



Press Release

For Immediate Publication

Mahindra's domestic auto sales register an impressive 16.6% growth

UV growth 36%; XYLO sells 3509 units in April 2009

Mumbai, May 1, 2009: Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the US \$6.7 billion Mahindra Group, today announced domestic sales of 22617 units in April 2009.

"Mahindra has posted a strong performance with 36% growth in domestic sales in the UV segment. All our products including the Scorpio, Bolero and the Xylo continue to outperform the industry. The XYLO continues its strong run since its launch in January '09 and has posted its highest monthly sales of 3509 units in April," said **Mr. Rajesh Jejurikar, Chief of Operations, Automotive Sector, Mahindra & Mahindra Ltd.**

M&M automotive sector's total domestic volumes (including joint ventures) for the month of April 2009 stand at 22617 units, as against 19392 units in April 2008 - a jump of 16.6%. This includes the monthly sales for the Scorpio, Bolero, Xylo and the Pik-Up which stood at 18447 units for April 2009 as against 13560 units for the same period last year.

The company sold a total of 23004 vehicles (Domestic + Exports) in April 2009, as against 20030 vehicles (Domestic + Exports) sold in April 2008.

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



Mahindra

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.

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