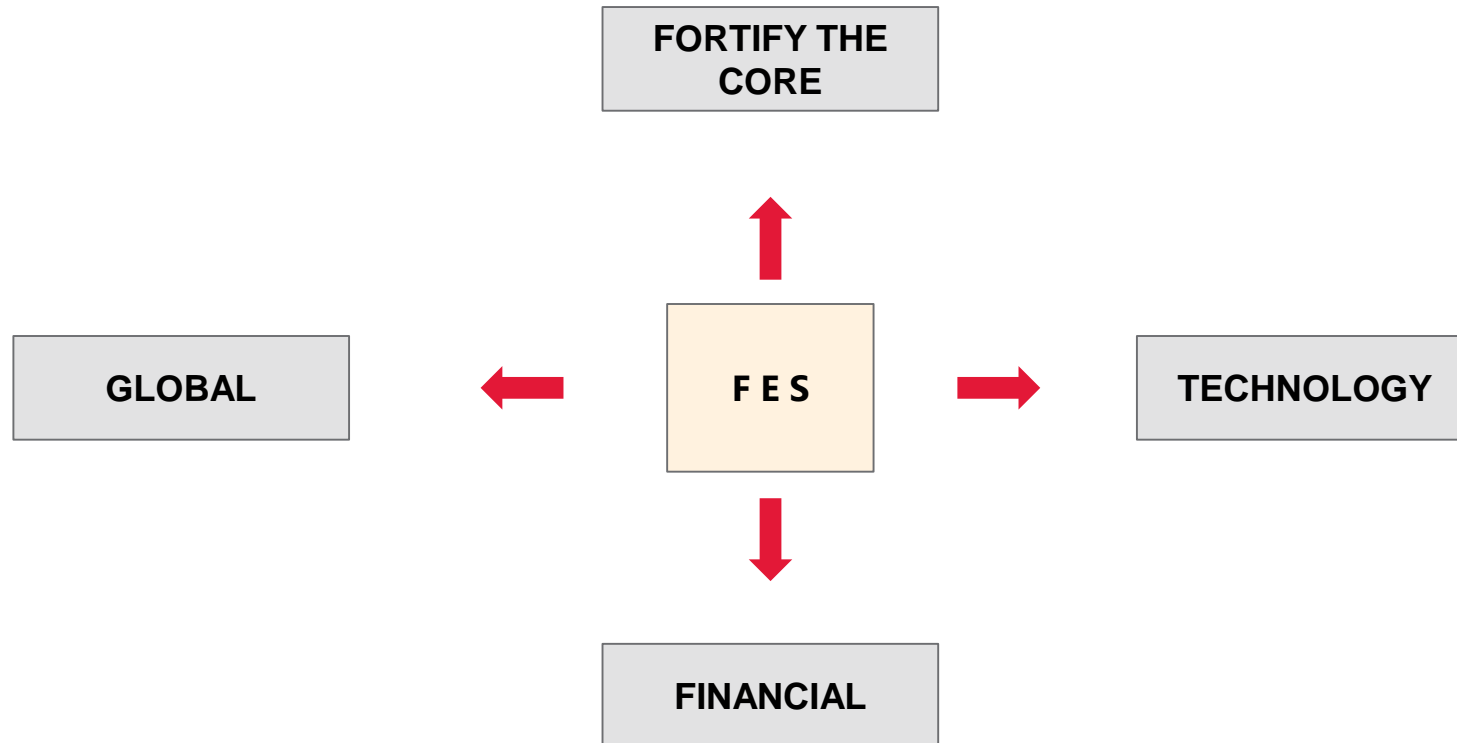
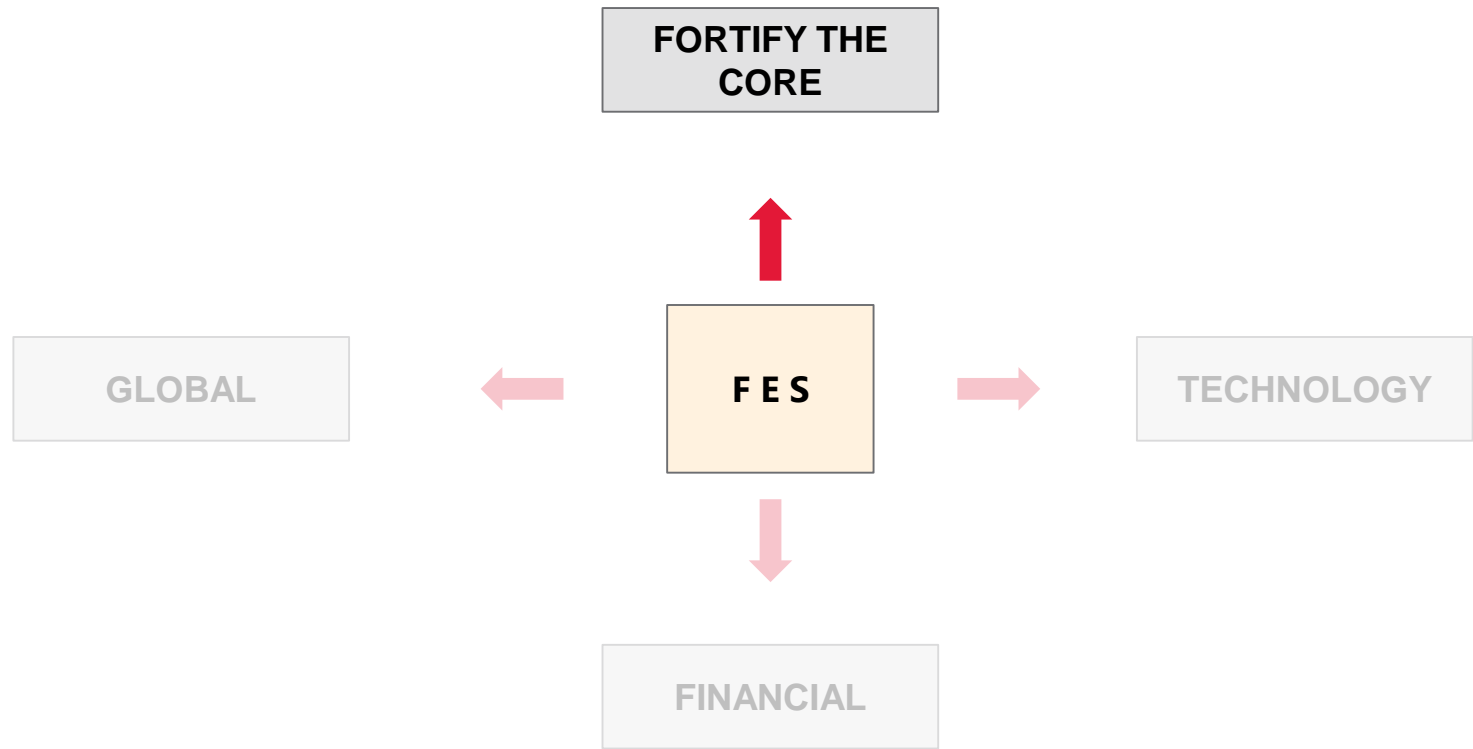


# **Mahindra Farm Equipment Sector**

## **Analyst Meet F18**

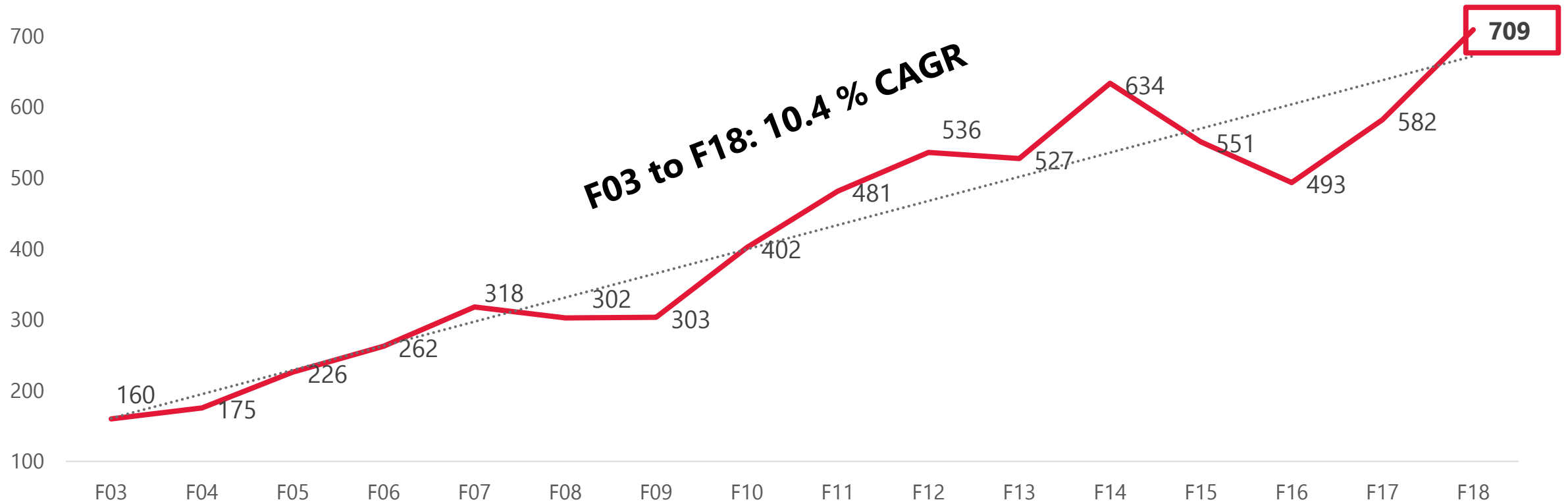
# Strategic Levers





# Industry Volume

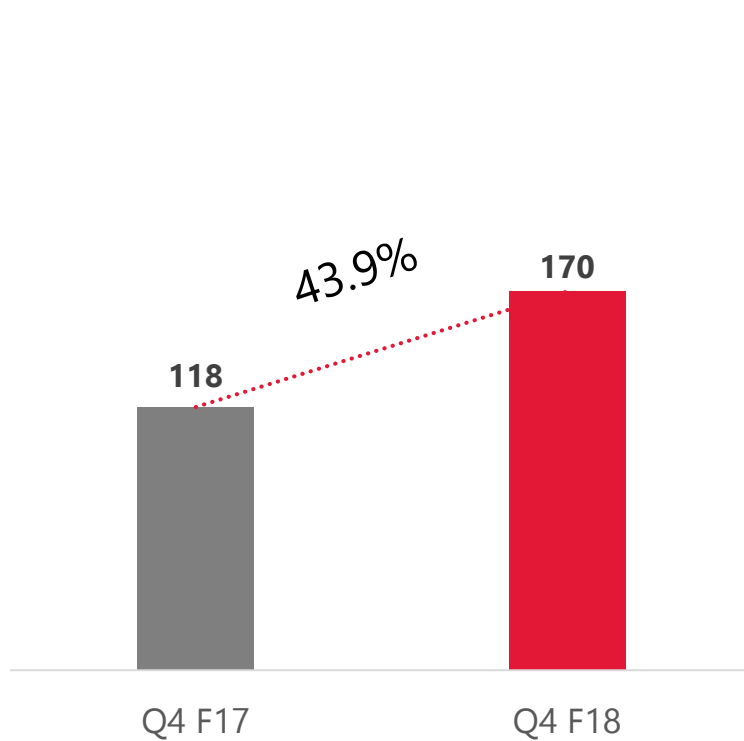
Domestic Tractor Sales ('000)



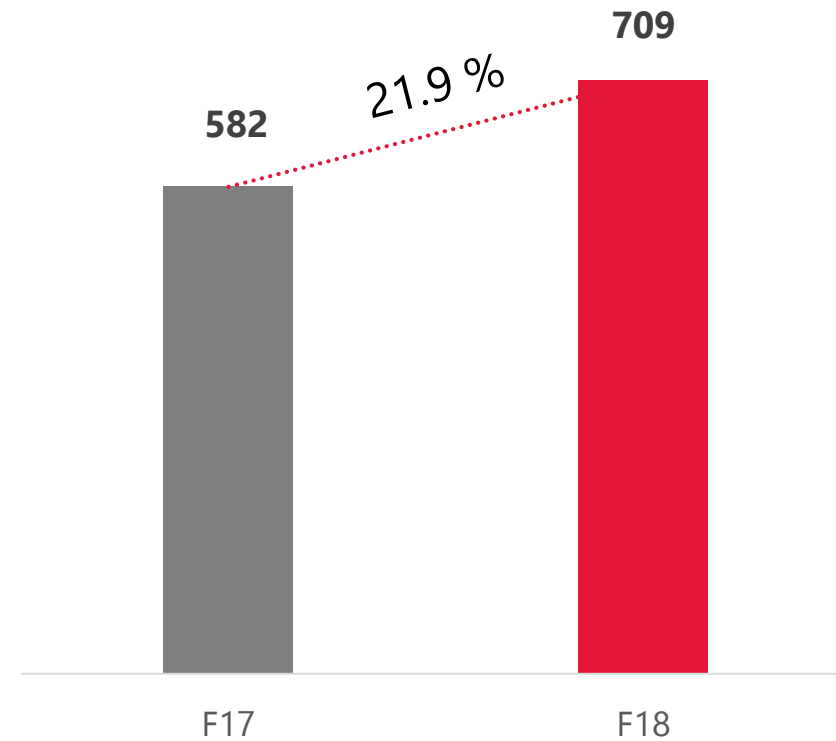
Industry recovered sharply from F16

Industry growth over last year: 21.9%. FES growth over last year: 21.8%

# Industry volumes

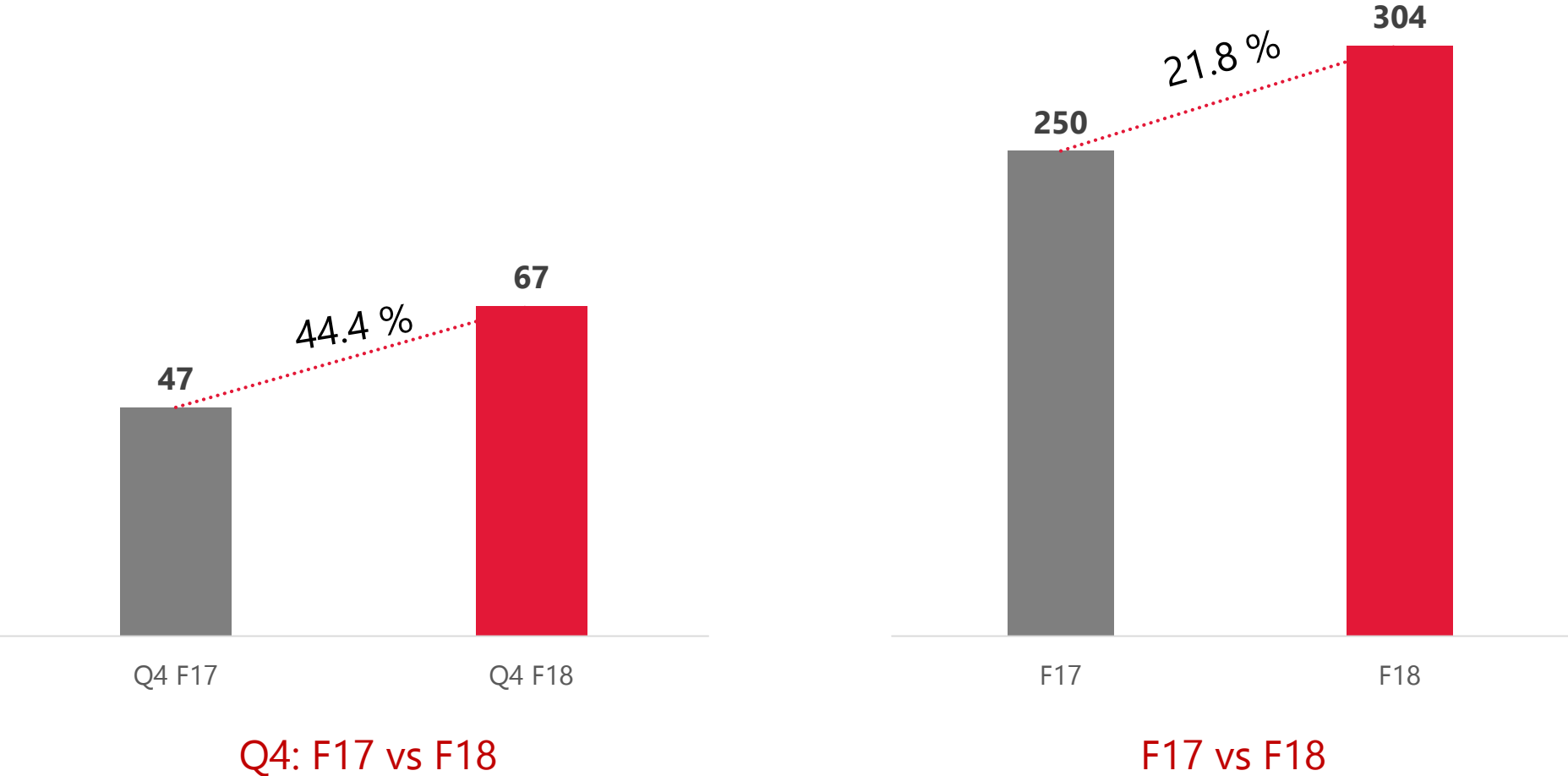


Q4: F17 vs F18



F17 vs F18

# FES Domestic Tractor volumes



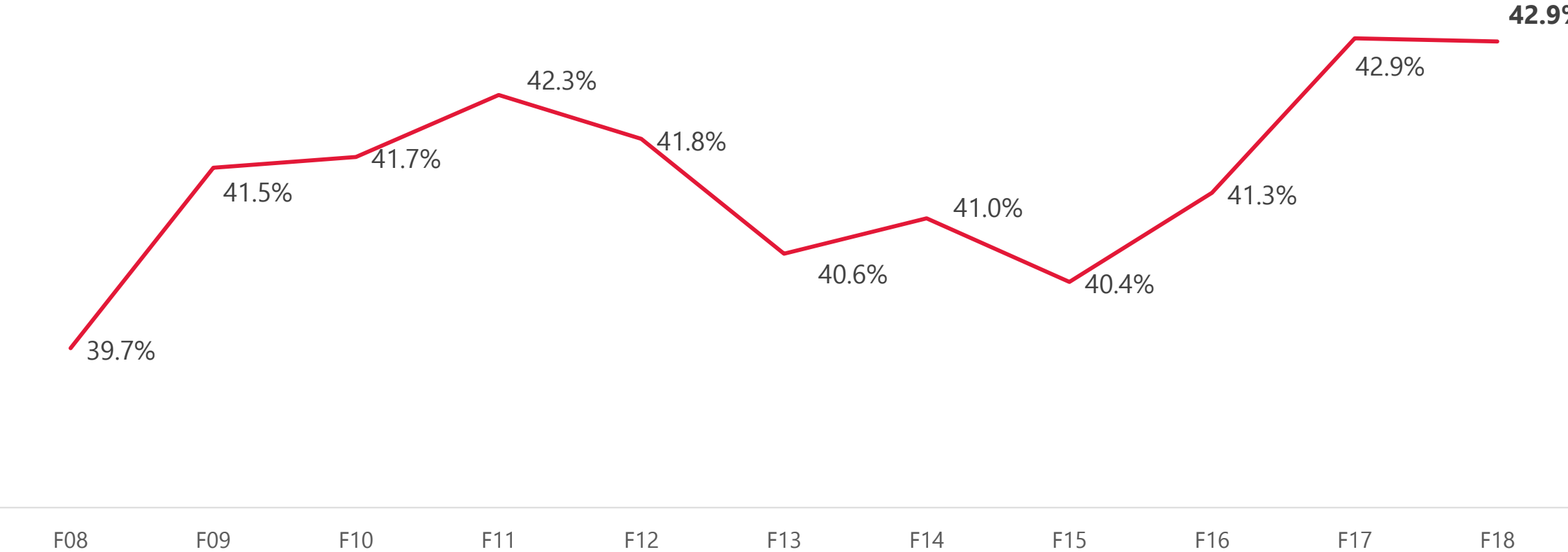
*Includes Mahindra, Swaraj, and Gromax brands*

Volume in "000



# **35 years of Domestic Leadership**

# Maintaining No. 1 position



*Includes Mahindra, Swaraj, and Gromax brands*



# F18: Mahindra JIVO

Delivered on its promise of Power, Performance, Profit



- F18 sales volume: 6,156 units
- Gained 4.9% share in 20-30 hp category

# F18: Launched Mahindra NOVO 65-75 hp

- Flagship global technology for Indian farmers
- Multi-application tractor suitable for emerging applications
  - TMCH
  - Power Harrow
  - Rotary Tillers
  - Banana Mulching



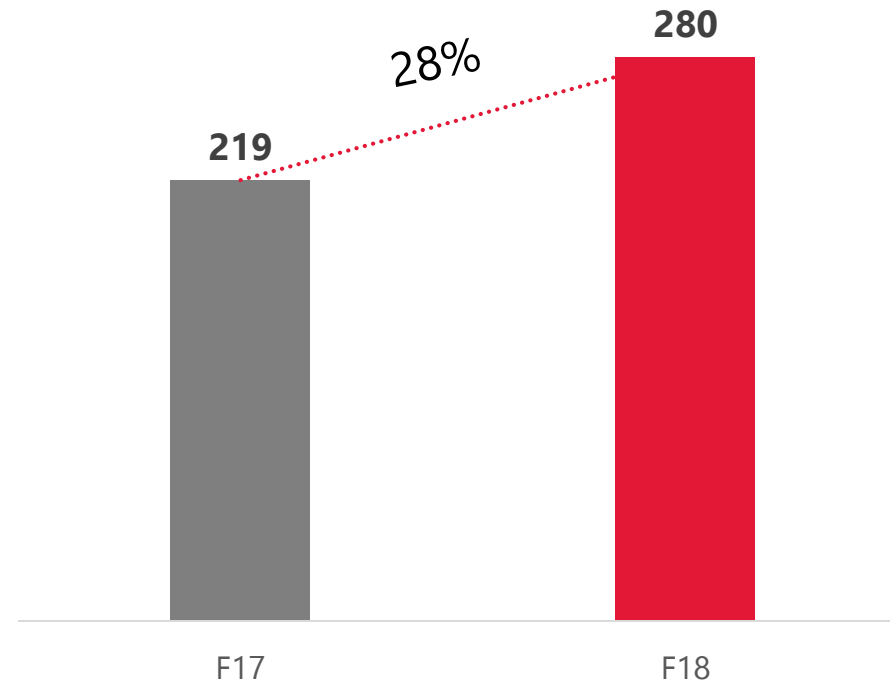
# F18: Launched Swaraj 963



- Swaraj's first ever model in High Hp segment
- Available in both 2WD and 4WD
- Higher productivity, reliability, durability and ease of maintenance

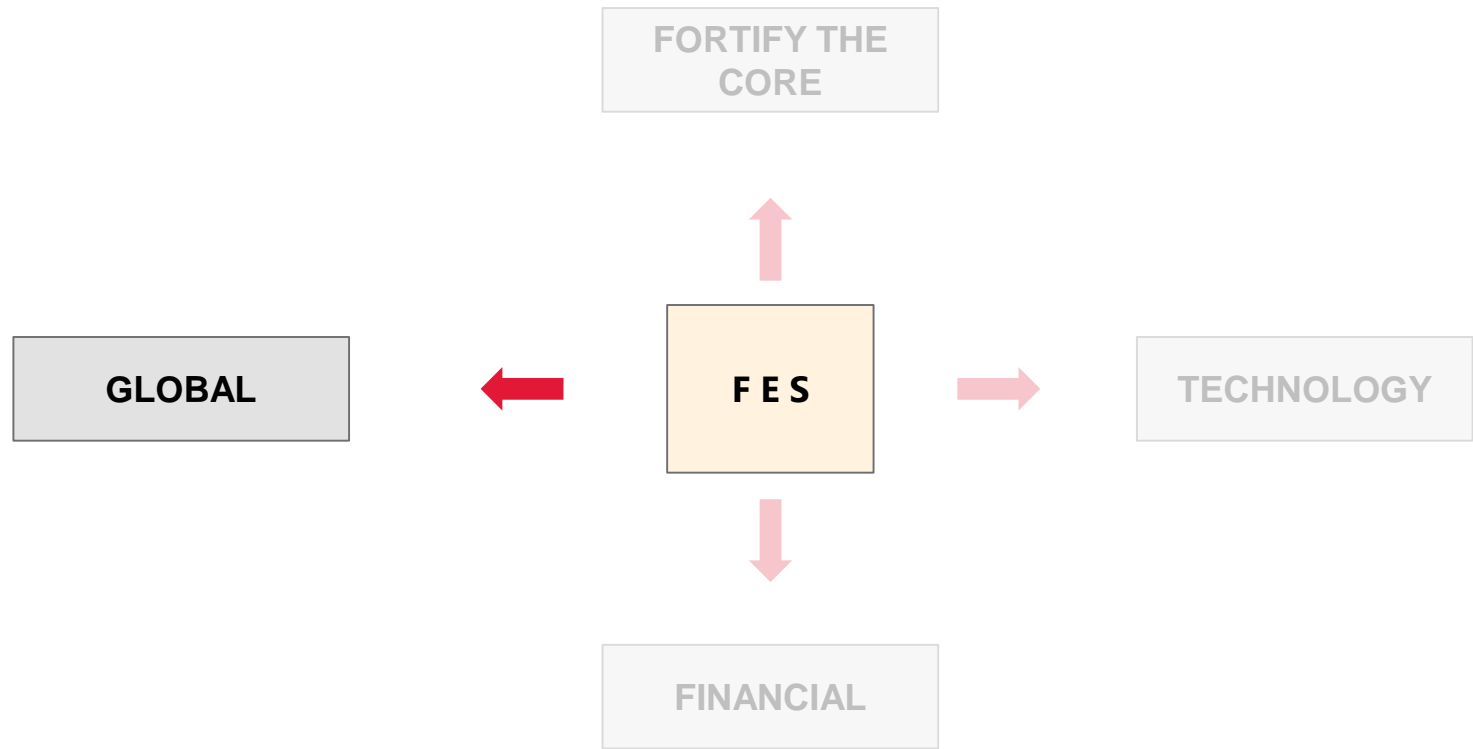
# Farm Machinery India

Revenue (INR Crs)



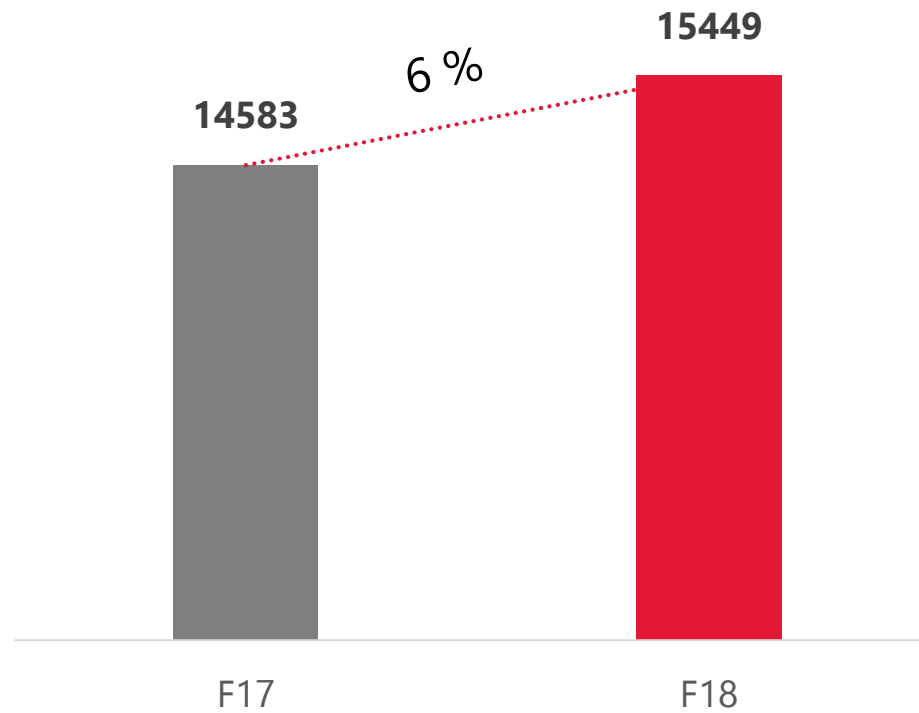
# Focus areas

- Leverage Product / Technology
- Solution selling
- Build Farm Machinery / Implements business
- Establish third brand - Gromax



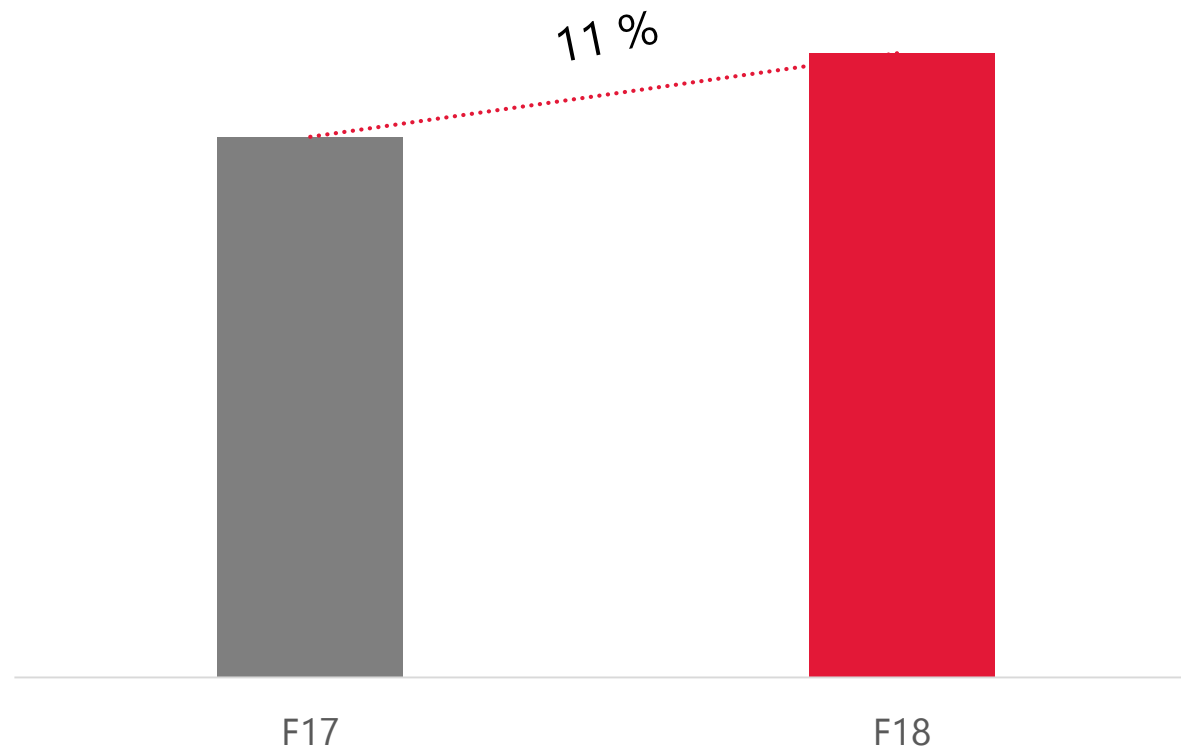
# Export Volumes

**Highest ever tractor exports**



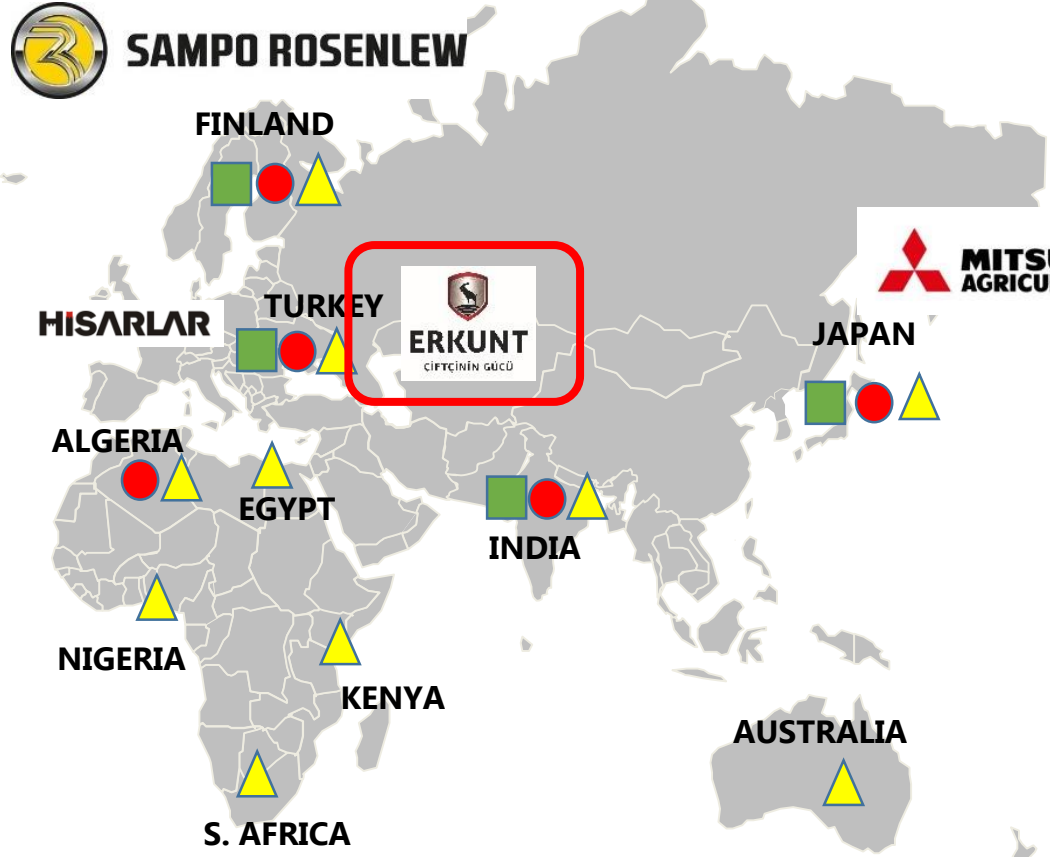
# Mahindra USA

## Revenue





# Globalization Journey

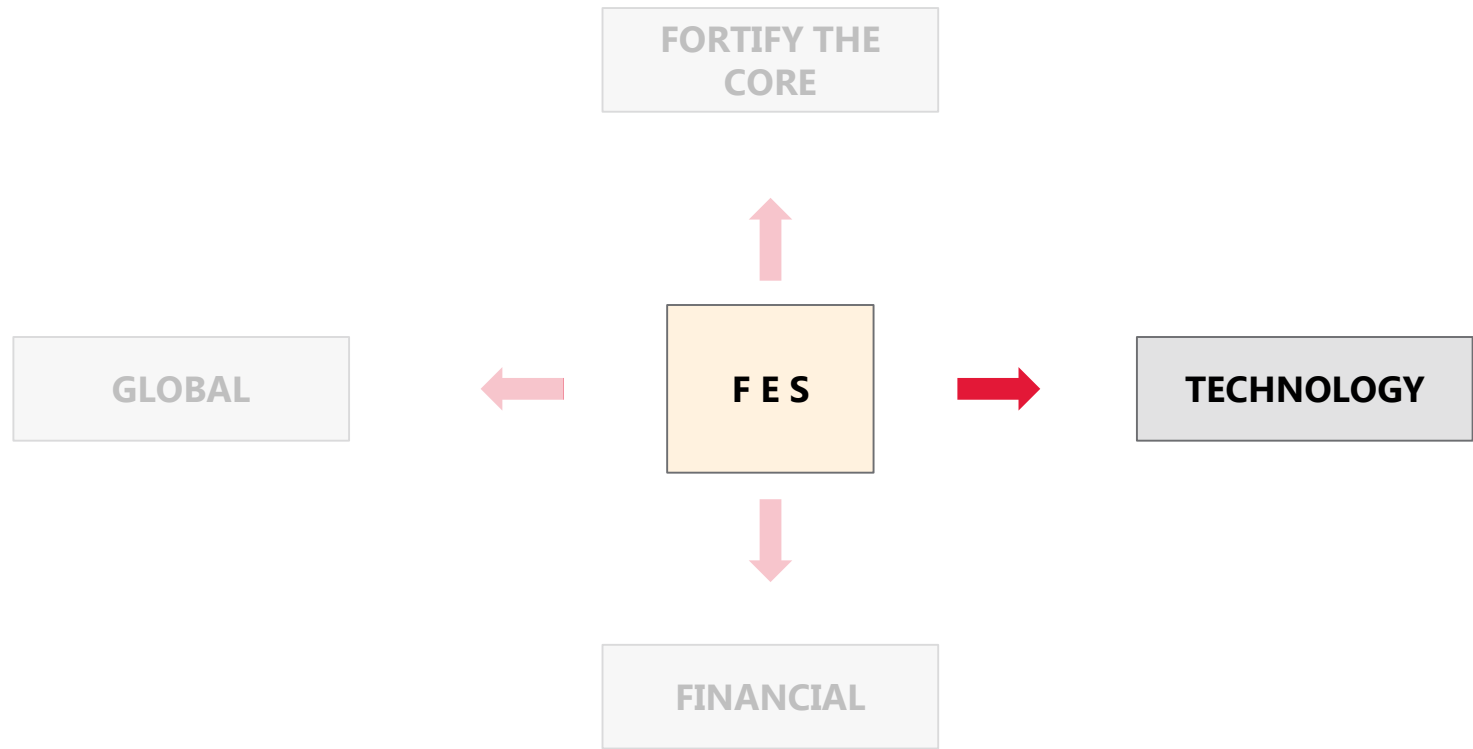


**SAMPO ROSENLEW**



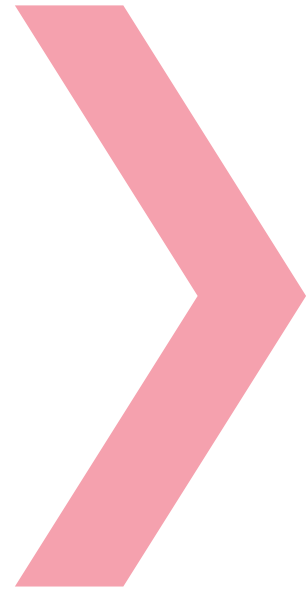
- Product / Technology Development
- Manufacturing
- ▲ On-Ground Presence

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





Farming 3.0



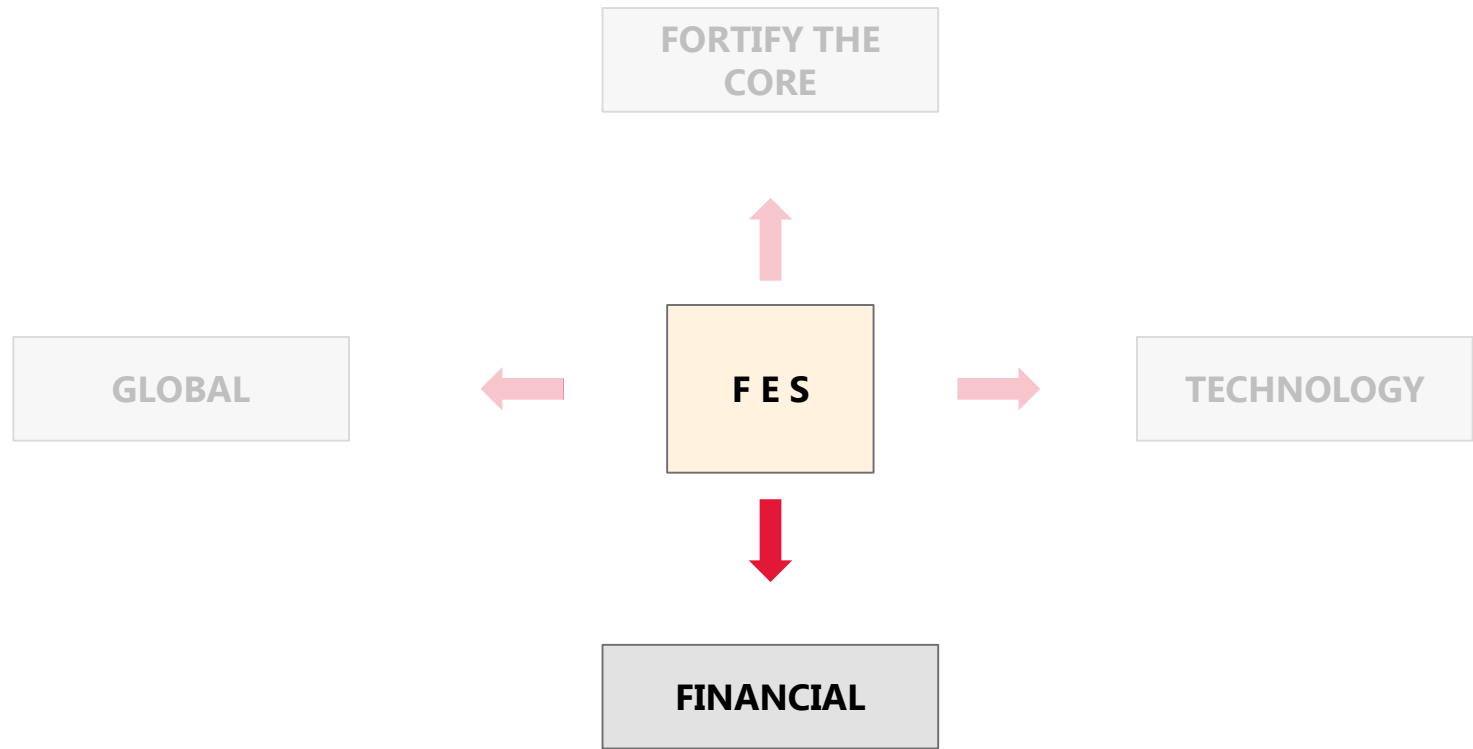
Intelligent Tractor / Smart Farm Machinery

Precision Agri Practices

Digital Platforms

Custom Hiring

Ecosystem Connect



# Financial

- Maximise return on capital employed
- Internal program called 'Kuber Returns' to maximise margins
- Improved financial performance of global subsidiaries

# Industry Outlook: F19

- **Favorable Monsoon in F19**
  - **IMD forecast: 97 % of the LPA**
  - **Skymet forecast: 100 % of the LPA**

**Mahindra**  
*Rise.*