change	F25	F24	% Change
LCV < 2T *	3444	3941	-13%	19192	20629	-7%
LCV 2 T – 3.5 T	16988	17438	-3%	88760	97706	-9%
LCV > 3.5T + MHCV	3274	2618	25%	19085	11425	67%
3 Wheelers (including electric 3Ws) *	10044	7921	27%	40614	39226	4%

Exports – September 2024						
Category	September			YTD September		
	F25	F24	% Change	F25	F24	% Change
Total Exports *	3027	2419	25%	14727	14316	3%

* 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 / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

Media contact information

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 Automotive & Farm Equipment Sector
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Press Release

Mahindra’s Farm Equipment Sector Sells 43201 Units in India during September 2024

Mumbai, October 01, 2024: Mahindra & Mahindra Ltd.’s Farm Equipment Sector (FES), part of the Mahindra Group, today announced its tractor sales numbers for September 2024.

Domestic sales in September 2024 were at **43201** units, as against **42034** units during September 2023.

Total tractor sales (Domestic + Exports) during September 2024 were at **44256** units, as against **43210** units for the same period last year. Exports for the month stood at **1055** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said “We have sold 43201 tractors in the domestic market during September, a growth of 3% over last year. Monsoon rainfall has seen an increase of 7.5% over LPA and this has helped increase in Kharif sowing of all crops except cotton. Reservoir levels have recovered very well and are now at 13% higher than LPA, which augurs very well for a bumper Rabi crop. On the back of good kharif crop and likely strong Rabi crop, rural sentiments are positive. With positive terms of trade for farmers and upcoming festivals, we expect robust demand for tractors going forward. In the exports market, we have sold 1055 tractors.”

Farm Equipment Sector Summary						
	September			YTD September		
	F25	F24	% Change	F25	F24	% Change
Domestic	43201	42034	3%	206236	198724	4%
Exports	1055	1176	-10%	8613	6346	36%
Total	44256	43210	2%	214849	205070	5%

*Exports include CKD

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prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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Media contact information

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