

## IR Flash

*Investor Relations, December 16, 2015*

Date & Time	December 16, 2015; 5.00 p.m.
Event	Investor/ Analyst Call with Dr. Pawan Goenka
Participants from M&M	Dr. Pawan Goenka, Executive Director & Group President – Auto and Farm Sectors Mr. V.S. Parthasarathy, Group CFO & Group CIO & President (Group Finance, M&A) Mr. K. Chandrasekar, EVP – Corporate Finance & Investor Relations

The company, in response to many requests received from investors/analysts, arranged a con-call with Dr. Pawan Goenka, to address queries on the recent Supreme Court order on partial ban of diesel vehicles. Mr. V.S. Parthasarathy & Mr. K. Chandrasekar, also participated in the call.

### Key Highlights of the call

- There was a serious concern on air quality in Delhi and an immediate need to protect the environment. Urgent action was required in this regard and the Hon'ble Supreme Court order reflects this. The Company respects the order of the Hon'ble Supreme Court and does hope that these actions help to clean Delhi air. The company has stopped selling in NCR, the cars which do not meet the prescription contained in the said order.
- The overall impact on the company's sales, due to the ban on diesel vehicles with engine capacity >2000cc would be around 2% of the monthly sales volume of the Auto segment. But the company expects the loss of sales volume would be more than made up by the newly launched products and forthcoming new launches.
- The impacted inventory in the NCR region would be about Rs. 100 crores and the company is working on a solution such that the affected Dealers are not stressed.
- The company has faced such challenges in past too and has always remained Resilient to Rise above them.
- The company is actively evaluating the option of redesigning the engine capacity to comply with the current norms as prescribed by the Supreme Court order.
- The company is gearing up to provide petrol engines across its portfolio of offerings and it already has the 'Electric Platform' in its portfolio.
- The company is of the view that the impact is special to the NCR region because of the heightened levels of pollution; other states are currently not facing such a pressing issue & it is hoped they would, in these circumstances, choose optimal & calibrated solutions for dealing with their pollution issues.
- The company hopes that the Industry will be allowed to present its case more fully before the final order is passed by the Hon'ble Supreme Court, as they had only a limited time during the hearing preceding the interim order.

***The replay of the call is readily available at (+91 22 3065 2322) & (+91 22 6181 3322) till 31<sup>st</sup> Dec 2015.***

***Play Back Code: 78515. The transcript will be uploaded on our website soon.***