

Analyst Meet - 2018

Automotive Sector

29th May'18

F18 Performance Highlights

Highest ever Auto Sector Global volumes of 689,358 nos



Bolero volumes cross **1 million-** mark since inception



Scorpio registered **highest ever** annual sales of 53,934 nos.



Pickups registered **highest ever** annual sales of 149,119 nos.



Highest ever annual **MTBD** volumes at 17,228 nos.



Rural Business grew by **14%** with **43% Penetration**



EV sales gaining momentum with annual sales @ **4026 nos.**

F18 Performance Highlights



MTBD on the track of turnaround



'Brand of the Year – Motor Grader' at the coveted Golden Globe Tigers 2018, Malaysia



7 Plants received Prestigious JIPM Award



ROXOR launch in USA



Ranked 1st in JD POWER SSI 2017

F18 Domestic Market Performance

Auto Sector Domestic volumes cross 5Lac mark with a growth of 11%

Segment	M&M		M&M	
	Q4	Growth	F18	Growth
Utility Vehicles	67,805	8.4%	2,33,915	5.1%
Cars	384	-20.7%	725	-77.5%
Vans	4,337	44.8%	14,219	37.1%
PV Total	72,526	9.8%	2,48,859	5.4%
LCV Goods < 2T GVW	12,613	36.0%	41,305	37.5%
LCV Goods 2 to 3.5T GVW	48,974	25.9%	1,58,269	15.9%
LCV Goods < 3.5T	61,587	27.9%	1,99,574	19.8%
LCV Goods > 3.5T GVW	1,248	35.7%	3,786	26.8%
LCV Goods Total	62,835	28.0%	2,03,360	19.9%
M+ICV Goods (7.5 to 16.2T)	-	0.0%	-	-
HCV Goods (>16.2T)	3,254	16.0%	9,484	41.2%
MHCV Goods	3,254	16.0%	9,484	41.2%
LCV Passenger	1,354	4.9%	3,958	-14.7%
MHCV Passenger	-	0.0%	-	-
CV Passenger	1,354	4.9%	3,958	-14.7%
CV Total	67,443	26.8%	2,16,802	19.8%
3W	16,484	42.8%	54,625	4.4%
AS (Dom) Total	1,56,453	19.6%	5,20,286	10.8%

Growth Drivers

- Positive Rural Sentiments
- Govt's push for Infra & construction
- Availability of affordable finance
- Good Monsoon

Challenges

- Rising crude oil prices
- Increase in commodity prices
- Competitive Intensity

Strengthen SCV Dominance

Journey to SCV Leadership



BMT Plus

Reignited the growth in medium segment through Promise of 1 (one)

|1m lower TCD || 1 ft longer cargo||+1 kmp mileage|



Jeeto

Recreated the Mini segment through 'Power of Choice' – 8 Distinct offerings with optimum balance of capability, cost & efficiency



Big Bolero PU

Redefined the segment standards with “Baap of Pickups”.

|highest payload|| longest Cargo||shortest foot print|



Supro Rigid Suspension

Revisited Small segment with promise of profit truck with many segment firsts

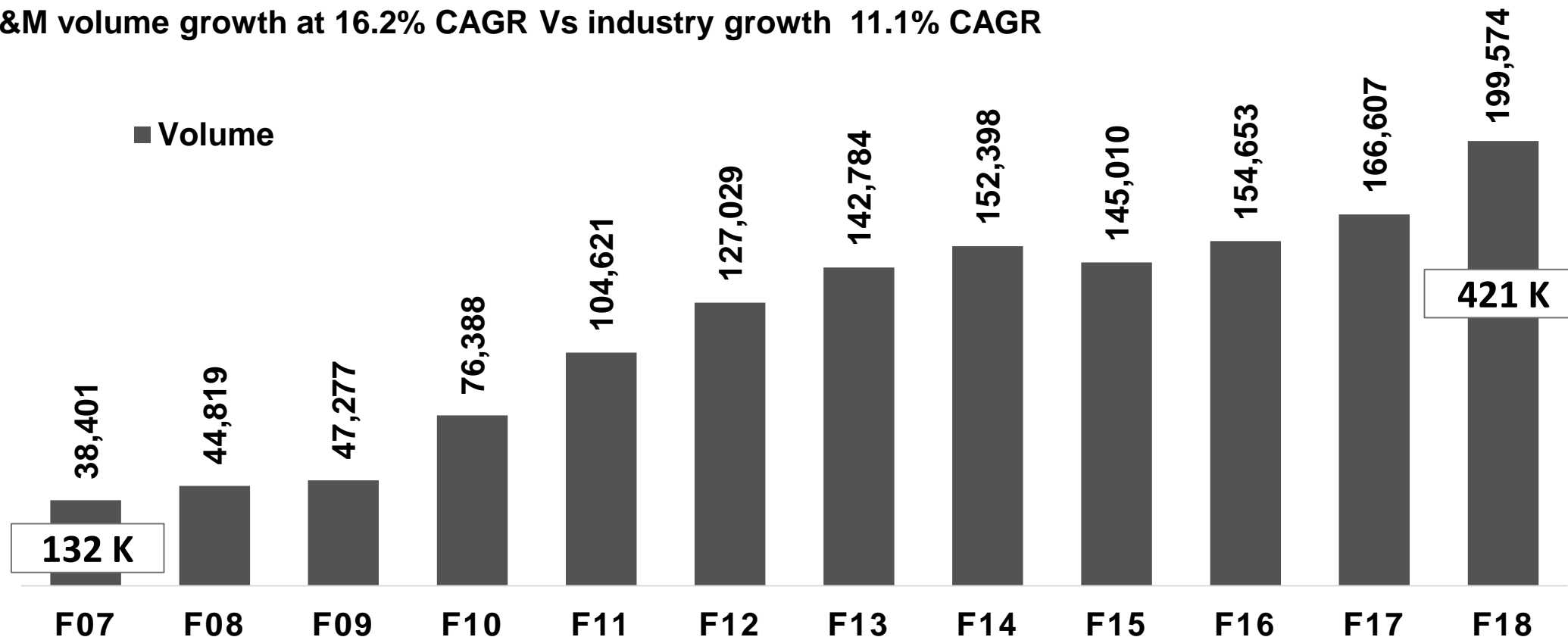
|Performance|| Power Steering||AC|

#1 SCV Player since F14 with MS ~47%

SCV Performance

Continue to retain Dominant Position with 47% Market Share

M&M volume growth at 16.2% CAGR Vs industry growth 11.1% CAGR



- SCV Segment achieved Highest Ever Volumes of 199,574 nos
- Widest range of offerings thru 3 Brands of Jeeto, Supro & Bolero Pickups (0.6 T to 3.5 T)

Pick up Leadership Campaign



4 Saal Baad
Kam Se Kam
Rs. 4 Lakh Me
Buyback



2 Saal Tak
Free
Maintenance
Ka Vada



2 Ghante Me
Service Ka
Vada



2 Saal/ 1 lakh
kms ki
Warranty

इंडिया के
नं.1 पिक अप
★ का वादा ★



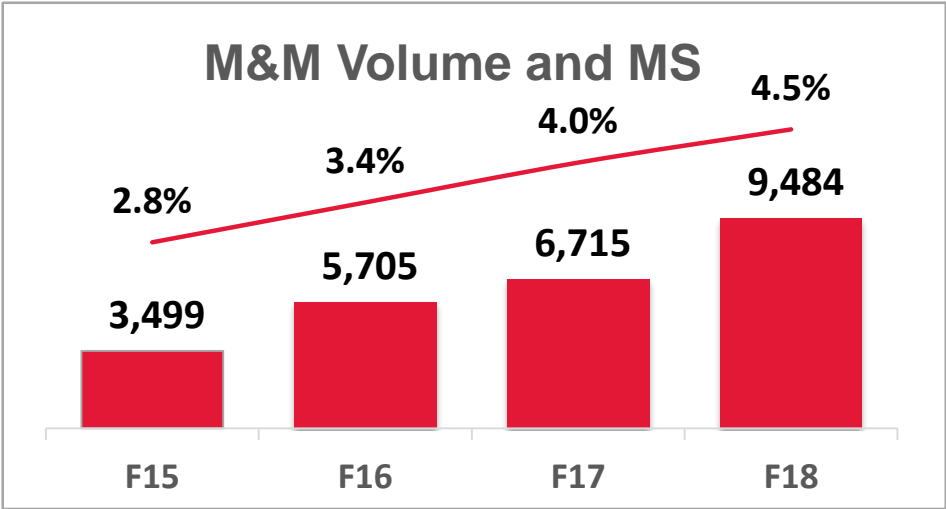
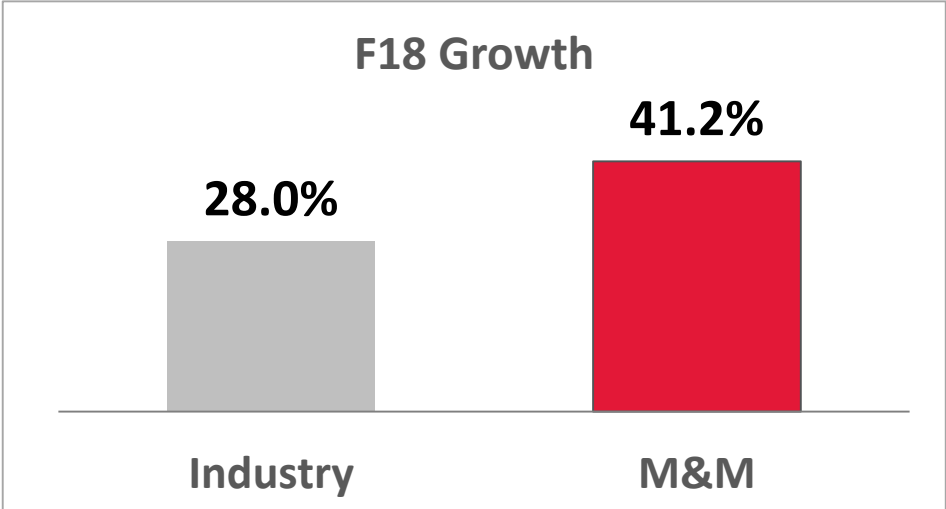
80% of the total conversions in Q4, are under Pickup Guarantee Scheme



AV

Pick Up Guarantee

HCV Performance



BLAZO

Blazo : Guaranteed Experience



Mileage Guarantee

“ZYADA MILEAGE, NAHIN TOH TRUCK WAPUS”

Parts Guarantee

Ready availability of 150 from MPARTS Plazas, or you get them free!

Service TAT Guarantee

36 hours Service turnaround at workshops or get Rs. 3000 per day!

Get back on road Guarantee

Service in 2 hours or Rs. 500 every hour (Delhi-Mumbai Service Corridor)

Mileage Guarantee

Extended to LCV Load
Get more mileage or give the truck back

6 Lacs/ 6 years

Increased Warranty on HCV Trucks to offer complete peace of mind

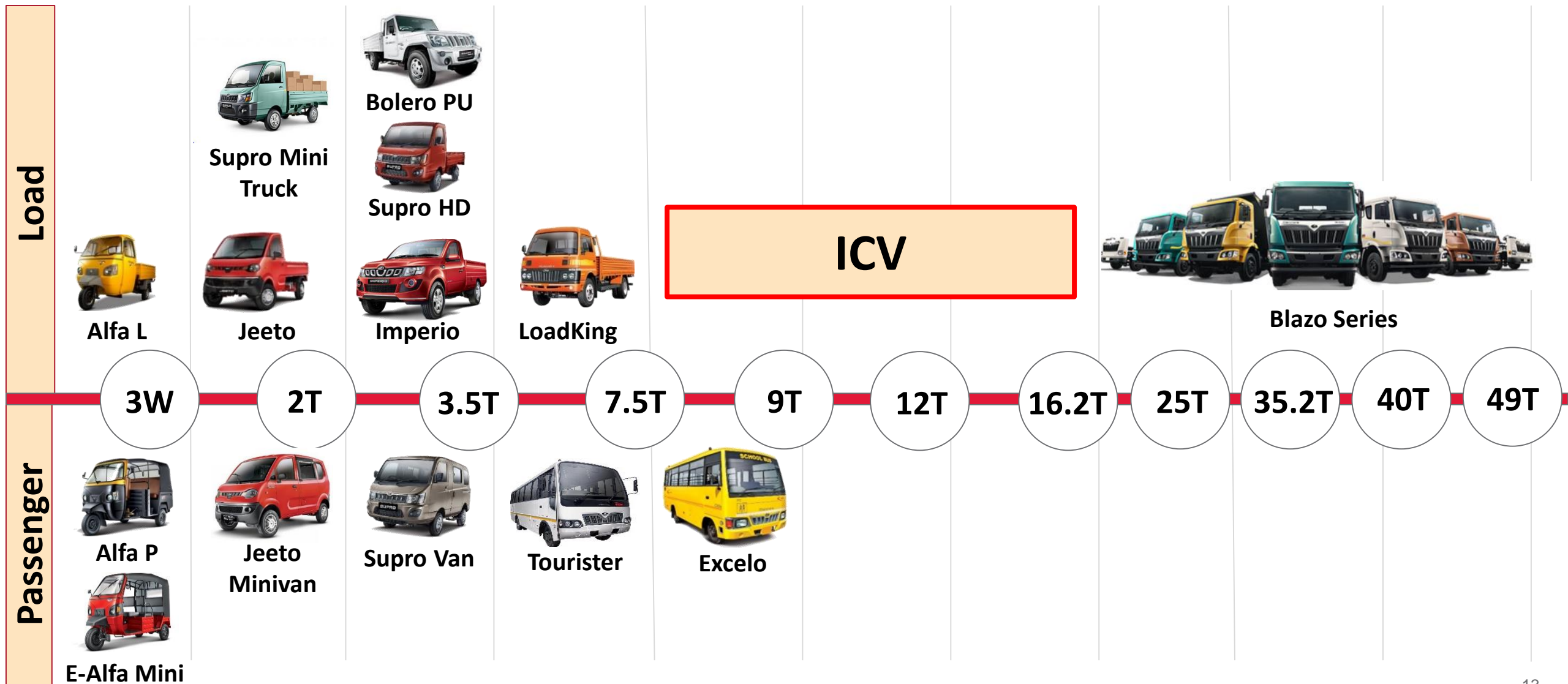
“ Har Cheez Guarantee Ke Saath”



AV

HCV Guarantee Campaign

Commercial Portfolio range



New LCV / ICV and MCV Range

5.5 Ton

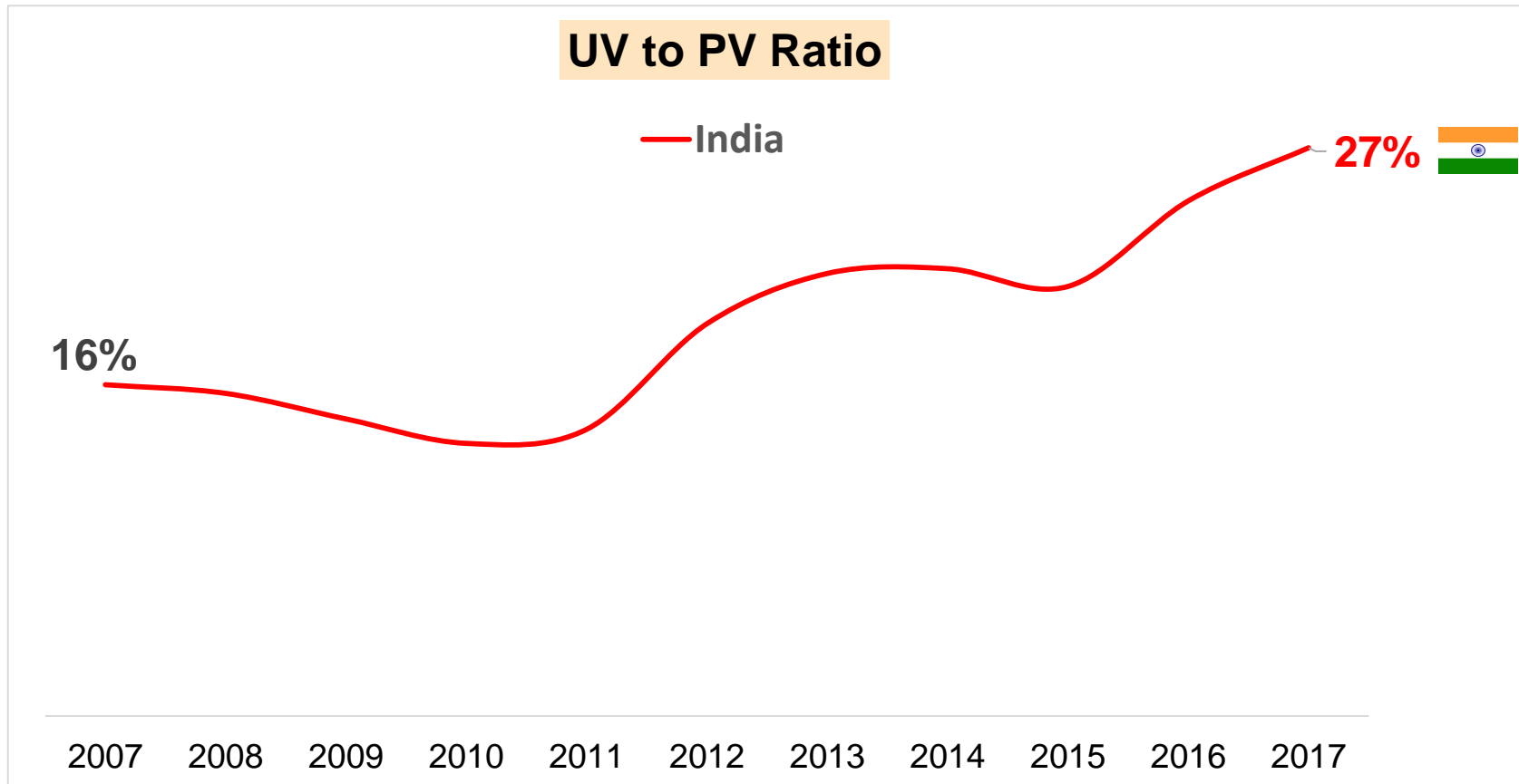
16.2 Ton

- **Modular Platform**
- **3 Engines**
- **3 Transmission**
- **3 Cabs**
- **8 Load Segments**

- **AC option**
- **Light and Heavy Duty Versions**
- **Various Wheelbases and Load body types**

Passenger Vehicles











UV Focus




- Increasing UV Pie
- Hyper competitive Market
- 21 UV Launches in 3 years

In India UVs have grown at CAGR of 14% in last 10 years vs 8% growth by Passenger Vehicles

UV Portfolio Play

	Entry (A)	Compact	Mid	Premium
CUV	 KUV	 S201		 XUV
MPV			 U321	
			 Xylo	
SUV	 Bolero	 TUV	 Thar  Scorpio	 Y400

 Current

 Announced

The Plush New XUV500 launched

New benchmark in premium SUV segment



- ❑ Bold New Design
- ❑ Plush, luxurious Interiors
- ❑ Higher Power and Torque



The Plush New XUV500 launched with competitive pricing



AV

Plush New XUV500

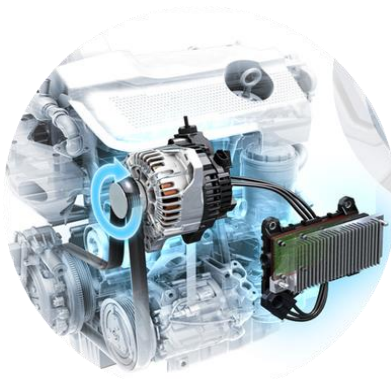
Technology Focus

Powertrain



Euro 6 and BS 6

Full Range of Gasoline & CNG Powertrains

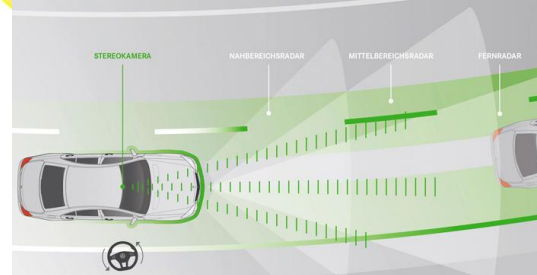


EV, Hydrogen

Safety, Assisted Driving



Bharat New Vehicle Safety Assessment Program (**BNVSAP**)

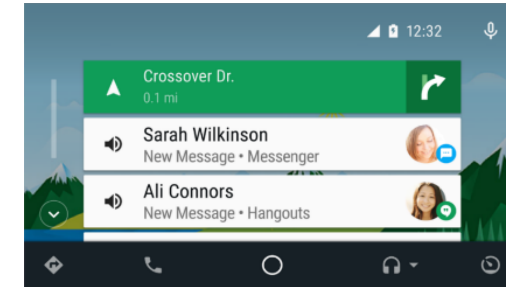


Intelligent & Assisted Driving



Cross Traffic Alert

Infotainment, Connected Car



Android Auto

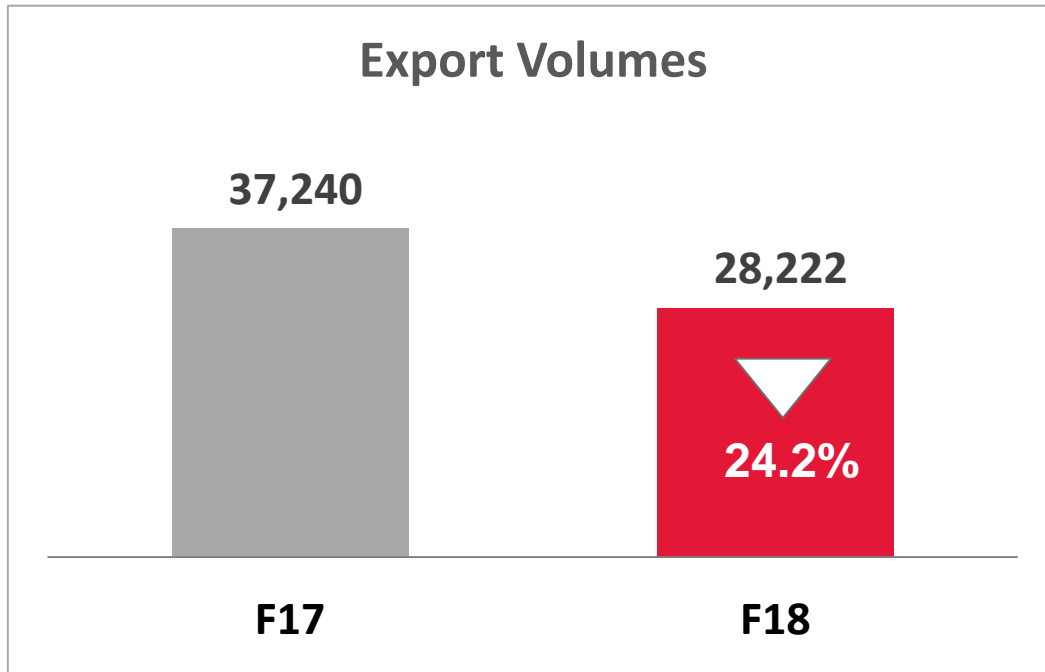


Apple Car Play

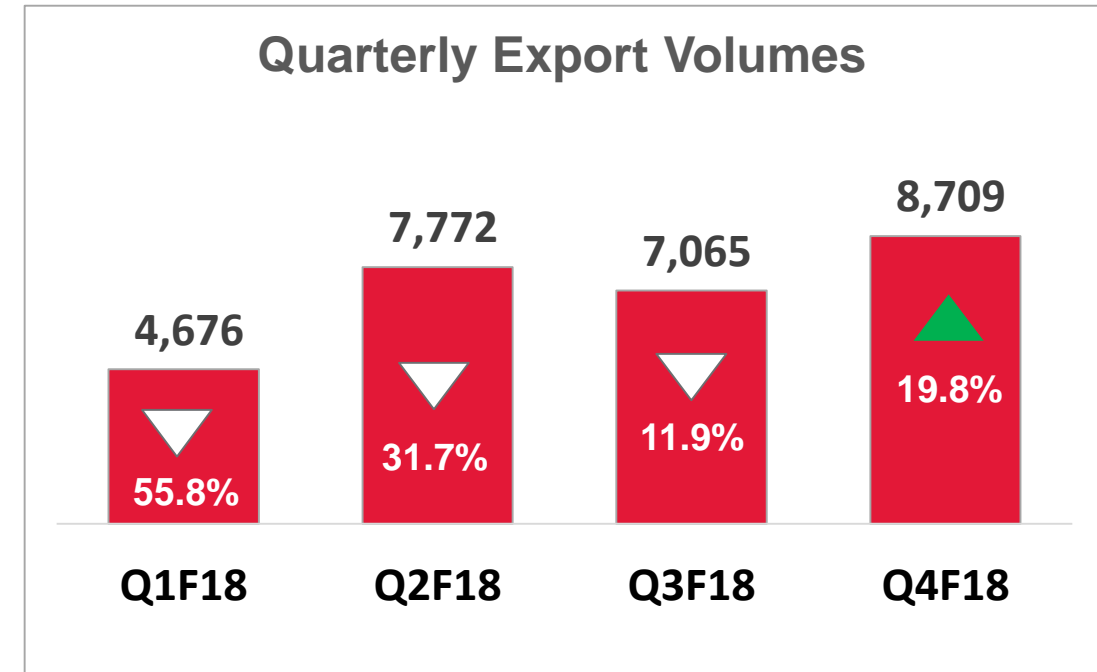
Exports

Export from India

Improved performance in H2



- De-growth due to adverse business environment in Sri Lanka, Nepal (44% drop in volumes)
- 13% Growth in Africa – Highest in 5 Yrs



▽ Represents de-growth wrt previous quarter

- Growth in exports after 3 quarters
- Growth drivers mainly South Asia (29%) & Africa (9%)

International Operations

New Launches



**Scorpio Pickup Launch,
South Africa**



XUV500 G-AT, Chile



KUV Launch, Italy



Bangladesh Jeeto CKD



Philippines – Supro CKD

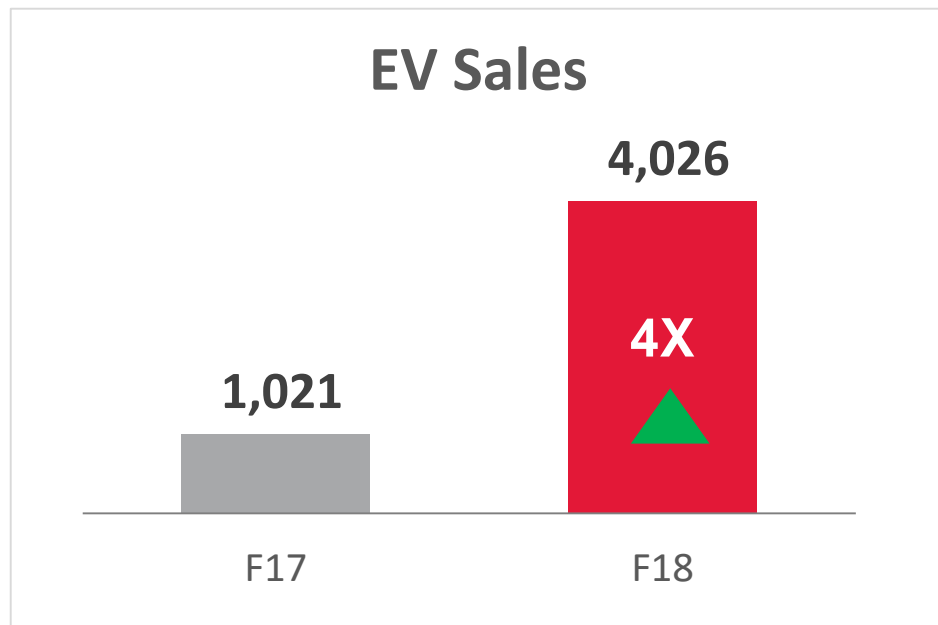


Tunisia – Scorpio Pickup CKD



Electric Mobility

EVs Gaining Momentum on Fleet Application



- **EESL Tender**
- **Lithium: Corporate Employee Commuting, Bangalore**
- **Baghirathi: 1000 vehicles in Bangalore**
- **OLA : Shared mobility in Nagpur**
- **Zoomcar: Mysore and Hyderabad**
- **HRTC – Clean Public Transportation**
- **Uber and M&M Partnership announced**



e-3W Opportunity



- Launched Sep 2017
- 2,932 billed in FY18
- 16% of M&M 3W passenger volumes in Q4

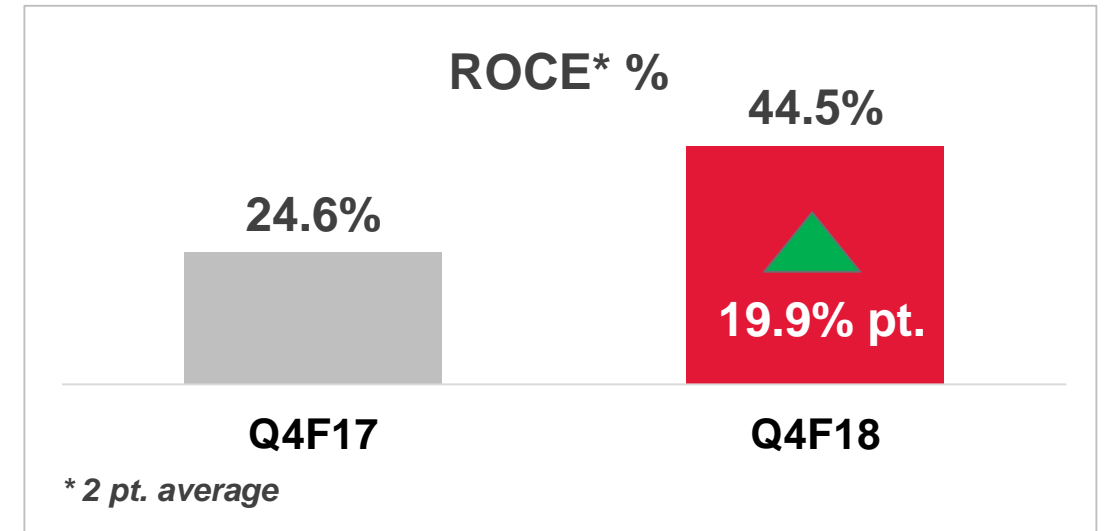
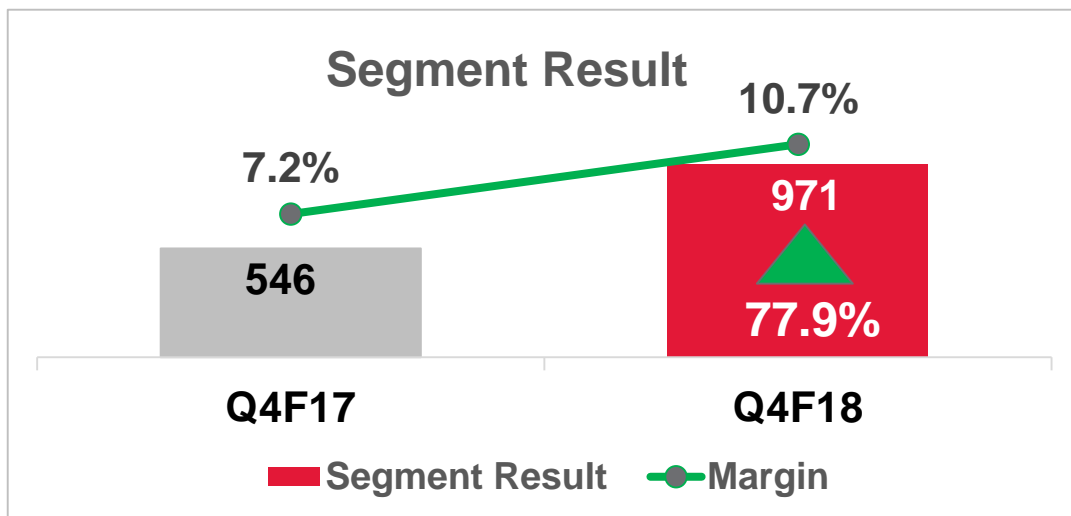
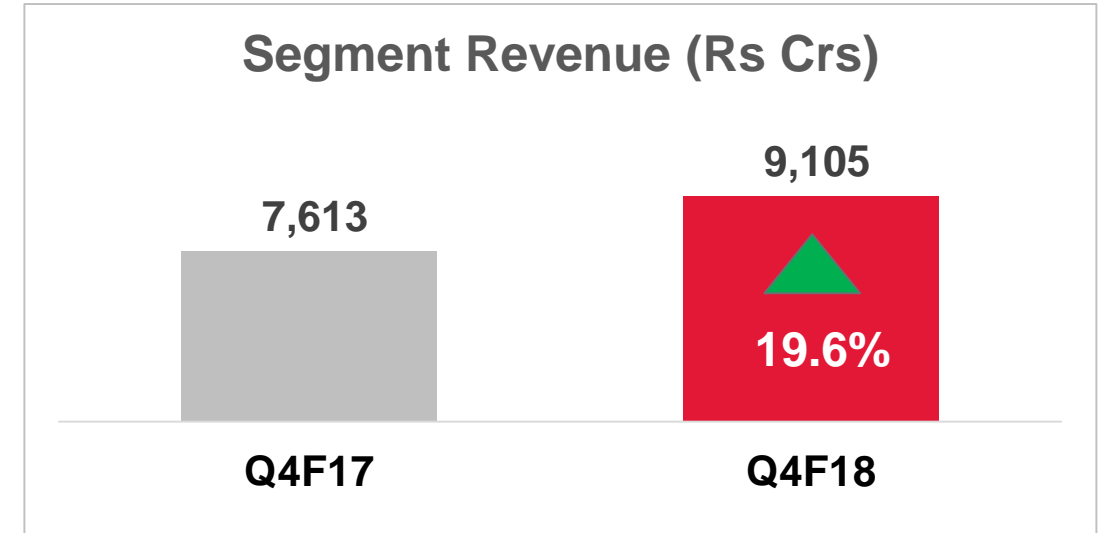
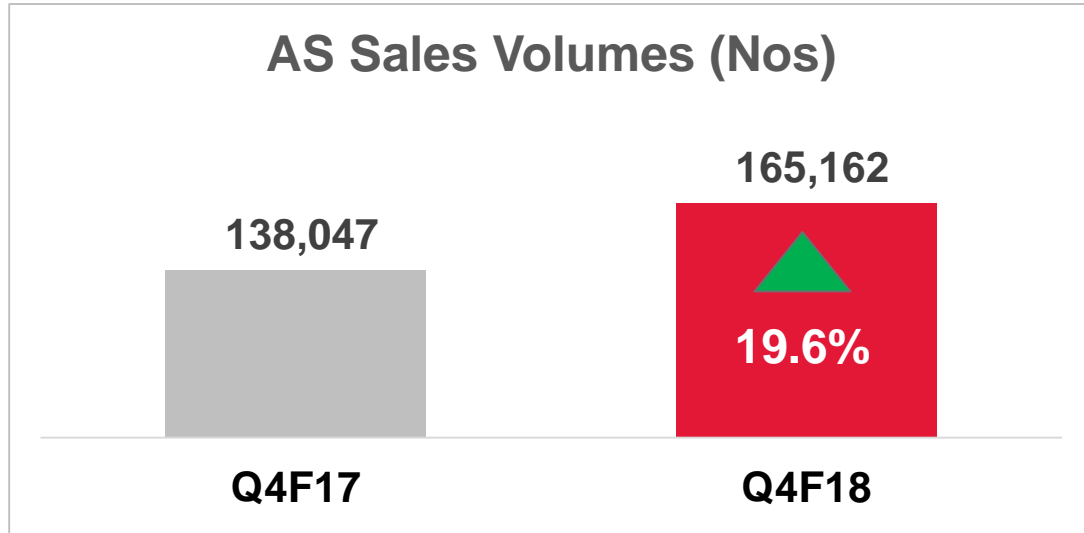


Launch in FY19

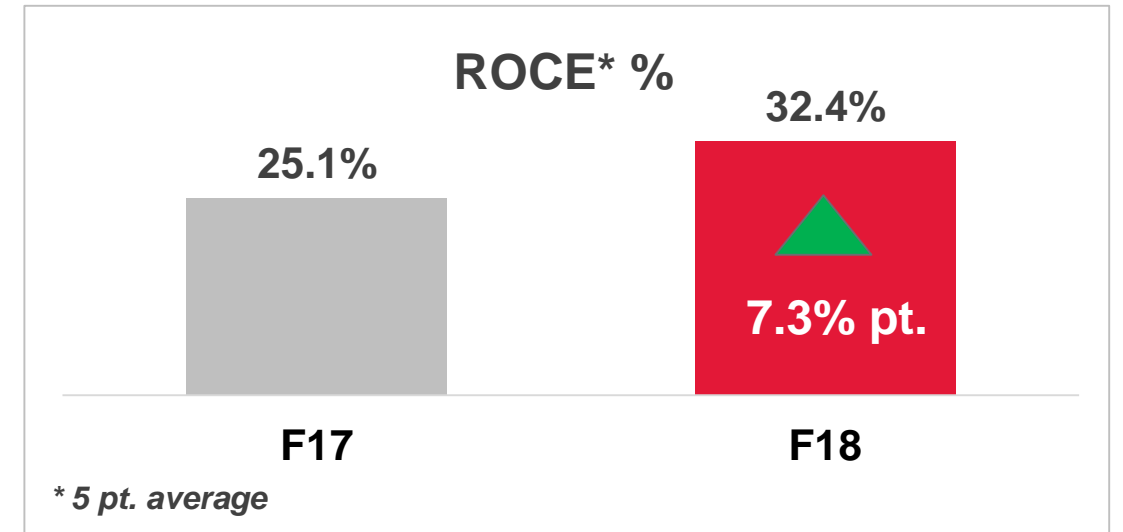
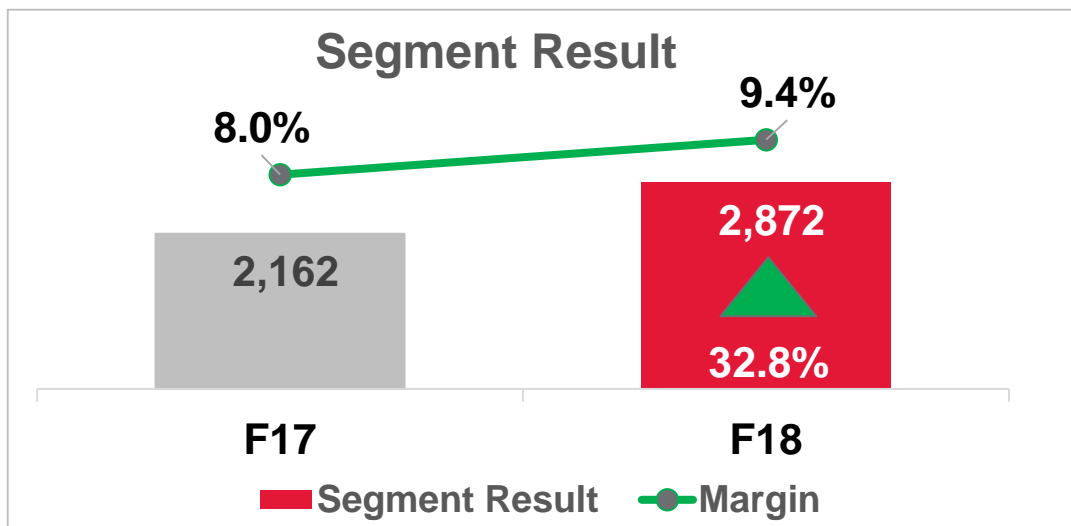
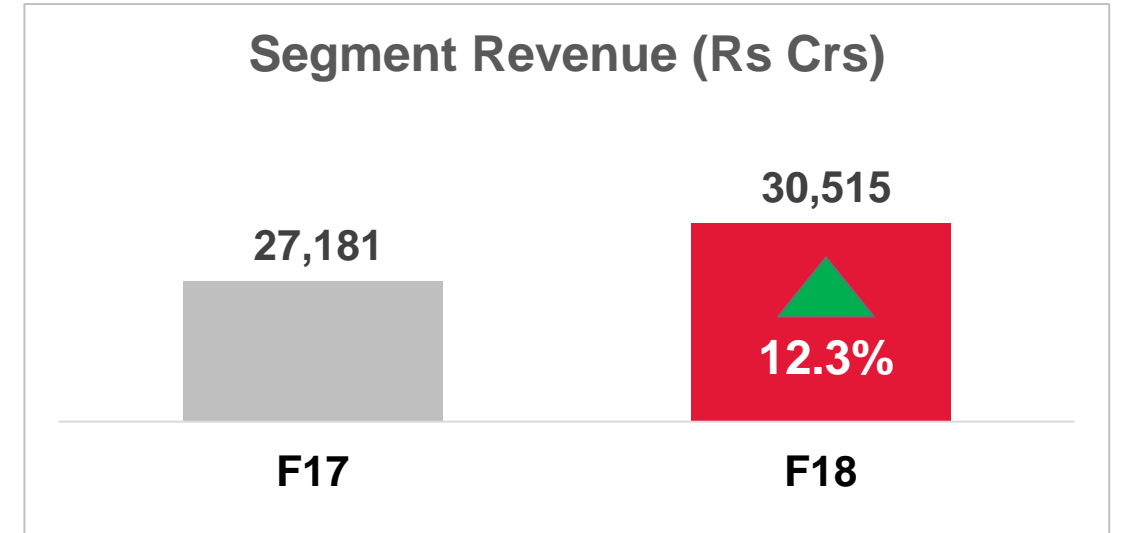
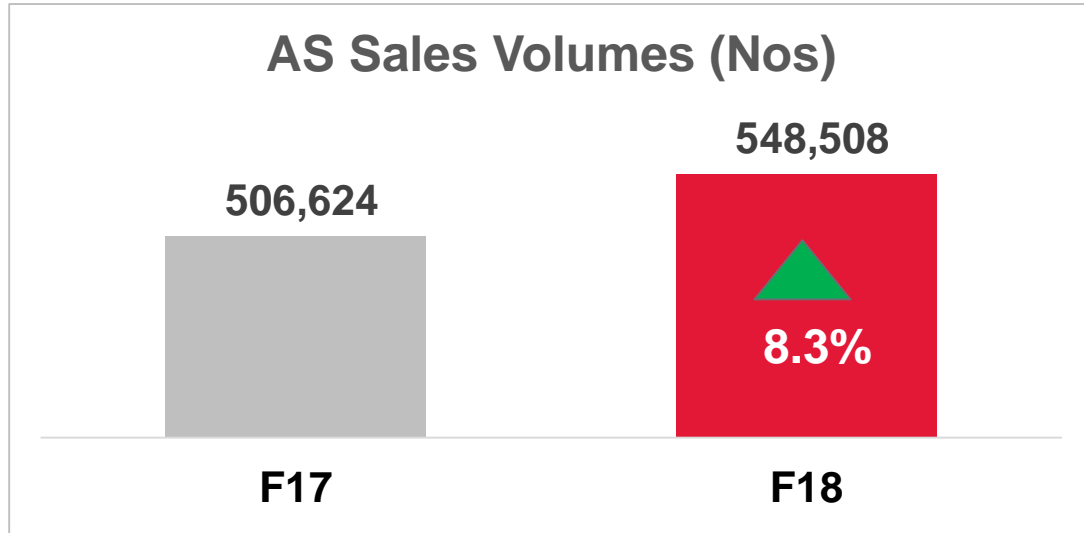
Focus Areas

- Strengthening UV portfolio with the launch of : U321, S201 & Y400
- Strengthening CV portfolio with the launch of ICV Range
- Strengthening EV portfolio
- Aggressive Channel expansion
- Capacity Expansion
- Meeting BSVI & safety norms
- Gasoline portfolio proliferation
- Building Digital Business Enterprise
- Maintaining OPM thru' operating leverage and cost efficiencies

Q4 Automotive Segment Performance



F18 Automotive Segment Performance



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