

M&M Ltd. domestic tractor sales register 69% increase at 15925 units in January 2010

Exports for January 2010 stand at 954 units, as compared to 321 units for the same period last year, an increase of 197%.

Mumbai, Maharashtra, February 4, 2010 /[India PRwire](#)/ -- Mahindra & Mahindra's Farm Equipment Sector (FES), a part of the U.S. \$6.3 billion Mahindra Group, maintained its leadership position in the tractor industry in January 2010.

Domestic sales for the month of January 2010 stand at 15925 units, as compared to 9438 units for the same period last year, an increase of 69%.

Exports for January 2010 stand at 954 units, as compared to 321 units for the same period last year, an increase of 197%.

Total tractor sales (domestic + exports) for January 2010 stand at 16879 units, as compared to 9759 units for the same period last year, an increase of 73%.

YTD domestic sales registered a 47% increase at 137453 units, as against 93599 units for the same period last year. The company's YTD sales (domestic + exports) registered a 44% increase at 144549 units, as compared to 100119 units for the same period last year.

Note: - Note: - As a consequence of merger of M/s Punjab Tractors Ltd. with the company effective from 1st August '08, the cumulative F09 sales figures do not include 11643 Nos. of Swaraj division (erstwhile M/s Punjab Tractors LTD.) for the period of April '08 to July '08. Including these figures growth for the period works out to 29%.

Notes to Editor

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 has 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 and has also received the A+ GRI rating for its second Sustainability Report for 2008 - 09.

For more information, please contact:

Roma Balwani

Sr. VP & Head - Corporate Communication
(L) (+91-22) 2490 1441, (F) (+91-22) 2490 0830

© copyright 2012 **India PRwire** (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.