

REF:NS:SEC:

11th November, 2016

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Sub: SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015 - Presentation made to the Analyst/Institutional Investor

This is further to our letter bearing REF:NS:SEC dated 7th November, 2016 wherein we had given you an advance intimation of the upcoming Analyst or Institutional Investor Interactions on 07-11-2016 in terms of Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.


We wish to inform that the Company today conducted M&M Q2 FY2017 Earnings Con-Call with several funds/Investors/Analysts, at Mumbai and the Presentation which was sent to the Stock Exchanges vide letter bearing REF:NS:SEC dated 11th November, 2016 has been uploaded on the Company's website with the link [http://www.mahindra.com/resources/investor-reports / FY17 / Earnings%20Update/investor-presentation-post-Q2FY17-results.pdf](http://www.mahindra.com/resources/investor-reports/FY17/Earnings%20Update/investor-presentation-post-Q2FY17-results.pdf).

Further, an IR Flash being issued based on the discussions on the above Con-call is attached.

Kindly take the same on record and acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED


NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a

Mahindra & Mahindra Limited

IR Flash – Q2FY17 – Earnings Call

Date & Time	November 11, 2016; 5.00 p.m.
Event	Earnings Call – Q2FY17
Participants from M&M	Dr. Pawan Goenka - Managing Director, M&M Ltd.; Mr. V.S. Parthasarathy - Group CFO, Group CIO, President (Group Finance & M&A) Senior Management Team
Audio playback details	+91 22 30652322 / +91 22 61813322 Playback ID: 62815 Available till December 02, 2016

- Q2FY17 witnessed a turnaround in the rural economy, aided by normal monsoons (97% LPA) and expectation of good kharif output (~9%). Tractors, 2Wheelers and Pick-Ups showed robust sales growth. The lower interest rates & fuel prices also helped in the growth.
- M&M Tractors achieved the highest ever H1FY17 market share of 43.3%
- With 13.6% growth in PV, Mahindra posted the highest volume growth in H1FY17 among the Top 5 PV industry players.

Key highlights of Q2FY17 performance parameters (M&M plus MVML):

- Net Revenue up 15.6% YoY (Rs 10,172 Crs in Q2FY17 Vs Rs 8,802Crs in Q2FY16)
- EBIDTA up 28.3% YoY (Rs 1,468 Crs in Q2FY17 Vs Rs 1,144 Crs in Q2FY16);
- EBITDA margin up 140 bps (14.4% in Q2FY17 Vs 13.0% in Q2FY16)
- PAT up 28.8% YoY (Rs 1,253 Crs in Q2FY17 Vs Rs 973 Crs in Q2FY16)
- PAT margin up 120 bps (12.3% in Q2FY17 Vs 11.1% in Q2FY16)

Key Highlights of the call– Q2FY17

Auto:

- Auto segment Revenue was up at Rs 6,716 Crs, an increase of 11.7% on YOY basis, in line with volume growth of 11.6% YoY.
- Due to strict cost control and efficiency improvements, the EBIT margins for Auto sector was maintained at 9.7% despite losing Haridwar fiscal benefits (around 2%) and increased depreciation (around 1%) compensated partially by one-time IPS benefit of around Rs.100cr.
- During the quarter, UV2 products as well as new products performed well. Bolero, which was affected by high excise duty, gained momentum with the launch of Bolero Plus (sub-4m). The Scorpio had been having a good monthly run rate; October retail sales was the highest ever.
- TUV300 and KUV100 were affected by poor sentiment around diesel. However, we see improvement in both over the last two months.
 - TUV300 has reached planned volume.
 - KUV100 has picked up; however, it is in the process of reaching desired volume.

- M&M has robust new product plans for the next four financial years –a new product every year till FY21, beginning FY18.
 - U321, being developed by Mahindra North American Technical Center, would be launched by H2FY18.
 - S201 developed on Tivoli platform would be launched in H2FY19.
 - Apart from these, there would be periodic refreshes to the existing vehicles.
- The gasoline version of XUV500 would be launched in the current financial year; the gasoline version of Scorpio is likely to be launched early next (financial) year.
- As per the proposed GST structure, all small cars, CVs and 2wheelers are likely to be in 28% slab; therefore there would be no significant changes to their prices under new GST regime.
- The larger cars, as per the current definition, is likely to attract higher rate in the form of cess. The actual rate of cess is not clear at this stage.
- Inventory as at end October was under control with only 3-4 days over the planned level.
- SsangYong has turned around and has been profitable in last four consecutive quarters. It has aggressive product plans for the next four years.

Farm Equipment:

- Farm Equipment segment Revenue was up at Rs 3,495 Crs an increase of 23.5% on YOY basis, aided by volume growth of 35.7% YOY.
- The domestic tractor industry is expected to grow at 20% for full year FY17.
- The new range of Tractors YUVO (>30 HP) & NUVO (>50 HP) are doing well; a new platform in the <30 HP category is being developed under Mahindra brand; and the Swaraj brand will launch a >50 HP tractor next year.
- A GST rate of 12% on Tractors would be price neutral. Inventory as at end October is lower than planned, as October retail sales was higher than billing.

Demonetization effect:

- The demonetization effort of GOI is a very good move from long term point of view. However, in the short term there could be liquidity related demand pressures. The company believes that even if the demand during Q3 is impacted, the same could get compensated in Q4.

FINANCIALS AT A GLANCE

M&M + MVML

(In Rupees crores)	2 nd Quarter		
	FY17	FY16	Change
Total income from operations (Net)	10171.79	8801.86	15.6%
EBITDA	1,468.21	1,144.45	28.3%
EBITDA %	14.4%	13.0%	140 bps
PAT	1,252.92	972.99	28.8%
PAT %	12.3%	11.1%	120 bps