

Ref. NS: SEC  
1<sup>st</sup> November, 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.

**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**

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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 records highest ever SUV sales of 54504 vehicles, a 25% growth and highest ever total volumes of 96648 in October 2024**

**Mumbai, November 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 96648 vehicles, including exports.

In the Utility Vehicles segment, Mahindra sold **54504** vehicles in the domestic market, a growth of **25%** and overall, **55571** vehicles, including exports. The domestic sales for Commercial Vehicles stood at **28812**.

According to **Veejay Nakra, President, Automotive Division, M&M Ltd.**, “We are excited to have clocked the highest-ever SUV sales of 54504 vehicles in October, a growth of 25% and highest ever total volume of 96648, a growth of 20%. The month began on a fantastic note with Thar ROXX garnering 1.7lakh bookings in the first 60mins and the positive momentum continued across the SUV portfolio through the festive season.”

Passenger Vehicles Sales Summary (Domestic) – October 2024						
Category	October			YTD October		
	F25	F24	% Change	F25	F24	% Change
Utility Vehicles	54504	43708	25%	314714	258612	22%
Cars + Vans	0	0		0	10	-100%
<b>Passenger Vehicles</b>	<b>54504</b>	<b>43708</b>	<b>25%</b>	<b>314714</b>	<b>258622</b>	<b>22%</b>

Commercial Vehicles and 3 Wheelers Sales Summary (Domestic) – October 2024						
Category	October			YTD October		
	F25	F24	% Change	F25	F24	% Change
LCV < 2T *	3935	4335	-9%	23127	24964	-7%
LCV 2 T – 3.5 T**	23893	20349	17%	125536	123077	2%
LCV > 3.5T + MHCV	984	1031	-5%	7186	7434	-3%
3 Wheelers (including electric 3Ws) *	9826	9402	5%	50440	48628	4%

Exports – October 2024						
Category	October			YTD October		
	F25	F24	% Change	F25	F24	% Change
Total Exports *	3506	1854	89%	18233	16170	13%

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

\*\*Above Sales includes Bolero Maxx PUP HD 2.0 tonne

### **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 records Highest-Ever Tractor Sales of 64,326 Units in India during October 2024

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

Domestic sales in October 2024 were at **64326** units, as against **49336** units during October 2023.

Total tractor sales (Domestic + Exports) during October 2024 were at **65453** units, as against **50460** units for the same period last year. Exports for the month stood at **1127** units.

Commenting on the performance, **Hemant Sikka, President – Farm Equipment Sector, Mahindra & Mahindra Ltd.** said “We have sold 64326 tractors in the domestic market during October, a growth of 30% over last year. The tractor industry has seen very robust growth on the back of many positive factors coming together, notable being a very good monsoon, a good Kharif crop, high reservoir levels which will help in Rabi crops, and the government’s announcement of higher MSP on key Rabi crops. With festive season providing momentum to positive sentiments, we expect demand to remain strong in the coming months. In the exports market, we have sold 1127 tractors.”

Farm Equipment Sector Summary						
	Oct			Cumulative Oct		
	F25	F24	% Change	F25	F24	% Change
<b>Domestic</b>	<b>64326</b>	<b>49336</b>	<b>30%</b>	<b>270562</b>	<b>248060</b>	<b>9%</b>
<b>Exports</b>	<b>1127</b>	<b>1124</b>	<b>0%</b>	<b>9740</b>	<b>7470</b>	<b>30%</b>
<b>Total</b>	<b>65453</b>	<b>50460</b>	<b>30%</b>	<b>280302</b>	<b>255530</b>	<b>10%</b>

\*Exports include CKD

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