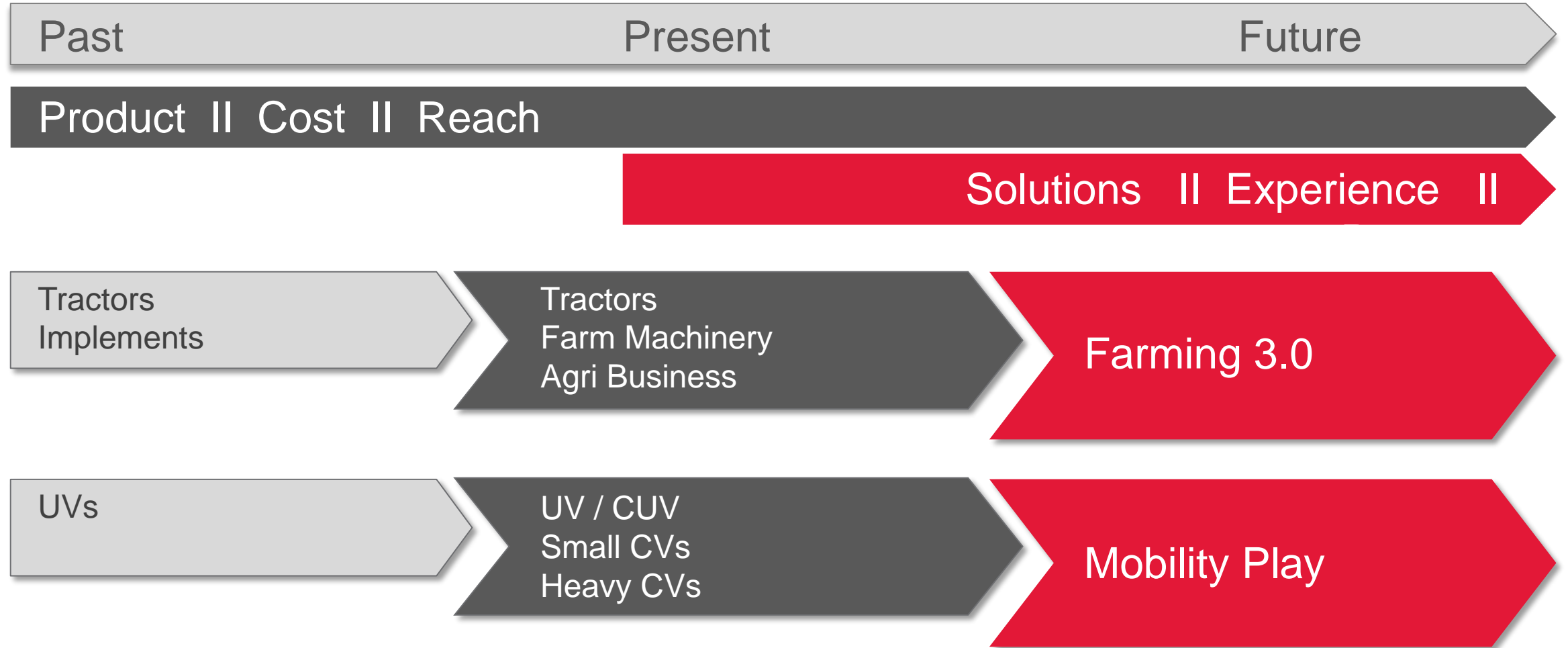


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Dr. Pawan Goenka

24 March 2017

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Rise.

Farming 3.0

- Smart Farm Machinery
- Micro Irrigation
- Precision Farming
- Digital Platforms
- Partnering Stakeholders

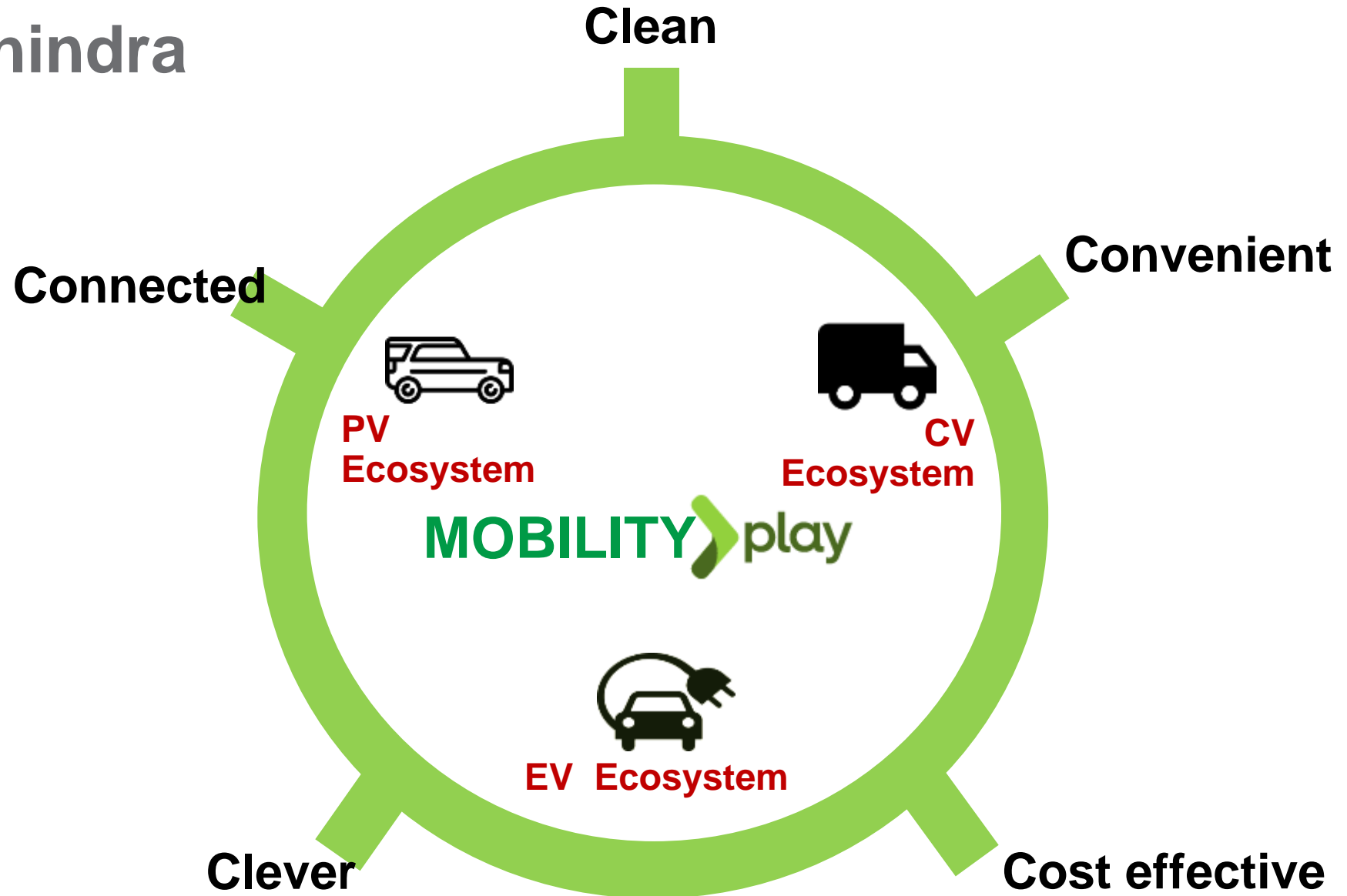
Globalisation

- M&A
- Manufacturing footprint
- R&D Network
- Brand & Sales Infrastructure

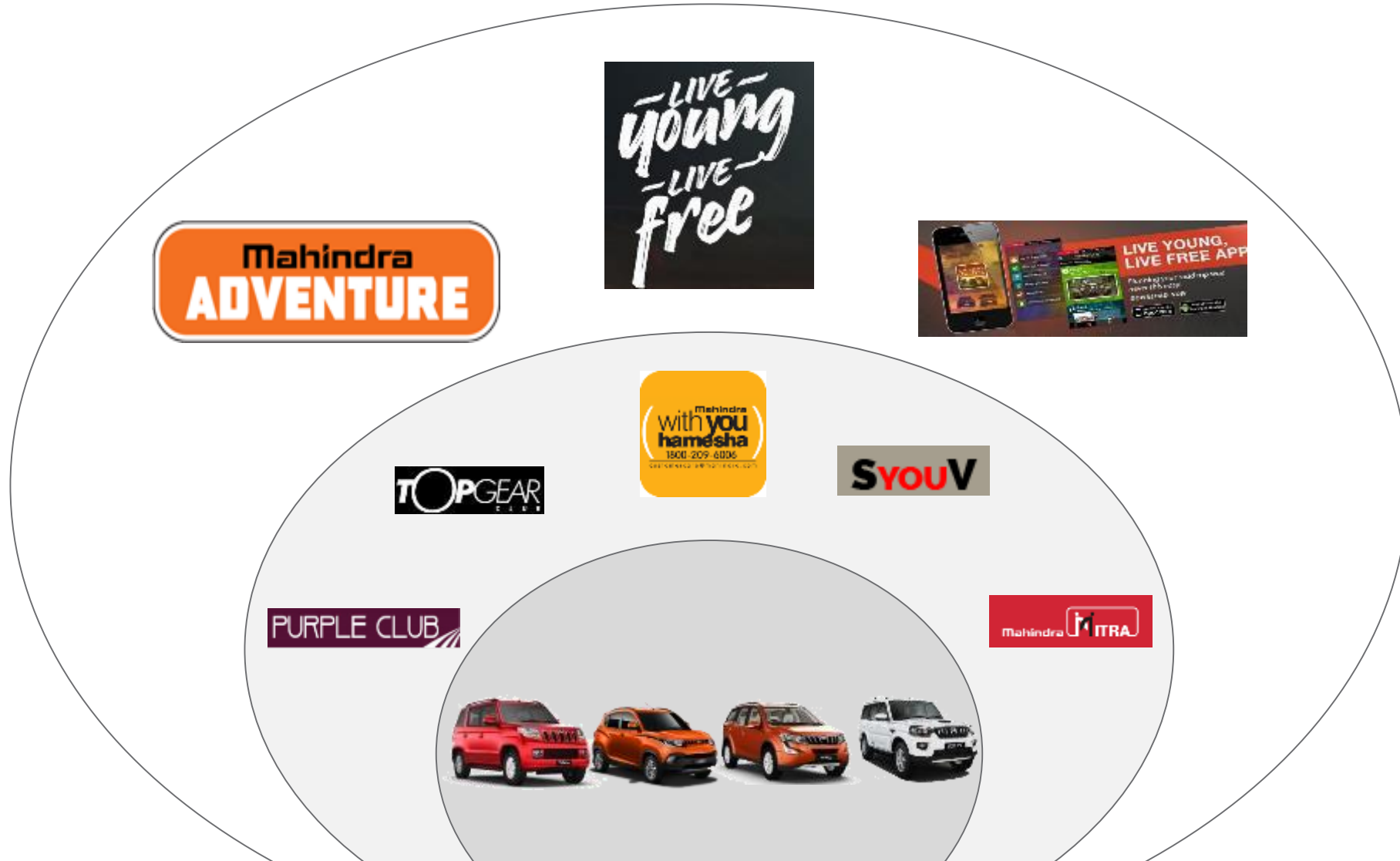
Mobility Play

- Clean
- Convenient
- Connected
- Clever
- Cost effective

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PV Ecosystem - Live Young Live Free



CV Ecosystem - Takdeer Badal De

तकदीर
बदल दे

SMART
SHIFT
by Mahindra
BUSINESS KO LIFT KARO

DIGI SENSE
by Mahindra



MILAAP
Creating partnerships for progress



Technologies for Tomorrow

Powertrain



Euro 6 and BS 6

Full Range of Gasoline & CNG Powertrains

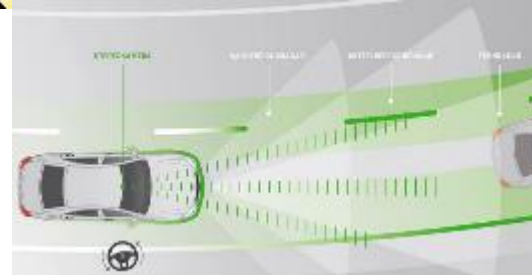


EV, Plug-in Hybrid Hydrogen

Safety, Assisted Driving



Bharat New Vehicle Safety Assessment Program (**BNVSAP**)



Intelligent & Assisted Driving

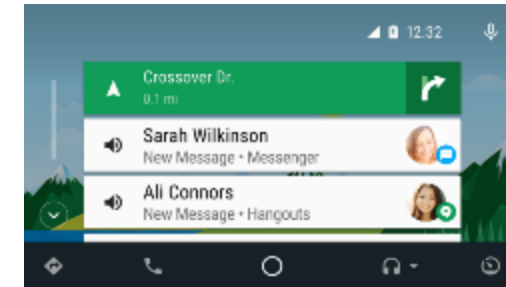


Cross Traffic Alert

Infotainment, Connected Car



Ecosense



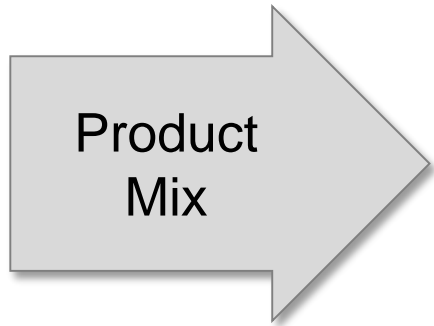
Android Auto



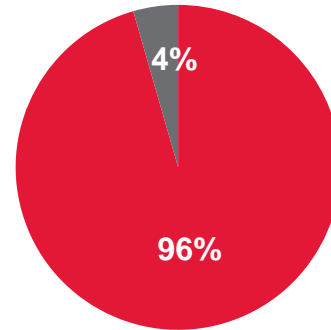
Apple Car Play

Tractors and Farm Machinery

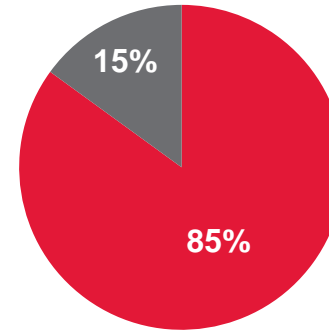
Aspire to be a truly global, Tractor and full line Farm Machinery business



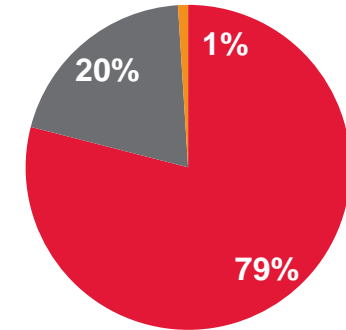
Dec '15



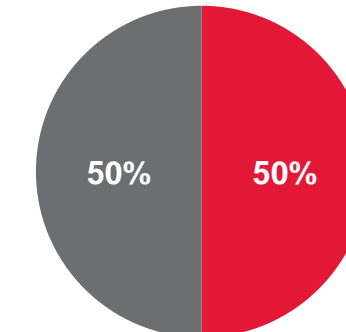
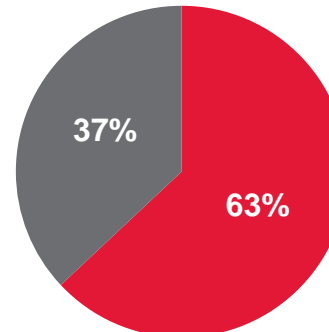
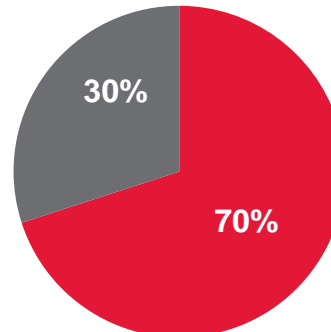
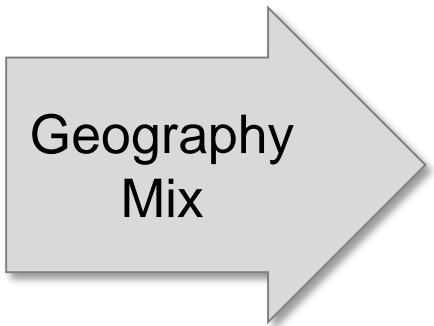
F17 (E)



F19 (E)



■ Tractors ■ Farm Machinery ■ New Business Models / Services



■ Domestic ■ International

Farming 3.0

1.

Smart Farm Machinery
(Driverless Tractors, Drones, IoT)

2.

Micro Irrigation

3.

Digital Platforms
(Knowledge, Market Access)

4.

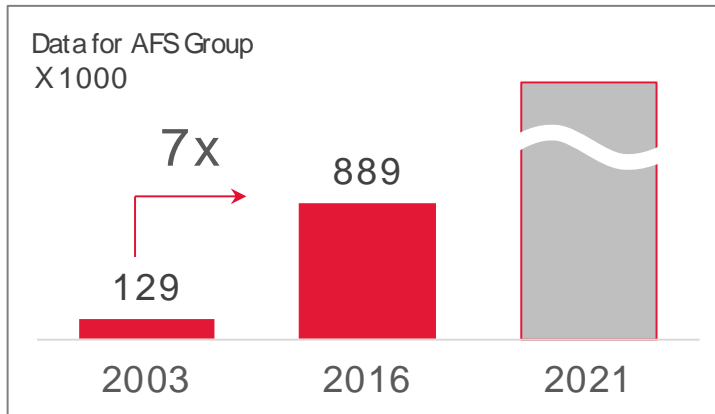
Custom Hiring

5.

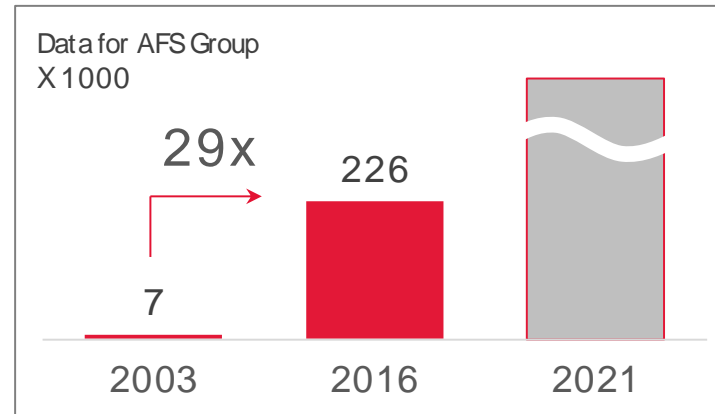
Partnering Stakeholders

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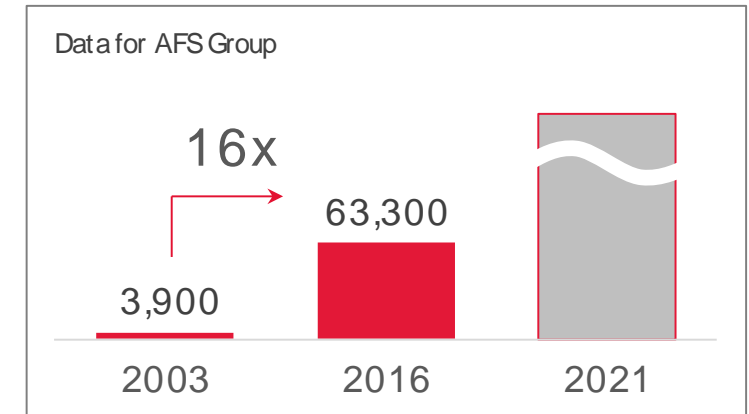
Global Volume (Vehicles + Tractors)



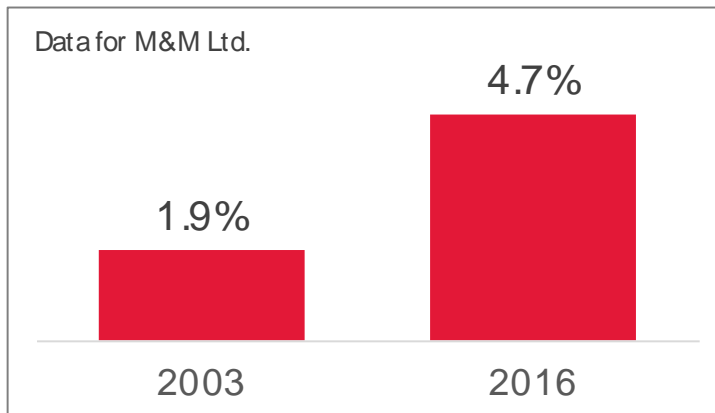
Volume outside India (Vehicles + Tractors)



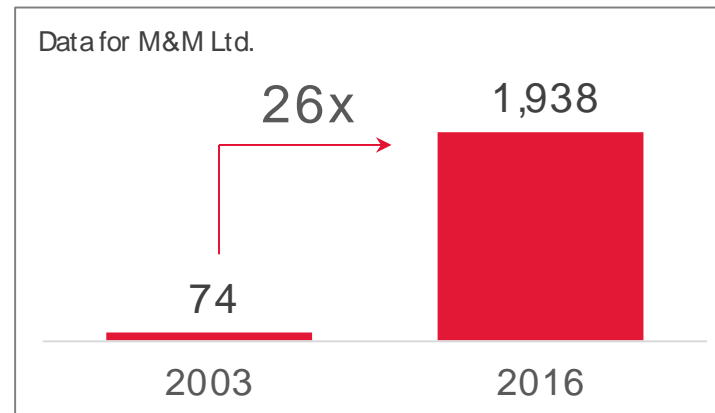
Total Revenue (Rs crs)



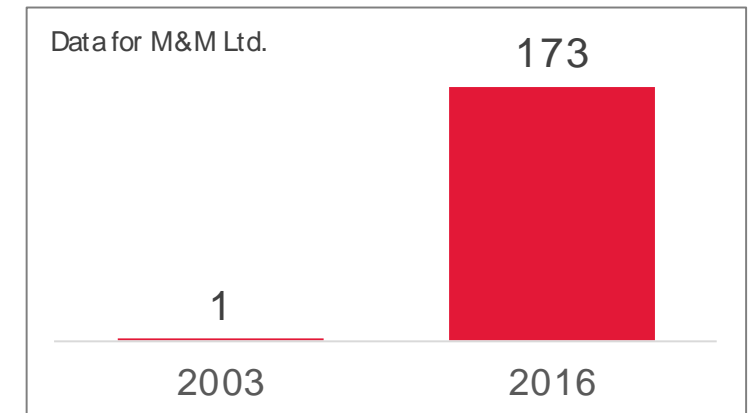
R&D Spend as % of Revenue



Investment in R&D and PD (Rs crs)



Patent Applications



Mahindra
Rise.