

# Strategic Acquisition in Turkey

**HISARLAR**



**Mahindra & Mahindra  
to acquire 75.1% stake in  
Hisarlar Makina Ve Tic. A.S. (Turkey)**

# Hisarlar Overview

- Incorporated in 1977
- 3 Business units:
  - Agricultural Machinery
  - Tractor Cabins
  - Machinery Components
- Two production facilities in Western Turkey
- Employees:820

# Hisarlar's Business Units

- Agricultural Machinery
- Tractor Cabins
- Machinery Components

# 1. Agricultural Machinery Business Unit

- 45% market share in domestic soil preparation equipment
- Hisarlar is the strongest rotary tiller brand
- Newly established facility, including an R&D center

# Agricultural Machinery Product Line

ROTARY TILLER



MULCHERS



HYDRAULIC SIDE SHIFTING ROTARY TILLER



SHREDDERS



ALABORA SENSORYTYPE ROTOVATOR



DISC MOWER  
CONDITIONER



INTER ROW ROTARY TILLER



POWER HARROW



VERTICAL BLADE  
ROTARY TILLER



SILAGE BALER  
WRAPPER COMBI



# Production Facility : Tavsanlı, Kutahya, Turkey

- Business units: Agricultural Machinery
- Facility type: Independent facility
- Area: 19,500/7,200 sqm



# Agricultural Machinery : Dealer Network

87 dealers in 52 cities : Ability to reach entire country



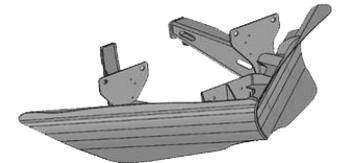
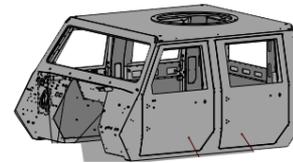
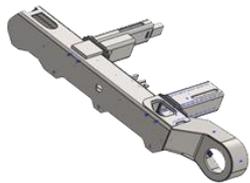
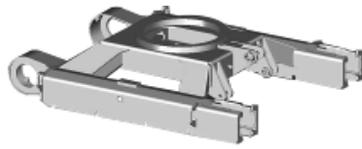
87 dealers in 52 cities and counting...

## 2. Tractor Cabins Business Unit

- Largest cabin manufacturer in Turkey with 42% market share
- 55% increase in tractor cabin production from 2012 to 2015
- Key suppliers to other OEMs



# 3. Machinery Components Business Unit



# Production Facility : Tepebasi, Eskisehir, Turkey

- Business units: Industrial Cabinets, Mach. Components
- Facility type: **Manufacturing and R&D facility**
- Area: 97000 sqm



# Research & Development

- 60 world class R&D personnel
- Spread over 2500 sqm
- Patent Applications:
  - 2014:31
  - 2015:63
- Several university cooperations
  - Ankara University
  - Ege University (EBİLTEM TTO)
  - ITU, Satellite Communication and Remote Sensing Center
  - Osmangazi University



# Executive Summary

- 2015 revenue:\$ 71 mn
  - Exports: 35 % of sales
  - 45% MS in Soil preparation equipment
  - 42% MS in tractor cabins
- EBITDA: Positive
- Respected brand with wide distribution network in Turkey
- Strong team and people capability

# The proposed deal

- Post Closing Share Holding:
  - M&M: 75.1%
  - EBRD: 18.7%
  - Turker Family: 6.2%
- M&M to have majority and full management control

# Thank You

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