



# Keynote

ICICI Securities Conference

V S Parthasarathy

Group CFO

Mahindra & Mahindra

A conceptual image for a global economy presentation. It features a blue globe tilted to the right, with its top half open like a container. The globe is filled with various silver and gold coins. More coins are scattered on the surface in front of the globe. The background is a plain, light gray. A red and white diagonal graphic element is in the bottom right corner. The text 'Global Economy' is centered over the globe in a large, white, sans-serif font.

# Global Economy

# World Economy – Riding up the cyclical rebound



Global Recovery is gaining traction

IMF projects uptick in global growth

Robust demand pushes Japan's growth

Positive cues from private consumption, investment and exports

Strong economic activity and diminished political risk in the Euro Zone

China racked up better than expect growth rate of 6.9% in Q2CY17

Service sector strengthening

# *World Economy – Concerns ahead*



**Unstable Geo-  
political  
conditions**



**Protectionism**



**Uncertain  
Economic  
Scenario in UK**



**Volatile Currency  
& Commodity  
scenario**



# Indian Economy

# India facing uncertainty & challenges

Lower Utilisation of Industrial Capacities



Negative IIP growth in Jun / Jul



Investments remain a drag on growth



Muted Service Sector Growth



Stressed Balance sheets of Banks



Divergent consumption & investment pattern



# Still India is the fastest growing Economy



Growth-Inflation mix changing



Resilience in Currency



Political Stability & Rural Focus



Fiscal health is improving



Health Indicators in Comfort Zone



Stronger FII inflow

A nighttime photograph of a city skyline across a body of water. The buildings are illuminated with various lights, and a road with traffic lights is visible on the right side. The text 'Rural - Indian Economy' is overlaid on the image.

# Rural - Indian Economy



# Agriculture production back on track

Agriculture	Production of foodgrains (million tonnes)				YOY Growth			
	F14	F15	F16	F17	F14	F15	F16	F17
Khariff	129	126	125	138	-2.27%	-2.09%	-0.97%	9.93%
Rabi	128	126	126	134	3.23%	-1.27%	0.07%	6.33%

FY17 data 2<sup>nd</sup> Advance Estimate

# PV, 2W, Tractor sales increasing

Segment	Auto Industry (Domestic Sales)				YOY Growth			
	F14	F15	F16	F17	F14	F15	F16	F17
Cars	17,86,826	18,77,706	20,25,479	21,02,996	-4.70%	5.10%	7.90%	3.85%
Utility Vehicles	5,25,839	5,52,135	5,86,664	7,61,997	-5.00%	5.00%	6.30%	29.91%
Vans	1,90,844	1,71,395	1,77,535	1,81,734	-19.60%	-10.20%	3.60%	2.37%
<b>Total Passenger Vehicles</b>	<b>25,03,509</b>	<b>26,01,236</b>	<b>27,89,678</b>	<b>30,46,727</b>	<b>-6.10%</b>	<b>3.90%</b>	<b>7.20%</b>	<b>9.23%</b>
<b>Total 2 Wheelers</b>	<b>1,48,05,481</b>	<b>1,59,75,561</b>	<b>1,64,55,911</b>	<b>1,75,89,511</b>	<b>7.30%</b>	<b>7.90%</b>	<b>3.00%</b>	<b>6.89%</b>
<b>Tractors</b>	<b>6,33,656</b>	<b>5,50,963</b>	<b>4,93,497</b>	<b>5,82,084</b>	<b>20.20%</b>	<b>-13.10%</b>	<b>-10.43%</b>	<b>17.95%</b>

# *Govt. support is Crucial*

## **Use of Technology**

- **JAM Trinity**
- **Direct Benefit Transfer**
- **eNAM (National Agriculture Mkt)**

## **Budgetary Focus**

- **Crop Insurance**
- **Irrigation Focus**
- **Rural infrastructure**
- **Rural Housing**

## **Other Initiatives**

- **Soil Health Card**
- **Custom Hiring Centres**
- **Growth in Agri Credit**



# Doubling Farm Income by 2022

**R**ainfall + Irrigation

**U**plifting Infrastructure

**R**emunerative Prices

**A**gri Productivity

**L**ogistics (Agri Logistics)

# Bharat bounces back

Tractor growth

F17 - 18%  
F18Q1 - 9%



PV growth

Good growth  
after 3 years



Monsoon (Vs LTA)

F17 - 97%  
F18YTD - 95%



Kharif Sowing



Growth in  
2016 & 2017  
Vs past years



# CARPE DIEM

*Seize the Day*



# *Mahindra has large share of Rural Play*



INDIA'S #1 UV MAKER



WORLD'S LARGEST TRACTOR BRAND BY VOL.



LARGEST NBFC IN RURAL & SEMI-URBAN INDIA

- ❖ Deep Distribution Network across the country
- ❖ Moving from “Delivering Product” to “Delivering Prosperity”
- ❖ More focus on small sized targeting bottom of pyramid population
- ❖ Many other businesses are focussing on leveraging Rural India

# How mahindra



is partnering in this growth story?



Past

Present

Future

Tractors and  
Implements

Tractors  
Farm Machinery  
Agri Business

Farming 3.0

Utility Vehicles

UV / CUV  
Small CVs  
Heavy CVs

Mobility Play



# *Preparing India for new technologies*

## **Farming 3.0**

- Smart Farm Machinery
- Precision Agri Practices
- Digital Platforms
- Custom Hiring
- Ecosystem Connect



## **Globalisation**

- M&A
- Manufacturing footprint
- Window to the World
- Brand & Sales Infrastructure

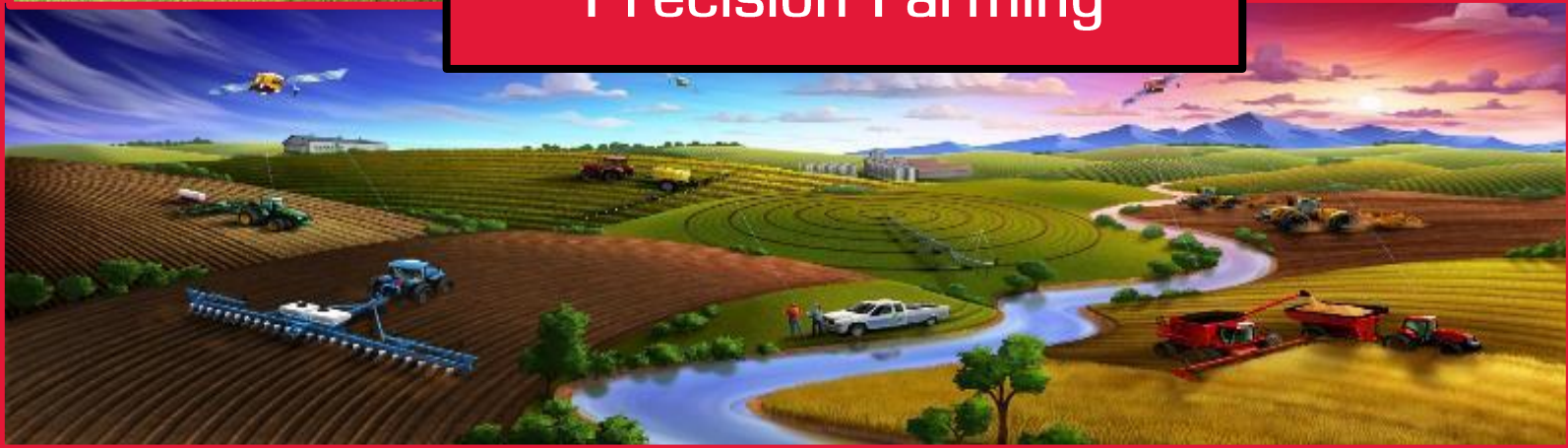




# Farming 3.0



Precision Farming



Farm to Fork e-commerce portal



MeraKisan

# Trringo

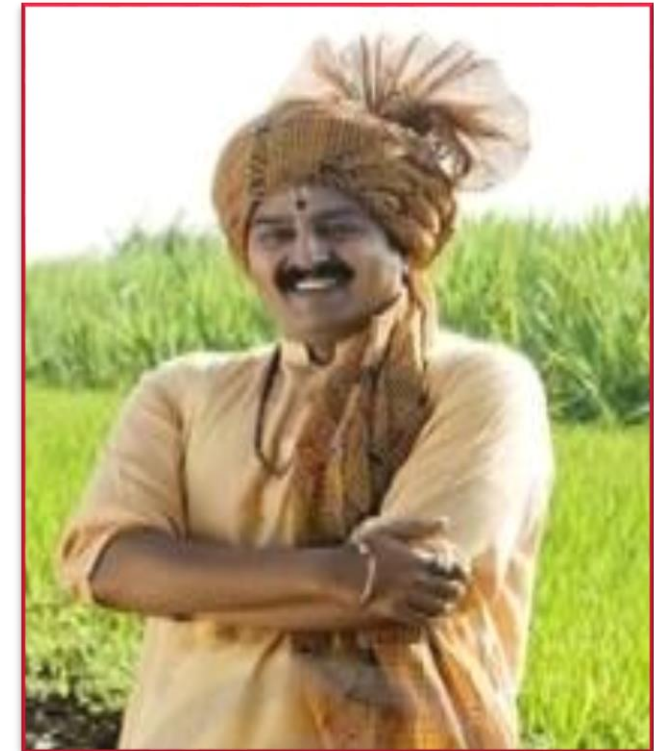
AB TRACTOR CALL KARO



Trringo is a first-of-its-kind, tractor and farm equipment rental business that aims to raise the level of mechanisation in Indian farming.

# Samriddhi - Unique Proposition

Prosperous Farmer



Agri Awards

Soil Testing

Sale of Agri inputs

Digital Support

Advisory

Productivity Improvement

# Mahindra Agri Business

Deliver prosperity to 75 million farmers  
to help them RISE

Our technology enabled products, services and agri initiatives will deliver solutions to 75 million farmers across the world to empower them, become more prosperous and to RISE



\*Numbers are rounded off and cumulative



## Our BHAG

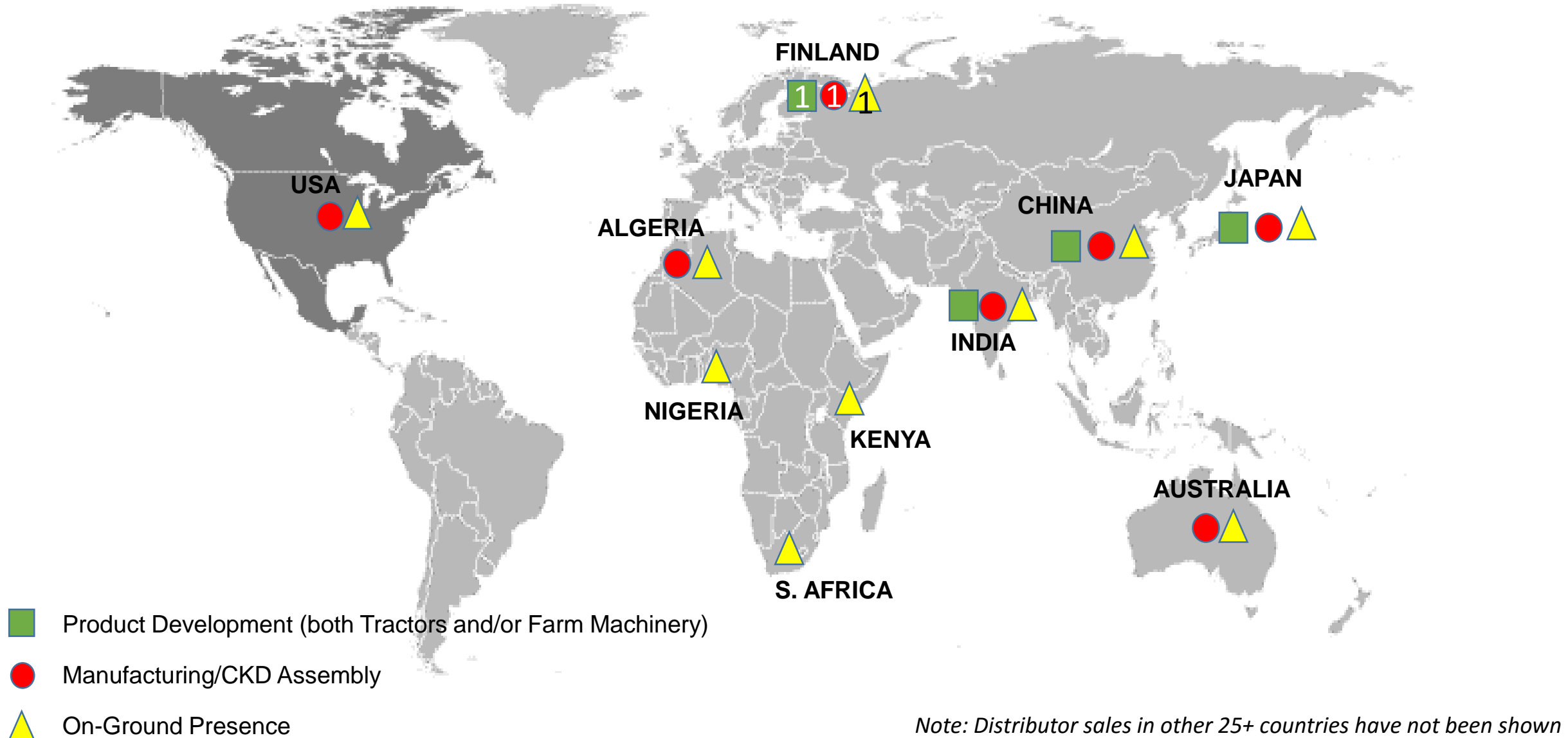


# Globalization

The image features two hands, palms facing each other, with a world map painted on them. The map is colorful, showing continents in various shades of green, yellow, and brown, and oceans in blue. The word 'CANADA' is visible on the left hand's index finger, and 'WORLD' is visible on the left hand's palm. The background is a cloudy sky. A red and white diagonal stripe runs across the bottom right corner of the image.

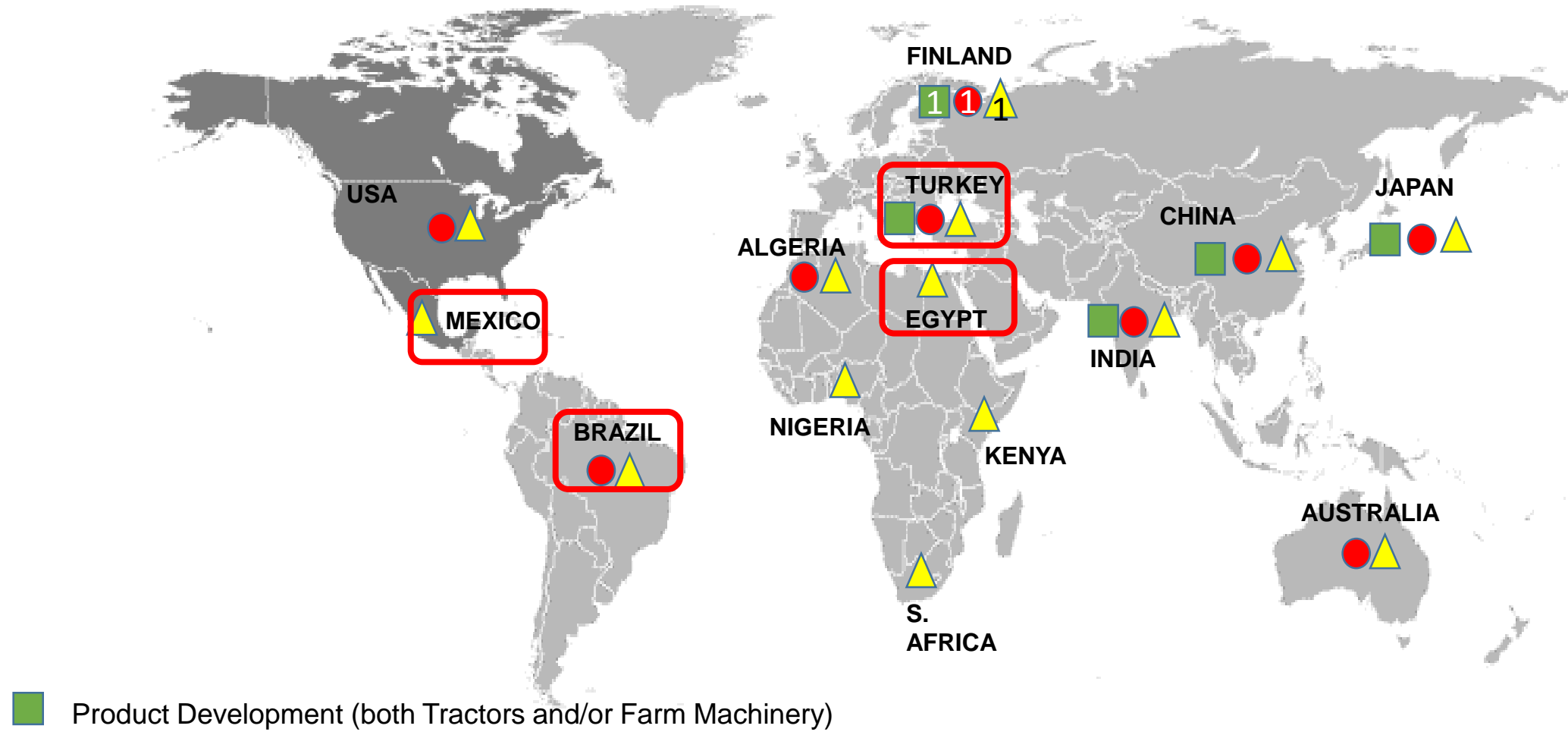
Bringing World to India and  
Taking India to the World

# Globalization journey till 2016





# Globalization journey 2017



- Product Development (both Tractors and/or Farm Machinery)
- Manufacturing/CKD Assembly
- ▲ On-Ground Presence

*Note: Distributor sales in other 25+ countries have not been shown*

*1. Only for Farm machinery*

# Mahindra USA

- No.3 in <80HP tractor Segment
- Assembly & Distribution centers : 05
- Channel Partners : > 500
- Products ranging from 22 to 80 HP

## Mahindra USA eyeing for \$ 1bn revenue



\*The graph line represents indexed revenue figures of MUSA

# *Our Recent Partnerships*

- ❖ Rice Trans planters
- ❖ Combine Harvesters



**MITSUBISHI**  
**AGRICULTURAL MACHINERY**



**SAMPO ROSENLEW**

Combine Harvester

- ❖ Sampo Rosenlew 2045
- ❖ 3000 Range
- ❖ Comica C4, C8
- ❖ Comica C10, C12

- ❖ Rotary Tiller
- ❖ Power Harrow
- ❖ Shredders
- ❖ Mulchers, etc.

**HISARLAR**

# Pioneering the Change`

## Continue

Highest Market Share Growth

Leadership in existing product markets

Double digit market share at USA

## Innovate

Technologically sophisticated, versatile tractors

Expanding the range in lower HP Tractor market

Investing in on-line tractor rental model – Trringo.com

Introduction of 'Digisense' in tractors

## Build for Future

Globalisation - New markets

Enlarging the product domain

- Strategic stake in MAM
- Sampo Roselnew
- Hisalrar

Exploring areas like precision farming

Innovation in motion

- Driverless Tractor
- Artificial Intelligence

# Mobility Play



# *Preparing India for new technologies*

## Mobility Play

- Objects of Desire & Mobility
- Customer Experience
- Connected and Clever
- Sustainable
- Mobility Ecosystem/Platform



# Customer Experience

**GET MORE MILEAGE  
OR GIVE THE TRUCK**



To get the Mahindra BLAZO mileage guarantee, give us a missed call on: **1800 315 7799**



**GET BACK  
ON ROAD  
48 HOURS  
OR GET ₹1000 A DAY**



**now**  
1800-200-3600  
020-27473600  
24/7 VEHICLE ASSISTANCE BY EXPERTS  
A MULTILINGUAL SERVICE

**OUR SERVICE  
WILL REACH YOU  
2 HOURS  
OR WE WILL GIVE YOU  
₹500/-\* EVERY HOUR**



**now** 1800-200-3600  
020-27473600

**GUARANTEED AVAILABILITY OF 150 FAST  
MOVING MAINTENANCE PARTS.  
OR ELSE THEY ARE YOURS FOR FREE.\***

A unique guarantee for you on 150 maintenance spare parts from 1<sup>st</sup> March '17. If a maintenance spare part you want isn't available at the plaza, then it will be yours for free.



**GUARANTEED  
EXPERIENCE**



\*To view more details on the terms of this guarantee, visit [www.mahindra.com/azo](http://www.mahindra.com/azo). Offer valid. Good luck apply.

\*To view more details on the terms of this guarantee, visit [www.mahindra.com/azo](http://www.mahindra.com/azo). Offer valid. Good luck apply.

# Connected & Cleaver - Digital Value chain



The Connected Vehicle App



SyouV



Live Young Live Free App 2.0

Digital CRM

Product Definition

Product Development

Manufacturing

Pre Sales

Sales

After Sales

Virtual Testing & Validation

Automation

Digital Marketing

Use of Analytics

With You Hamesha 4.0





# EV – Pioneering sustainable mobility in India

Mahindra  
Rise.

mahindrasmallcv.com



नया महिंद्रा  
**इलेक्ट्रिक अल्फा**  
जिसमें है महिंद्रा का भरोसा

**KNOW MORE**



# Mobility Ecosystem / Platforms

## Powertrain



Euro 6 and BS 6

Full Range of Gasoline & CNG Powertrains

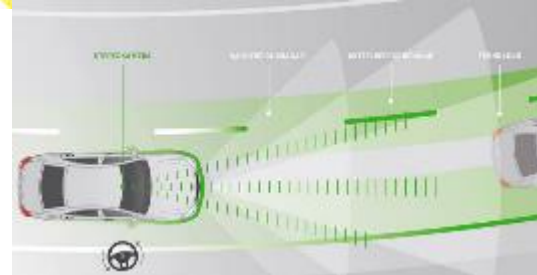


EV, Plug-in Hybrid Hydrogen

## Safety, Assisted Driving



Bharat New Vehicle Safety Assessment Program (BNVSAP )

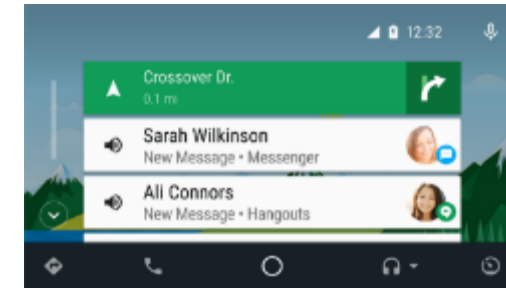


Intelligent & Assisted Driving



Cross Traffic Alert

## Infotainment, Connected Car



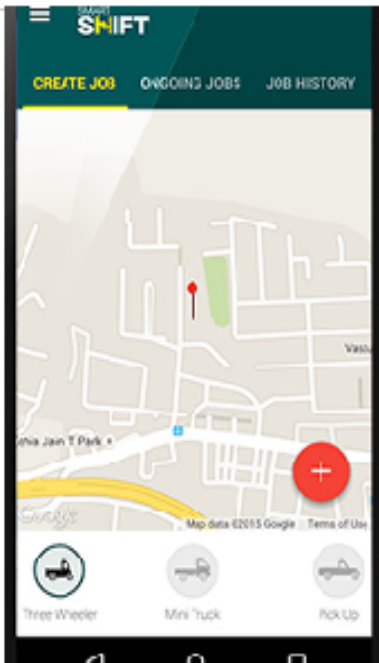
Android Auto



Apple Car Play

Ecosense

# Seeding new age Businesses



SMART  
**SHIFT**  
by Mahindra

**TRANSPORT KA  
SMART TAREEKA**

Smart shift is first-of-its kind load exchange platform for small commercial vehicles. It enables the businessmen who wish to transport cargo and transporters to find each other.

# *Leading the Change – Auto*

## Continue

### Focus on power brands

- Bolero Powerplus
- Scorpio
- Technically sophisticated XUV500

### Strengthening of LCV & SCV portfolio

- Jeeto continues to perform
- New products in 'Supro' brand
- Success of Bolero big pickup

### Global

## Innovate

Participation in Rental Car Aggregator ecosystem

Launch of 'Digisense' for commercial vehicles

Unique value proposition for 'Blazo' truck customers

Working on launching ICV range of CVs.

Platform level synergies with Ssangyong for new products

## Build for Future

Electric Vehicles

Introducing gasoline option for all our products

New business models – Smart Shift

Focus on Global Market

Global design & Development capabilities

# *Mahindra is a microcosm of rural India*

Rural Play



'Make in India'



Disruptive Business Models



Services play



Enablers of Economic growth



Emerging Industries



## Growing with Bharat.

# CARPE DIEM

*Seize the Day*



**Mahindra**  
*Rise.*