

Analyst Meet - 2019

Automotive Sector

29th May'19



Year gone by...

M&M Performance Highlights

Milestones and Records

AS Sales cross 6 Lacs mark with **best ever sales @ 607,548 nos** & double digit growth of **10.8%**

Exports sales at all time **high @ 38,456 nos** with a growth of **36%**

Global Auto Sales registers a **record sales of 755,978 nos**

Production: Chakan, Zaheerabad & Haridwar **join 1 Million+ Club** along with Kandivali & Nashik

Rural sales 1st time crossed urban sales with share of business @ **51%** exhibiting a **growth of 9%**

Brand Performance

Highest ever sales across 6 brands

Bolero Pickup (incl BMT)



160,692

Bolero Power +



64,508

Supro Load



34,870

Jeeto Load & Pass



41,071

Alfa Load & Pass



66,140

HCV



10,838

Product launches – Automotive Division

Targeting New Customer segment



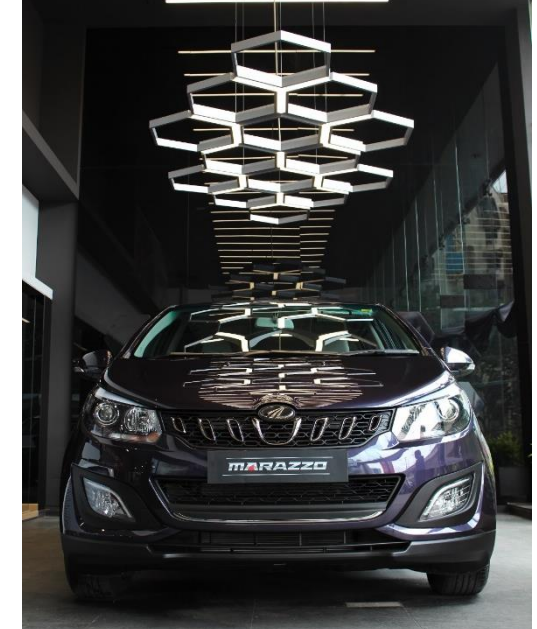
XUV300

Marazzo

Alturas G4

Leveraging Digital Ecosystem

Digital journey is becoming increasingly important to customer



Innovative digital content ~ 70 MN+ Views



Showroom In Showroom / Bring Showroom Home

Auto Journalist
~ 6 Million+ Views

Website Views
~ 5 Million + UVs

Lead generation
~ 208K+



New Products: Strengthening UV Portfolio



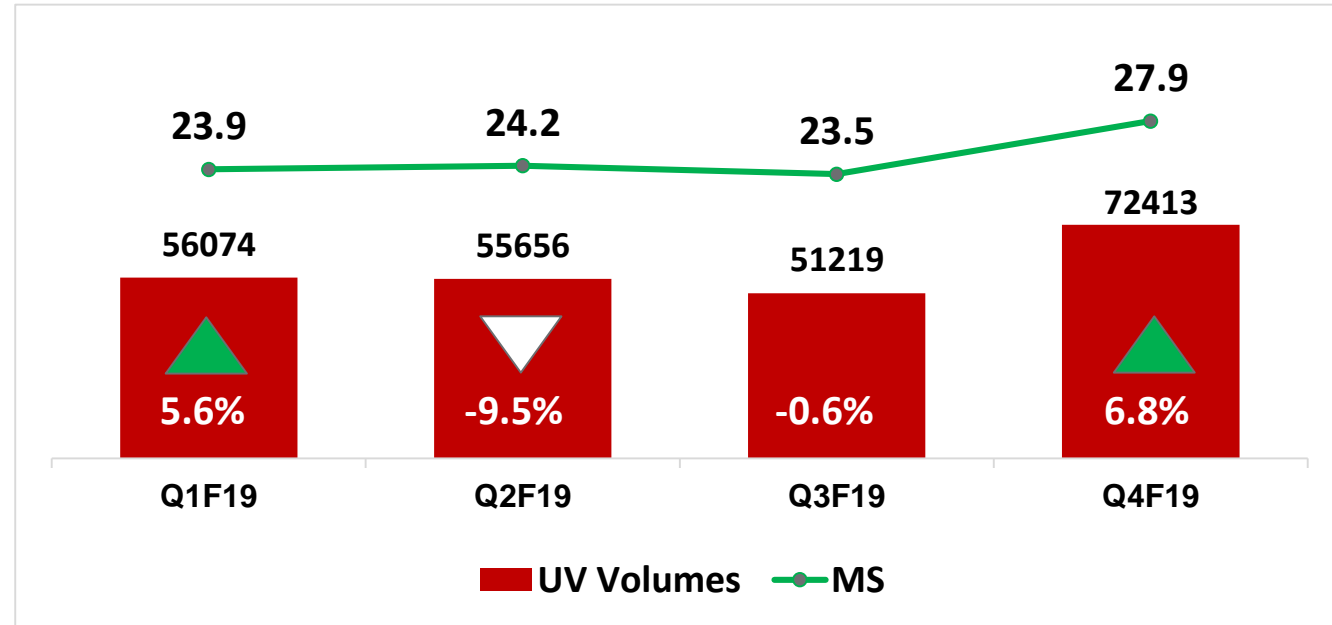
Marazzo: Sept'18



Alturas G4: Nov'18



XUV300: Feb'19



▽ Represents de-growth wrt previous year

- ❖ UV achieves highest ever quarterly volumes in Q4F19
- ❖ Market Share of 27.9% in Q4 F19
- ❖ Regaining #1 Position in UV in Q4F19

Product launches – Trucks & Buses

Targeting New Customer Segment



INTRODUCING
THE NEW MAHINDRA

BLAZO X

**BLAZO X GIVES YOU EXTRA MILEAGE, EVEN MORE THAN BLAZO
BECAUSE ONLY A BLAZO CAN BEAT A BLAZO**

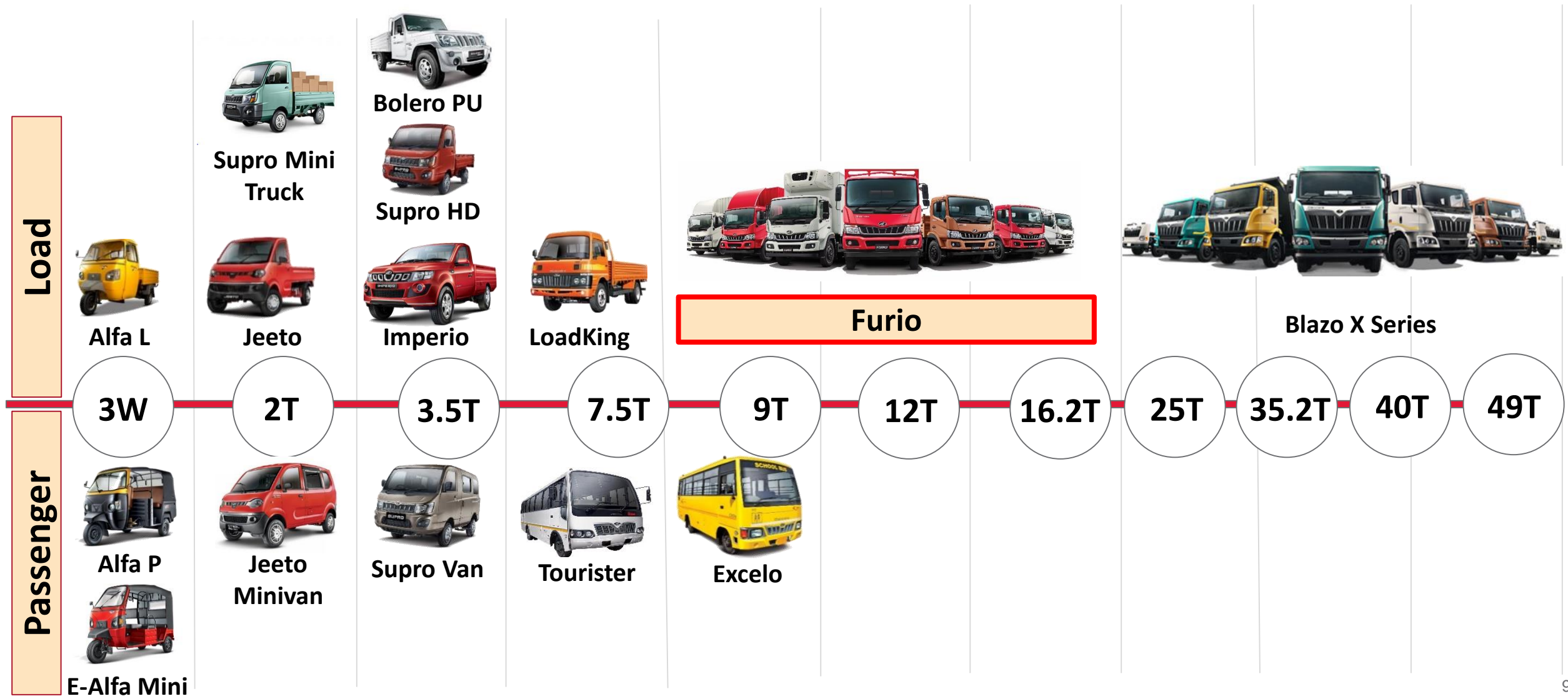
NEW MAHINDRA

FURIO

MORE PROFIT GUARANTEED*

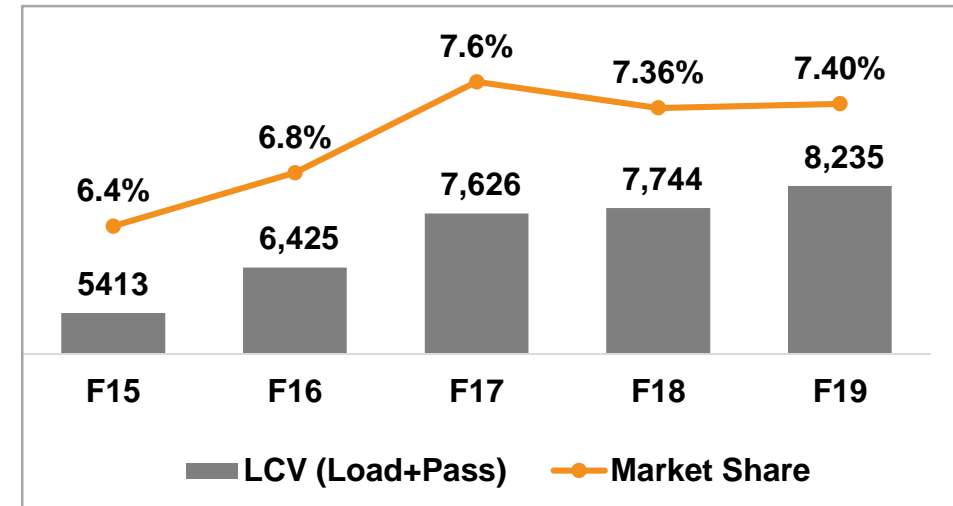
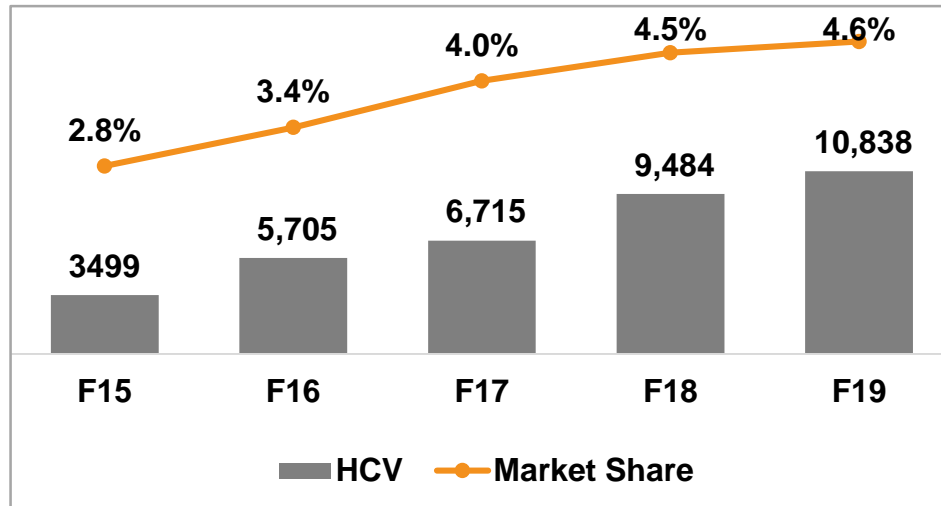
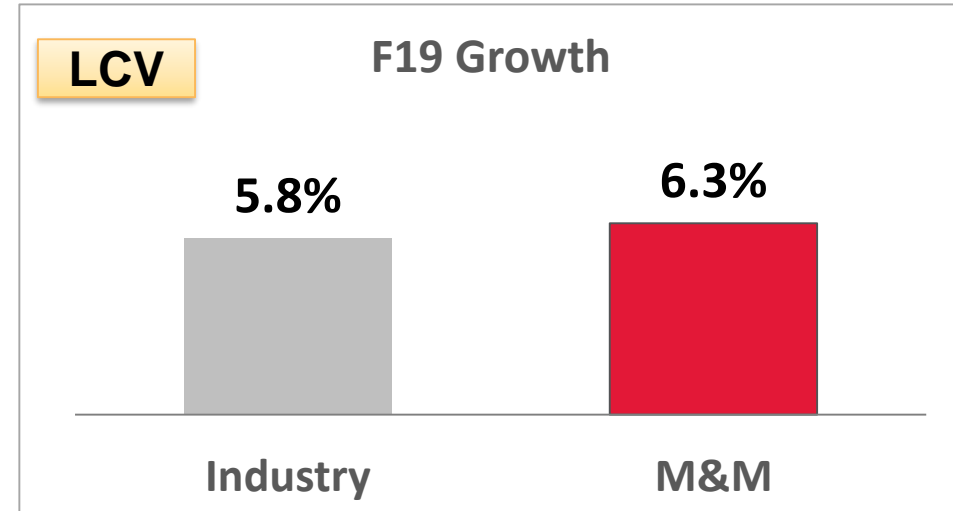
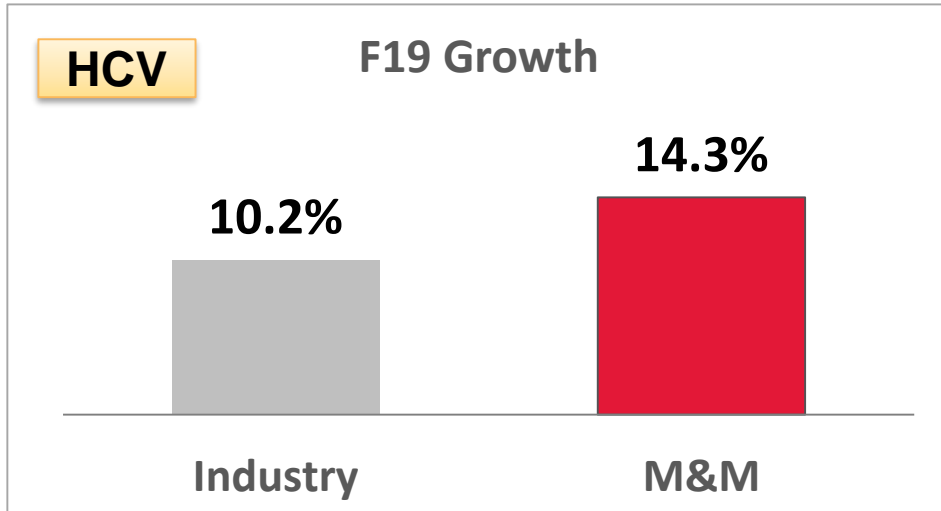
Commercial Vehicles Portfolio

Full Range Player



HCV and LCV Performance

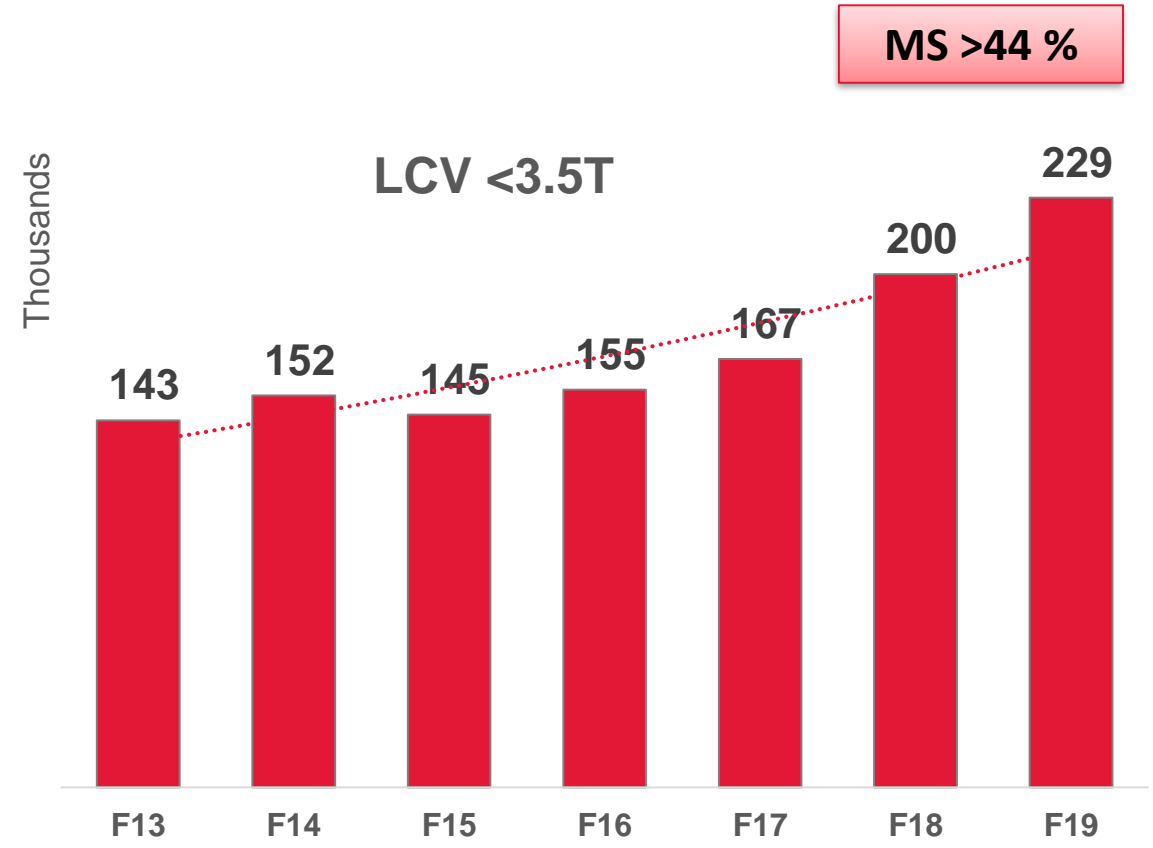
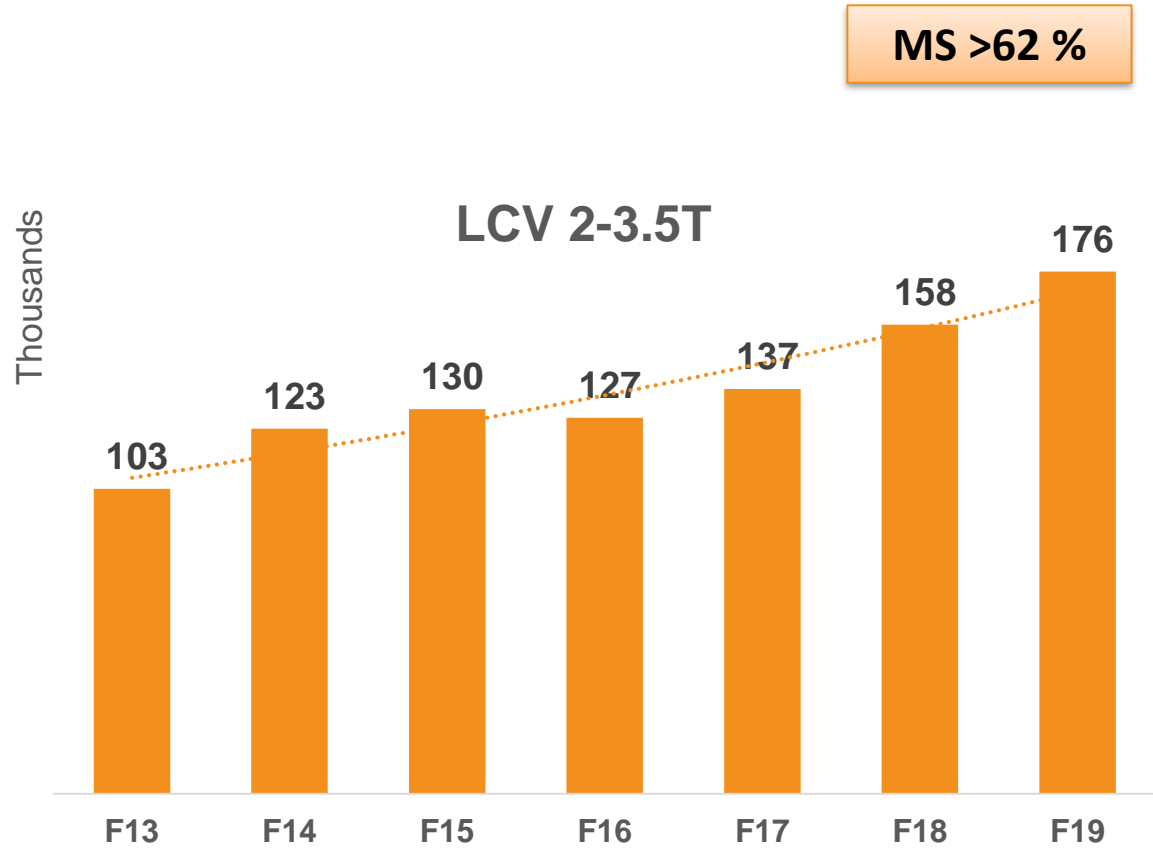
Sustaining Growth Path



Source: SIAM Industry

SCV Performance (<3.5T)

Continue to retain leadership 5 year in a row



No. 1 in JDP Sales Satisfaction Index

Awards & Accolades



- **#3** rank in **CSI**
- **#1** rank in **IQS** (*Bolero shares # 1 in MPV segment*)
- **Consistent improvement in IQS** for last 3 years

Awards & Accolades

Automotive Division



Globally Engineered Marazzo

- **9** major Auto Awards
- India's Safest MPV with a **4star GNCAP** rating



Alturas G4 Royalty Redefined

- **6** major Auto Awards
- **Luxury SUV of the Year**



The Plush New XUV 500

- **8** major Auto Awards
- **Brand Excellence**

Awards & Accolades

Trucks & Buses Division and Construction Equipment

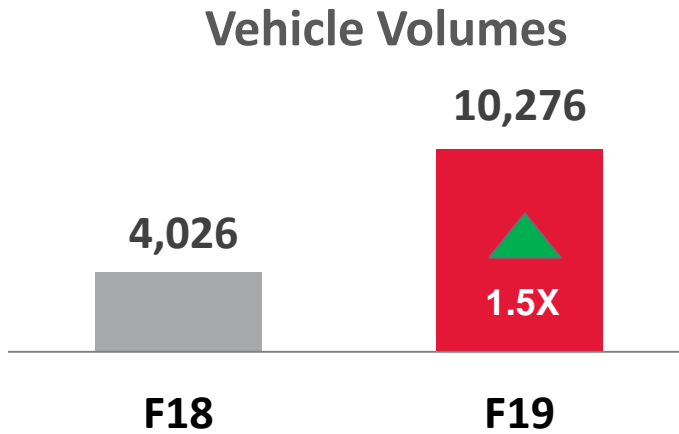


- **BLAZO India's Most Admired Truck Brand**
- **HCV Rigid Cargo Carrier of the Year for BLAZO X**
- **People Mover of the Year Award for COMFIO**

Road Master G90 Awarded
Innovative Product of the Year at CIA World Construction Awards 2019

Electric Vehicles

Growing Customer Base



- ❖ Launch of **TREO** (first product with Li ion battery).
- ❖ **FAME II** incentives will benefit EV portfolio.
- ❖ **EESL phase-2** order led to volume growth, deliveries to continue in F20.
- ❖ MOU signed with TWU and Smart E for 1000 TREO's each in coming year.
- ❖ Proposed policy change to allow only EV 3W sales from 2025, TREO with best in class technology will lead this segment



Launch of TREO Electric 3 - Wheelers



MoU signed with Three Wheels United & SmartE

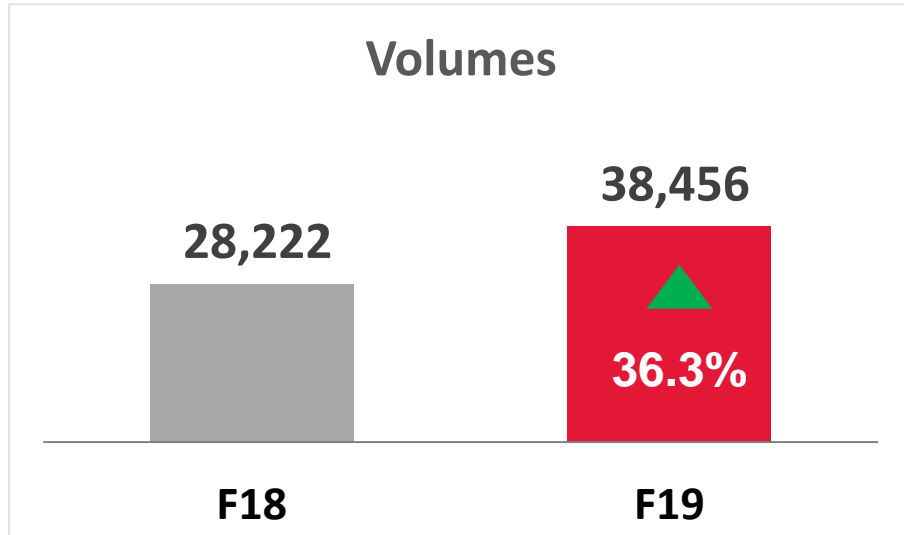


EV technology manufacturing hub inaugurated in Bangalore

TREO and e-Supro Cargo are Qualified for Fame II benefits

Exports

A year of exceptional growth



- Achieved **highest growth** among Indian Auto OEM exporters
- **Top Markets:** Nepal, South Africa, Bangladesh & Sri Lanka
- **Growth led by:** Scorpio Pickup (Africa, Lat Am), KUV100 (Italy, N.Africa) & HCV
- Consistent improvement in Brand scores across key markets (Bangladesh, Chile, South Africa)
- Successful launch of KUV in Italy, recognized as the fastest growing brand
- Set up two assembly plants for Scorpio Pickup in Africa – Tunisia & SA

F20

Product

- Expand HCV & LCV portfolio in RHD markets
- Build on success of Scorpio Pickup (refresh & automatic)
- Expand PV offerings with KUV & XUV300

Markets

- Establish CKD assembly in Sri Lanka
- Develop SA as the 2nd Home Base
- Build pockets of 10K+ markets with focussed on-ground efforts

Brand

- Create Hero brands with Authentic SUV positioning
- Leverage Mahindra Adventure & Formula-E
- Invest in strategic brand campaigns

F19 Powerol

Highest ever Revenue at Rs 1,630 Crs

- Foray into fastest growing **higher kVA** segment with **Perkins** range of engines from 400-625kVA
- Won **10 year service contract** from BSNL worth 350Cr/yr
- First company to launch **pollution free CPCB-2** approved **Gas Gensets**
- Appointed network in 10 new countries for exports in Africa Turkey and Far east Asia
- Launched '**SEA HAWK**' range of **marine engines** from 24-300 HP
- Foray in alternate energy solutions with **Li ion batteries**

Revenue (Crs)	F19	F18	Growth
Domestic	1,464	1,218	20.2%
Export	47.4	24.5	94%
Total	1,630	1,413	15.4%

Ford Alliance



Achieved so far...

Definitive Agreement signed

- Development and supply of C-SUV for Ford on M&M Platform
- Jointly develop Connected Vehicle solutions
- Supply of BS-VI compliant Gasoline Engines for Ford vehicles



In progress....

Continue to work on

- Co-development of Battery Electric Vehicle
- Exploring further Powertrain synergies
- Sharing of B-SUV Platform

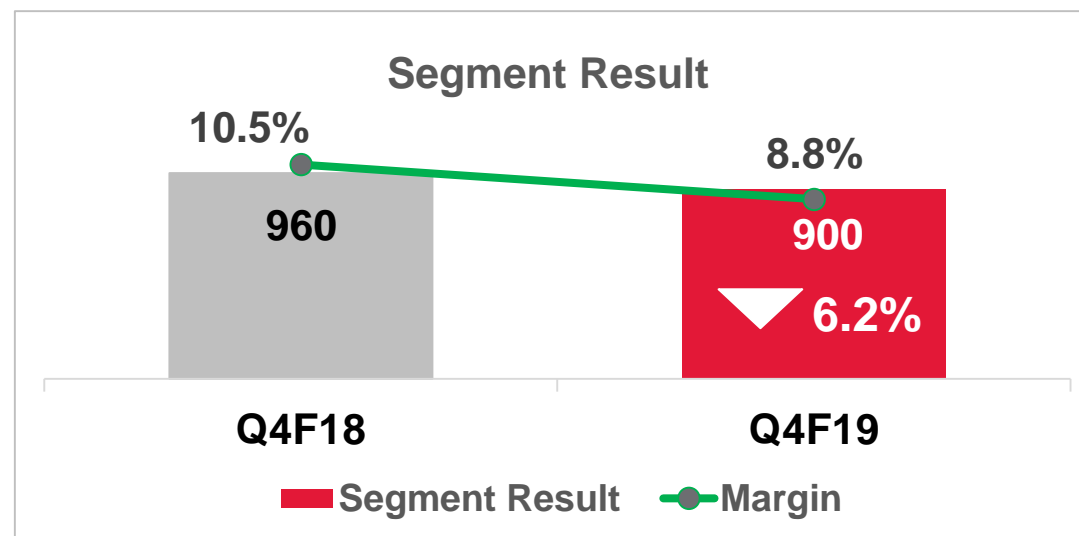
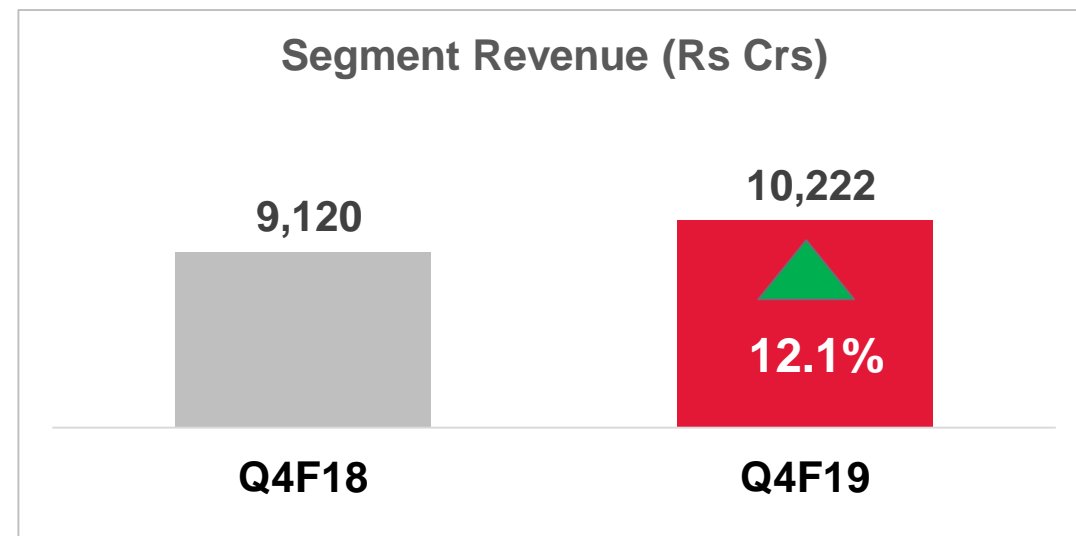
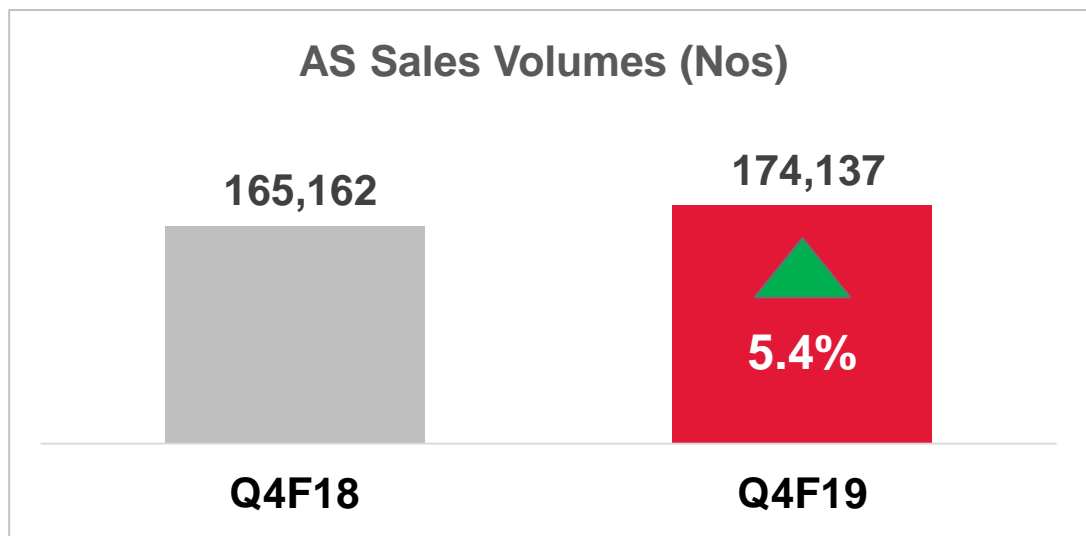


Potential benefits..

Potential benefits of alliance

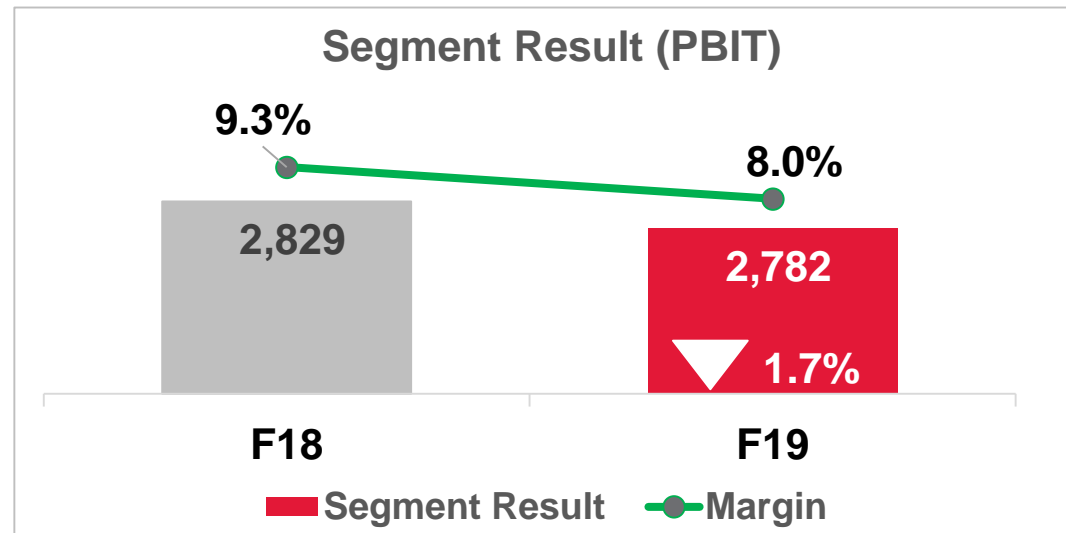
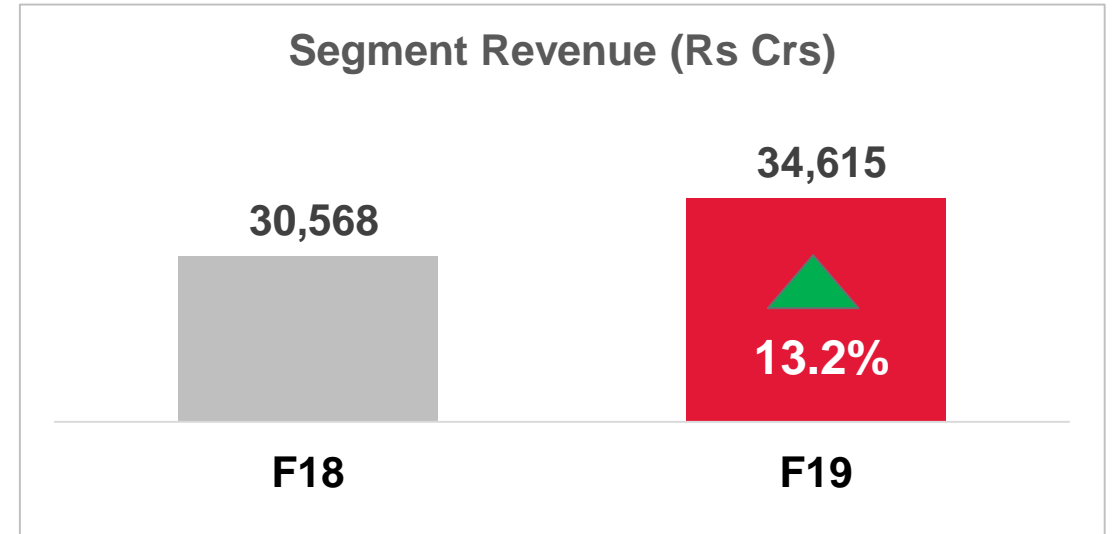
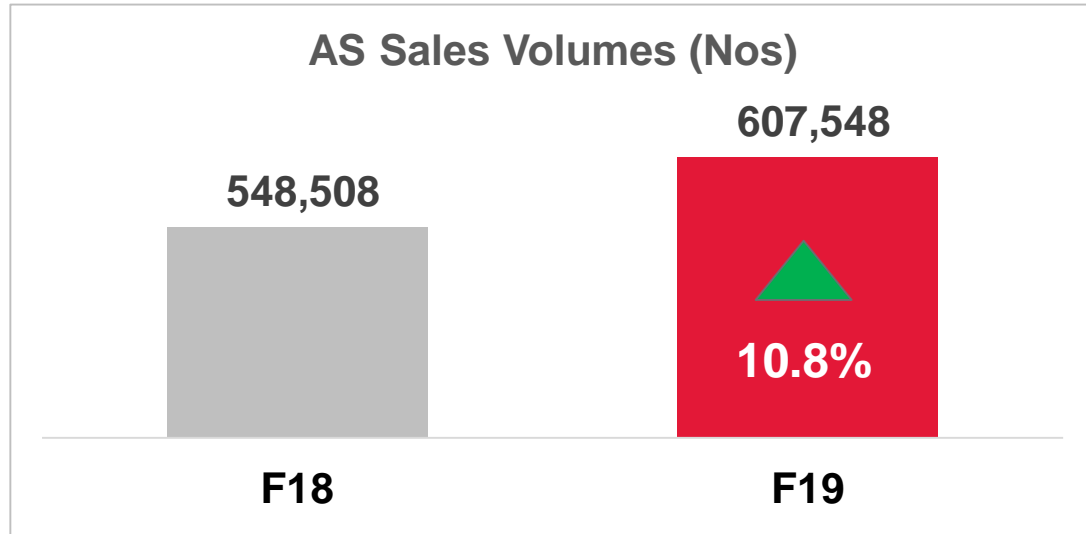
- Shared PD investments
- Technology sharing
- Mfg. Capacities - Economies of scale
- Positive impact on cash flows, margins and profits

Q4 Automotive Segment Performance



F19 Automotive Segment Performance

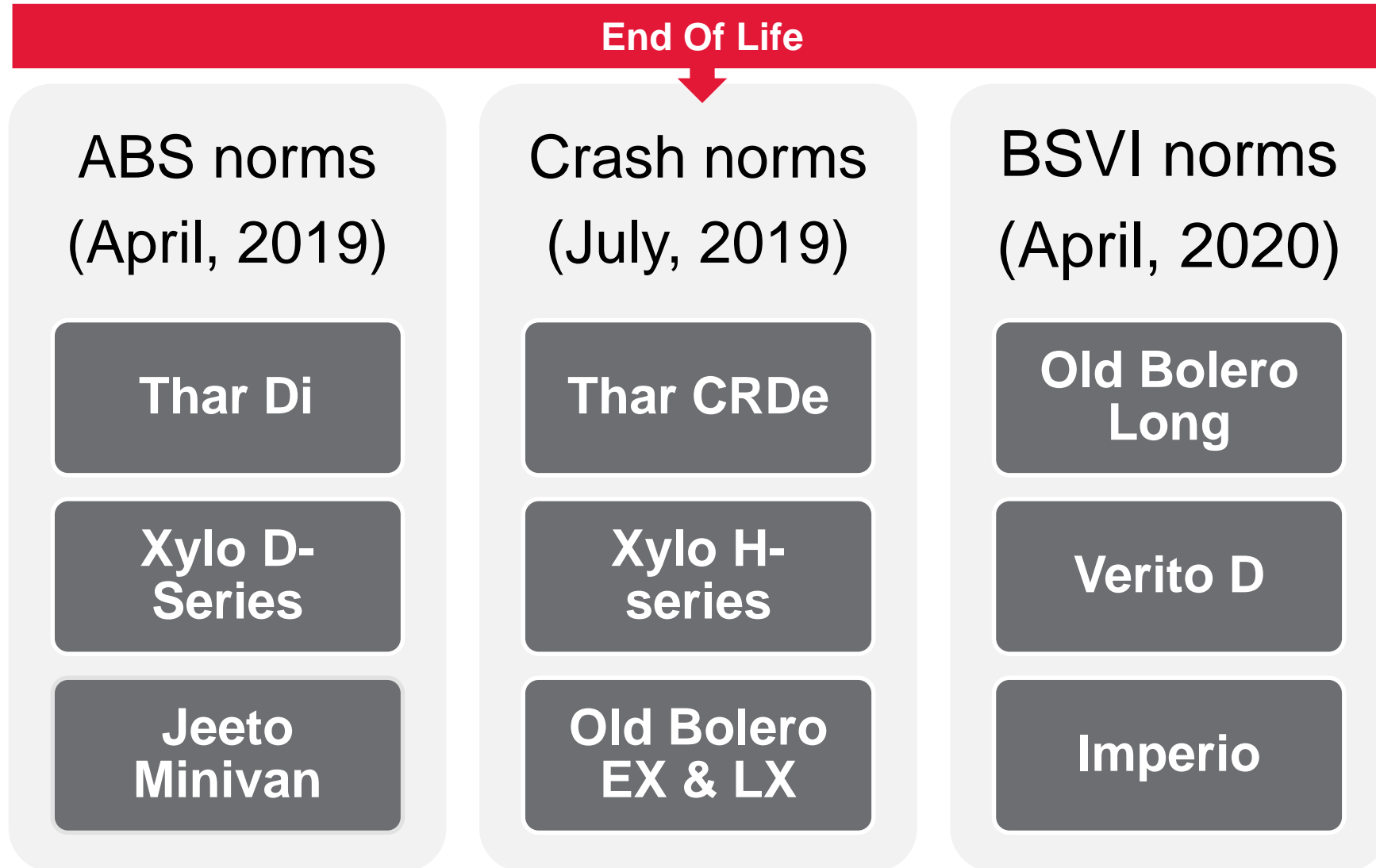
Highest ever Revenue



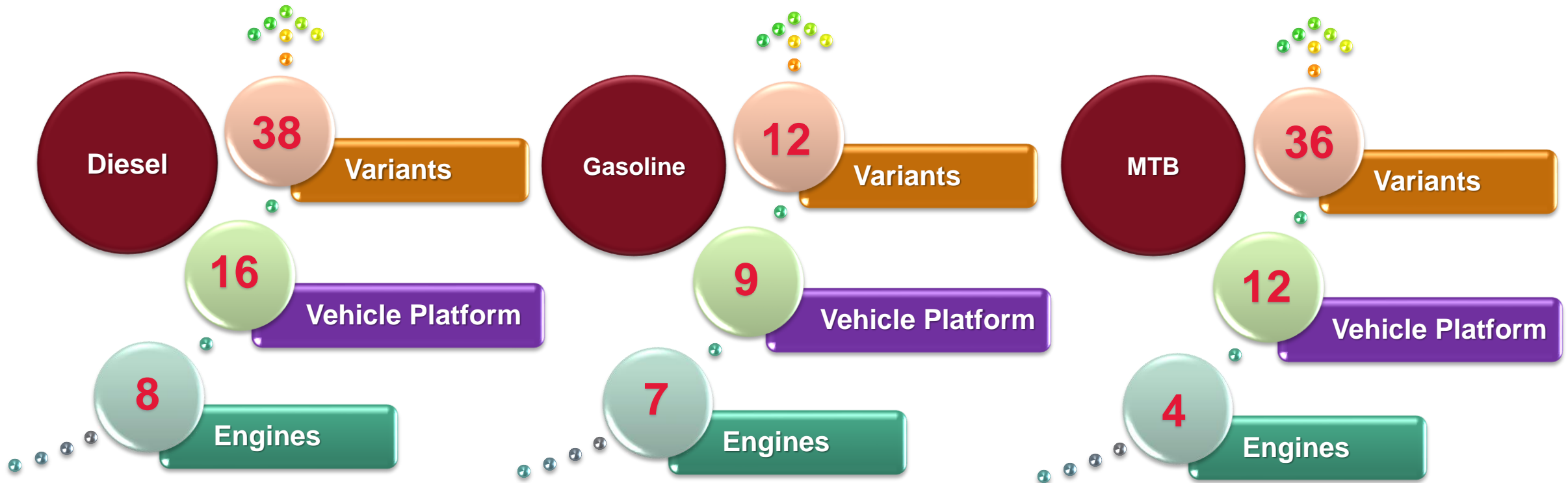


F20 Looking ahead...

Portfolio rationalisation - Regulatory changes



BSVI Transition: Y2K Moment for Auto Industry



Wide range of engines and vehicles development in parallel – Massive change-over across industry

BSVI Transition: M&M Preparedness

- All developments are aligned to meet BS VI from April 2020 start of sales
- Extensive material cost optimization through frugal design, optimal technology selection, standardization and localization
- Full range of Gasoline engines will be ready for BSVI
- Diesel & Gasoline manufacturing capacities are fungible

Focus Areas

- Regain UV market leadership
- Strengthen CV portfolio with launch of 'Furio'
- Take TREO pan-India
- Build Digital Business Enterprise
- Manage OPM thru' operating leverage and cost efficiencies

Thank you

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