



Mahindra Auto Sector sells 35567 units during August 2014

Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 35,175 units during August 2014, as against 37,897 units during August 2013.

Mumbai, September 1, 2014: Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 35,175 units during August 2014, as against 37,897 units during August 2013.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 14,140 units in August 2014, as against 15,821 units during August 2013. The company's domestic sales stood at 33,145 units during August 2014, as against 35,159 units during August 2013. In August 2014, the 4-wheelers commercial segment sold 12,975 units, while the 3-wheelers segment clocked 5,433 units, registering a growth of 6%. Exports for the month stood at 2,030 units.

Commenting on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division & International Operations(AFS), Mahindra & Mahindra Ltd. said,** "In spite of our overall sales remaining flat in August, we continue to be optimistic due to the industry's enhanced business confidence which is reflected by the manufacturing sector showing signs of revival. We do hope that the government continues to drive the agenda of reforms together with execution which would spur investments. The automotive industry, including us, is hopeful of a better demand leading up to the ensuing festival season."

Sales Summary August 2014

Segment	August F15	August F14	YTD August F15	YTD August F14	MOM August F15 Vs August F14 growth%	YTD August F15 Vs YTD August F14 growth%
Passenger Vehicles (UVs & Verito)	14140	15821	81861	91575	-11%	-11%
4-wheelers Commercial (Passenger & Load)*	12975	13718	64098	70481	-5%	-9%
3-wheelers	5433	5149	22383	22006	6%	2%
MTB	597	471	3908	3800	27%	3%
DOMESTIC TOTAL	33145	35159	172250	187862	-6%	-8%
M&M EXPORTS	2030	2738	11115	10115	-26%	10%
SECTOR TOTAL	35175	37897	183365	197977	-7%	-7%

*Includes Maxximo, Gio, Genio & Bolero Pick up

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 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 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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