



Analyst Meet Q1 F21

Automotive & Farm Sectors

RAJESH JEJURIKAR

7th August 2020

WALK

April - August

PROTECT THE BUSINESS TODAY

Manage Cash

- Core WC back to normal
- Capex optimization

Manage Margin

- Improve NVM
- Stringent Cost management

Manage Safety

- Ramp-up with Safety
- Financial health of dealers & suppliers

Conserve today for a secure tomorrow

RUN

Sept - March

RAMP UP WITH FOCUS

- Focus on Domestic Core
- Capex and Investment prioritization
- Build a Moat through Krish-e(FaaS)
- Simplifying the business

Turnaround Global Businesses, Manage cash

FLY

F22 & beyond...

DIFFERENTIATED & PROFITABLE GROWTH

- SUV Core brand differentiation
- Launch New Yuvo Star and K2
- Digital transformation
- Leverage Platform synergy to optimise capex

Turnaround Global Businesses, New Auto Launches

AUTOMOTIVE AND FARM SECTORS

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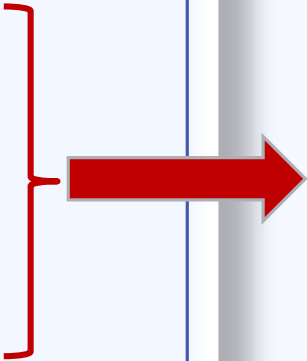
- Core WC back to normal
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▪ **Focus on Core Working Capital**



▪ **Capex Optimization**



▪ **Improve NVM**



Compared to PY

▪ **Stringent Cost Management**



Compared to PY

*Conserve today for a
secure tomorrow*

Walk – Ramping up while Managing Safety

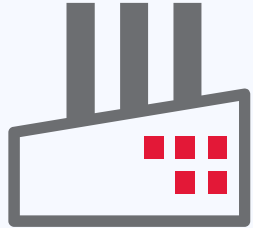
START OF OPERATIONS



Farm Equipment Sector



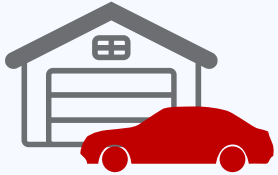
Automotive Sector



**CAPACITY
UTILIZATION**

>90%

>50%



**NO. OF DEALERS
OPENED**

~85%

~85%



**NO. OF SUPPLIERS
OPENED**

100%

100%

While this is pan-India picture, localized & regional lock-downs are creating disruption in the inward supply chain

M&M AFS featured amongst India's **Top 50** "Great Places to Work" in India for the **8th year** in succession



Rank **20th**



INDIA'S BEST COMPANIES TO WORK FOR 2020

Mahindra & Mahindra Automotive & Farm Equipment Sectors

Rank 20

*For inspiring **trust** among your people, instilling **pride** in them, creating an environment that promotes **camaraderie**, and delivering a great workplace experience **for all** your employees that make your organization one of **India's Best Companies to Work for**.*

Prasenjit Bhattacharya
Chief Executive Officer
Great Place to Work® Institute India

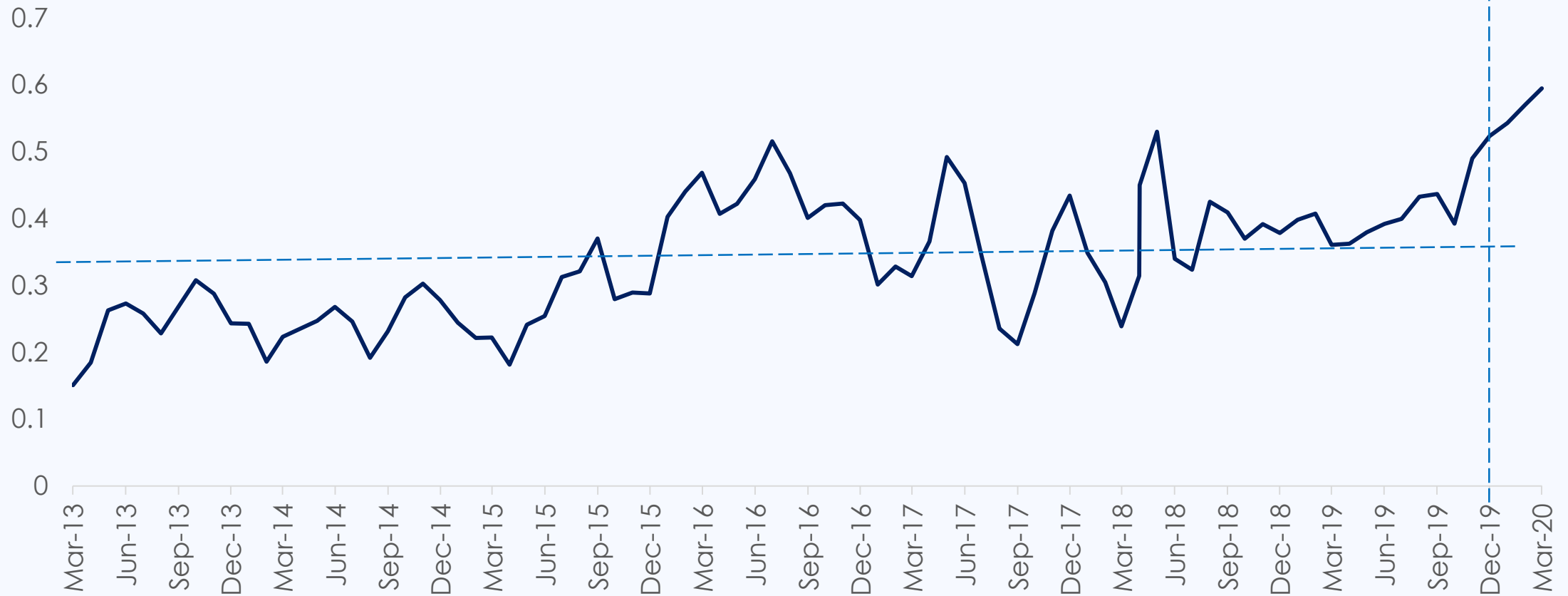


Raj Jain
Chief Executive Officer
Bennett, Coleman & Co. Ltd.

THE ECONOMIC TIMES

Rural Growth Story

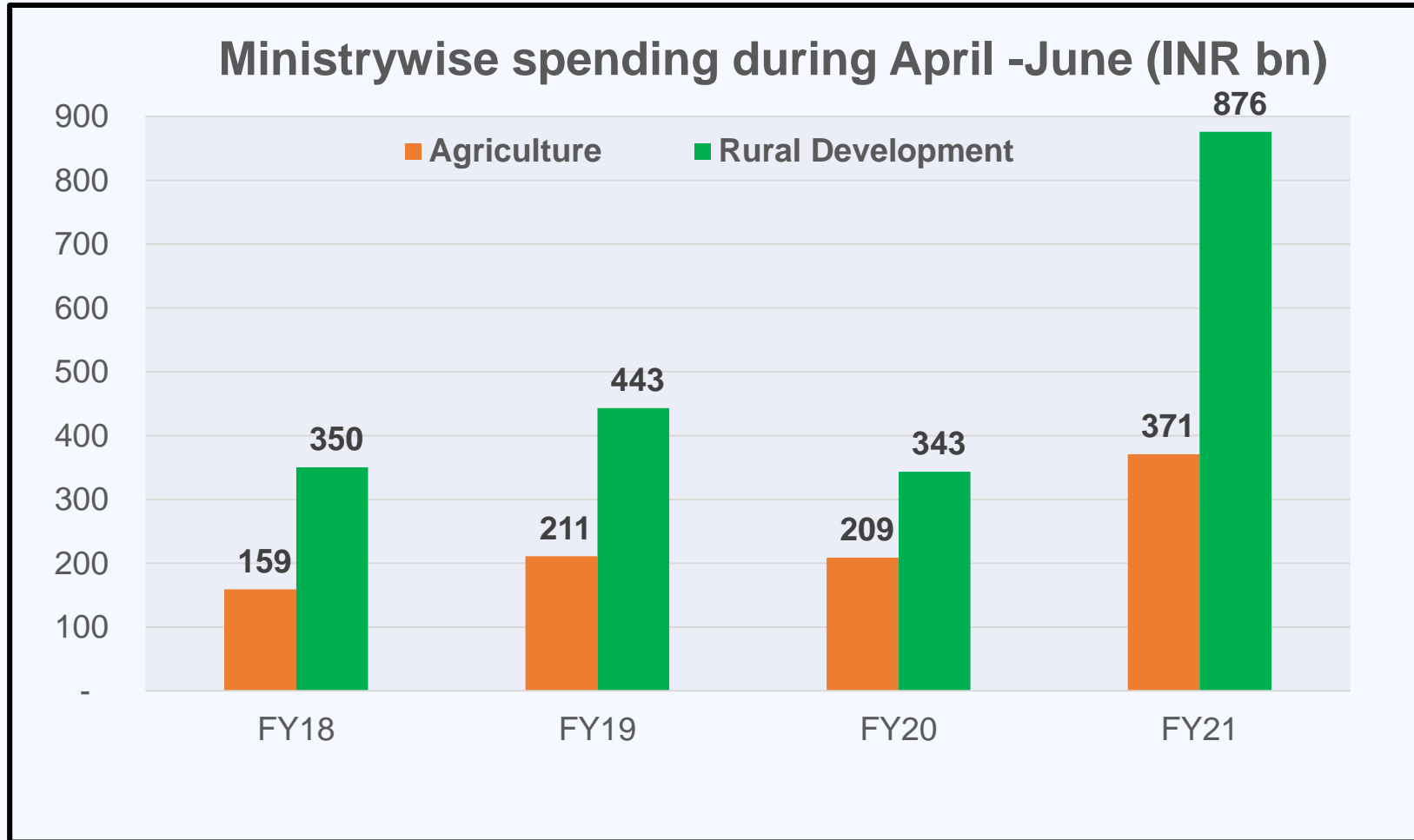
Rural - Govt Spend Index*: Gov spending on Agriculture & Rural Development improved significantly towards Q4 F20



* M&M internal index to measure Government spending on Agriculture & Rural Development

Rural Growth Story

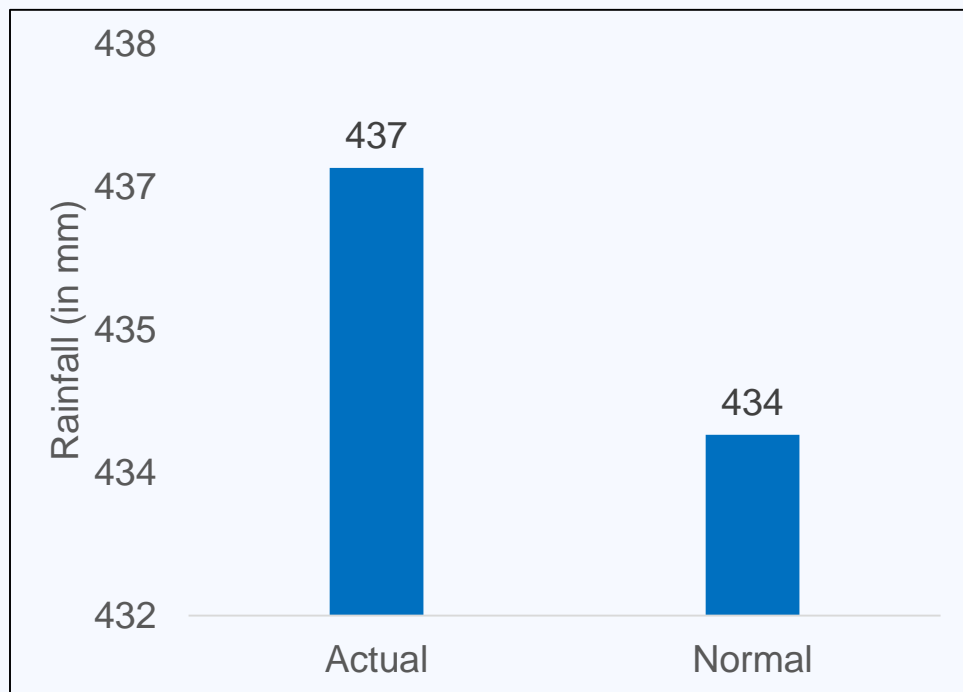
Govt. spending on Agriculture & rural development jumps 2x in April-June 2020



Rural Growth Story

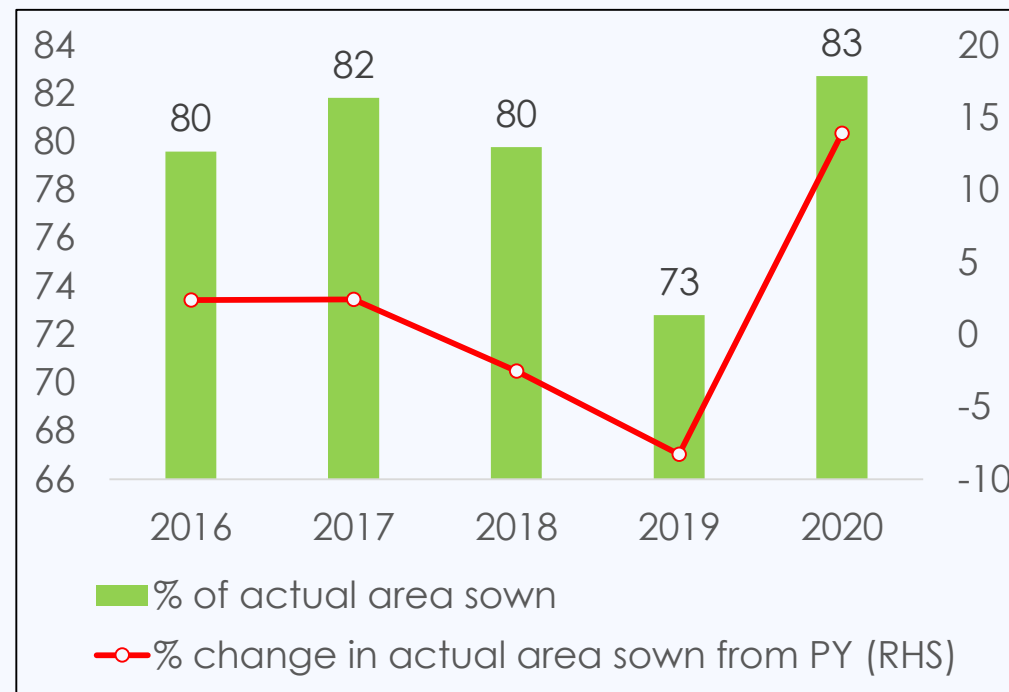
Monsoon & acreage update

Cumulative rainfall **higher than LPA by 1%**



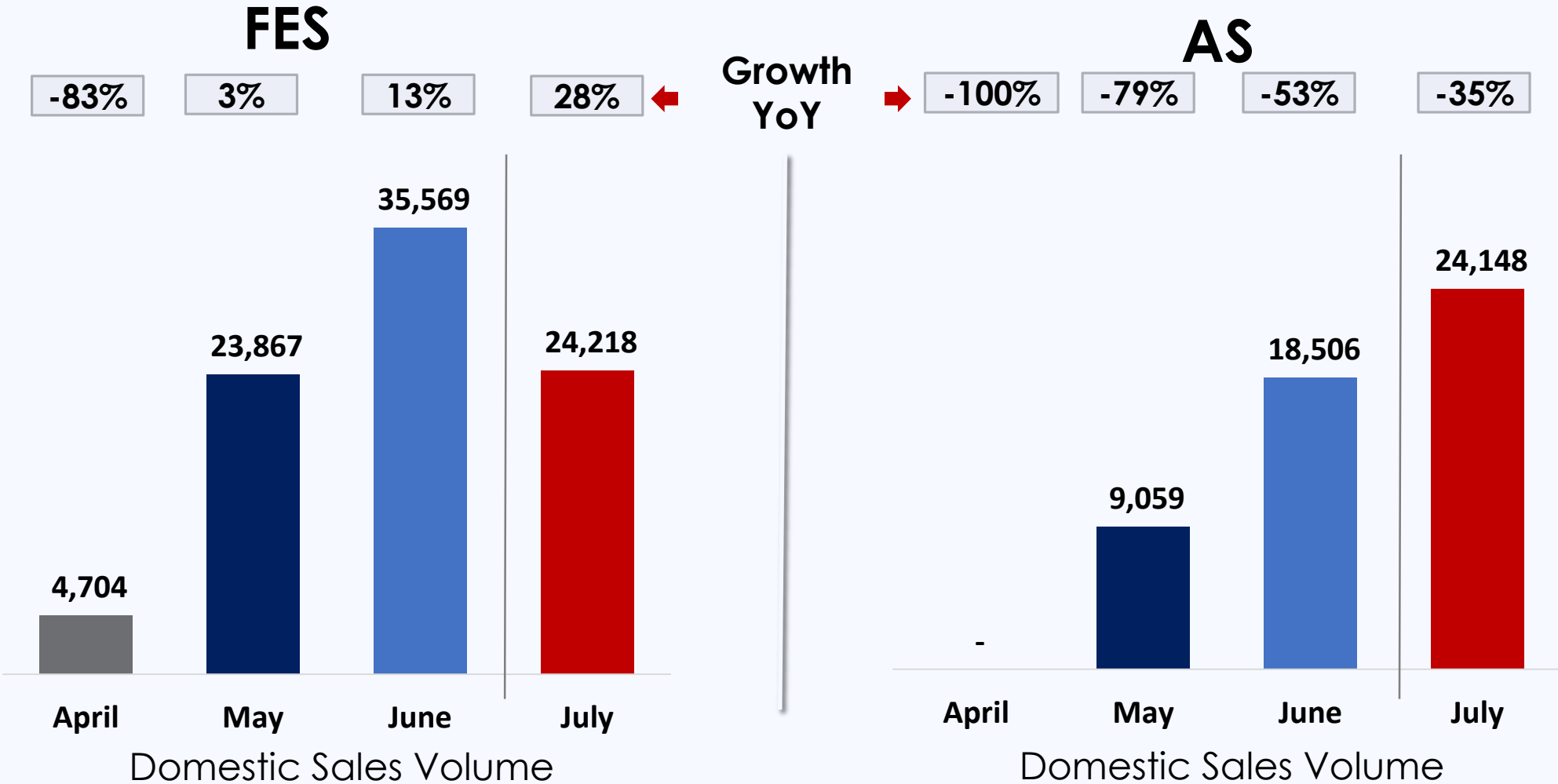
Note: As on 29th July, 2020

Kharif acreage so far – **highest in 5 years**
higher than PY by 19%

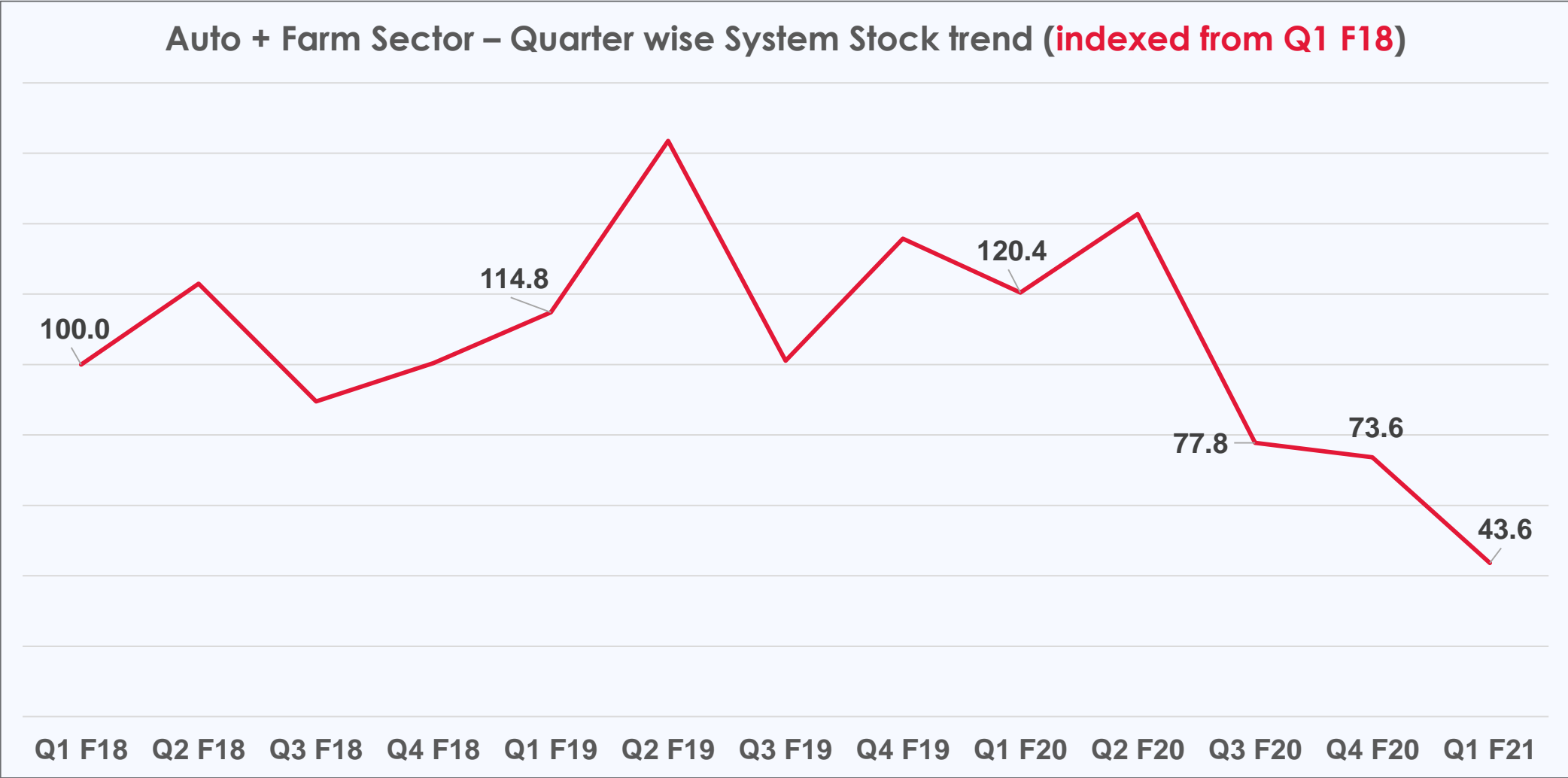


Note: As on 31st July, 2020

Sales trajectory Q1 F21

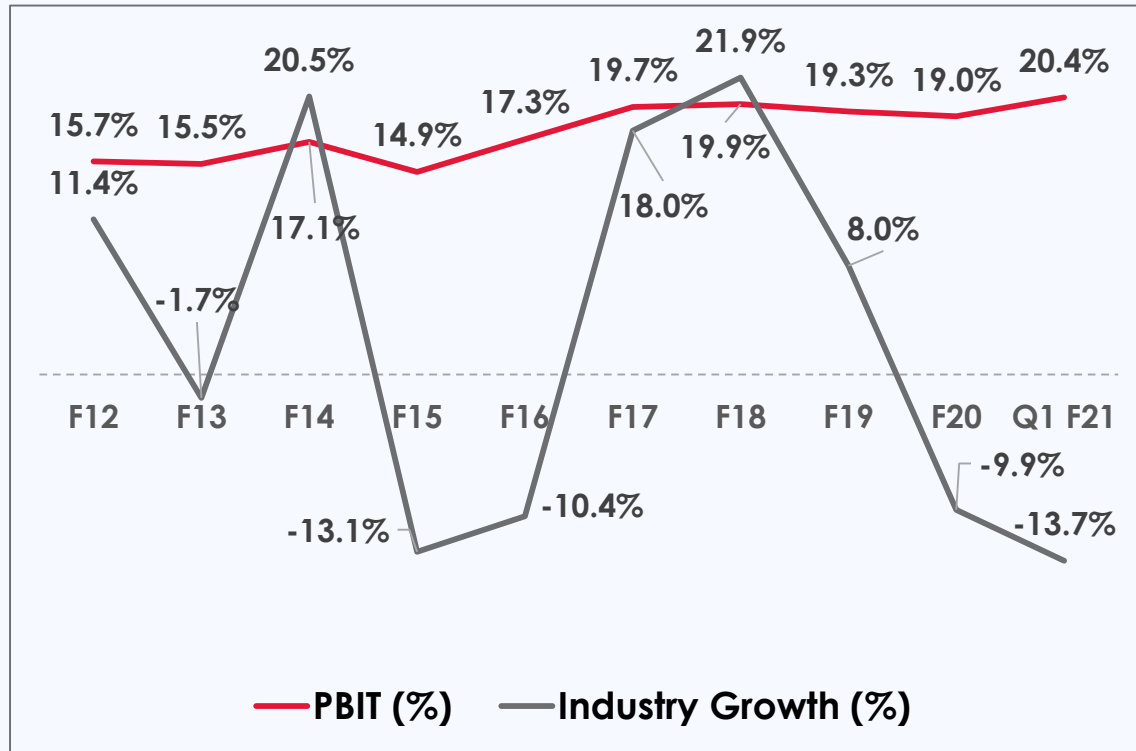


AFS – LOWEST SYSTEM STOCK*

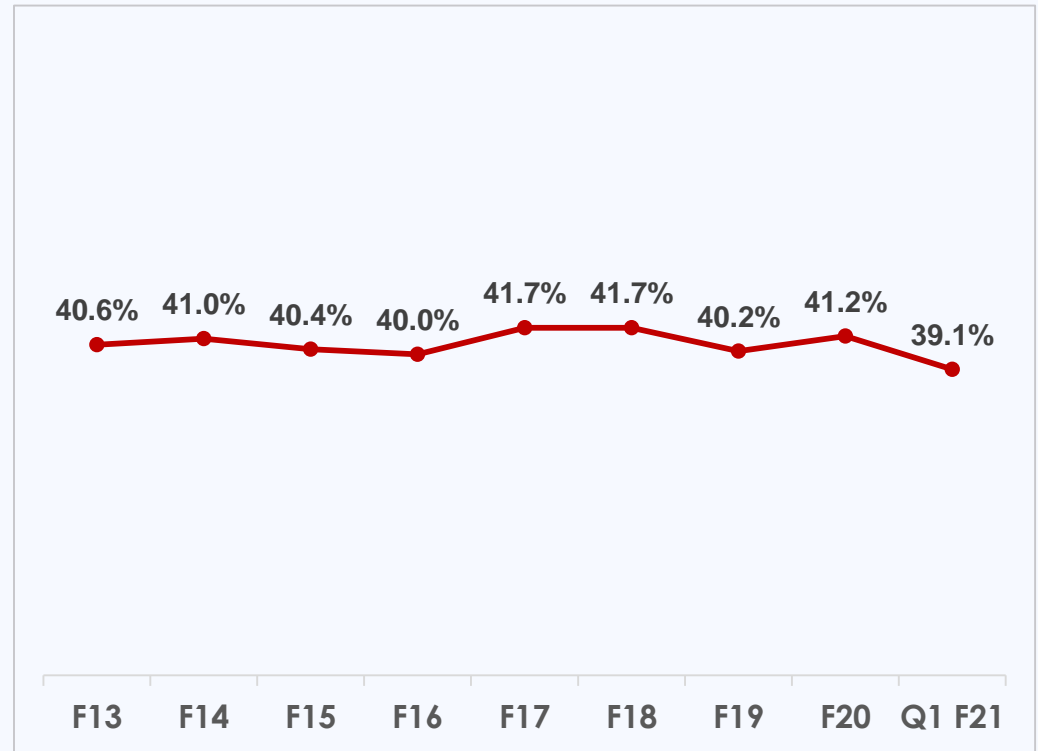


* System Stock includes FG Inventory with M&M and Dealers

Stability in Volatility



Continued Domestic Leadership*



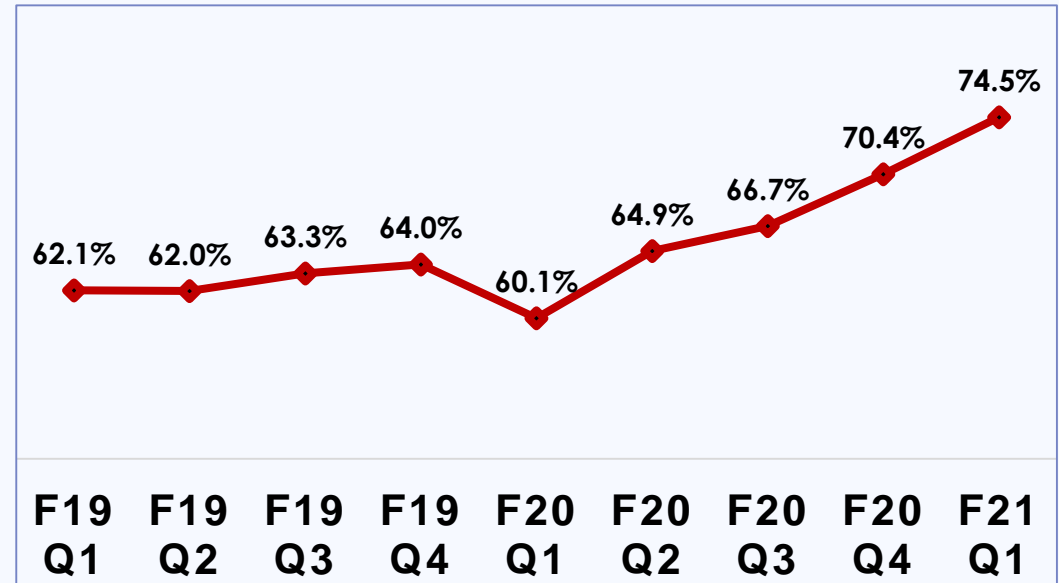
*Includes 5 new Players added in the TMA Data from F16

*Market Share for Q1 F21 is not a good indicator of performance due to supply side issues

Domestic Volumes

Segment	Q1 F21	YoY	Market Share YoY
PV	11,942	-80%	▼
UV	11,703	-79%	▼
CV	15,587	-70%	▲
3W	36	-99%	▼
Domestic Volume	27,565	-78%	▲

LCV 2T – 3.5T Market Share*



*Market Share for Q1 F21 is not a good indicator of performance due to supply side issues

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- Diversify into new products

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NEW PLUS SERIES



Positive customer response on the enhanced value proposition of new Plus Series

INDIA'S SAFEST CAR – XUV300

GLOBAL NCAP
5 STARS



India's highest rated car on Safety in last 6 years



Creating new roads since 1949

Press Coverage



In 30+ portals

Thematic Communication Reach



250 mn reach | 3 mn views | 2 mn engagements

Fan Content



The Mahindra Classics Tales: Live Media Interactions



5 lakh+ total engagements

Tales with Community



Live Chat with Top Classics Collectors

Partnered Content



6 lakh+ engagements

