

Mahindra records highest ever domestic auto sales in January 2010

Domestic sales grow by 67.4% and exports quadruple

Mumbai, February 1, 2010: Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the US \$6.3 billion Mahindra Group, today announced its highest ever domestic auto sales for the month of January 2010.

The company registered domestic sales of 28988 units, as against 17320 units in January 2009, an increase of 67.4%.

Total UV sales in January 2010 which includes the Scorpio, the XYLO, the Bolero and Pick-Ups stand at 20332 units, as against sales of 13397 units in January 2009, which is a growth of 51.8%.

The Mahindra Gio, which created the new compact truck segment, has been receiving a tremendous response from all launch markets.

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 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 ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.



Mahindra

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 and has also received the A+ GRI rating for the year 2008- 09.

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