



Press Release

For Immediate Publication

## **Mahindra Tractors' domestic sales in April 2009 register 39% increase at 11282 units**

**MUMBAI, May 4, 2009:** Mahindra & Mahindra's Farm Equipment Sector (FES), a part of the U.S. \$6.7 billion Mahindra Group, maintained its leadership position in the tractor industry in April 2009.

For the month of April 2009, domestic sales of tractors of Mahindra & Mahindra Ltd. were 11282 nos. as compared to 8125 nos. for the same period last year, an increase of 39%. Exports during the month were 358 nos., as against 520 nos. for the same period last year. Total sales (domestic + exports) for the month were 11640 nos., as compared to 8645 nos. for the same period last year, an increase of 35%.

**Note :-** As a consequence of merger of M/s Punjab Tractors Ltd. with the company effective from 1st August'08, for the Month & Cumulative April 09 Sales includes 3355 Nos. of Swaraj division (erstwhile M/s Punjab Tractors LTD.).

**Previous year's figures do not include Swaraj Tractor Sales.**

### **About The Mahindra Group**

The US \$6.7 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra 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.

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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