



Analyst Meet Q3 F21
Automotive & Farm Sectors

RAJESH JEJURIKAR

5th February 2021

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*

Q3 Performance Highlights



Farm Equipment Segment

Highest ever PBIT: **1,236 Crs**

PBIT %: **23.4%** (improvement of **400 bps** YoY)

Highest ever Quarterly ROCE*: **242%**

2nd Quarter of **negative WC** leading to high cash generation

Revenue: **Rs 8,311 Crs** (grew by **12% vs PY**)

PBIT Growth of 18.9%** (YoY)

YoY reduction in fixed expenses

High negative WC aiding cash generation



Automotive Segment

Based on Published Results

* ROCE based upon annualized PBIT of Q3 F21 and average of Opening and closing Capital employed of Q3 F21

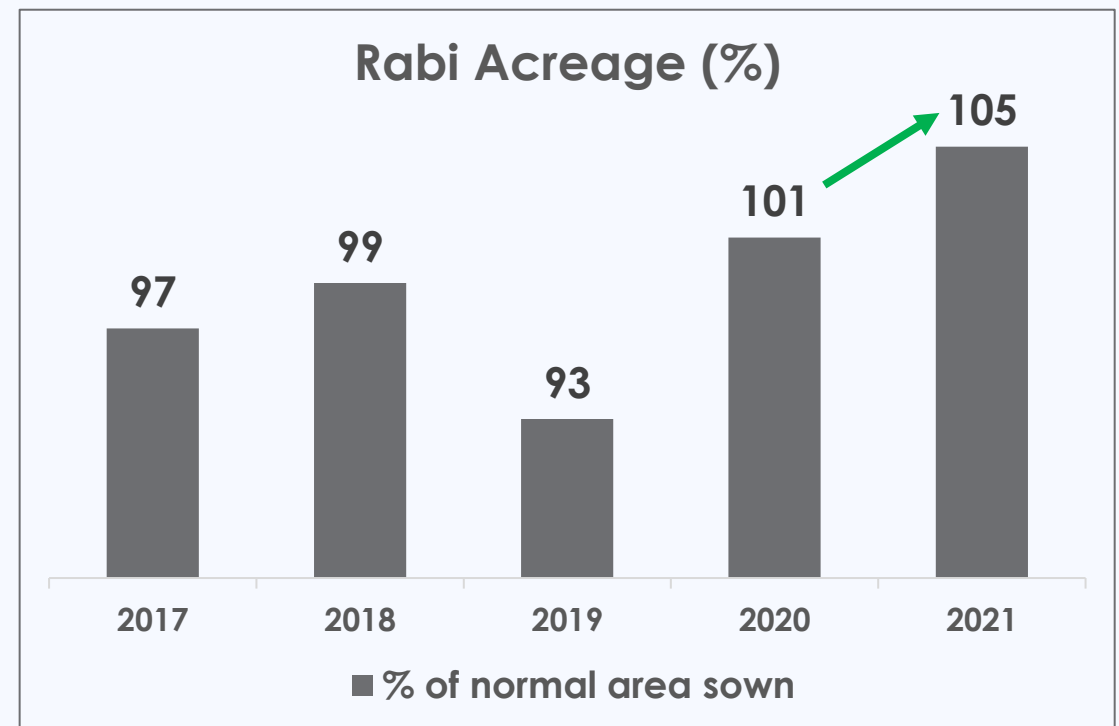
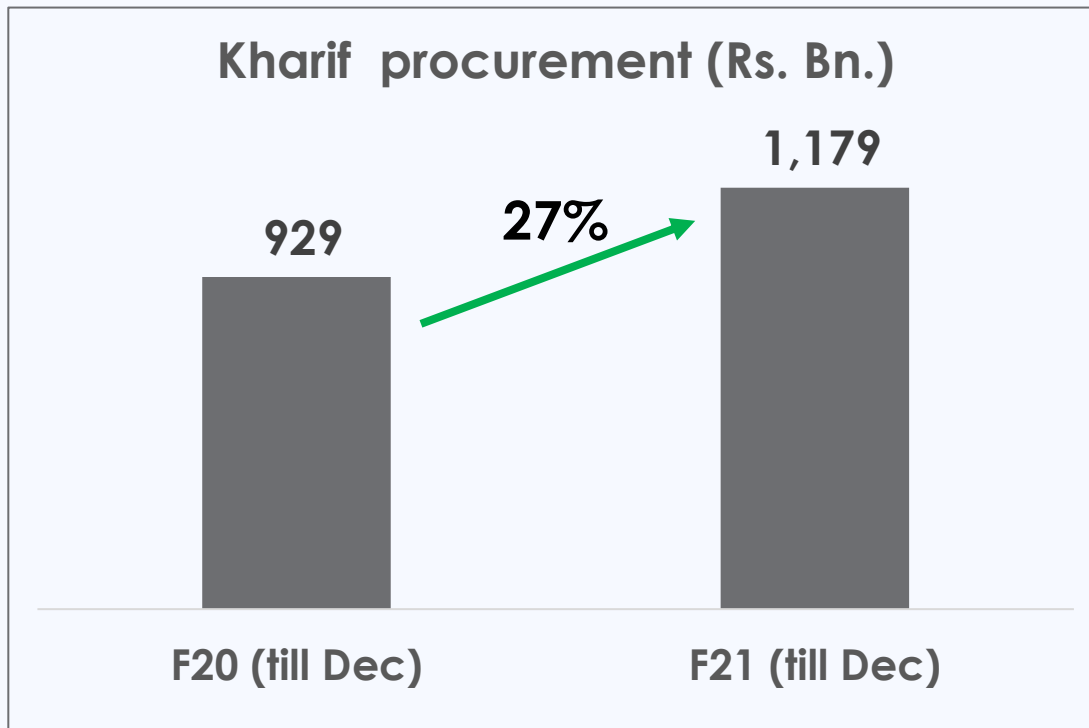
** including one-off gains Rs. 90 Crs and EI gain of Rs 30 Crs

Rural Growth Story

Kharif Procurement and Rabi acreage

Kharif procurement progressing at an encouraging pace. By end of Dec., Kharif procurement was **~27% higher than PY** and estimated to add **~12% to Farm Revenue*** over PY

Rabi acreage at highest level at 65 Mln hectares (as on 15th Jan)



Source: Press Information Bureau

Source: Ministry of agriculture

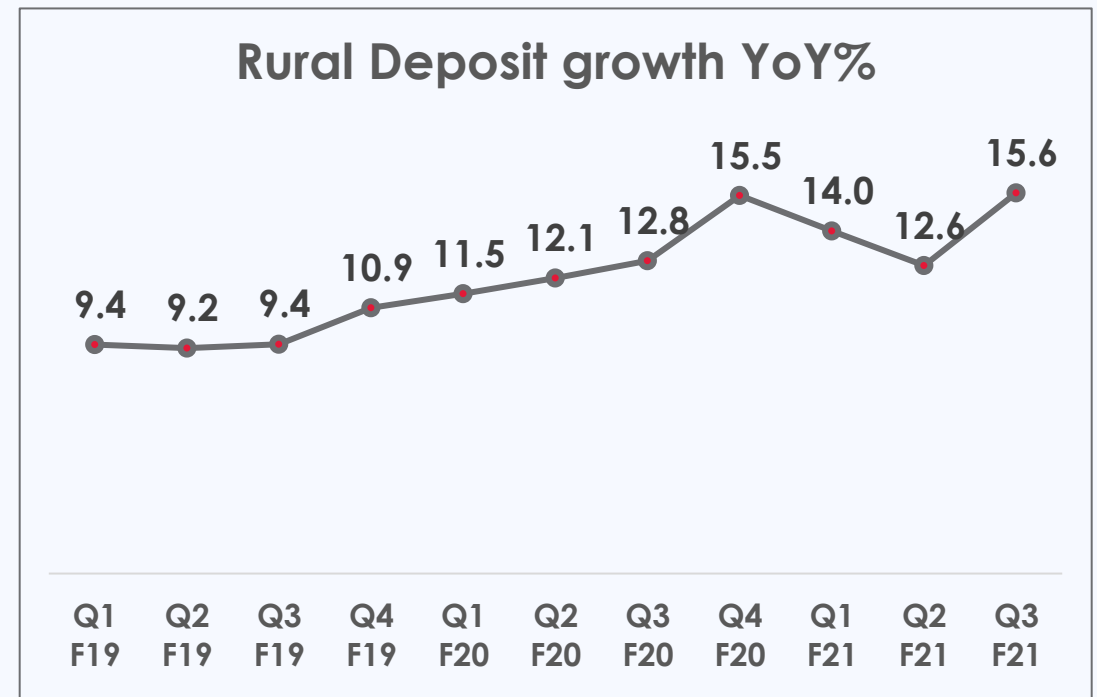
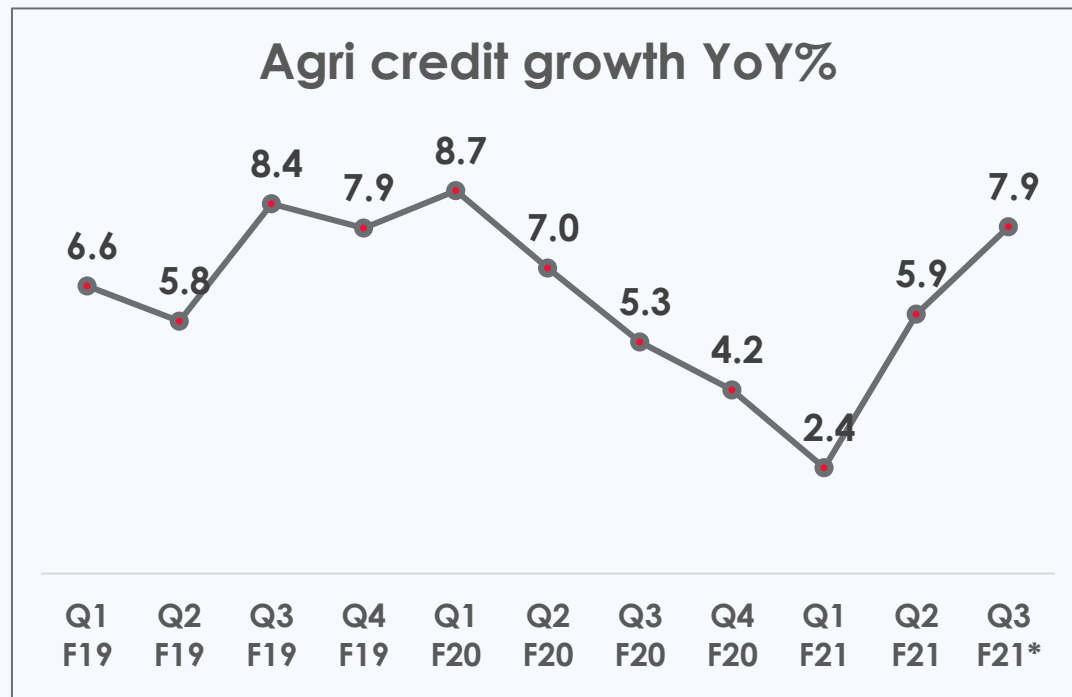
*M&M's internal estimate

Rural Growth Story

Expenditure on productive uses to see growth with increase in agri credit and rural deposits

Agriculture credit growth showed a consistent improvement. Oct-Nov period saw a **growth of ~8% YoY**

Double-digit growth in rural deposits for the **8th consecutive quarter**. Direct cash transfers and increase in Jan Dhan accounts is likely to have supported growth



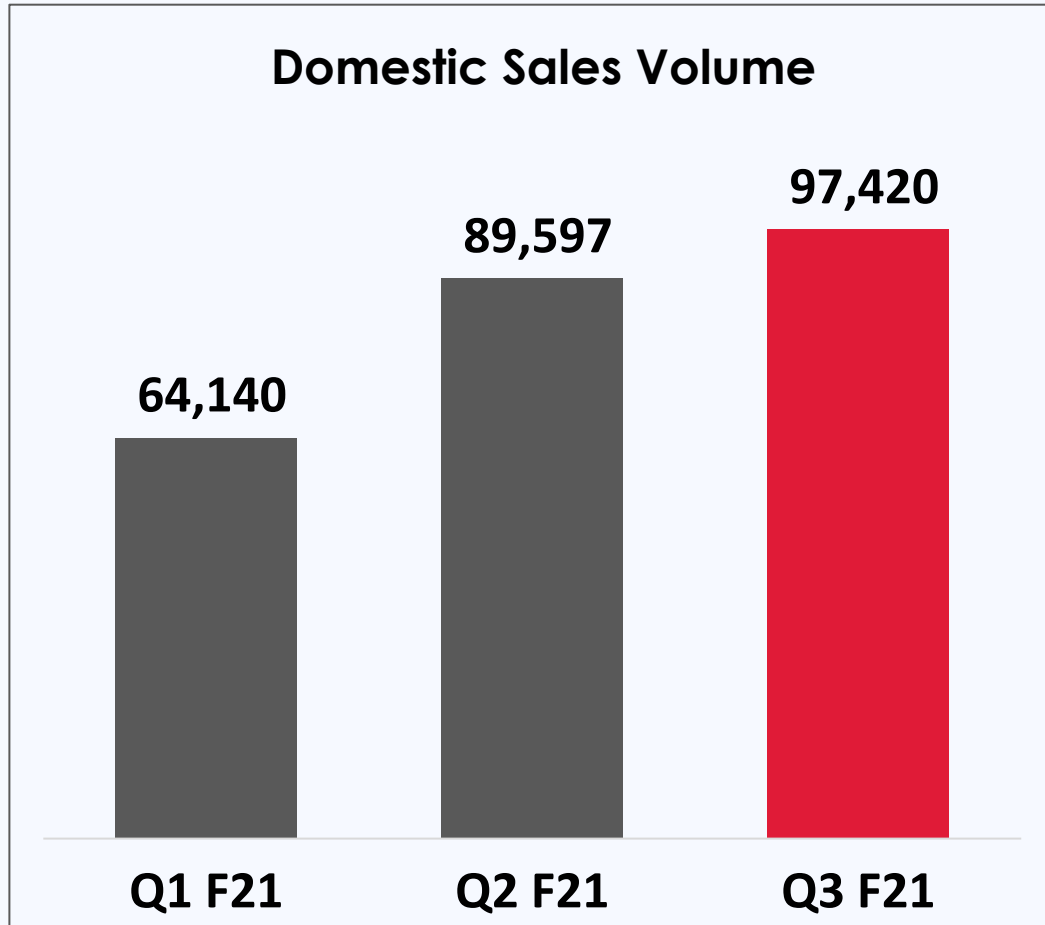
*fill Nov

Source: RBI

FES – Sales and Stock Trajectory

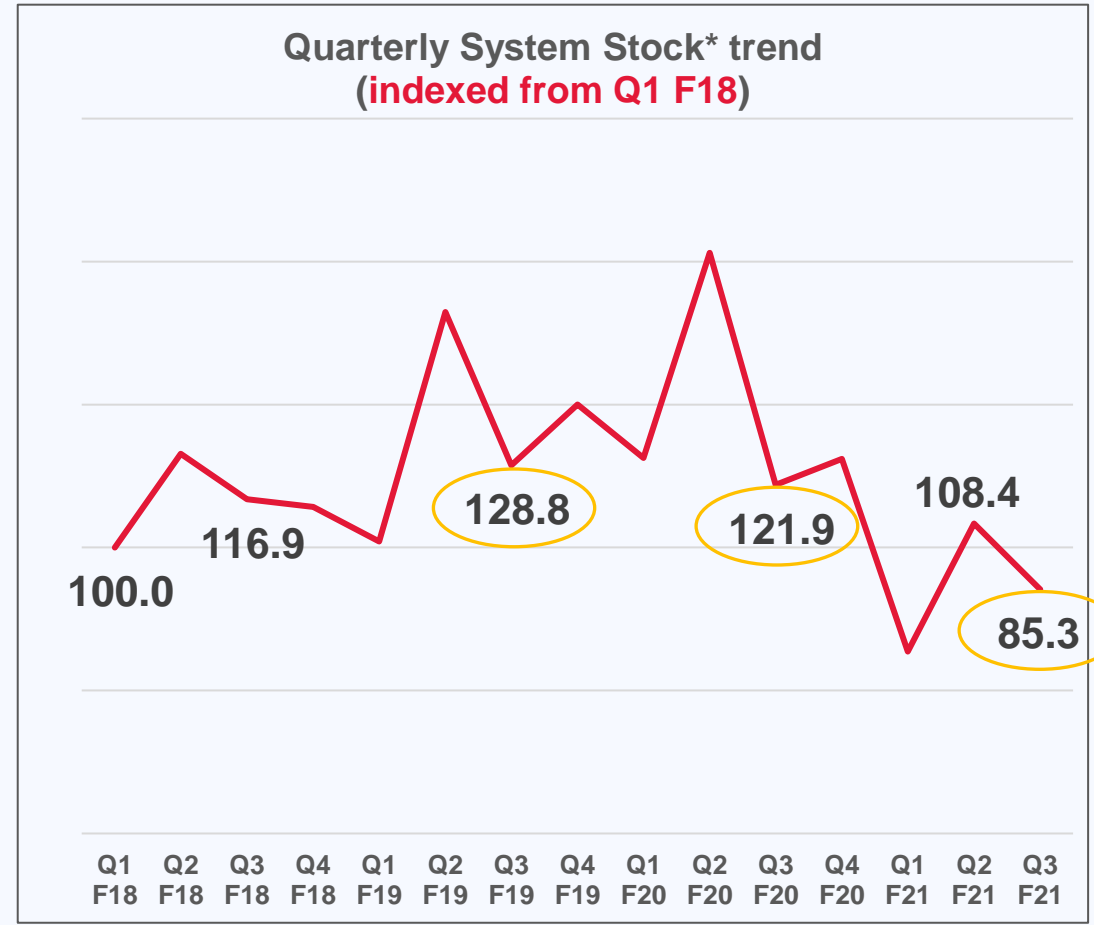


Domestic Sales Volume



Highest ever quarterly sales in Q3 F21

Quarterly System Stock* trend (indexed from Q1 F18)



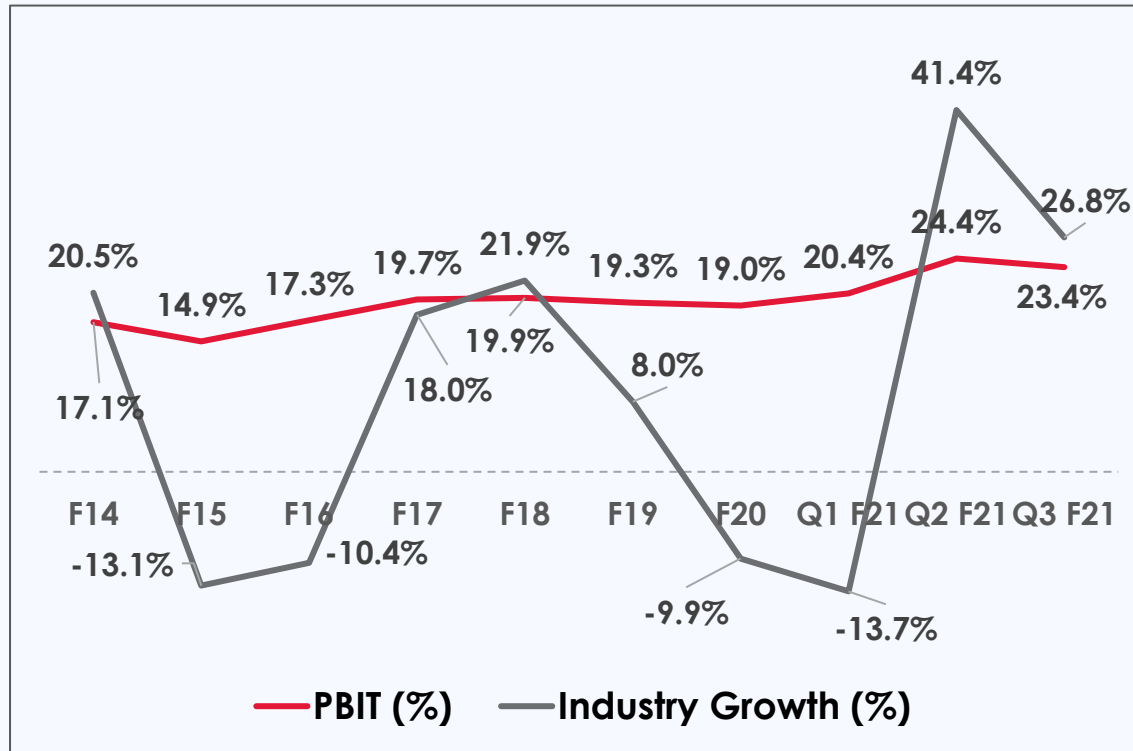
Low System Stock*

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

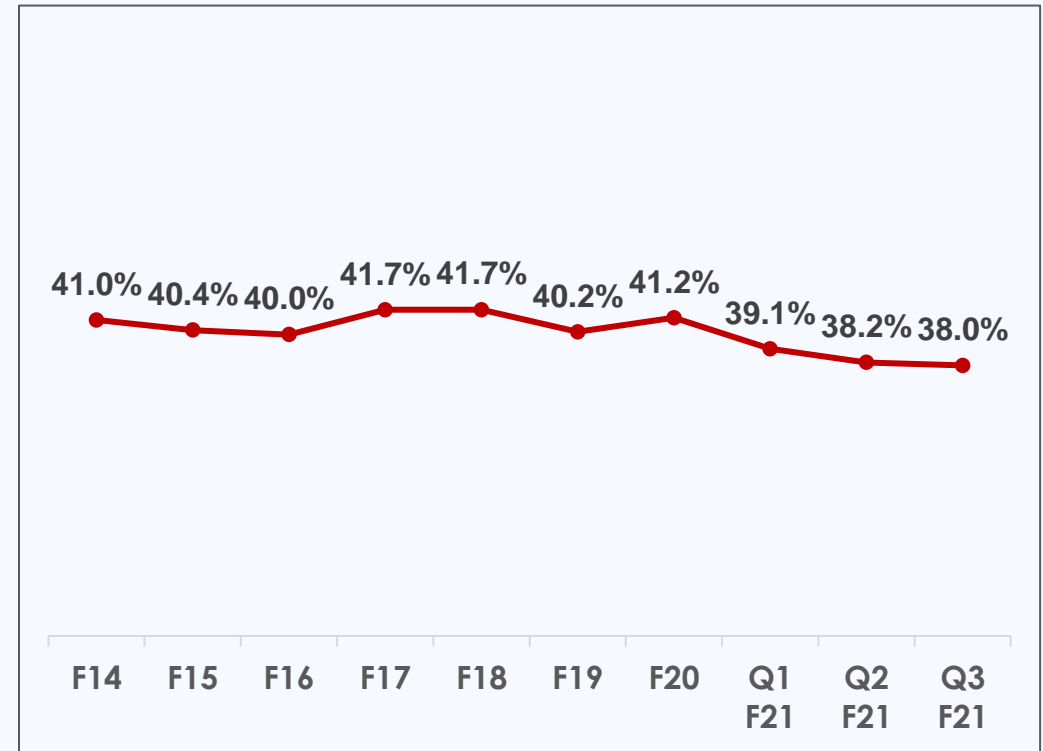
FES – Performance Highlights



Stability in Volatility



Continued Domestic Leadership*



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

*Market Share for Q3 F21 is not a good indicator of performance due to supply side issues

Farm Machinery – High on Growth

KEY ENABLERS

- Leveraging Tractor Dealership
 - Maximizing bundle sales for key products
 - Facilitating easy financing
 - Strong new product pipeline
-

PERFORMANCE HIGHLIGHTS

- Q3 Revenue: 150 Crs (up 36% YoY)
- YTD Dec F21 Revenue: 380 Crs (up 48% YoY)
- Building exports market



TMCH

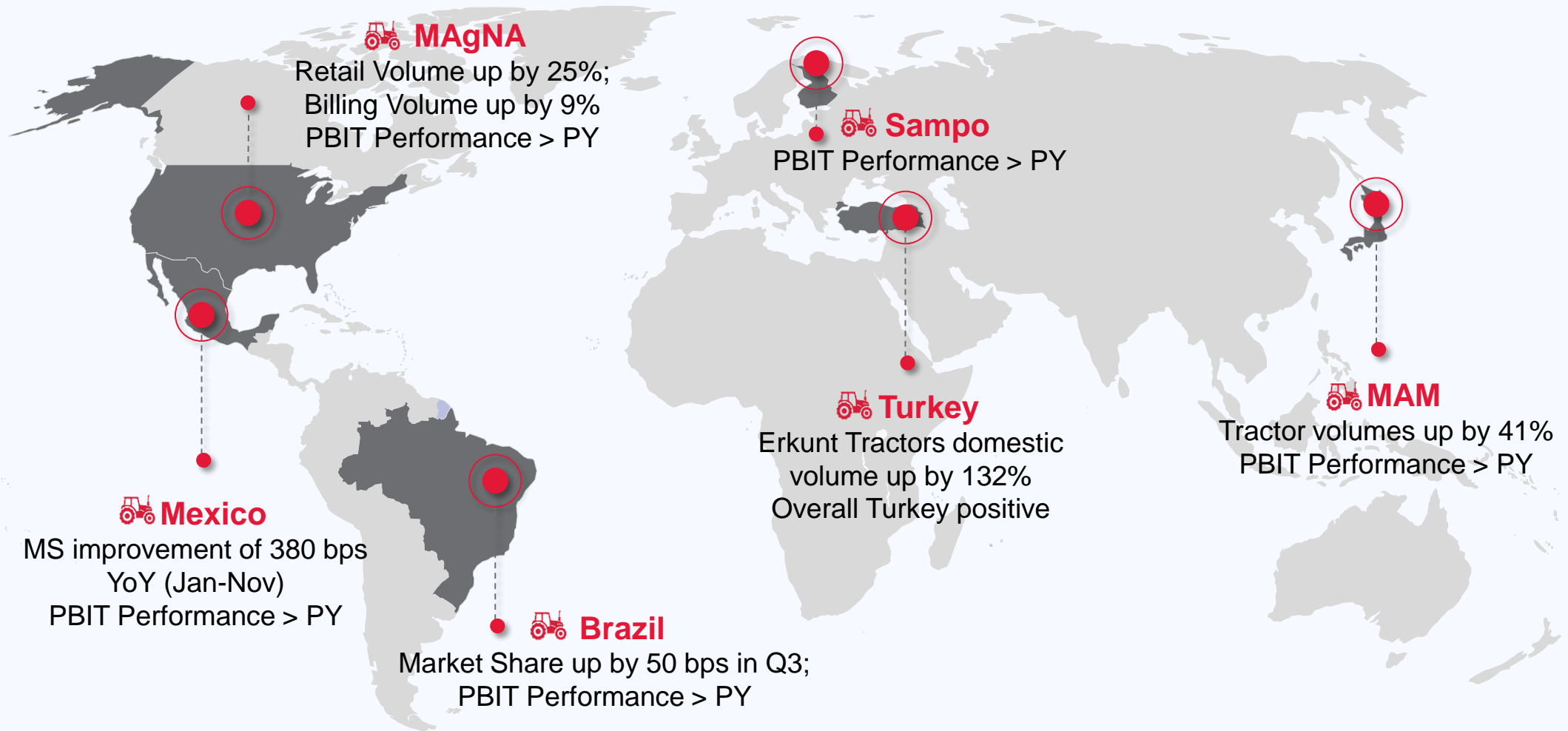


ZLX+ Gyrovator



SLX Gyrovator

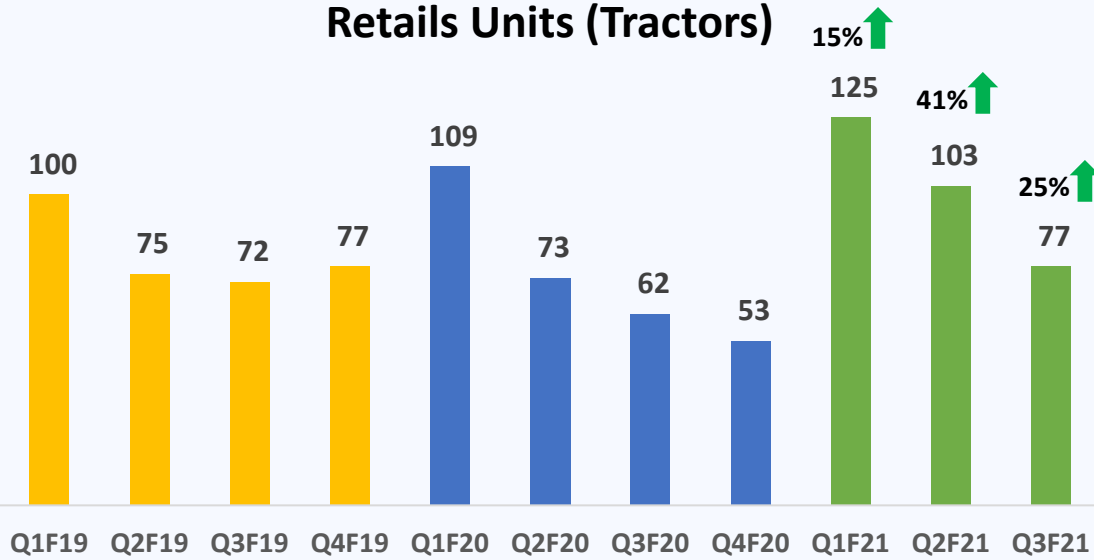
TURNAROUND – FES Global Businesses



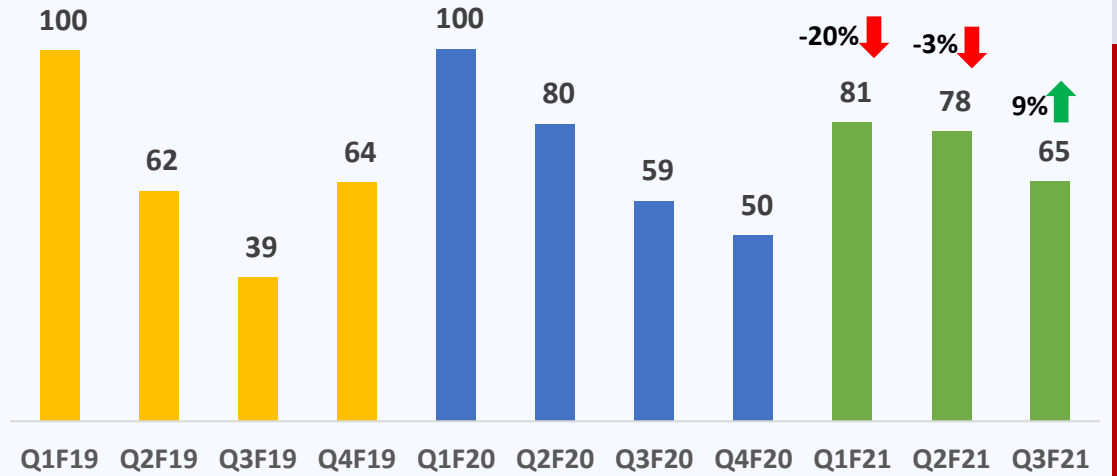
MAGNA: Retails and Billing trend

All Numbers indexed from Q1 F19

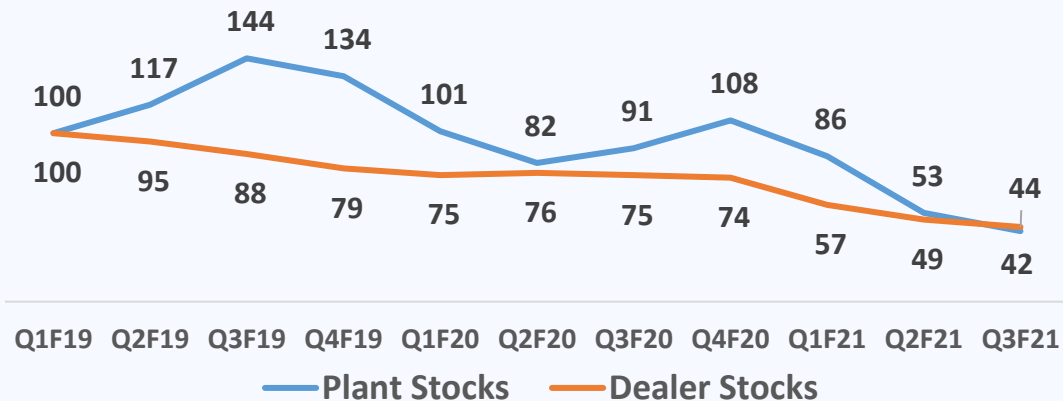
Retails Units (Tractors)



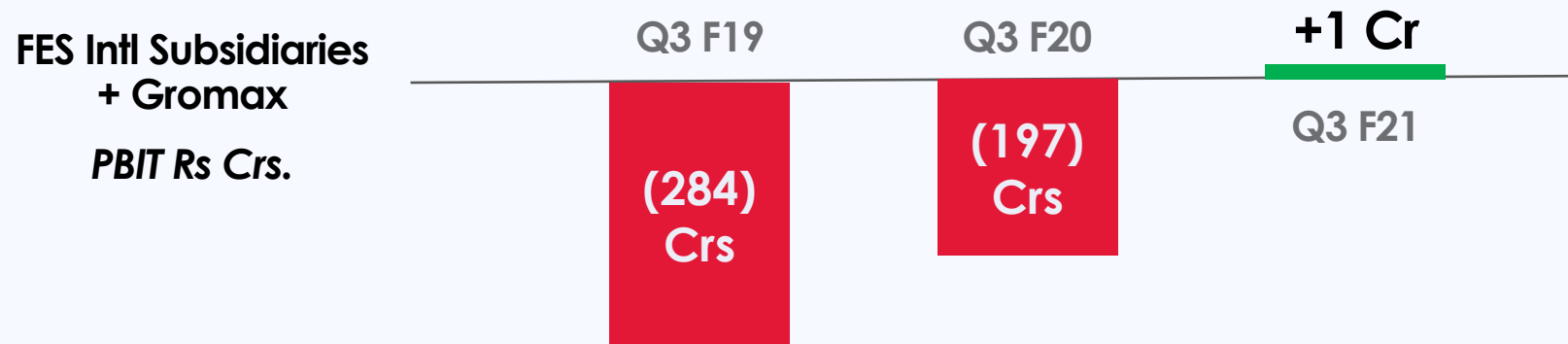
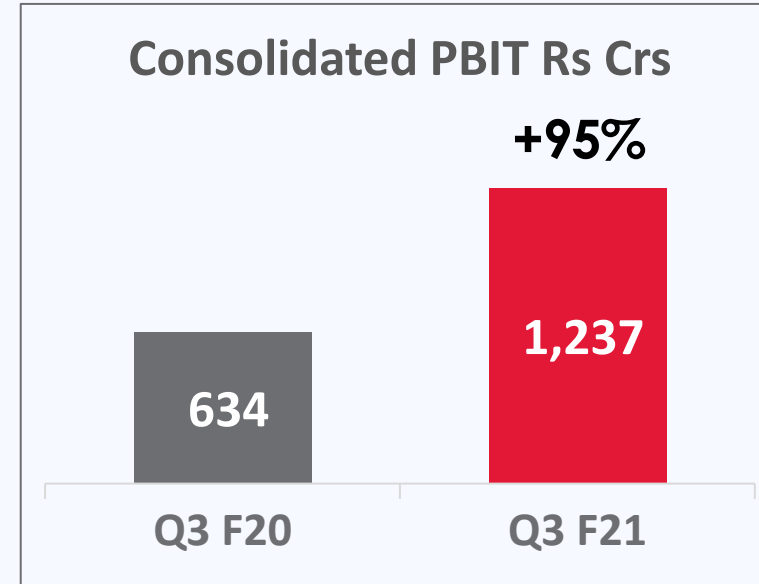
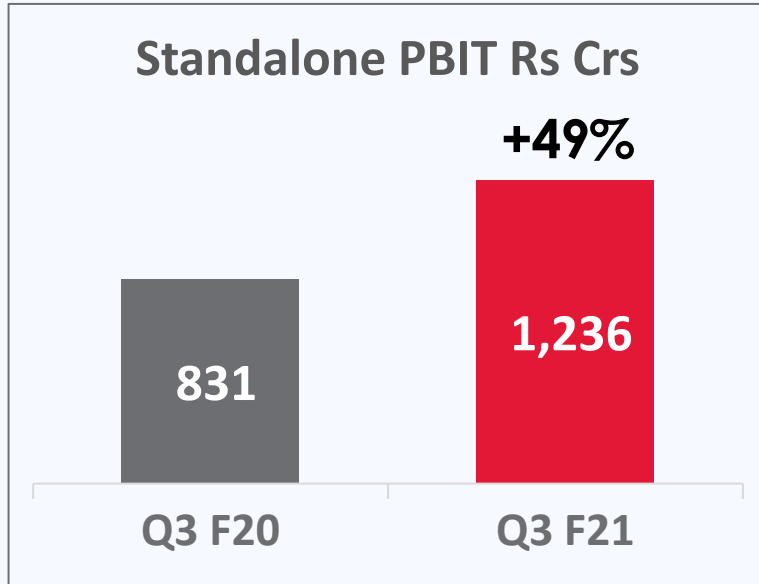
Billing Units (Tractors)



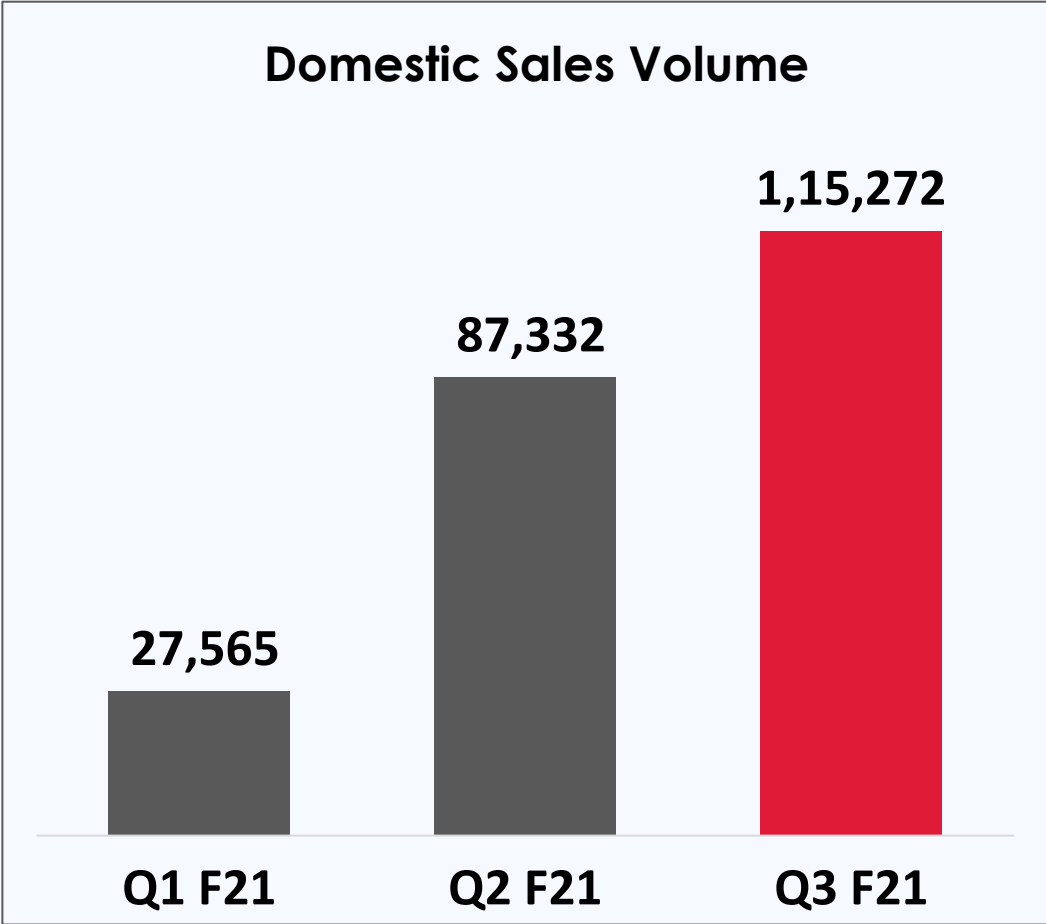
Plant and Dealer Stocks Units (Tractors)



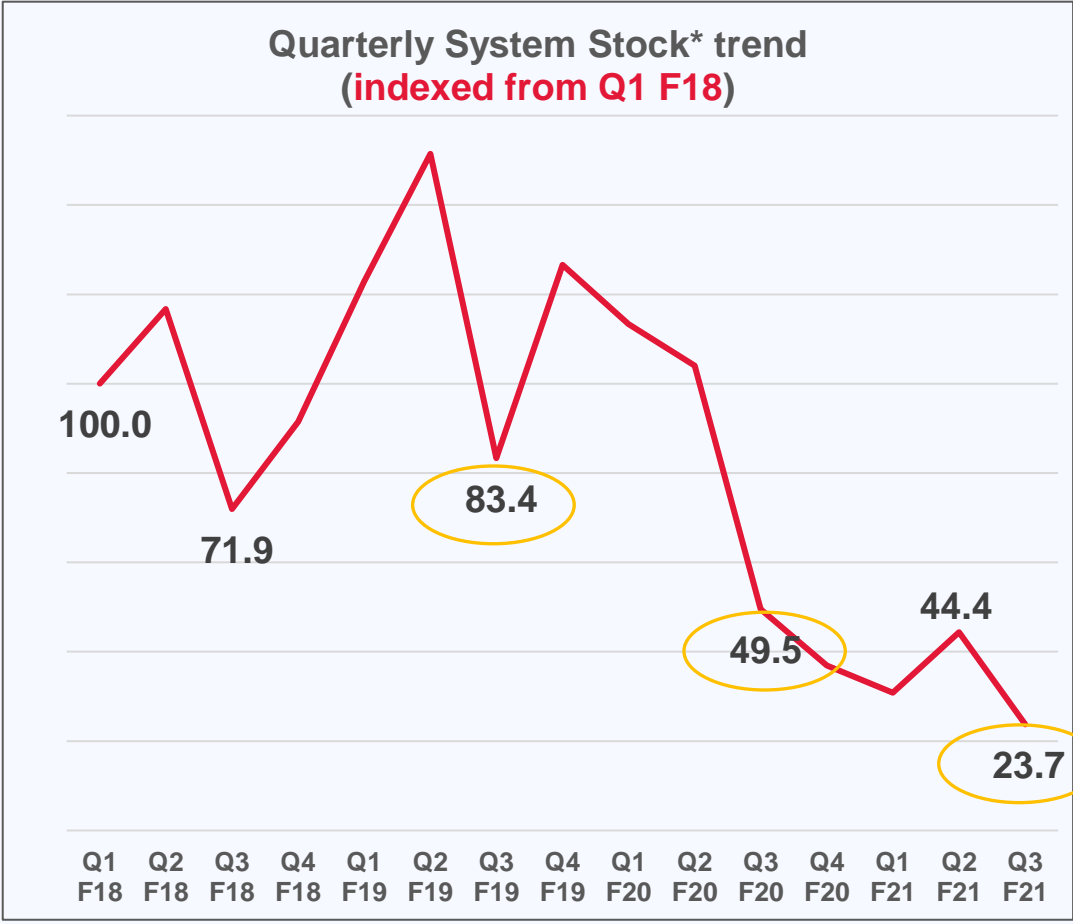
FES: STANDALONE VS CONSO FINANCIALS



Automotive – Sales and Stock Trajectory



Improving Quarterly sales trajectory



Low System Stock*

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

Automotive – Financial Performance



	Q3 F21*	Growth YoY (vs Q3 F20)	Growth QoQ (vs Q2 F21)
UV Volumes	52,338	11.0%	34.3%
Total Volumes	121,133	-7.4%	32.3%
Revenue (Rs. Crs)	8,311	12.0%	30.7%
PBIT (Rs. Crs)	644	18.9%	56.4%
PBIT (%)	7.7%	40 bps	120 bps

*Based on Published Results

including one-off gains Rs. 90 Crs and EI of Rs. 30 Crs

The All-New THAR – The Story So Far

39K+
Bookings

~45%
Bookings for AT

Tested: India's Safest Off-Roader



4-Star Rating for Adult
Safety & Child Safety
by GNCAP

Thumbs-Up from Customers

- Imposing Look and Street Presence
- Refined & Powerful Engines
- Smooth Gearshifts (esp in AT)
- Significant improvement v/s old Thar

Winner of 6 Awards & Counting!

- **Car of the Year** – Team-BHP
- **SUV of the Year** – Indian Autos Blog/Indian Auto
- **4x4 of the Year** – MotorScribes
- **Readers' Choice Car of the Year** – GaadiWaadi
- **Most Awaited Launch of the Year** – MotorOctane
- **Sensation of the Year** – Motor Vikatan

Continue the momentum: 6000+ Bookings in January 2021

XUV300 Performance



6K+

Consistent Bookings in each month of Q3 F21

- Good Festive demand
- 41% growth in retail volume for Q3 F21
- Consistently increasing enquiries
- Improved traction in retails / bookings
- Three-Digit Dealer stock

TO SUMMARIZE

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April - August

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 On cruise  On-going, long-term initiative



THANK YOU