



## Mahindra Auto Sector sells 35567 units during July 2014

Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 35,567 units during July 2014, as against 37,096 units during July 2013.

**Mumbai, August 1, 2014:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer, today announced its auto sales numbers which stood at 35,567 units during July 2014, as against 37,096 units during July 2013.

The Passenger Vehicles segment (which includes UVs and the Verito) sold 14,708 units in July 2014, as against 15,530 units during July 2013. The company's domestic sales stood at 33,047 units during July 2014, as against 34,490 units during July 2013. In July 2014, the 4-wheelers commercial segment sold 12,472 units, while the 3-wheelers segment clocked 5,142 units. Exports for the month stood at 2,520 units.

Commenting on the monthly performance, **Pravin Shah, Chief Executive, Automotive Division & International Operations(AFS), Mahindra & Mahindra Ltd. said,** "The overall sales during the last month was subdued and the market remained challenging. With the monsoon now setting in across the country as well as the ensuing festival season, we expect positive sentiments in the coming months resulting in enhanced demand for our products. We are happy that our first global SUV, the XUV500, has crossed the milestone of 1 lac sales, this month, which is less than three years since its launch and we thank our customers for it".

Sales Summary July 2014

Segment	July F15	July F14	YTD July F15	YTD July F14	MOM JulyF15 Vs July F14 growth%	YTD JulyF15 Vs YTD July F14 growth%
Passenger Vehicles (UVs & Verito)	14708	15530	67721	75754	-5%	-11%
4-wheelers Commercial (Passenger & Load)*	12472	13740	51123	56763	-9%	-10%
3-wheelers	5142	4490	16950	16857	15%	1%
MTB	725	730	3311	3329	-1%	-1%
<b>DOMESTIC TOTAL</b>	<b>33047</b>	<b>34490</b>	<b>139105</b>	<b>152703</b>	<b>-4%</b>	<b>-9%</b>
M&M EXPORTS	2520	2606	9085	7377	-3%	23%
<b>SECTOR TOTAL</b>	<b>35567</b>	<b>37096</b>	<b>148190</b>	<b>160080</b>	<b>-4%</b>	<b>-7%</b>

\*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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