

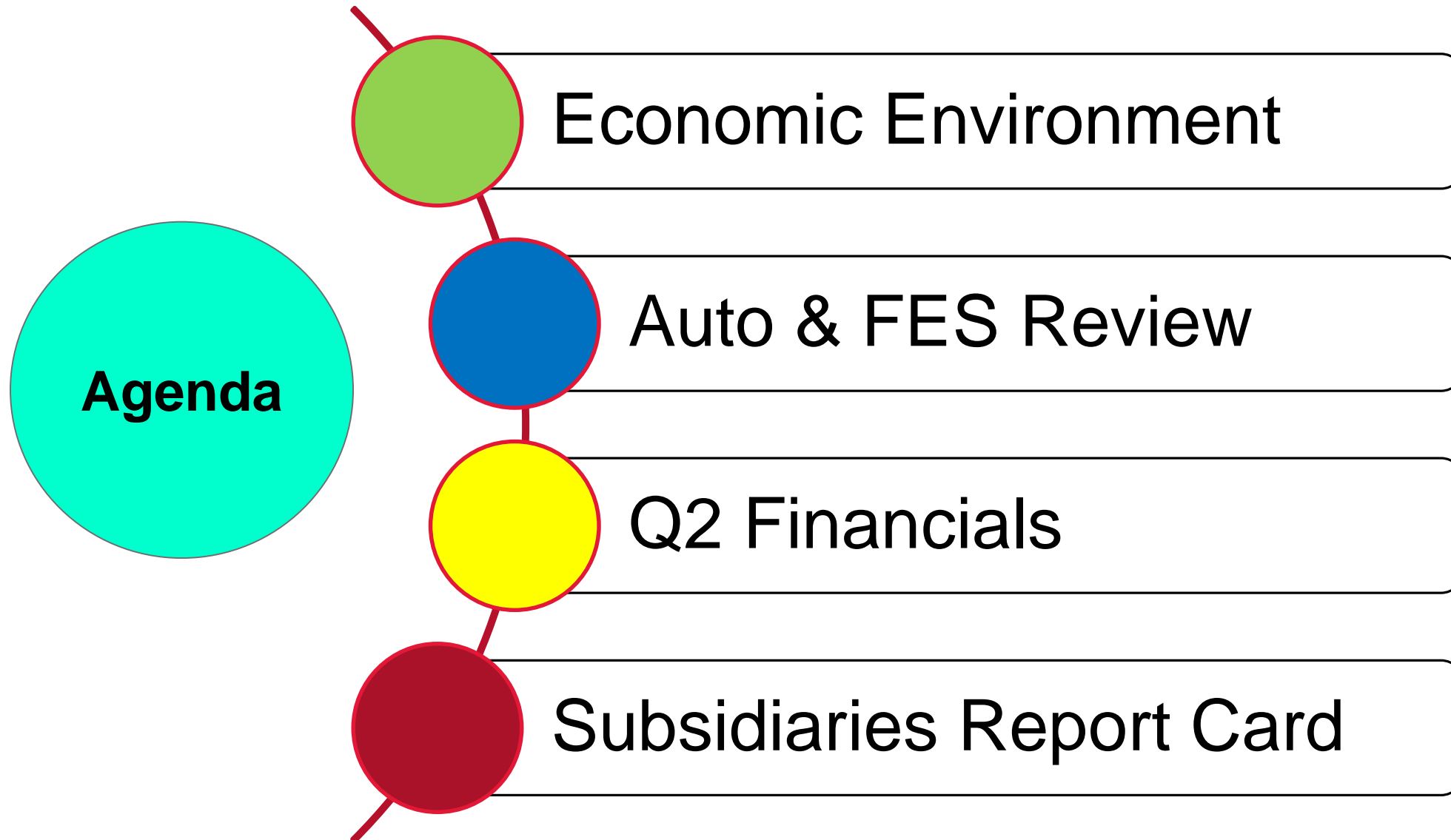


Mahindra
Rise.



Mahindra & Mahindra Ltd

Q2 FY 2015 Highlights



Q2 Business Environment

- **Positive sentiment in economy**
- **Auto industry on a recovery path,
Tractor industry flat**

Q2F15 Economy & Business Scenario

Signs of Revival

	Q3 F14	Q4 F14	Q1 F15	Q2 F15
▪ Economic Growth				
▪ IIP				
▪ Inflation				
▪ Interest rates				
▪ Exchange Rate				
▪ Monsoon				
▪ Commodity prices				
▪ Excise on SUVs				
▪ Industry growth (Auto)				
▪ Industry growth (Tractor)				

AFS Hi

Hi

AS

- XUV volumes sustained ~ 3,000 pm
- Successful launch of Scorpio
- JD Power SSI (3rd Rank)
- Gain in PU Mkt. share

FES

- Successful launch of Arjun NOVO
- Deming Prize for Powerol
- MUSA performance

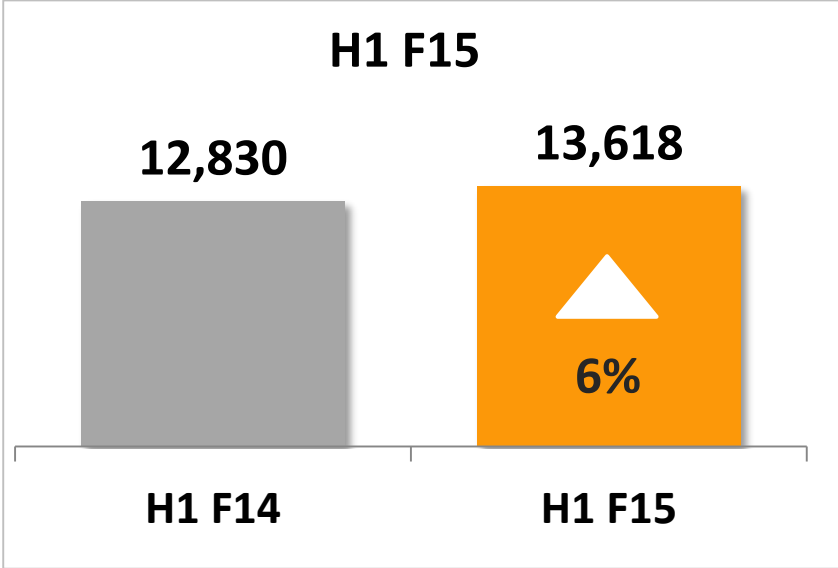
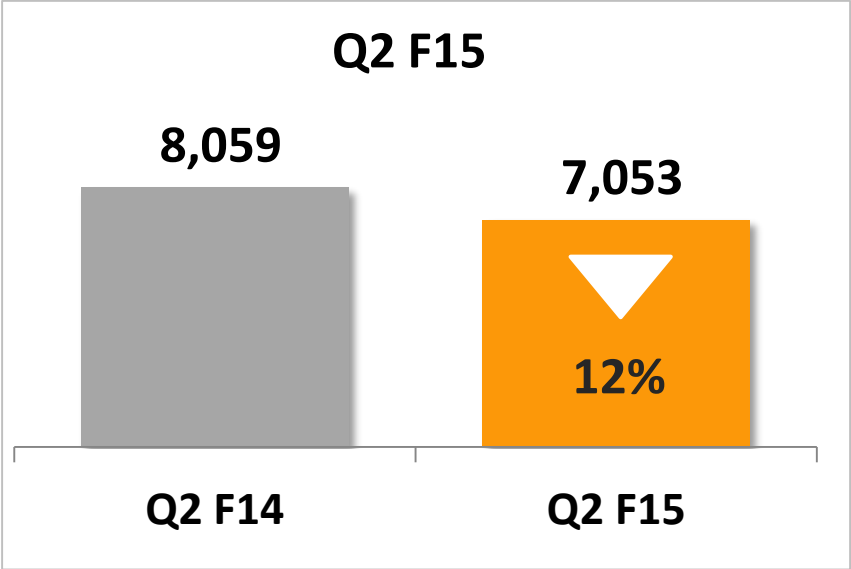
Automotive Sector

Q2F15 Domestic Market Performance

Gain in PU market share

Segment	Industry		M&M		M&M Mkt. Share	
	Q2F15	Growth	Q2F15	Growth	CY	PY
Utility Vehicles	144,449	21%	47,906	1.1%	33.2%	39.6%
Cars	102,706	23.5%	835	-71.0%	0.8%	3.5%
Vans	45,956	-13.0%	4,290	-40.3%	9.3%	13.6%
LCV Goods < 2T GVW	35,571	-16.8%	4,481	-32.6%	12.6%	15.6%
LCV Goods 2 to 3.5T GVW	45,101	-6.4%	32,655	15.3%	72.4%	58.8%
3W	160,952	22.9%	16,671	3.9%	10.4%	12.3%
AD (Dom) Total	534,735	12.0%	106,838	-1.5%	20.0%	22.7%
LCV Passenger	10,737	2.8%	666	-15.4%	6.2%	7.5%
LCV Goods > 3.5T GVW	7,180	-2.7%	359	-28.9%	5.0%	6.8%
HCV Goods (>16.2T)	29,188	36.2%	754	65.7%	2.6%	2.1%
AS (Dom) Total	581,840	12.6%	108,617	-1.5%	18.7%	21.3%
Non Participating Segments						
MHCV Passenger	8,155	-20.2%				
M+ICV Goods (7.5 to 16.2T)	16,446	-8.2%				
Cars (Non. Participating)	343,807	1.7%				
AS (Dom.) Total	950,248	7.6%	108,617	-1.5%	11.4%	12.5%

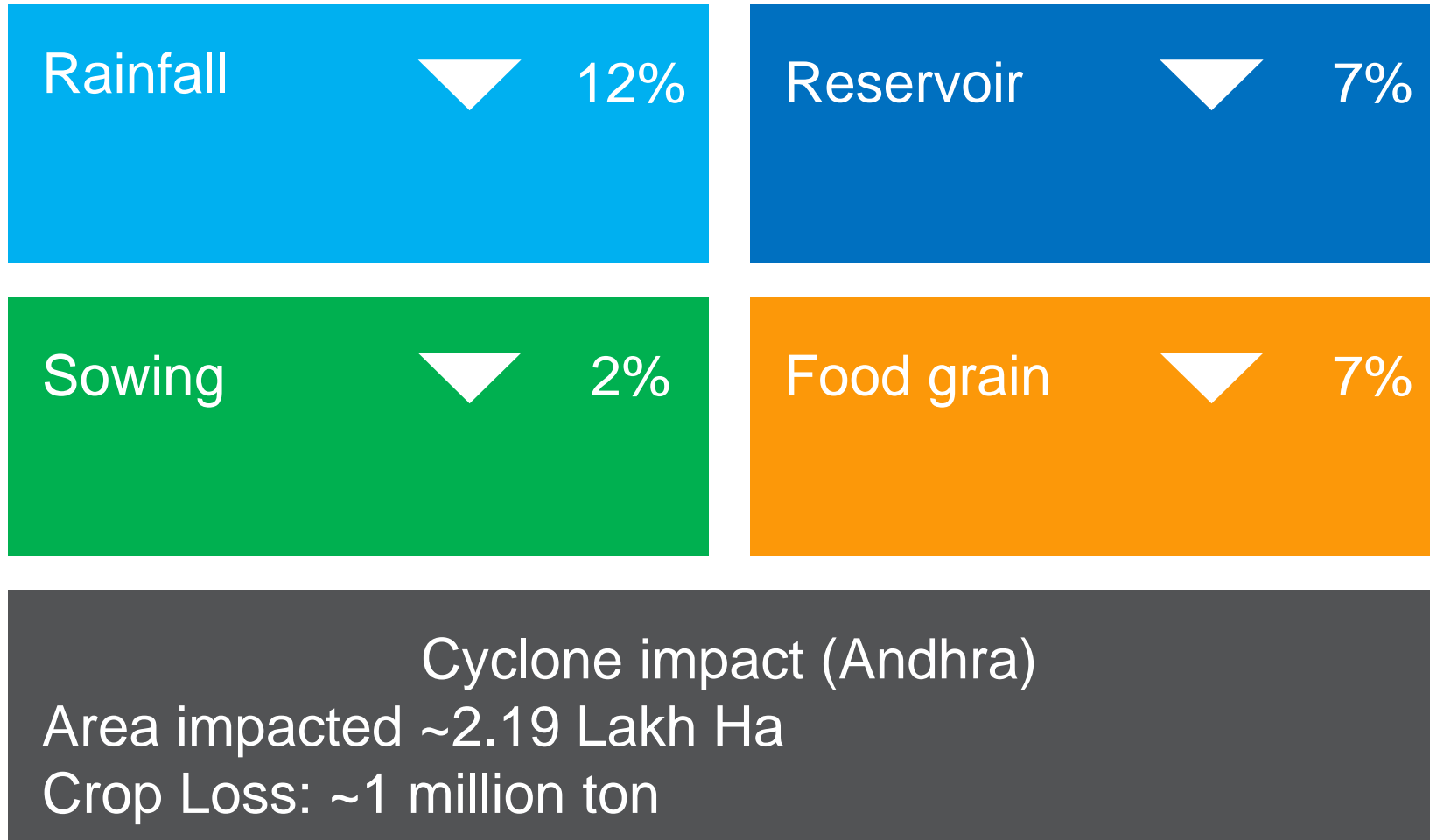
Exports Performance



Farm Equipment Sector

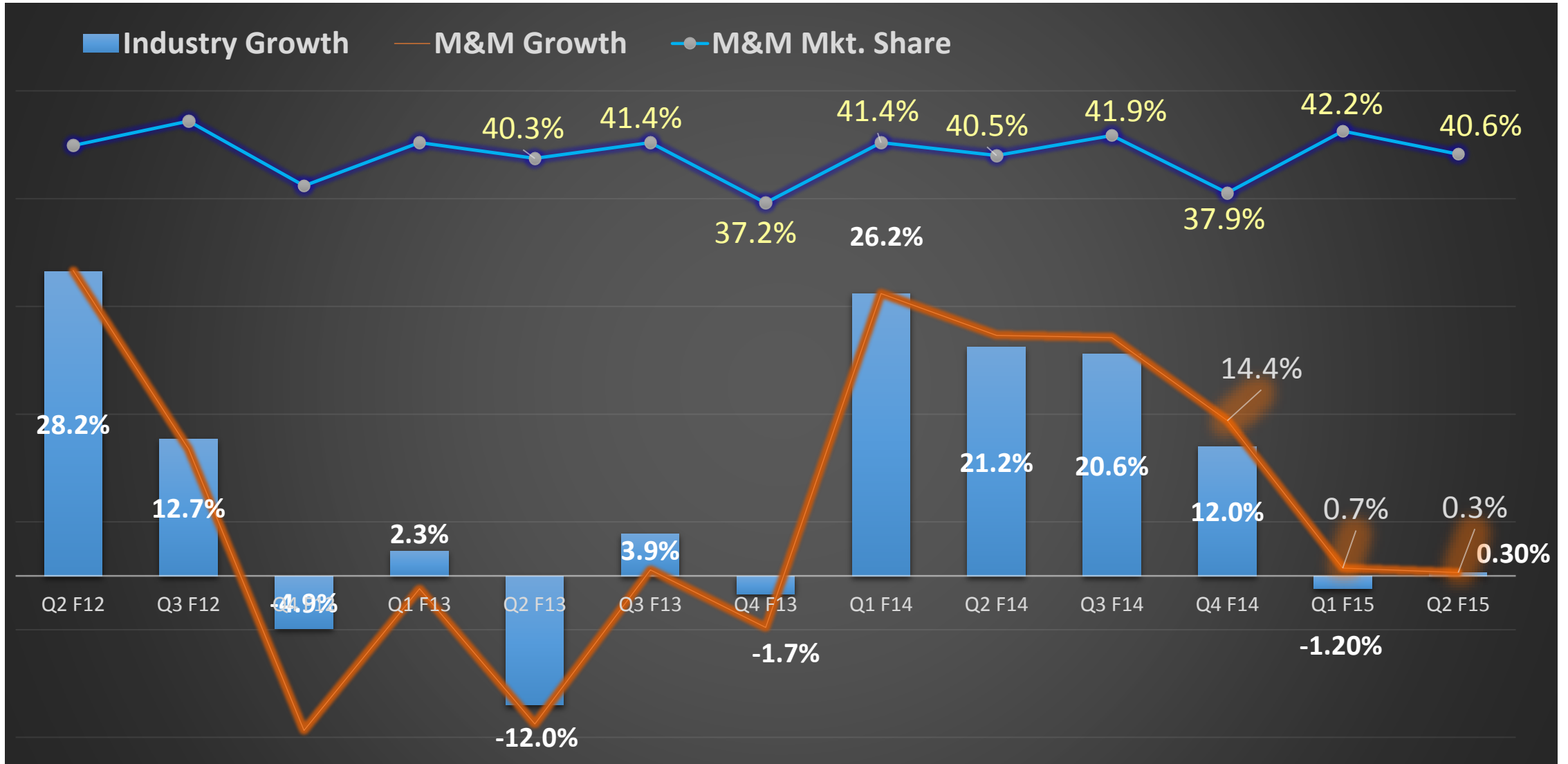
Agri Environment

Harvest to be impacted by delayed and deficient monsoon



FY 14: M&M Performance Highlights – FES

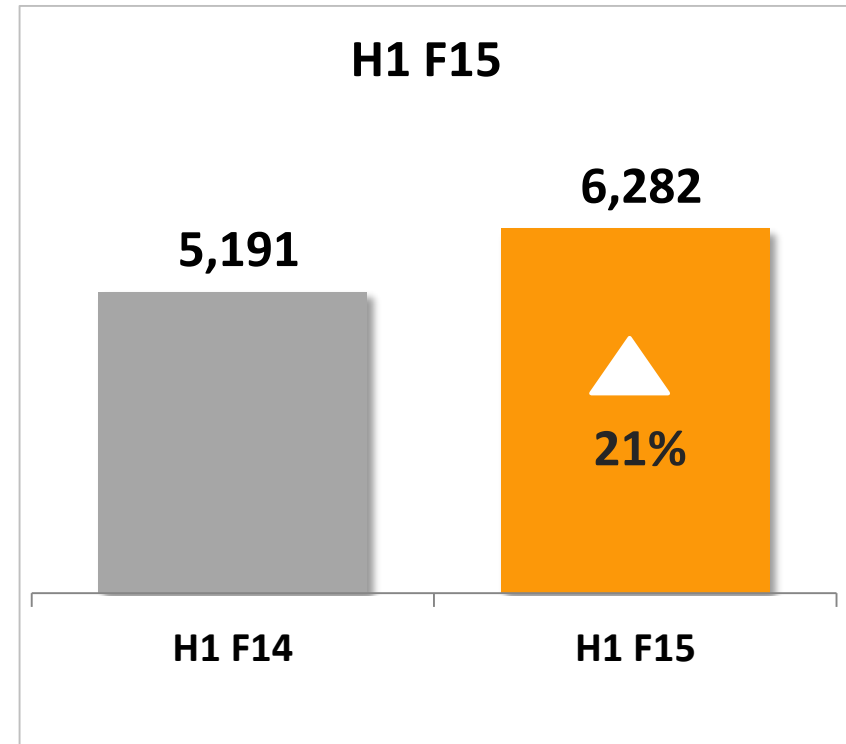
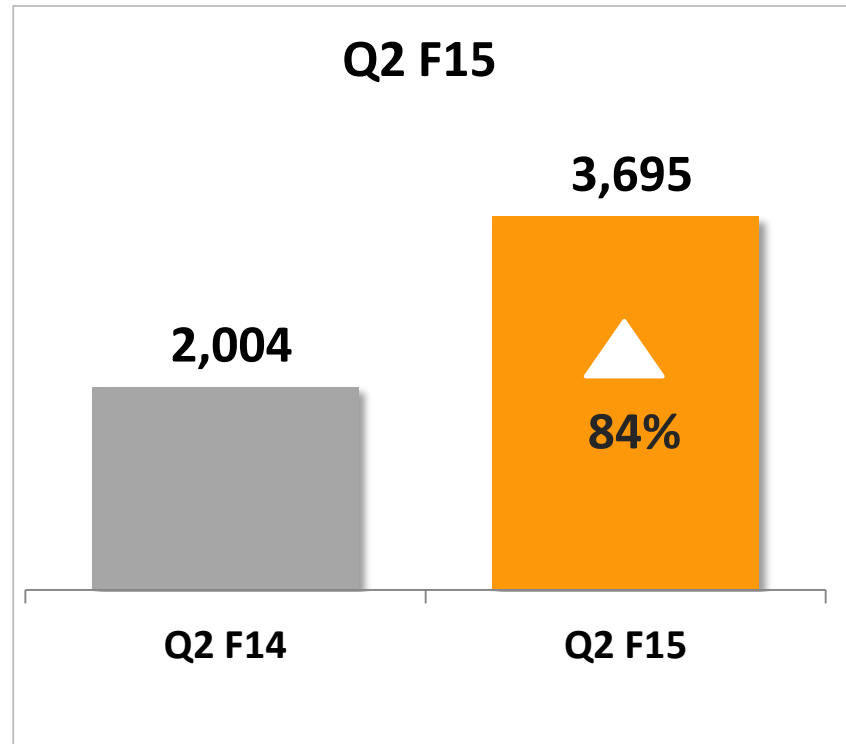
Q2 M&M growth in line with Industry



Q2 & H1 Exports Performance

Good growth

Tractors no. of Units

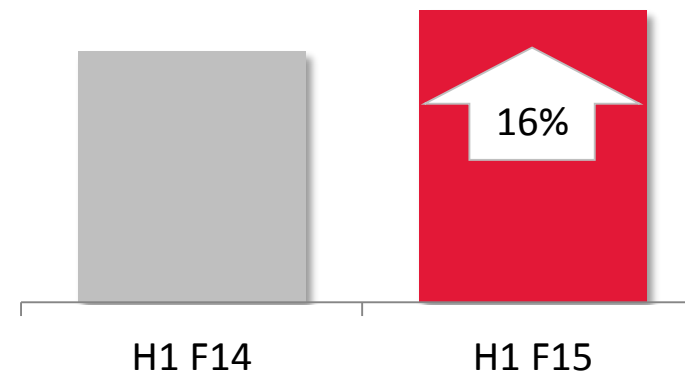


Agri Business

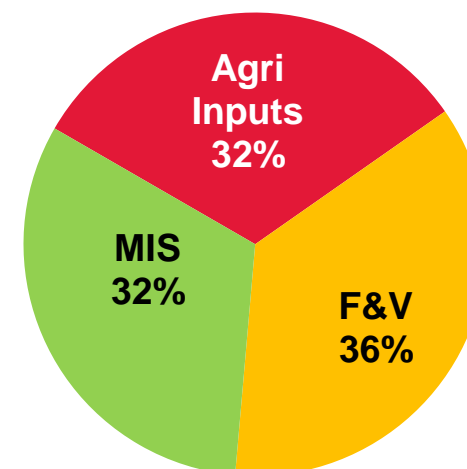
16% Growth

- Growth in F&V → 23%
- Exploring new segments of agri value chain (Pulses and Dairy)

Agri Business Revenue (Rs. crs)



Agri Business Revenue Share



Note: Incl. subsidiaries

what's
new!

THE NEW GENERATION SCORPIO



'It rides better, feels much more stable, and handling is much more sure footed too.'

NEW AND IMPROVED?

It's taken M&M a bit of time, but the Indian utility vehicle maker finally seems to have got its Scorpio right. Well, almost. Yes, an all-new body shell would have been nice, a slicker gearbox would have gone down well, and the new car is still heavy at 1820kg. Still, it has **improved in almost all areas**, and that elevates this SUV to an all-new level. **Better to look at, better to sit in and much nicer to drive.**



ARJUN NOVO

Home TECHNOLOGY Tech News Story



Arjun Novo may establish M&M as technology leader in the tractor industry

N Madhavan Last Updated: August 21, 2014 | 12:18 IST



Yes, farming has a future. And it's here.

Mahindra Rise.

You name it. The Arjun Novo can do it.

The only tractor in India that offers it all.

MoU signing for Chakan Phase II



Mahindra *Rise.*

India Ratings
& Research
A Fitch Group Company

CARE Ratings
Professional Risk Opinion

29th May 2014

7th August 2014

ICRA

CRISIL
A STANDARD & POOR'S COMPANY

8th September 2014

29th September 2014




AAA
Mahindra
on the *Rise.*



FINANCIALS



Quarterly Performance – M&M + MVML Snapshot

	Q2 FY 15	Q2 FY 14	
Net Sales & Operating Inc.	9,178	8,694	 5.6%
EBIDTA	1,100	1,178	 6.6%
PAT	974	957	 1.7%
OPM	12.0%	13.5%	

Note: Both the year includes result of Truck and Buses Division

Report Card of Listed companies ...

TML



Q2 F15 – Rs.720 crs

Q2 F14 – Rs.718 crs

MMFSL



Q2 F15 – Rs.219 crs

Q2 F14 – Rs.232 crs

MLDL



Q2 F15 – Rs. 23 crs

Q2 F14 –Rs. 19 crs

MHRIL



Q2 F15– Rs. 25 crs

Q2 F14 – Rs. 29 crs

Note: PAT Figures

Thank you!

