

Mahindra Farm Equipment Sector

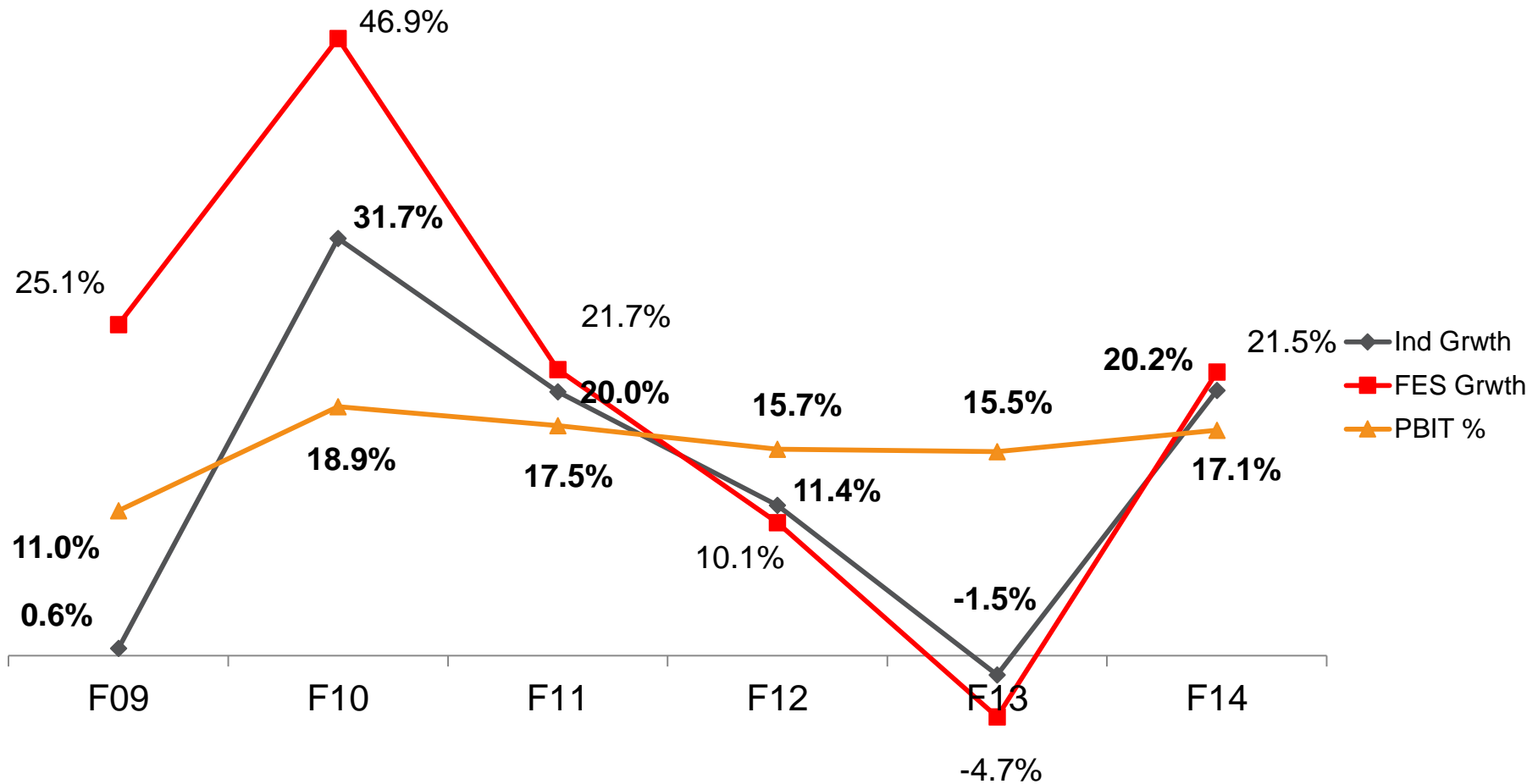
Analyst Meet F15

Recap : May'14 Analyst Meet

F15 Industry Outlook

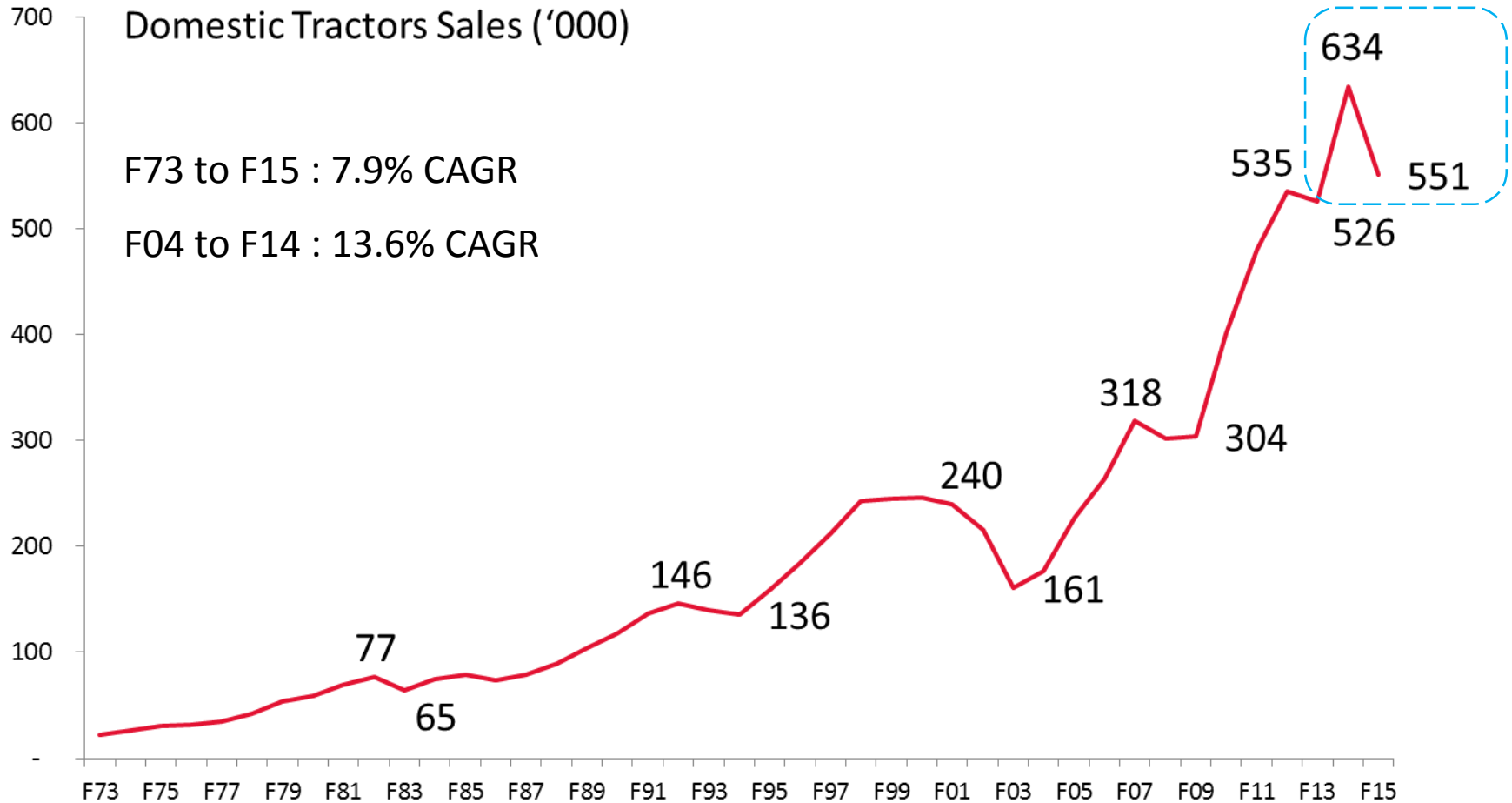
Recap : May'14 Analyst Meet

Stability in Volatility



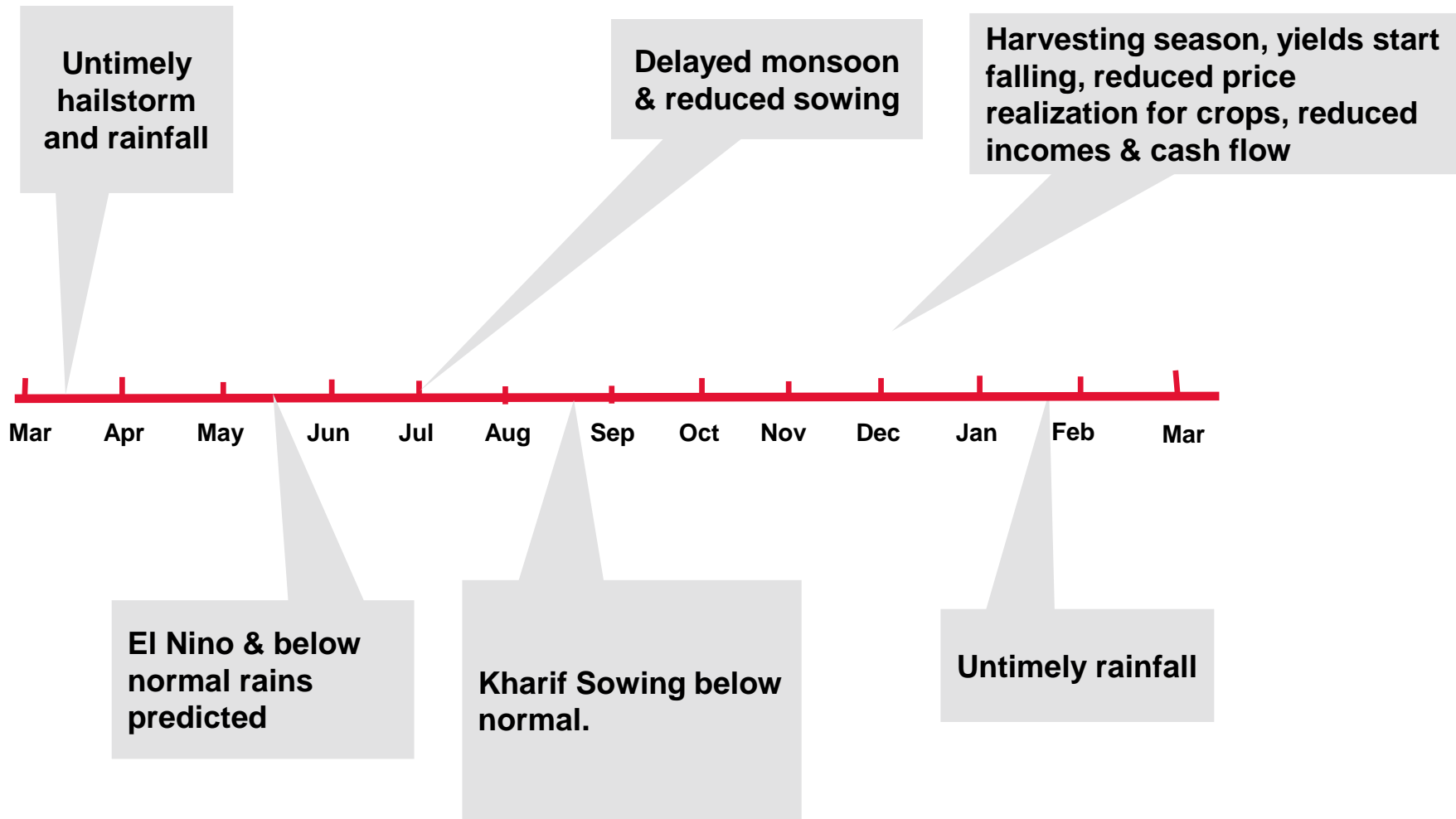
Tractor Industry Historical Volumes

F15 Industry drop by 13.1% (Highest in last 10 years)

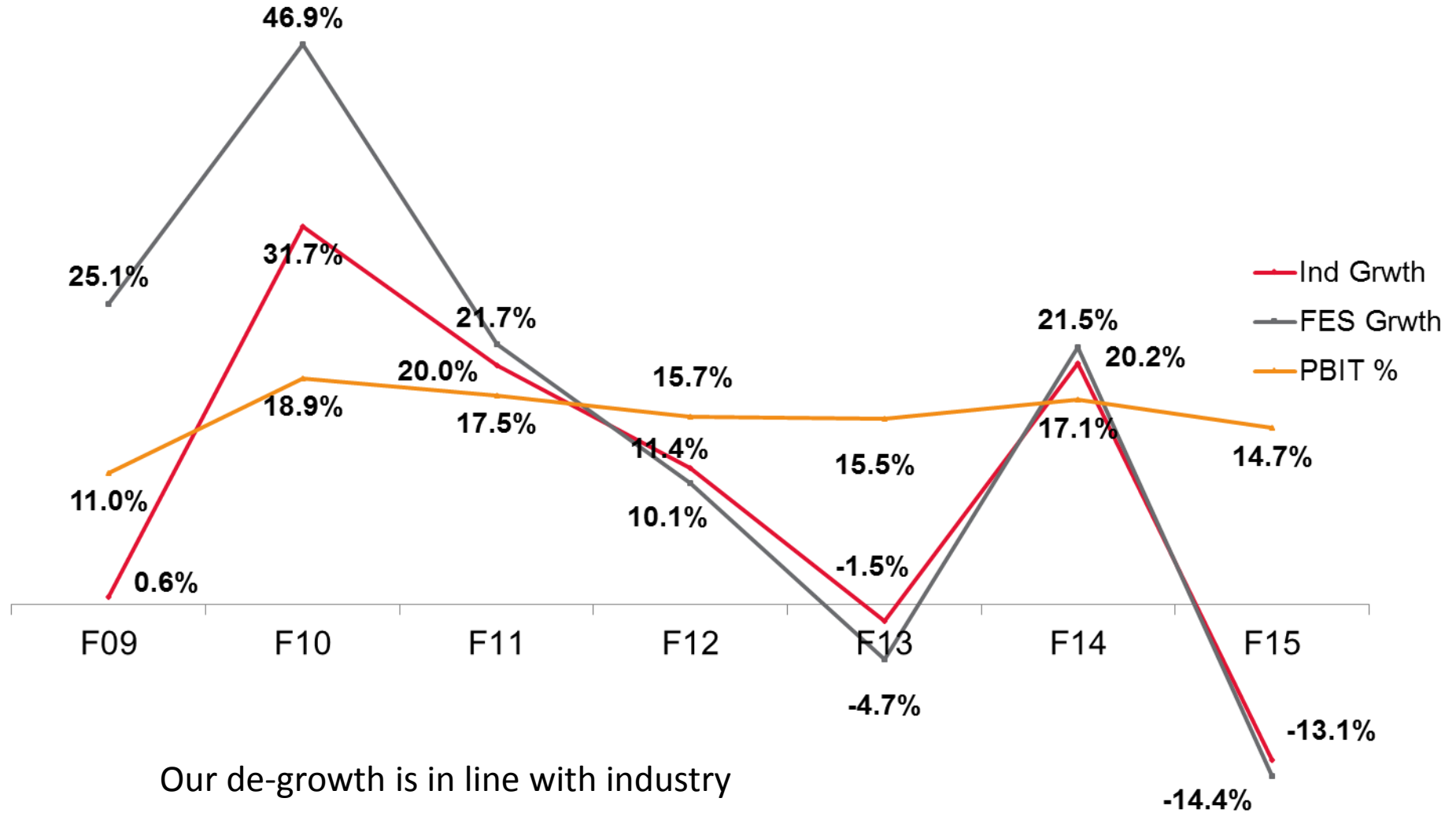


• Industry is Volatile with Highs/Lows

Low Sentiments throughout the year

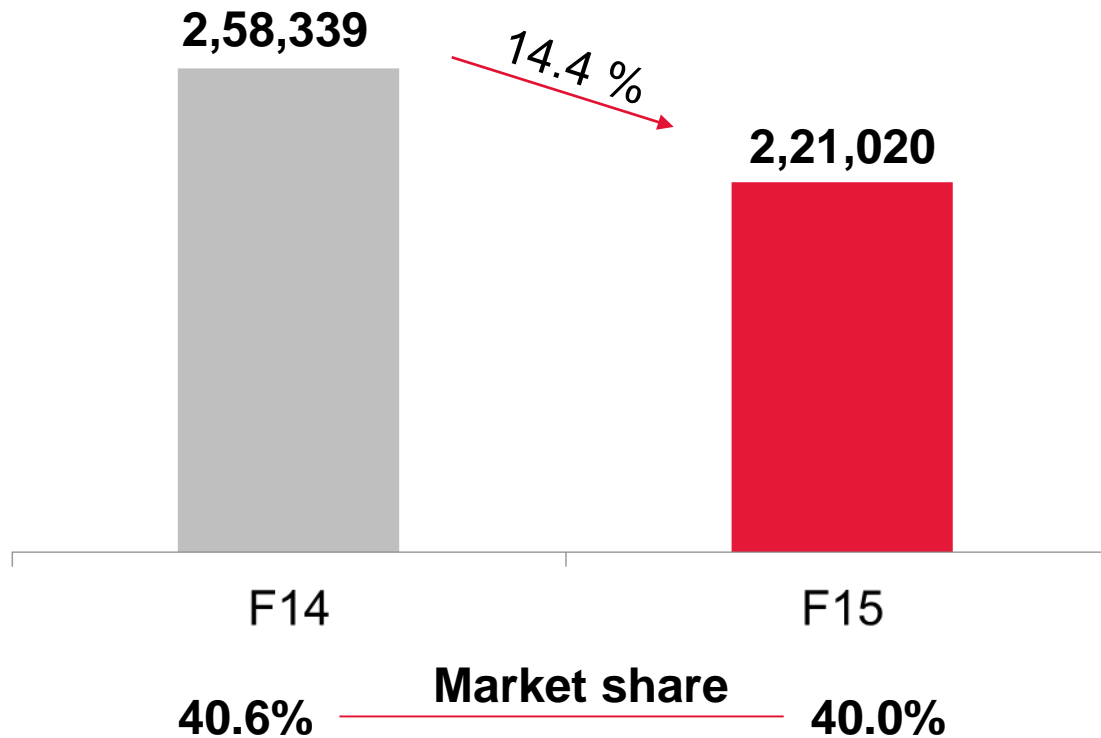


Stability in Volatility



Tractor Volumes

Domestic volumes

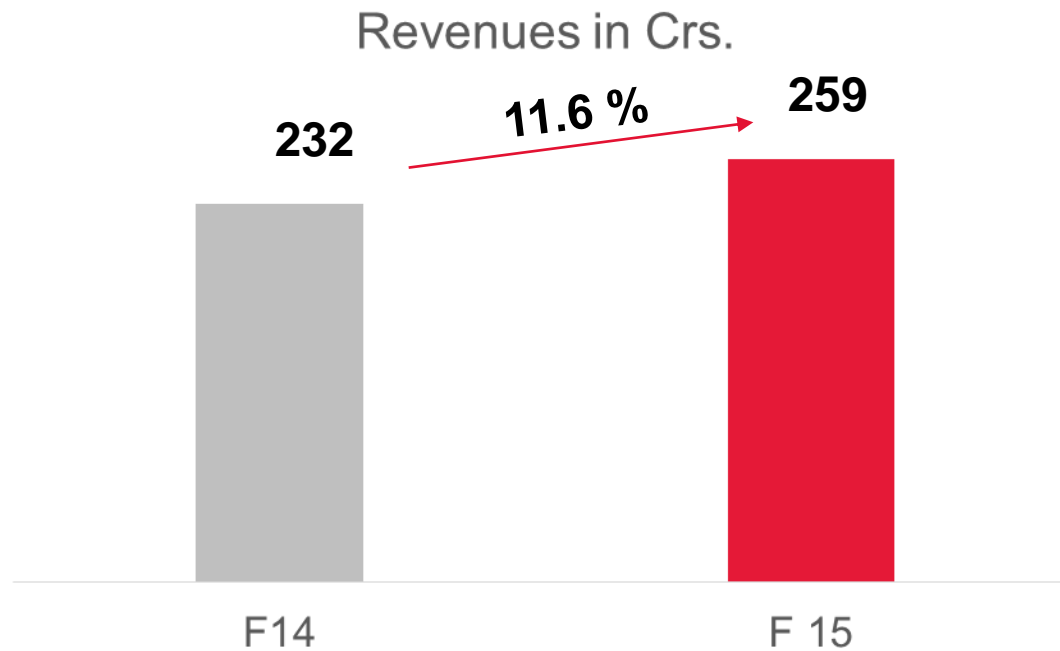


Industry Drop : 13.1 %

Another year of Domestic Market Leadership

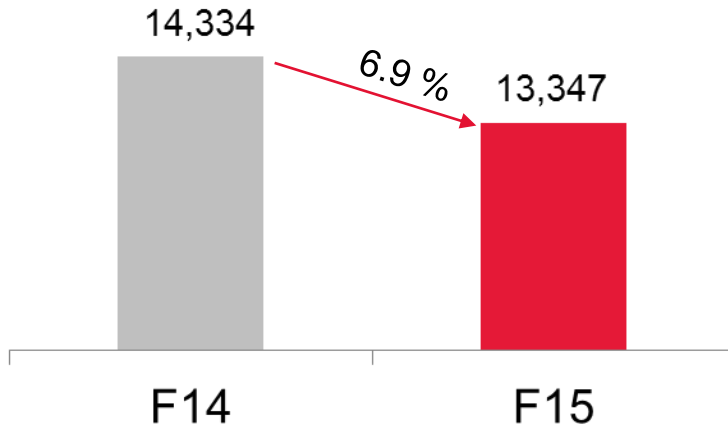
32 Years

Growth in Applitrac Business

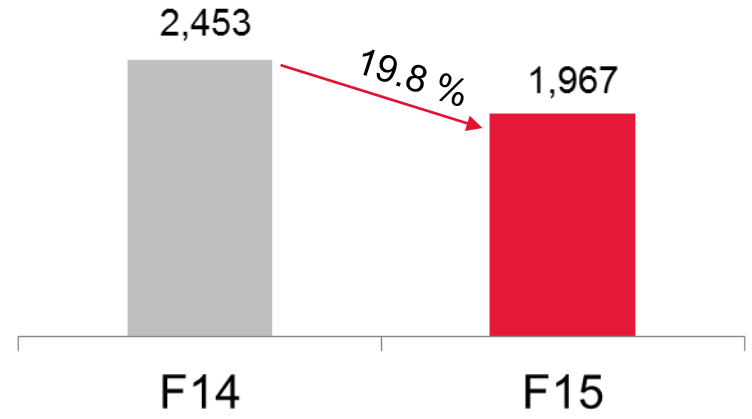


Segment Results

Revenue

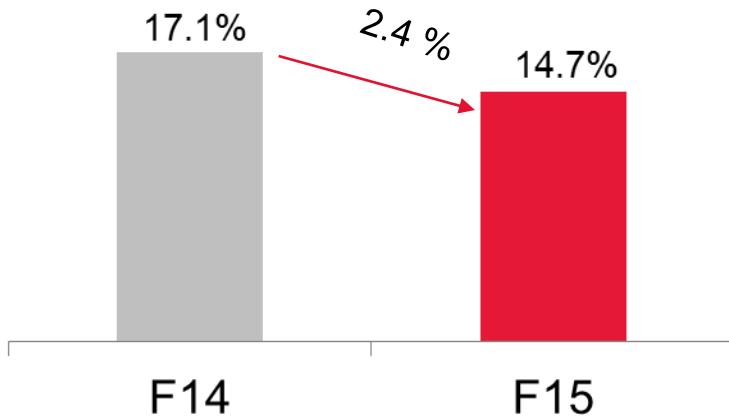


PBIT

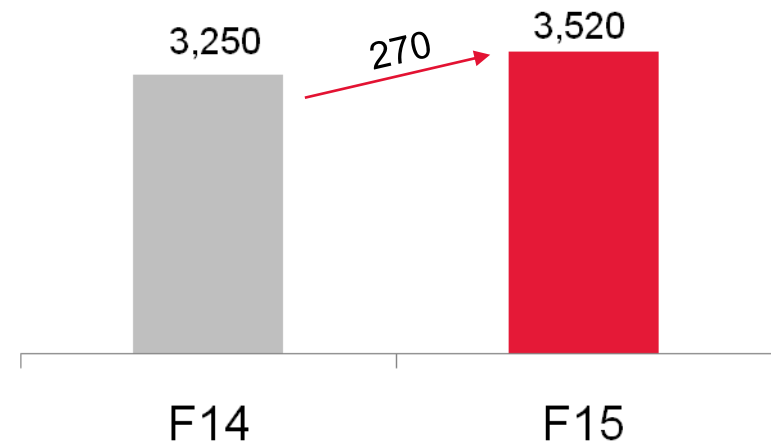


Rs.Cr.

PBIT %



Capital Employed



Arjun Novo

PRESENTING ARJUN NOVO.

A technologically superior tractor that makes any farming task look effortless.



Arjun Novo

Market Share gain: 3.7% in >50 hp (Aug to March)

- Launched in Aug 2014
- Tech image for Mahindra Tractors
- ~6,000 units sold till date



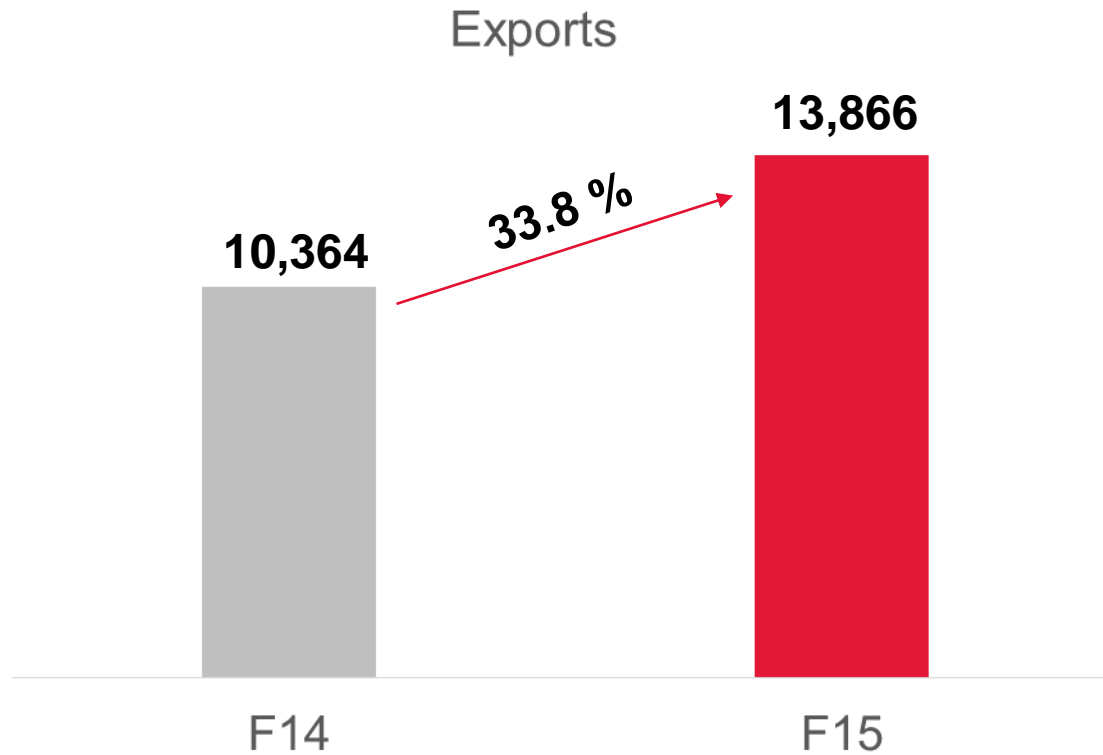
Mahindra ARJUN NOVO 605DI-i

Leveraging Technology : Tab enabled sales talk,& High Tech Demos



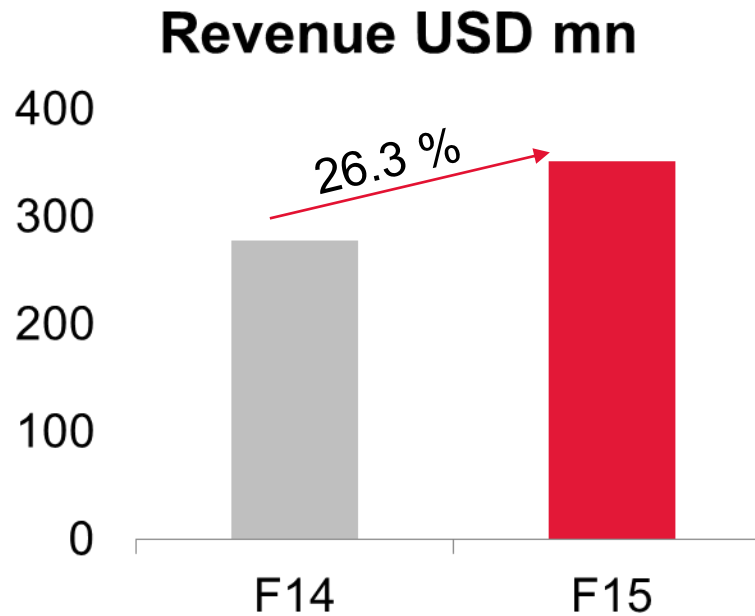
Committed to growth in Global Markets

Growth in Tractor Exports



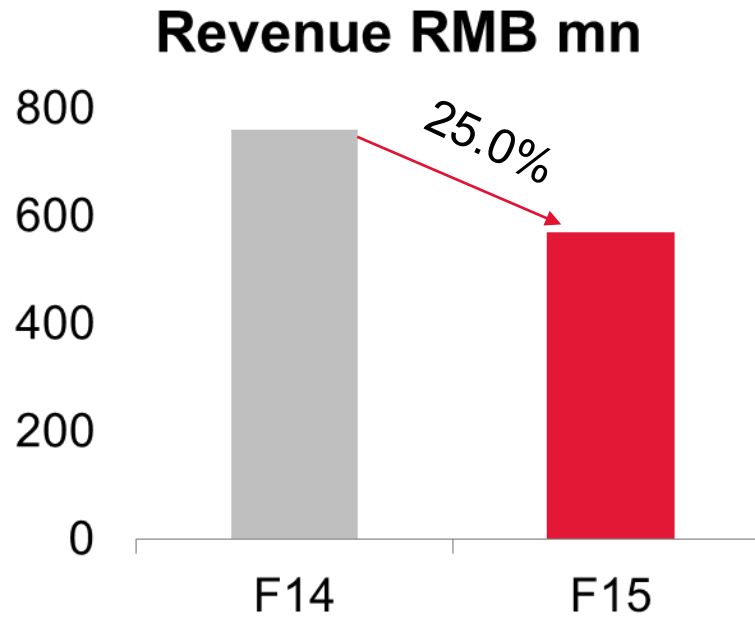
Overseas Ventures

Mahindra USA



Overseas Ventures

Mahindra China



- Industry on a downward trend

Building Relationship through Alliances

Partnering with , Mitsubishi Agricultural Machinery Co. Ltd. (MAM)

2003

20hp-40hp Tractors
for Mahindra USA

2010

Agreement with MAM to make
Walk-behind trans-planters

2014

Mahindra supplies
engines for tractors

2015

Agreement to make a light weight
4WD Tractor for India

New Ventures

Mitsubishi Agricultural Machinery Co. Ltd. (MAM)

- Investment of USD 25 mn for acquiring 33% voting stake in MHI subsidiary
- Total Revenue \$408 mln(F15) and EBIT positive
- MAM is a full range agri machinery player with a strong product pipeline
 - Tractors, Harvesters ,Rotavator ,Rice Transplanters,Power Tillers & other implements
- Acquisition will help in global growth and to expand our reach to US,SE Asia and other markets.

Tractors (18hp to 51 Hp)

Rice special, Light weight utility tractors



Rice Transplanter

Ride on , 4-6 rows



Combine harvester

Crawler type suited to Rice



Industry Outlook F16

- **Skymet (pvt weather forecaster) forecasts normal monsoon-102% of LPA with a error of +-4%**

Mahindra
Rise.