



**Mahindra's domestic auto sales register 23% growth in October 2009  
Domestic UV sales grow by 32%**

**Mumbai, November 1, 2009:** Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the US \$6.3

billion Mahindra Group, today announced that its domestic auto sales for the month of October 2009 stand at 24538 units, as against 19899 units in October 2008, an increase of 23.3%. Total UV sales in October 2009 which includes the Scorpio, the XYLO, the Bolero and Pick-Ups stands at 18410 as against sales of 13935 in October 2008, which is a growth of 32%. The company has also witnessed a strong performance in exports in October, with a substantial increase in volumes over last year.

**About The Mahindra Group**

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and has made an entry in the two-wheeler segment, which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

The Mahindra Group recently expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

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