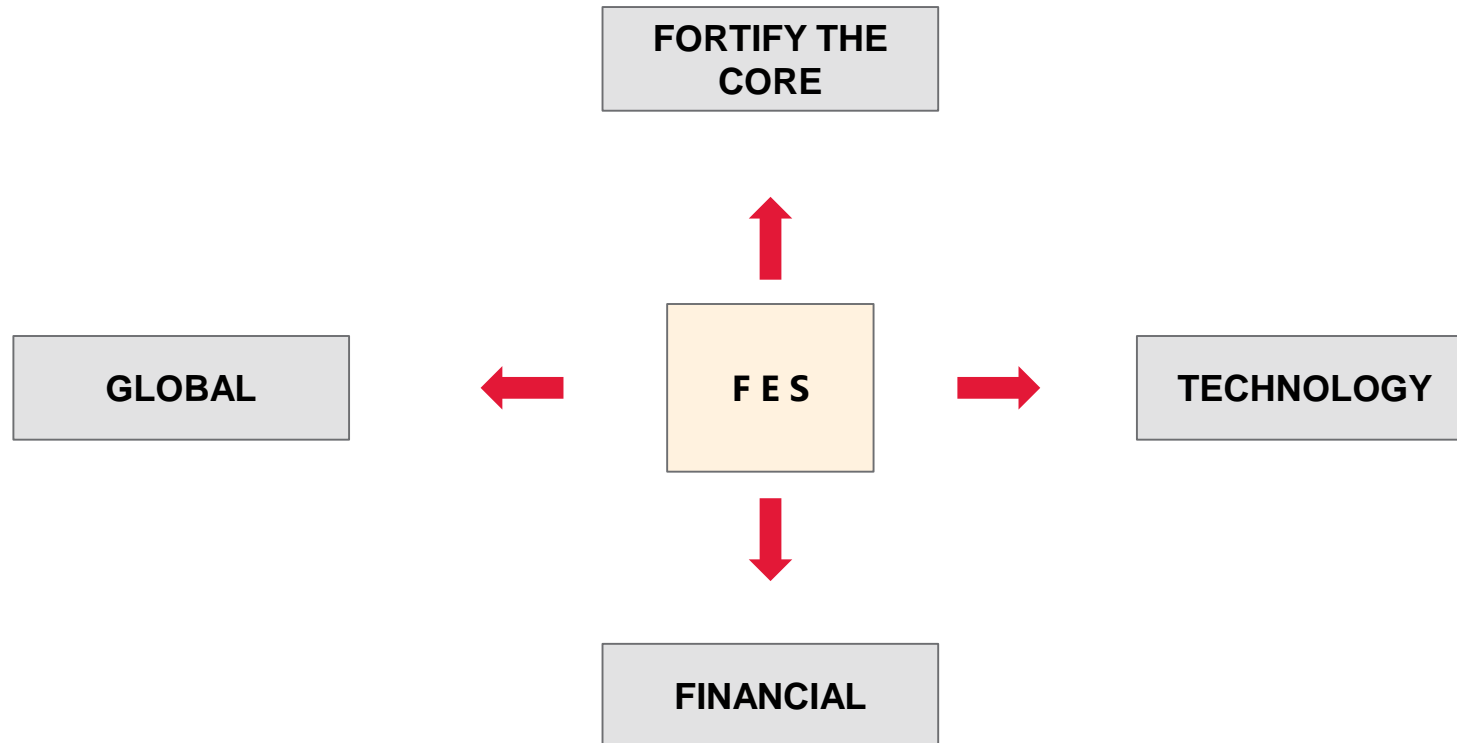
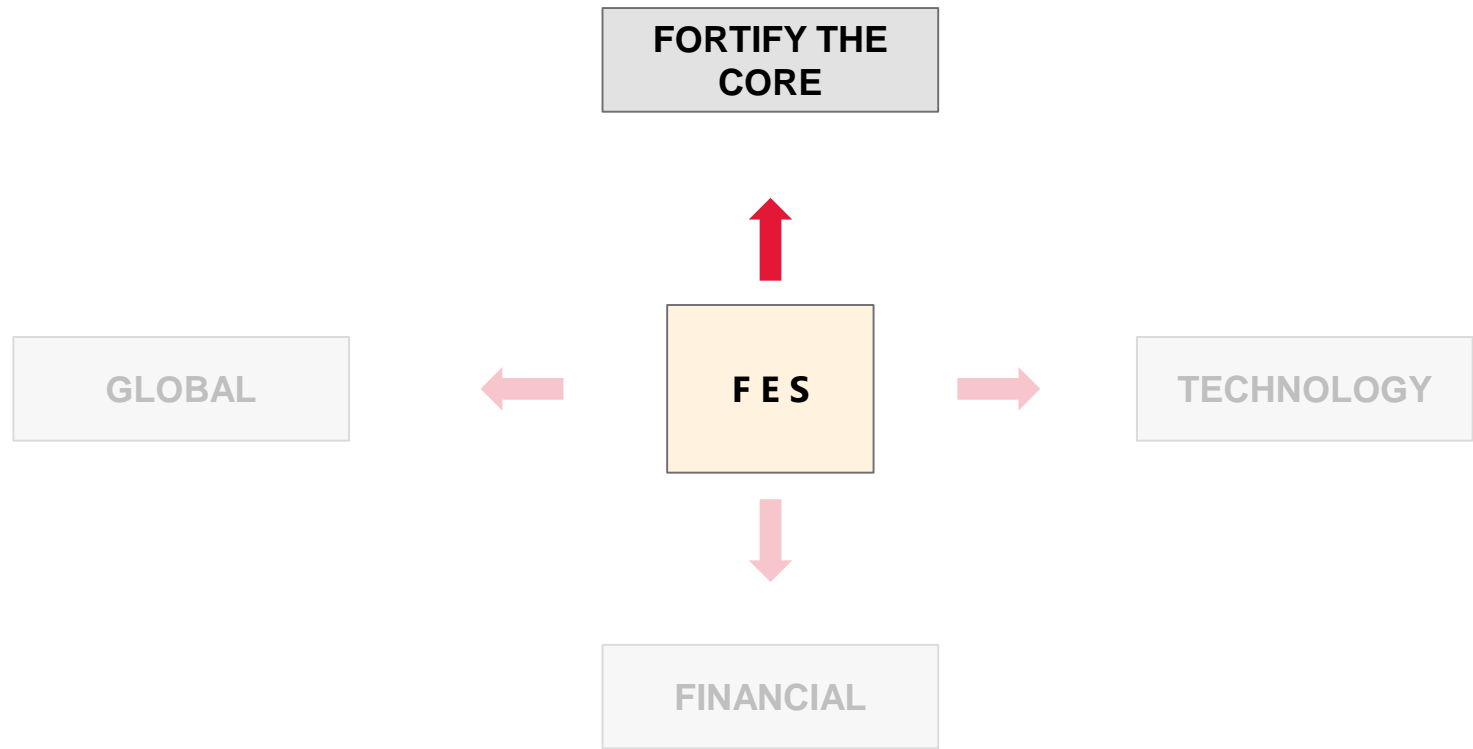


Mahindra Farm Equipment Sector

Analyst Meet F18

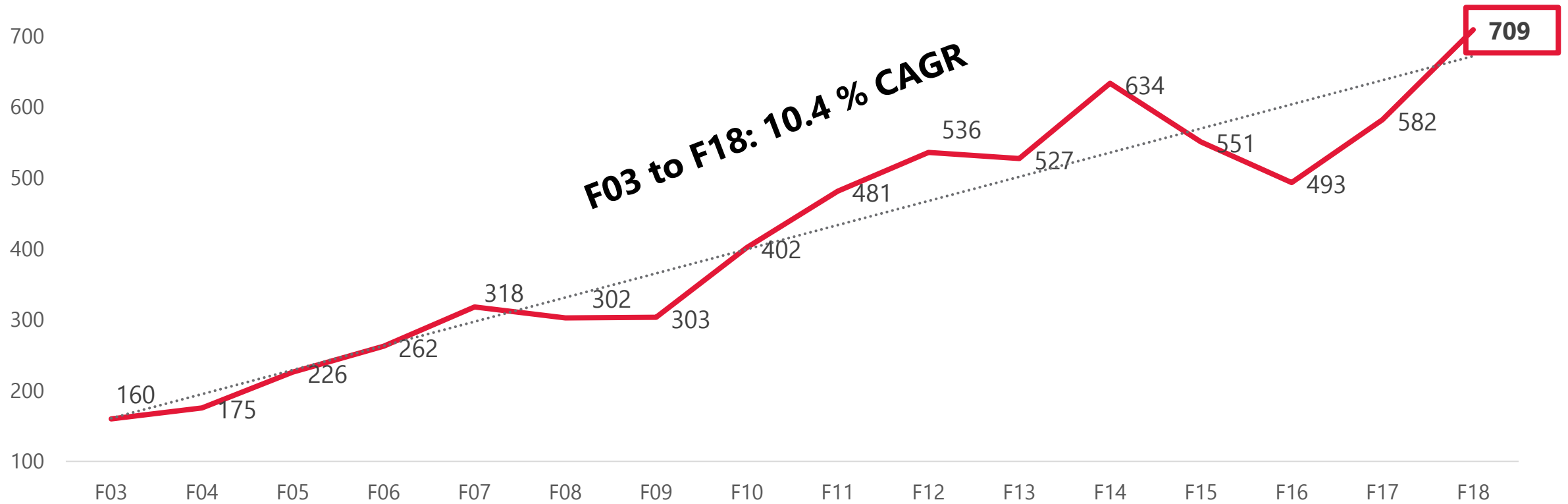
Strategic Levers





Industry Volume

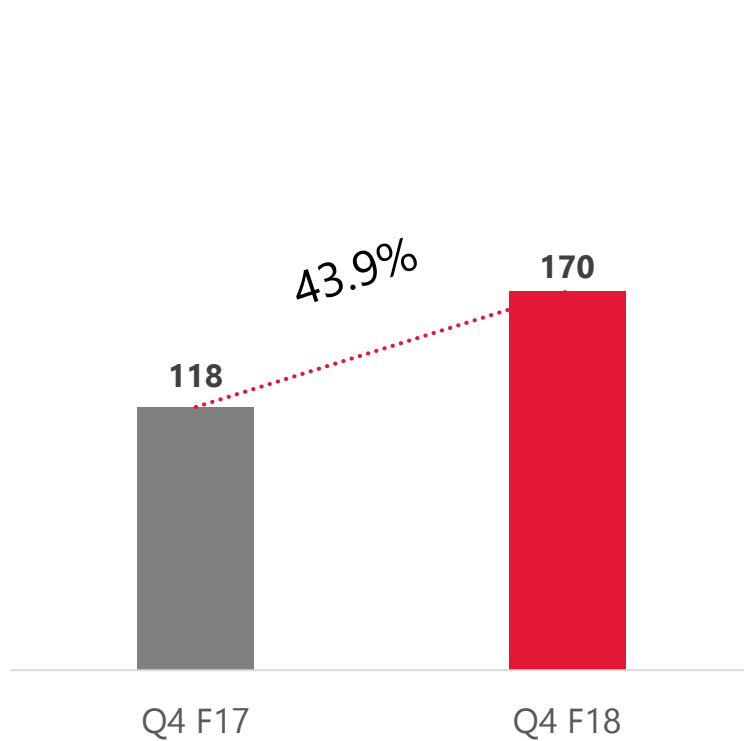
Domestic Tractor Sales ('000)



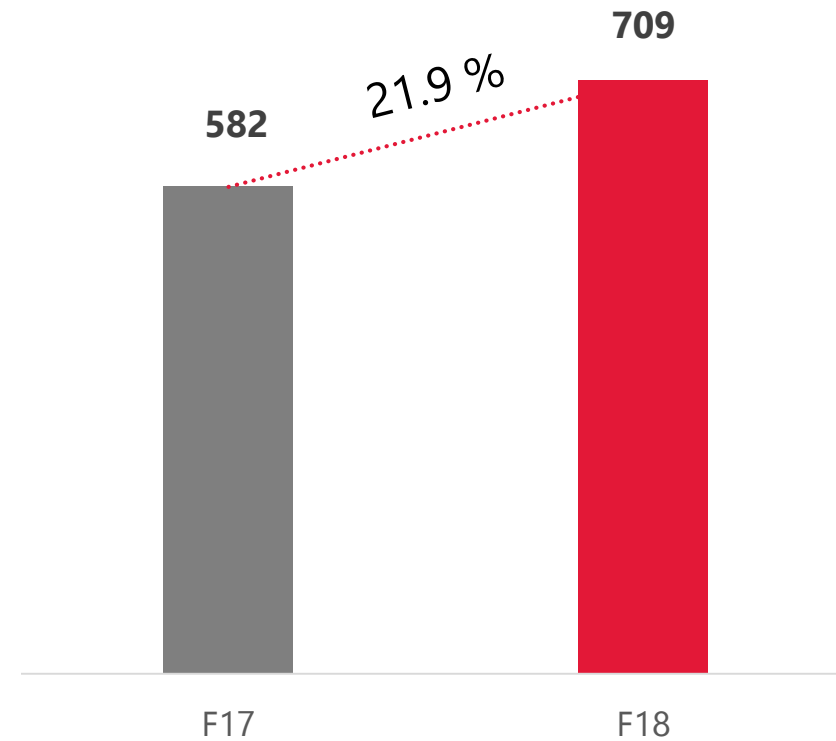
Industry recovered sharply from F16

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

Industry volumes

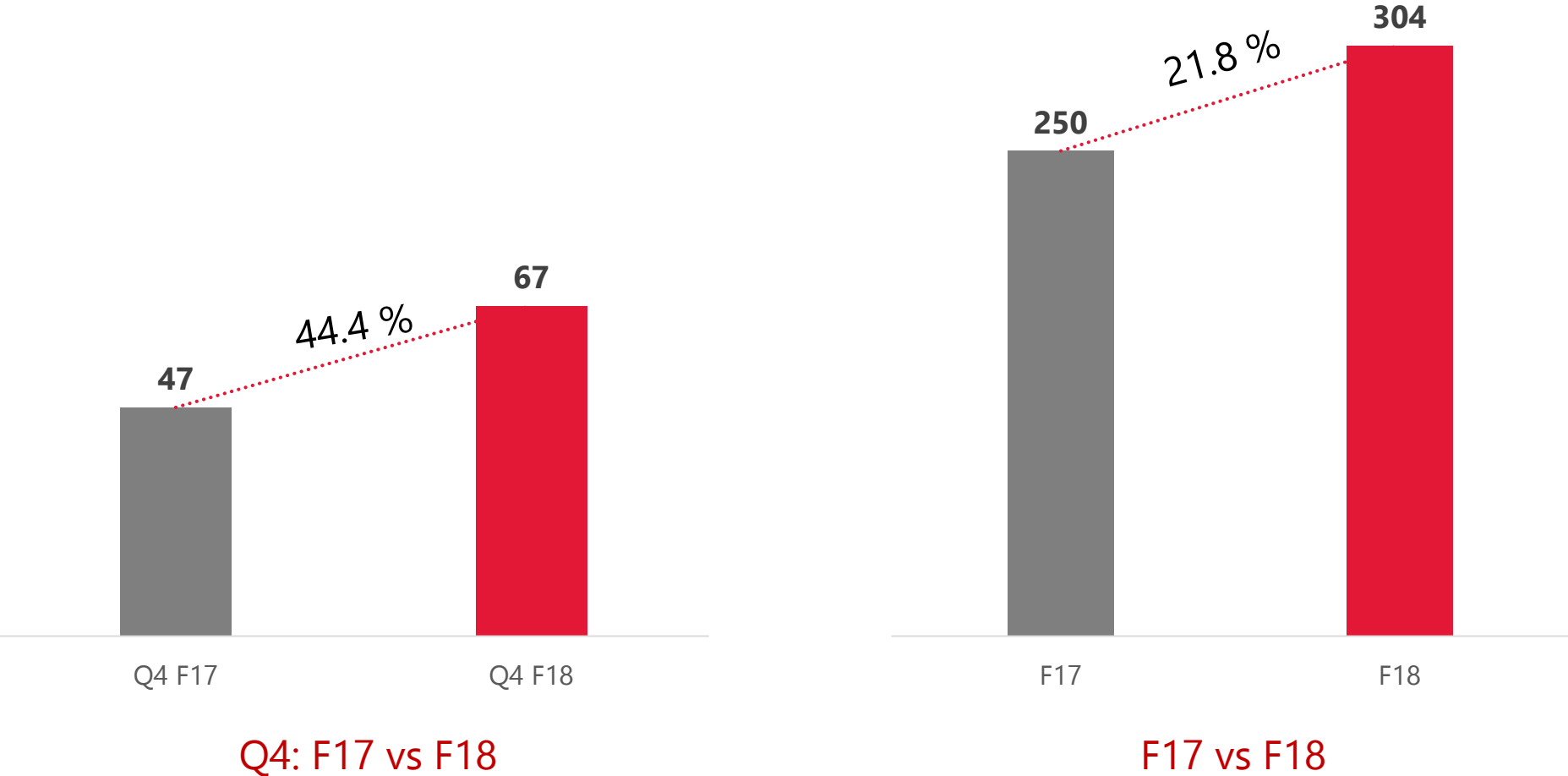


Q4: F17 vs F18



F17 vs F18

FES Domestic Tractor volumes



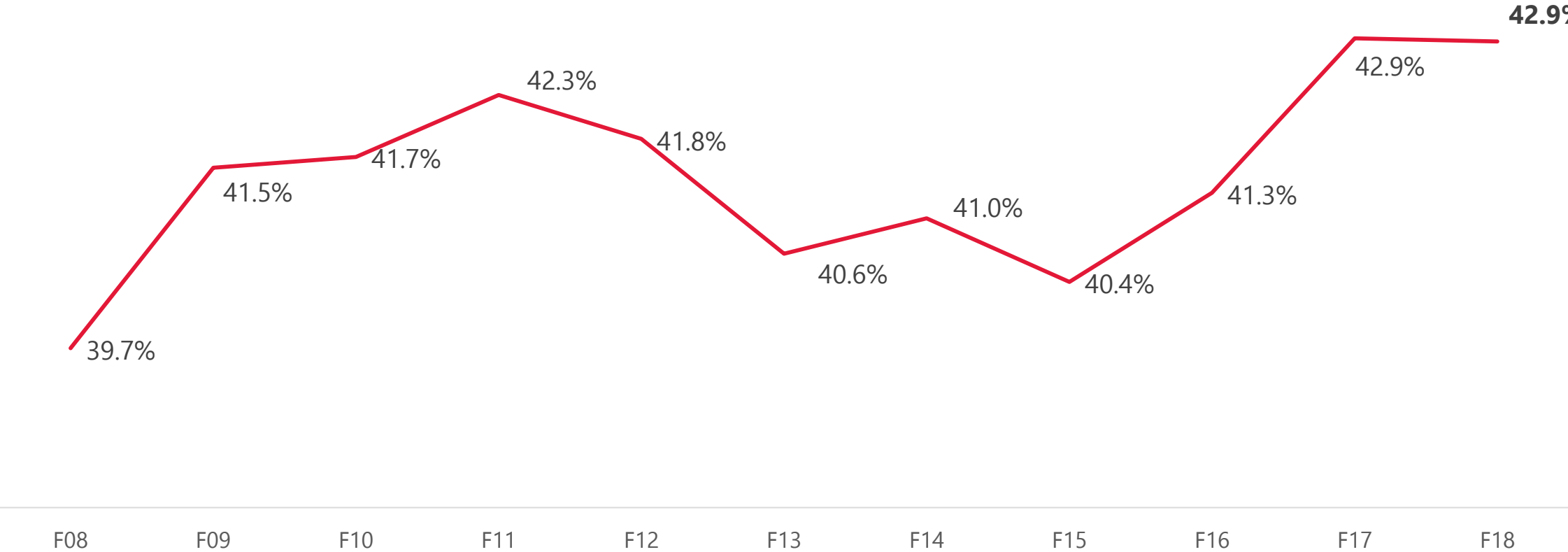
Includes Mahindra, Swaraj, and Gromax brands

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



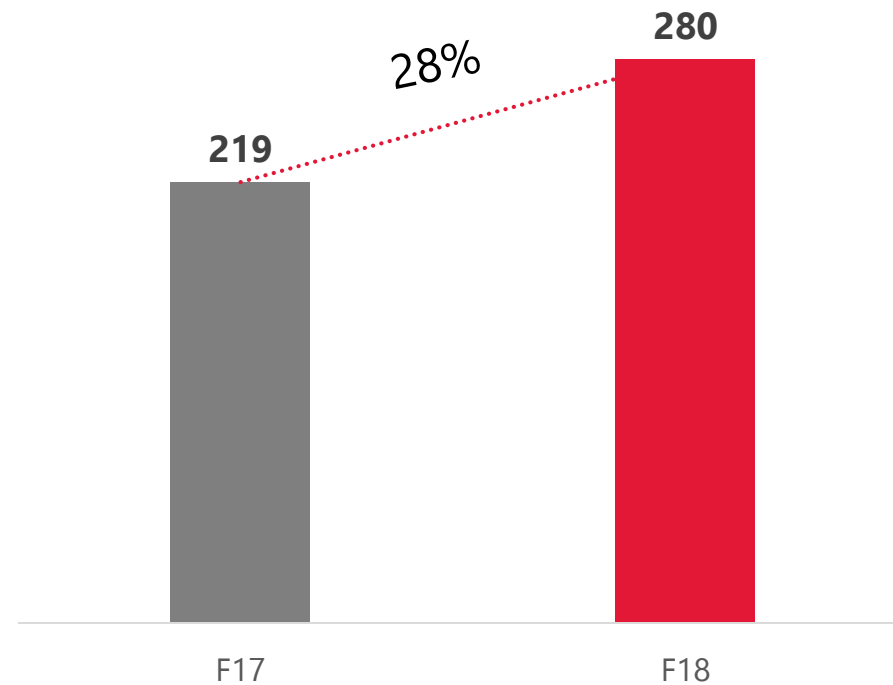
F18: Launched Swaraj 963



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

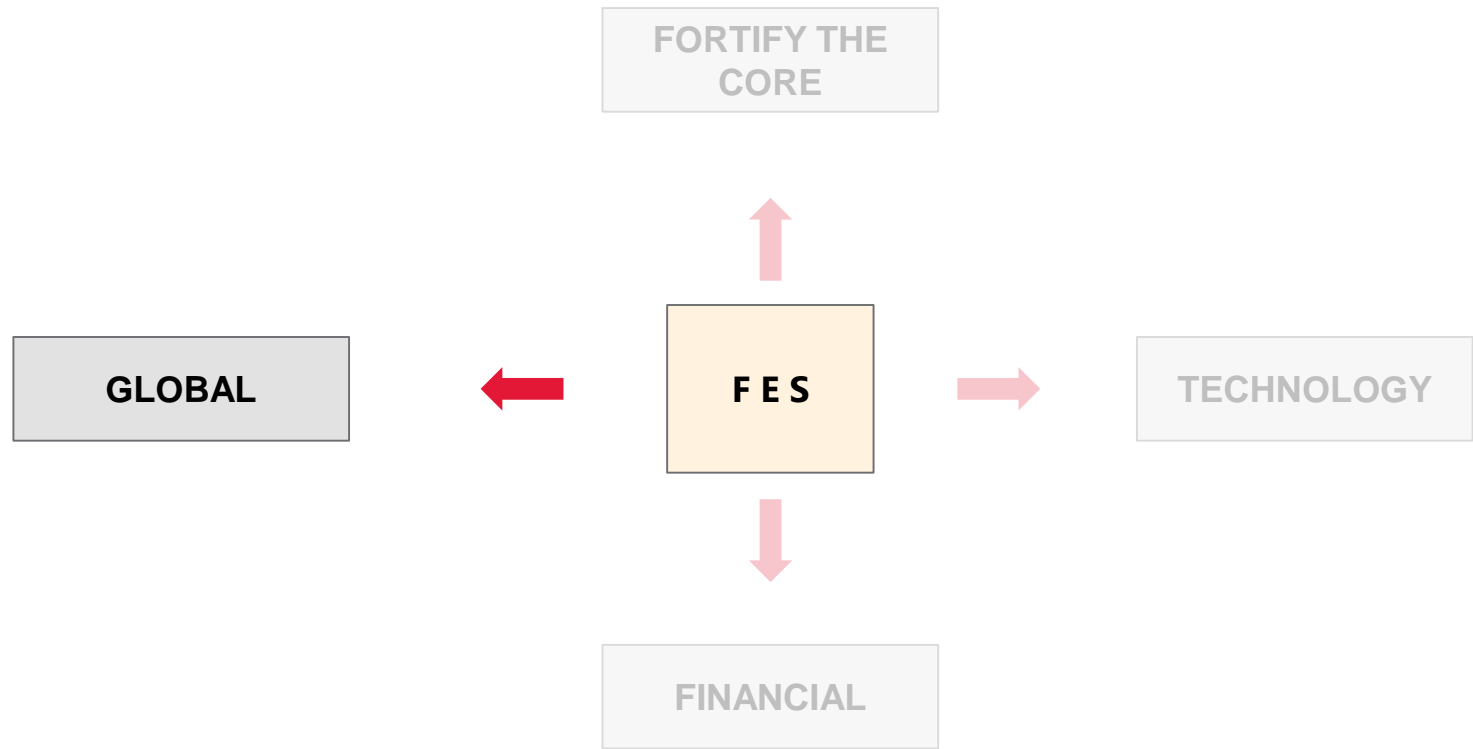
Farm Machinery India

Revenue (INR Crs)



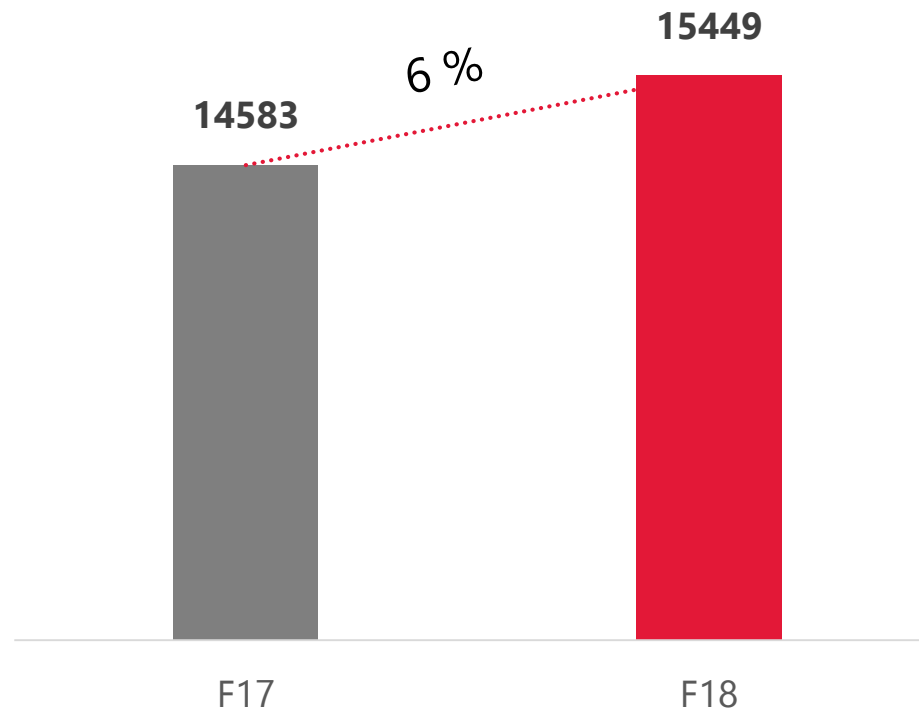
Focus areas

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



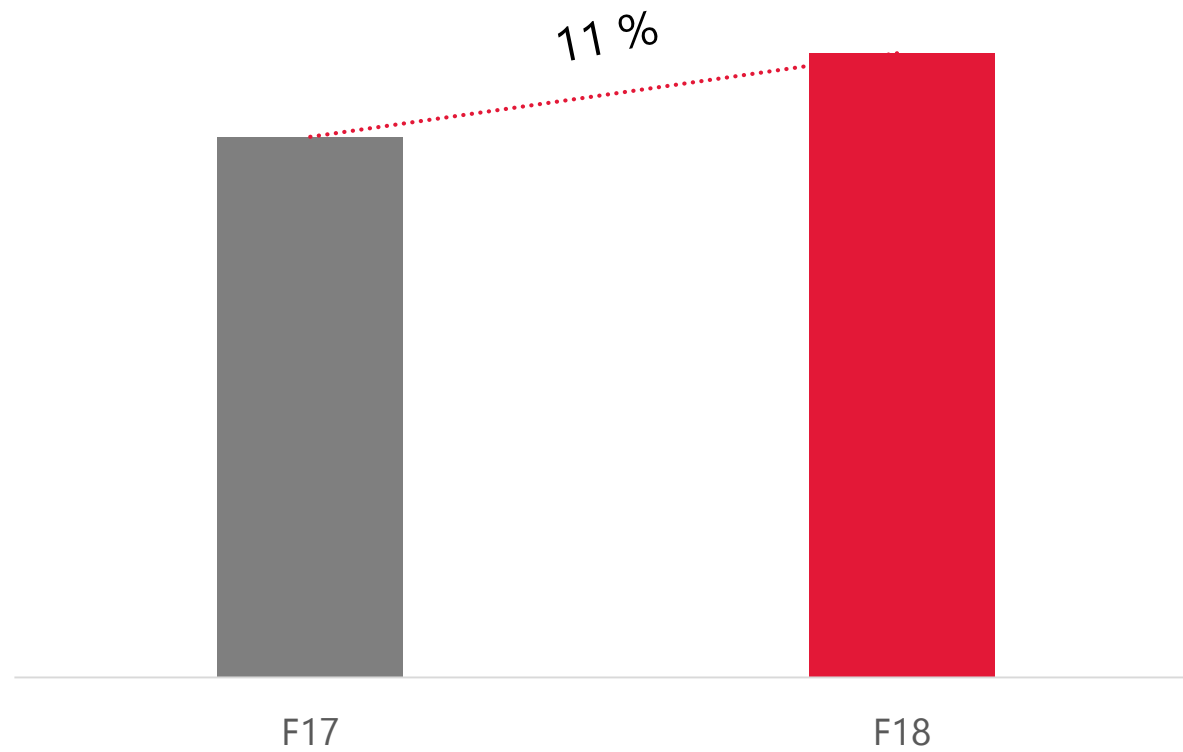
Export Volumes

Highest ever tractor exports

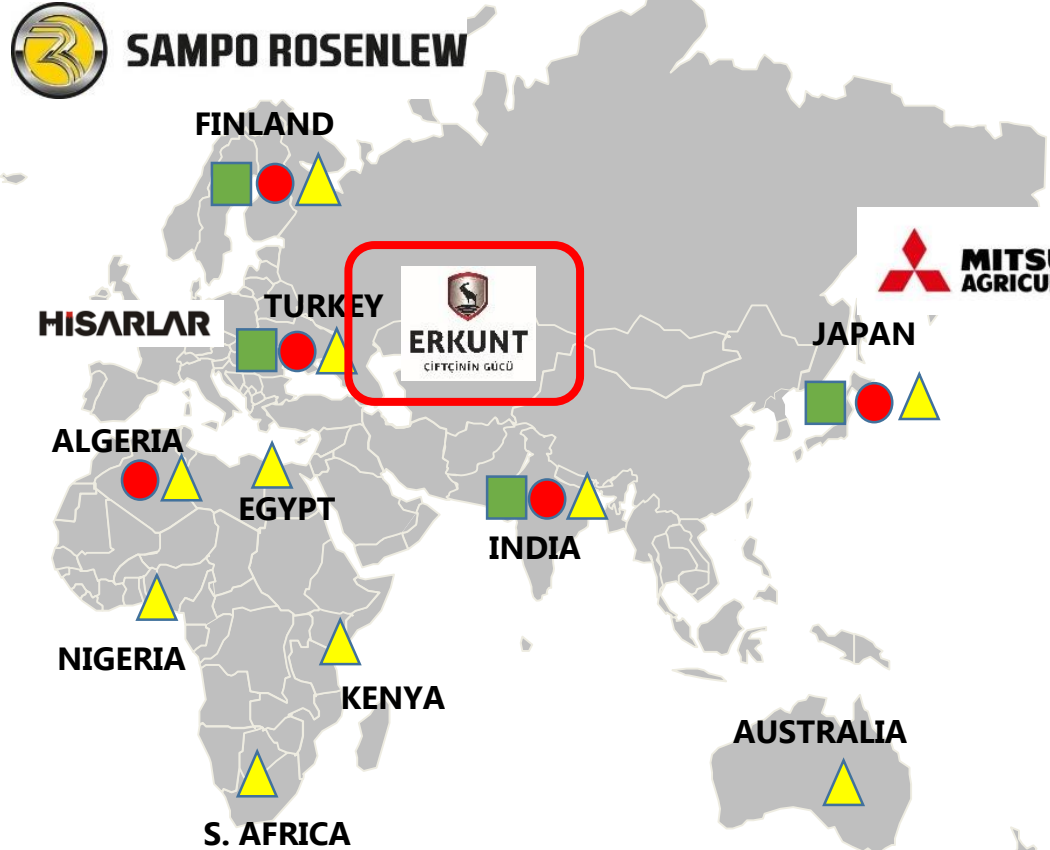


Mahindra USA

Revenue

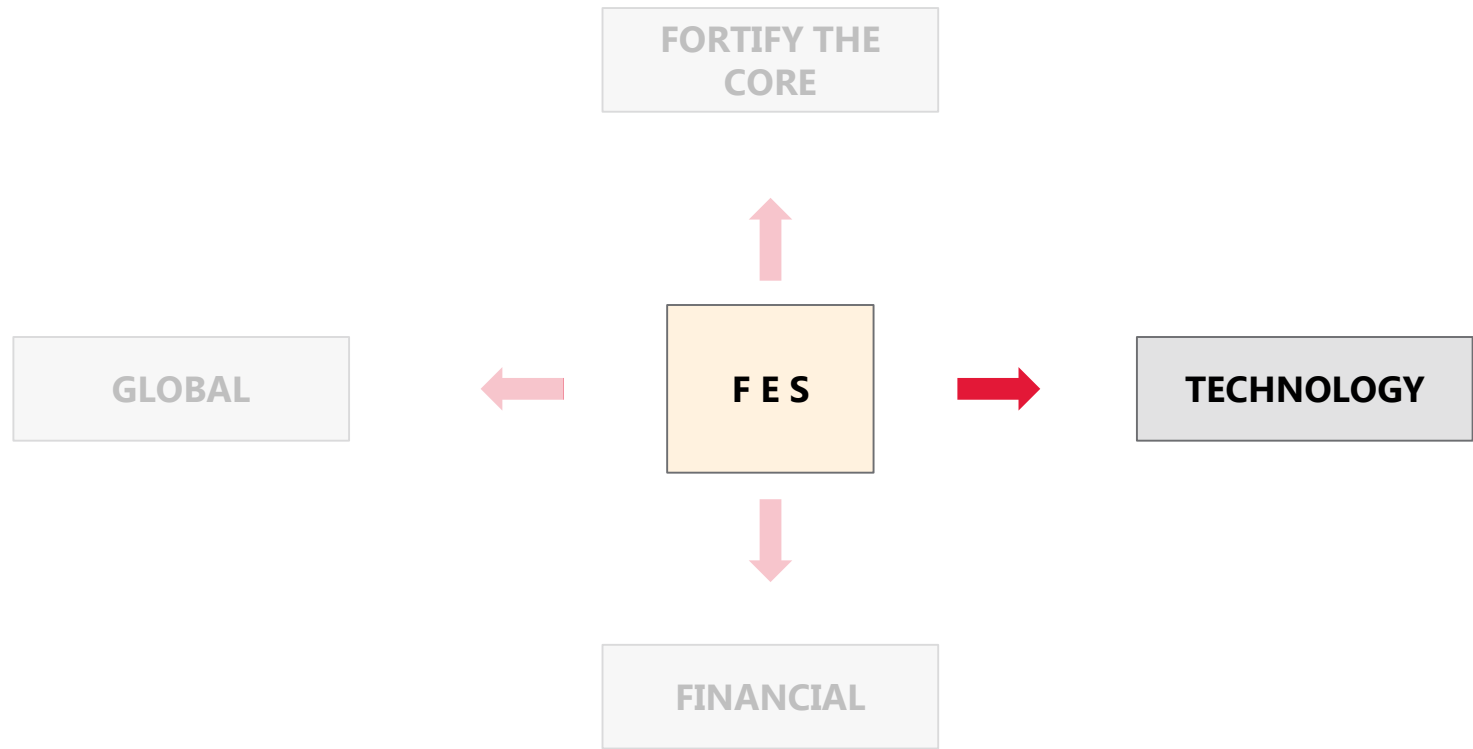


Globalization Journey



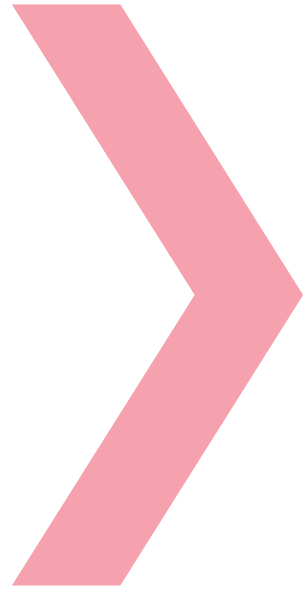
- Product / Technology Development
- Manufacturing
- ▲ On-Ground Presence

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





Farming 3.0



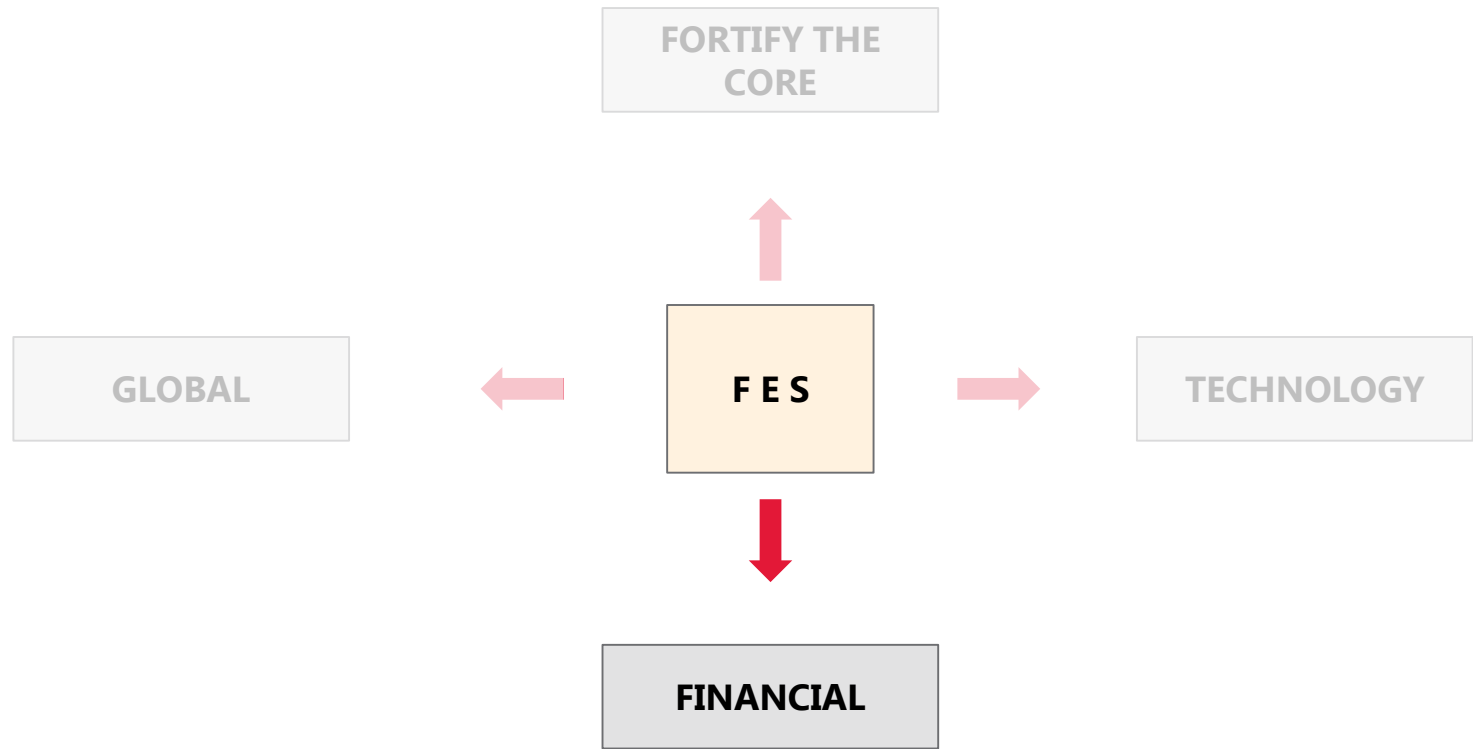
Intelligent Tractor / Smart Farm Machinery

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.