Mahindra Farm Equipment Sector

Analyst Meet F18
Strategic Levers

- Fortify the Core
- Global
- Financial
- Technology
FORTIFY THE CORE

GLOBAL

F E S

TECHNOLOGY

FINANCIAL
Industry Volume

Domestic Tractor Sales (‘000)

F03 to F18: 10.4% CAGR

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

Volume in "000

F17 vs F18
FES Domestic Tractor volumes

Q4: F17 vs F18

Q4 F17: 47
Q4 F18: 67
Change: 44.4%

F17 vs F18

F17: 250
F18: 304
Change: 21.8%

*Includes Mahindra, Swaraj, and Gromax brands*
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)

219

280

28%
Focus areas

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

GLOBAL

F E S

TECHNOLOGY

FINANCIAL
Export Volumes

Highest ever tractor exports

14583

F17

6%

15449

F18
Mahindra USA

Revenue

11%
Globalization Journey

Note: Distributor sales in other 25+ countries have not been shown
FORTIFY THE CORE

GLOBAL

F E S

FINANCIAL

TECHNOLOGY
FORTIFY THE CORE

GLOBAL

F E S

TECHNOLOGY

FINANCIAL
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