

Automotive Division

Pravin Shah

Circa F16 – VUCA continued



F16 – Auto Industry Performance

On growth path after partial recovery in F15

■ Passenger Vehicles

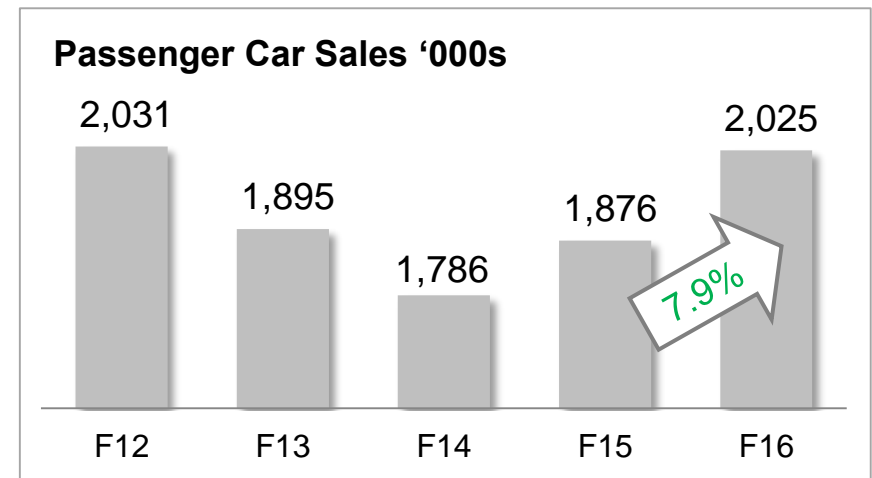
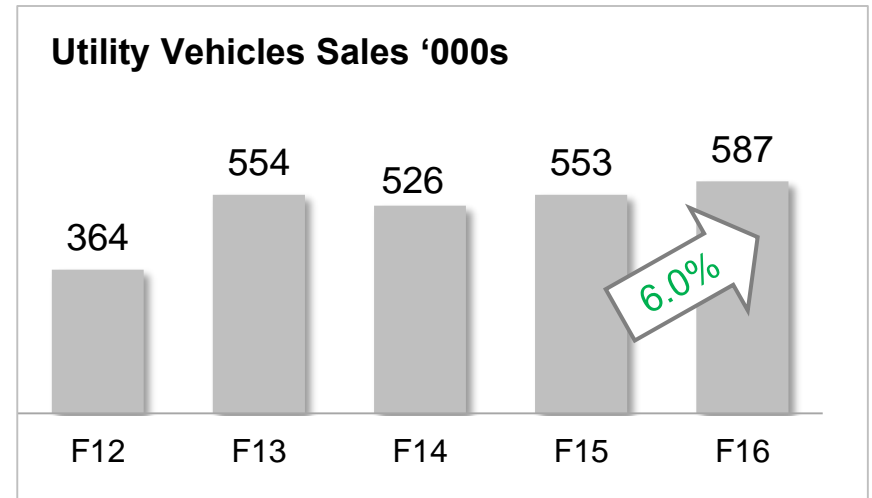
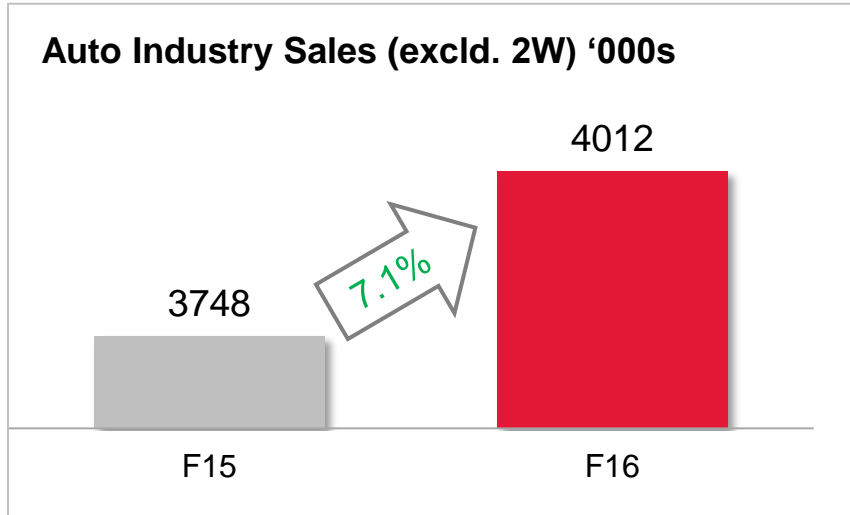
- Growth driven by new launches
- In H2F16, shift in demand observed from Cars to UV
- Increase in share of Gasoline vehicles

■ Commercial Vehicles

- SCV - Continued to be weak on finance availability and rural demand, but reported positive growth in Q4 F16 after 14 quarters
- HCV - Replacement demand, revival in mining sector and improvement in manufacturing has led to growth

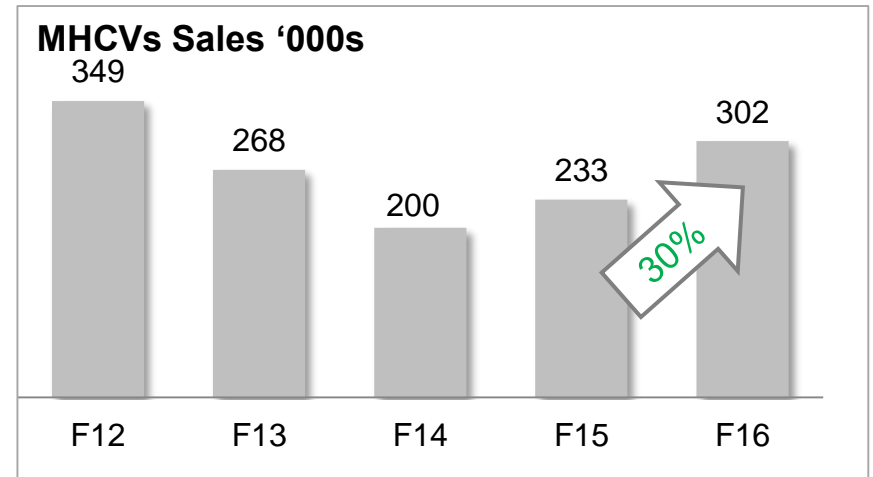
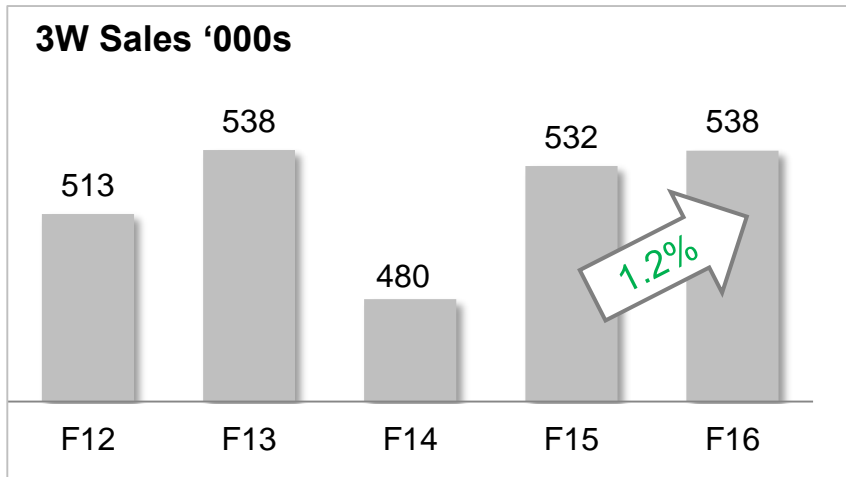
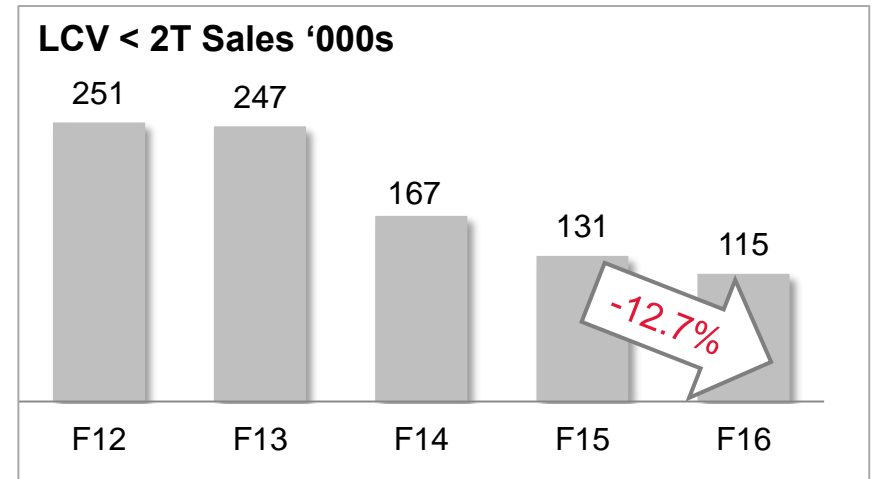
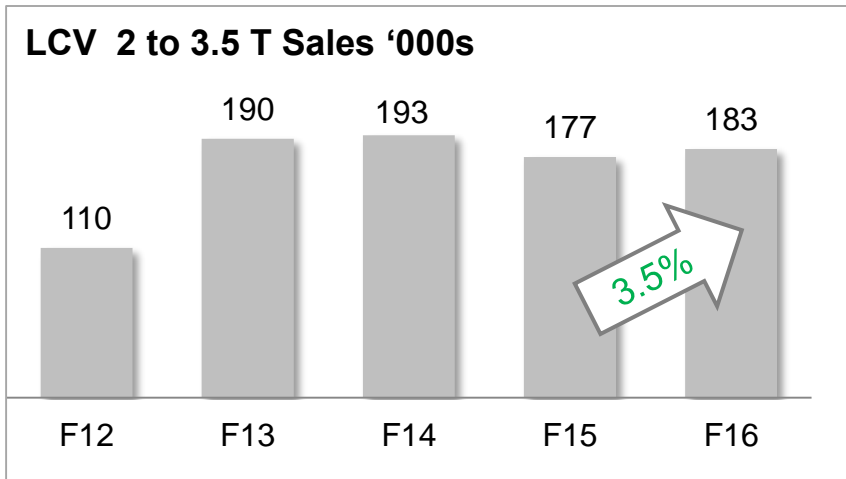
The Year that was – Auto Industry

Automotive (total) and Personal Vehicle Industry



The Year that was – Auto Industry

Commercial Vehicle Industry



F16 – A year of launches for M&M

UVs



TUV 300



KUV 100



New Age
XUV 500



Nuvosport



Thar CRDe



XUV 500 AT

Van



SUPRO Minivan

LCV
<2T



JEETO



SUPRO MAXITRUCK

LCV
2-3.5T



IMPERIO

LCV
> 3.5T



EXCELO Range School Bus

MHCV



49 T Tractor Trailer



BLAZO Series Truck



25T Tipper with 1S cabin

TUV300: Highest selling Compact SUV since launch

24000+ sales since launch in Sept 2015



Value for Money Car of the Year – Car India Awards, 2016

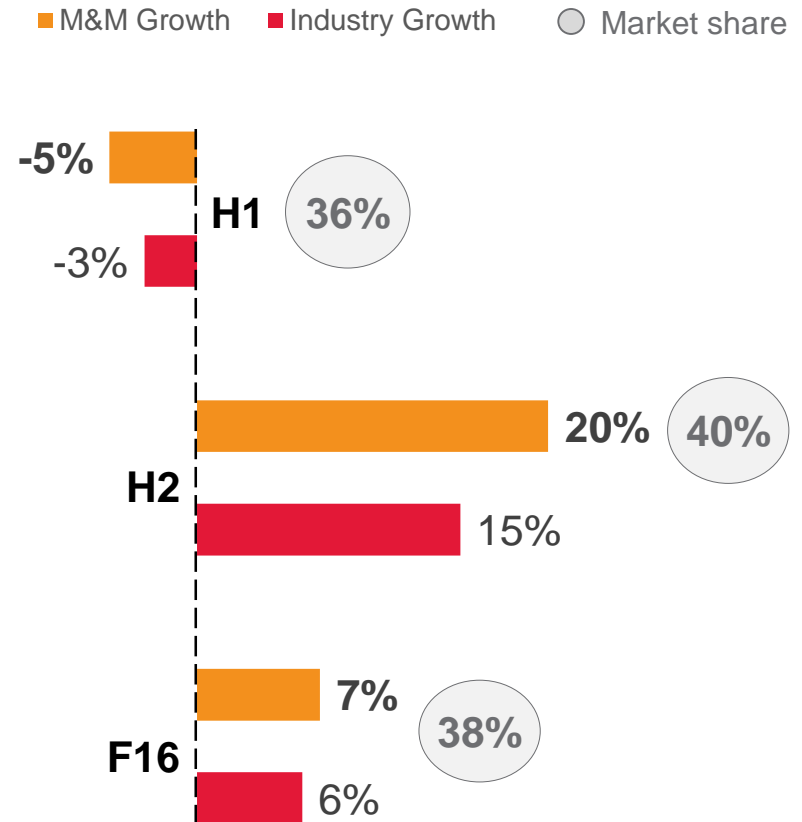
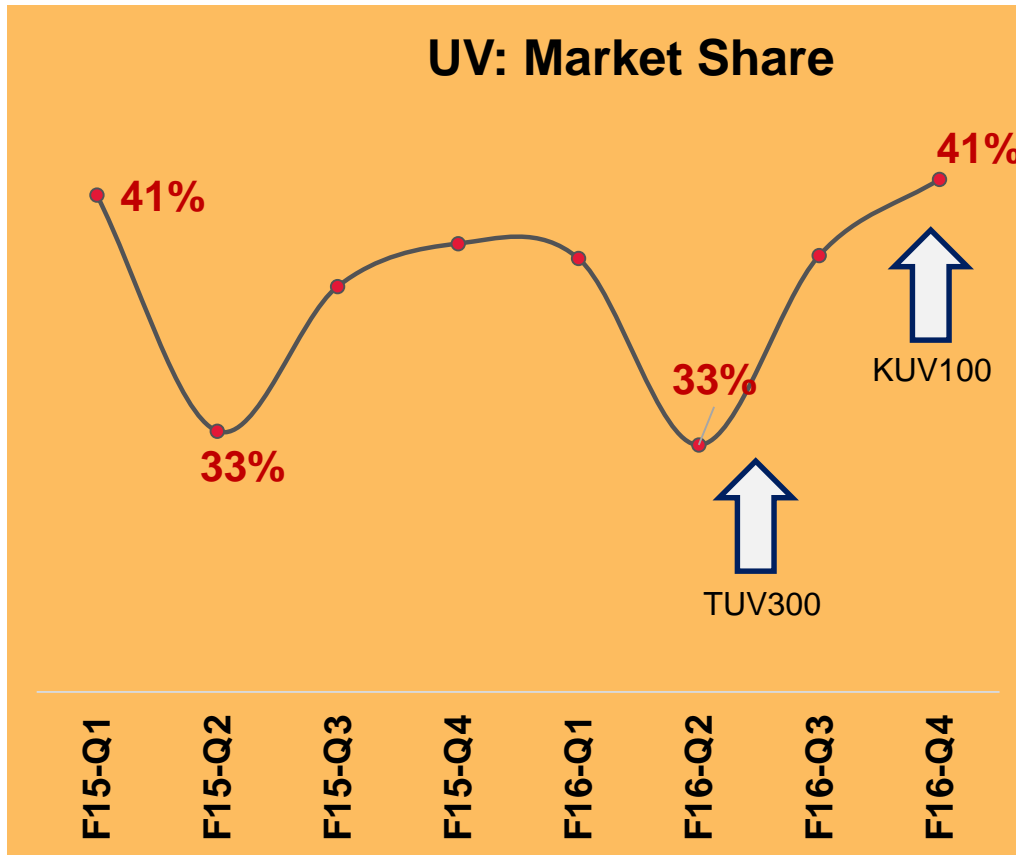
KUV100: 40,000+ Bookings since launch

Achieved over 10% market share in the UV segment in Q4



Impact of TUV300 & KUV100

Key drivers behind gain in UV market share in H2



Jeeto: Bags prestigious 'CV of the Year'

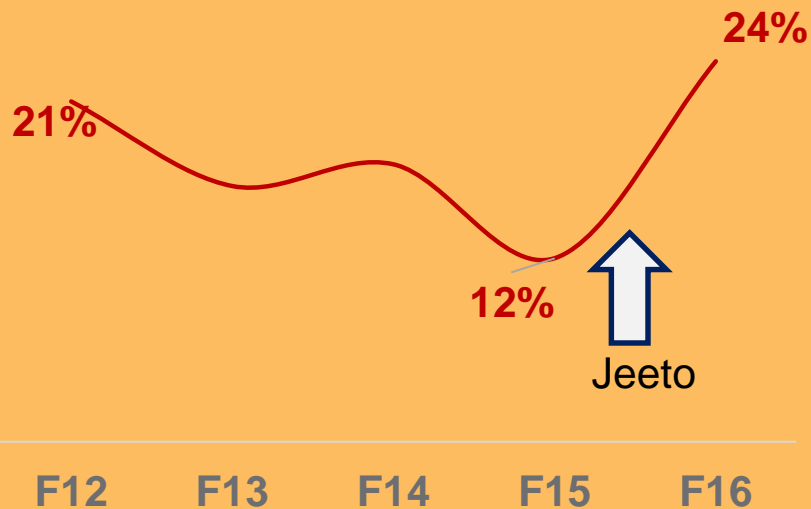
Sold more than 20,000 since launch despite segment de-growth



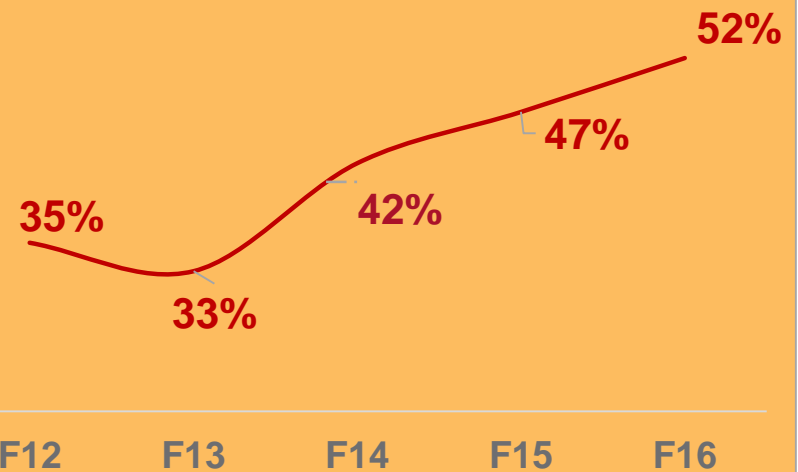
Consolidated No. 1 position in LCV<3.5T segment

Jeeto, Supro & Imperio aided in retaining leadership in SCV segment

LCV Goods up to 2T: Market Share



LCV Goods up to 3.5T: Market Share



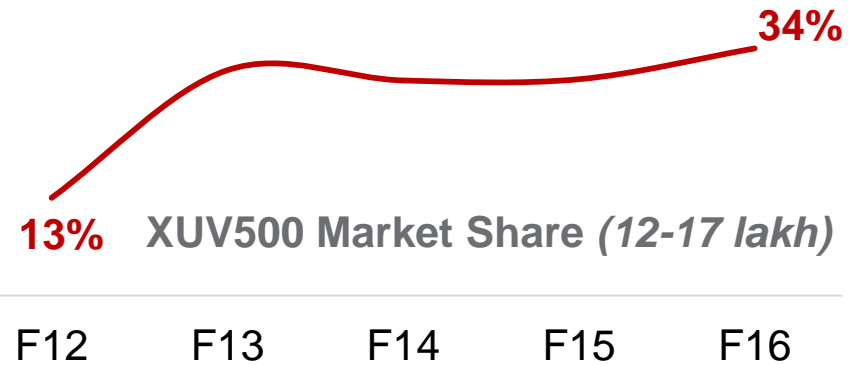
Up to 2T	H1	H2	F16
Industry Growth	-23%	-2%	-13%
M&M Growth	47%	126%	82%
M&M Market Share	24%	24.3%	24%

Up to 3.5T	H1	H2	F16
Industry Growth	-3%	15%	6%
M&M Growth	-2%	15%	7%
M&M Market Share	52%	51%	52%

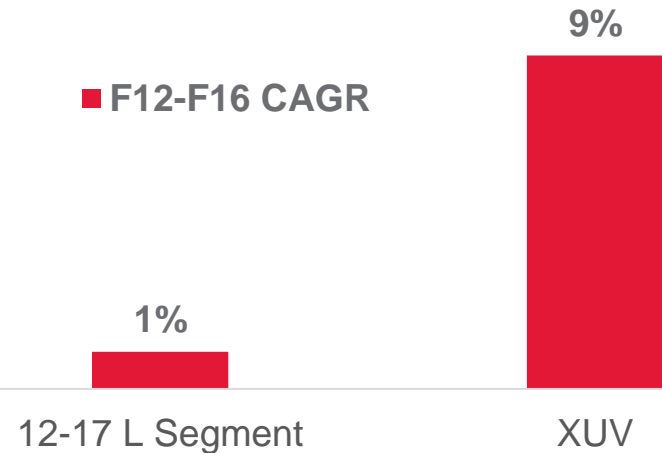


Power brand: New Gen XUV500 & XUV AT Launched

Highest growing brand in 12-17 lakh price band



■ F12-F16 CAGR





Power Brands:

Bolero & Scorpio together sell more than 1.36 Lakhs

- Bolero retains No.1 SUV position 10 years in a row
- New Gen Scorpio among the Top 5 highest selling SUVs in India
- New Gen Scorpio AT, launched in July 2015, received positive response



Exploiting every price points, widest Portfolio

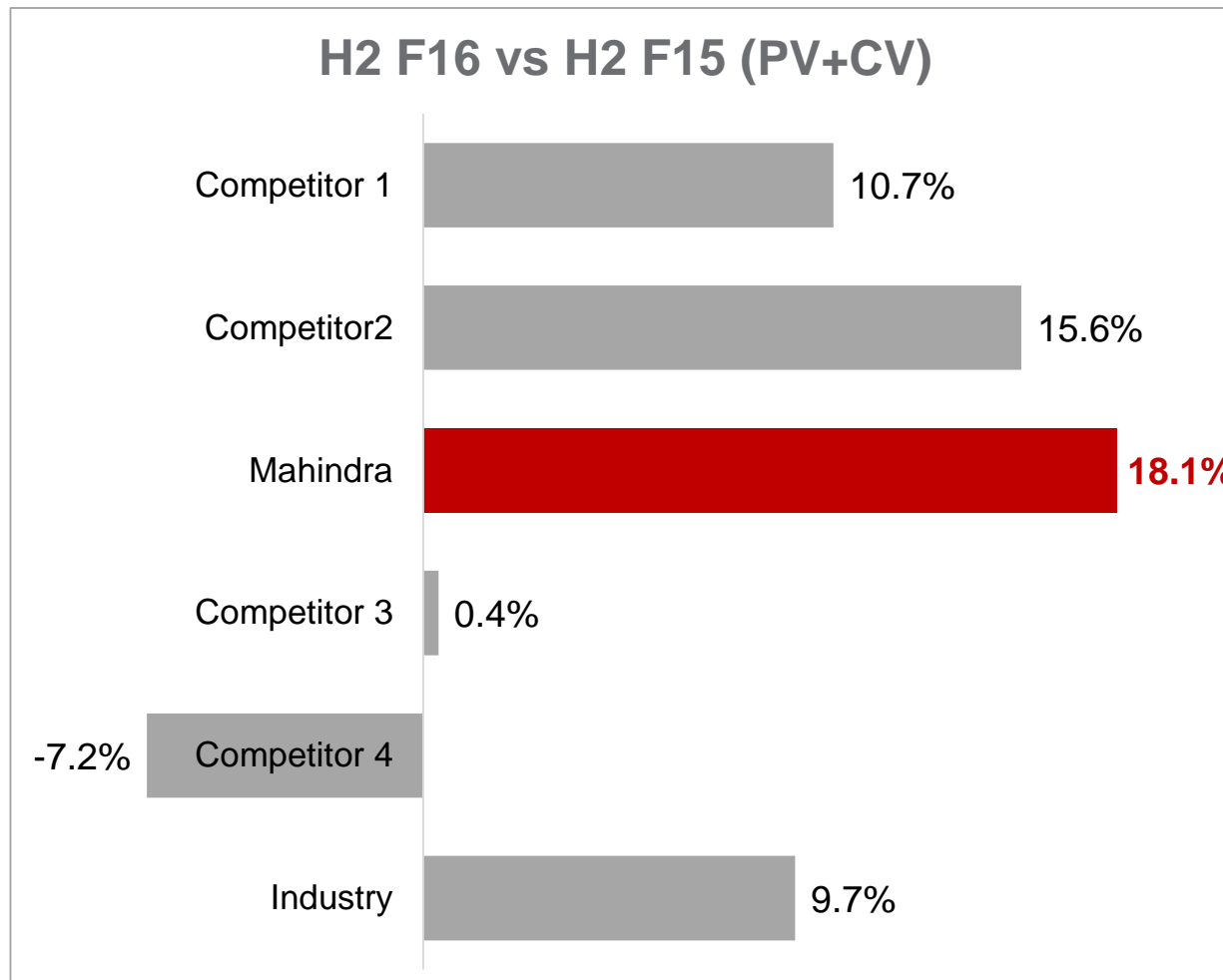


Choice at every price point



Impact of New launches & Power brands

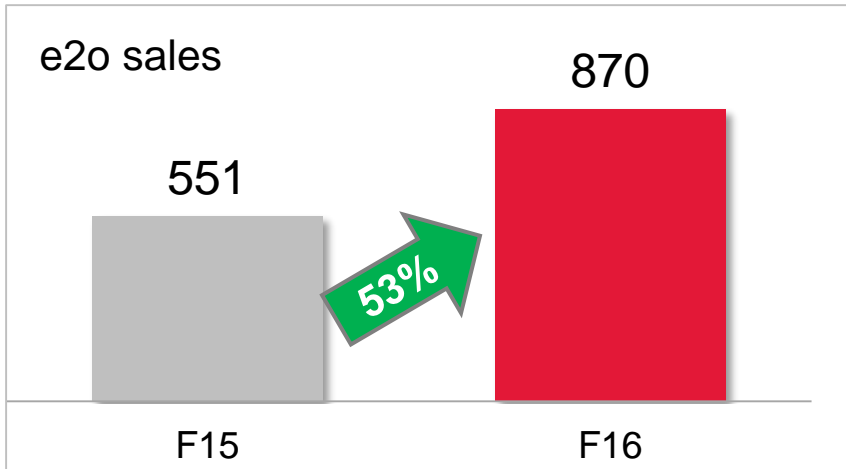
H2F16: Fastest growing among top 5 industry players by volume





MReva Performance

Strong growth momentum in F16



Fleet sales to Lithium - All electric fleet taxi



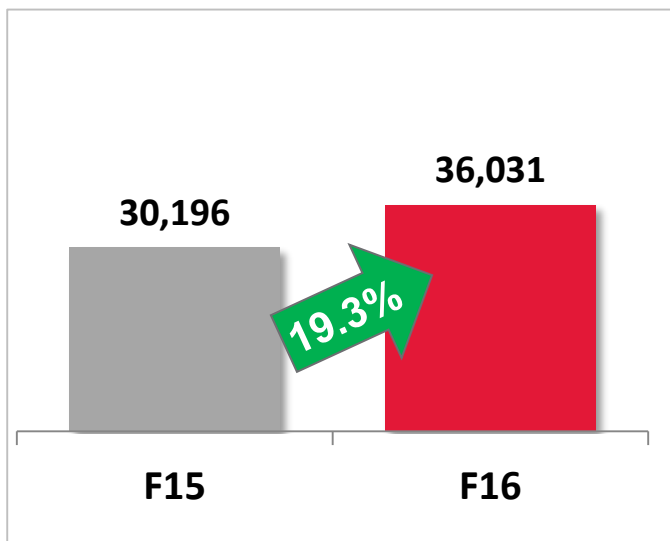
e2o launched in UK in April 2016



First All electric car expedition from North to South

International Operations

Highest ever Sales, market leadership in participating segments in South Asia



Scorpio and Bolero Deliveries to Philippines Police



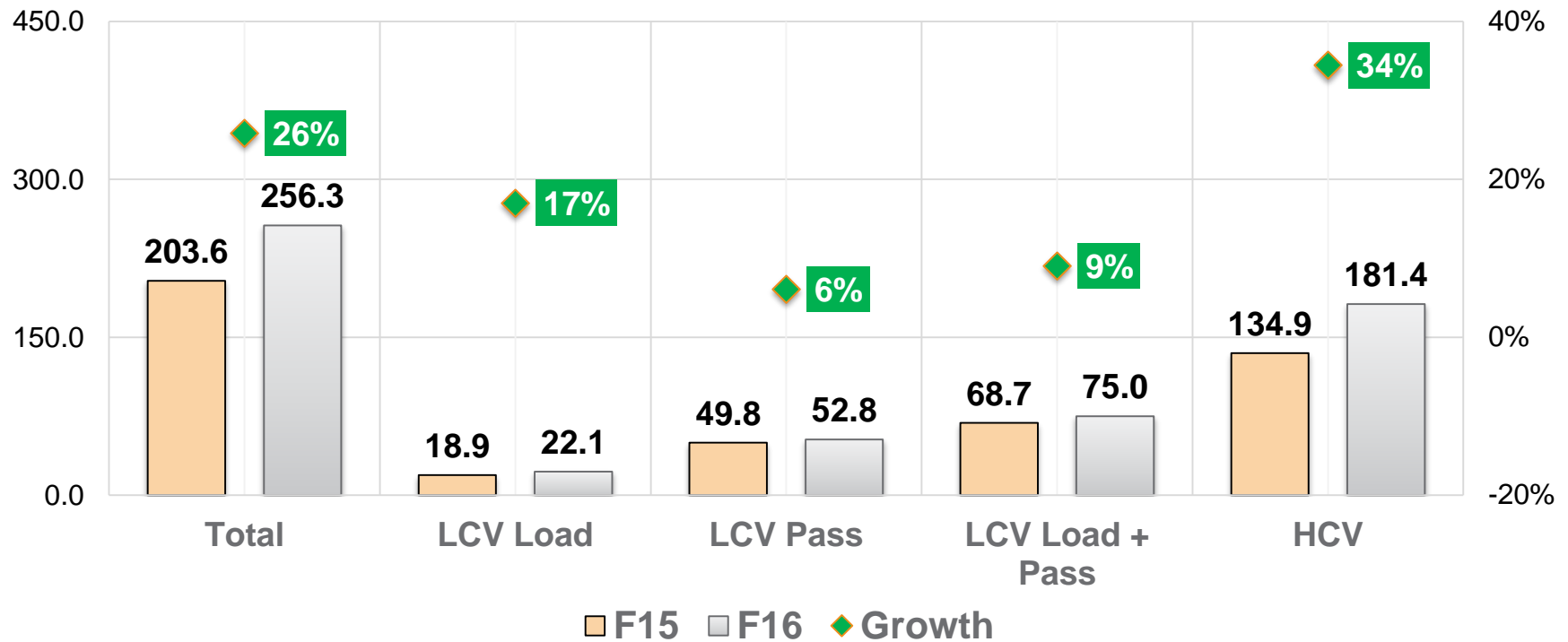
Cricket Legend Matthew Hayden as Brand Ambassador in Australia

- 19.3% growth in International Operations led by strong demand from neighboring markets
- Highest ever export of LCVs>3.5T & HCVs
- prestigious order of 1500+ Bolero & Scorpios to Philippines police in Philippines &
- 20% growth in Chile despite industry decline in 2015
- Launched New products : New Age XUV 500, Supro, Jeeto, TUV 300 & KUV 100

CV Industry : LCV Load / LCV Pass / HCV Load

Volume in '000

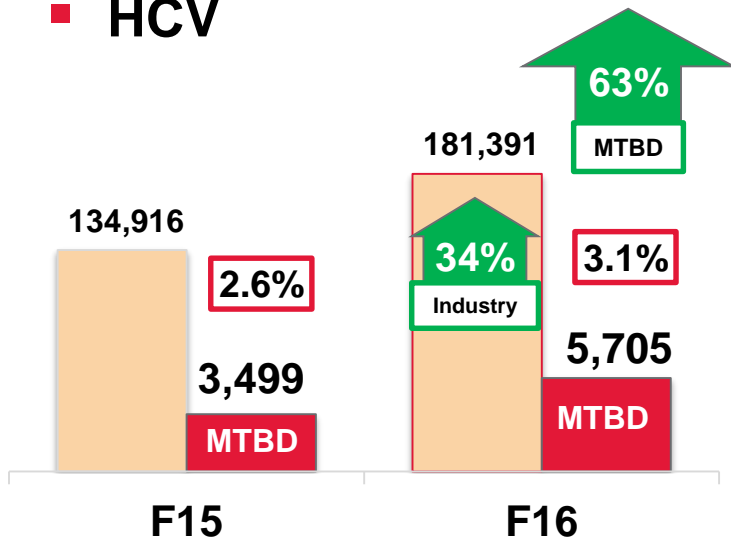
HCV 25T-49T & LCV-Load 3.5T – 6T & LCV Passenger 5T- 9T



Mahindra Trucks & Buses

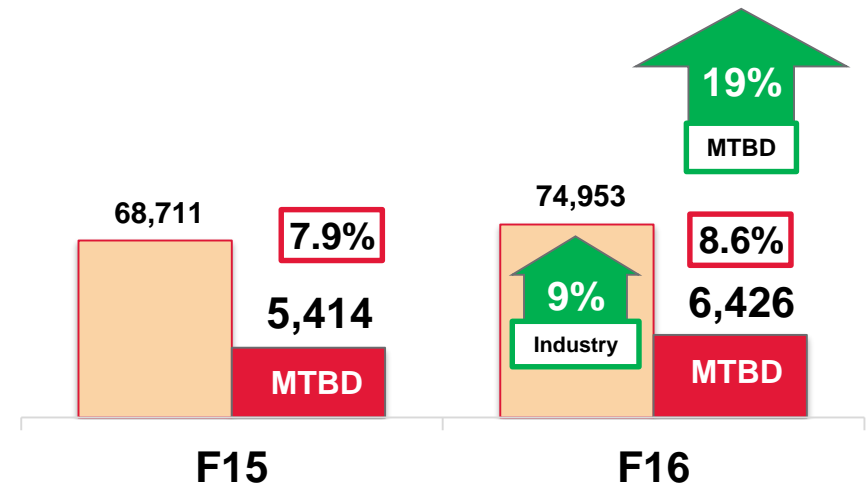
Grows 2X compared to Industry in both HCV & LCV Industry

■ HCV



- Volume increased from 3,499 to 5,705
- Market Share increased from 2.6 % to 3.1%
- Growth over F15 is 63%

■ LCV (Load + Passenger)



- Volume increased from 5,414 to 6,426
- Market Share increased from 7.9 % to 8.6%
- Growth over F15 is 19%



BLAZO Technology

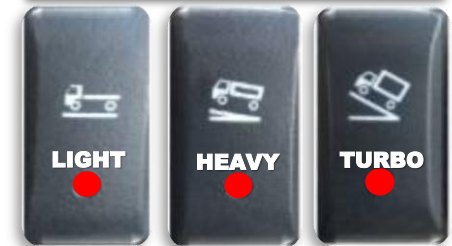
Common Rail Engines



Payload Advantage



Multi Mode Technology

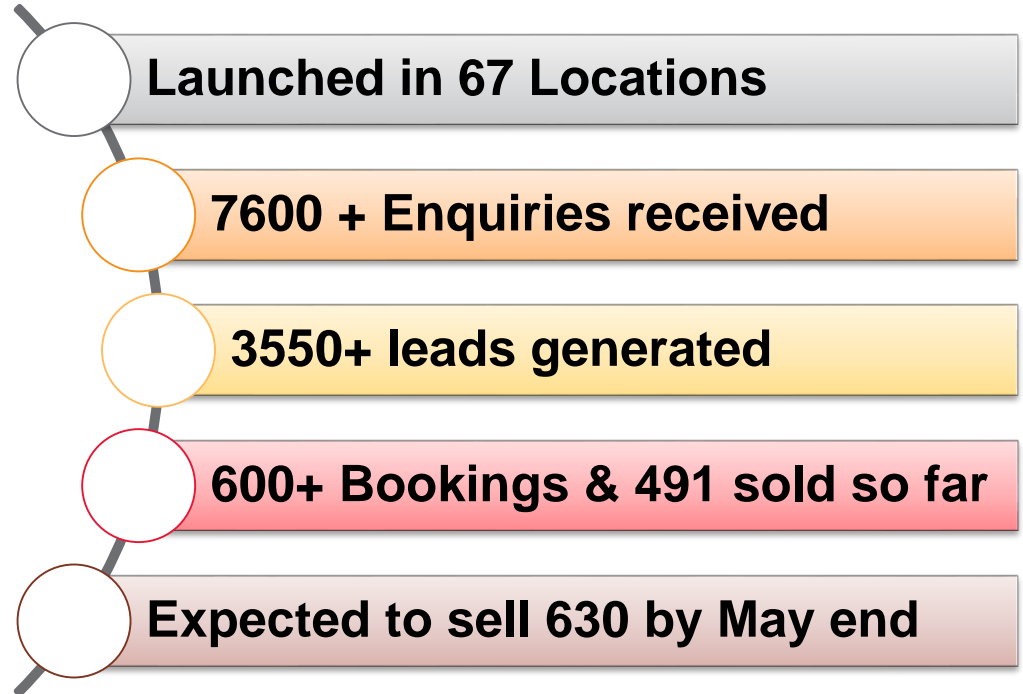


MILEAGE AND POWER AT THE TOUCH OF A SWITCH

BEST
FUEL
efficiency



BLAZO Performance



No. 1 in JDP Sales Satisfaction Index 2015

**NOTHING FEELS
BETTER THAN OUR
CUSTOMERS'
SATISFACTION**



New Gen Scorpio - Rank 1 in JDP Vehicle Dependability Study (SUV segment)

New Age XUV500 - Rank 1 in JDP APEAL Study (SUV segment)

Driving growth through Rural strategy

Doubled Rural reach

- Rural share of business in F16 at **40%** (+2% point over F15)
- Doubled our exclusive rural network touch points to **2000+** in F16 and have established presence in **2800** Tehsils.
- Through our focused rural strategy and synergy with Farm business and Mahindra Finance, established reach to approx. **3 lakh villages**
- Customized schemes and customer connect programs for targeted segments - Kissan Sanman , Sarcar Scheme & Banker Bonaza



Supro was launched in 700+ Haats & Mahasavas



Exclusive schemes for farmers



Campaign in rural stands



Segment specific programs

Excellence in Technology & Digital space

First in segment features



“Technology Innovation of the Year” award for Blue Sense App at IATIA 2015



KUV & TUV Child Seat Mounts – First in India



KUV:ABS & EBD on all variants



mFALCON Engine Technology



Technology enabled load exchange platform for cargo owners and transporters



Becomes member of Open Automotive Alliance (OAA) for Android Auto

Leading Employer Brand



Ranks #3 in Manufacturing Sector

Manufacturer of the Year Award (Joint Winner)

Recognition of wholesome performance

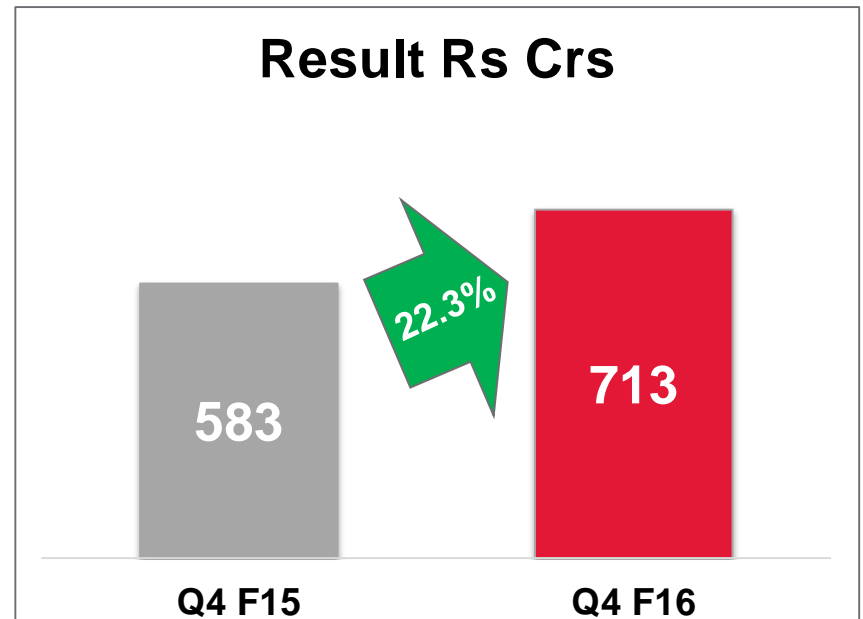
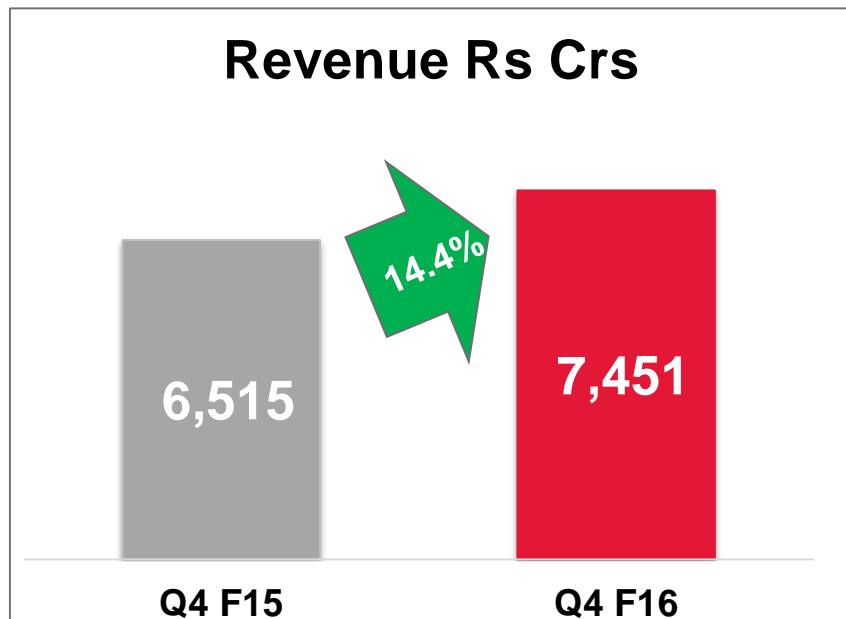


To sum up...

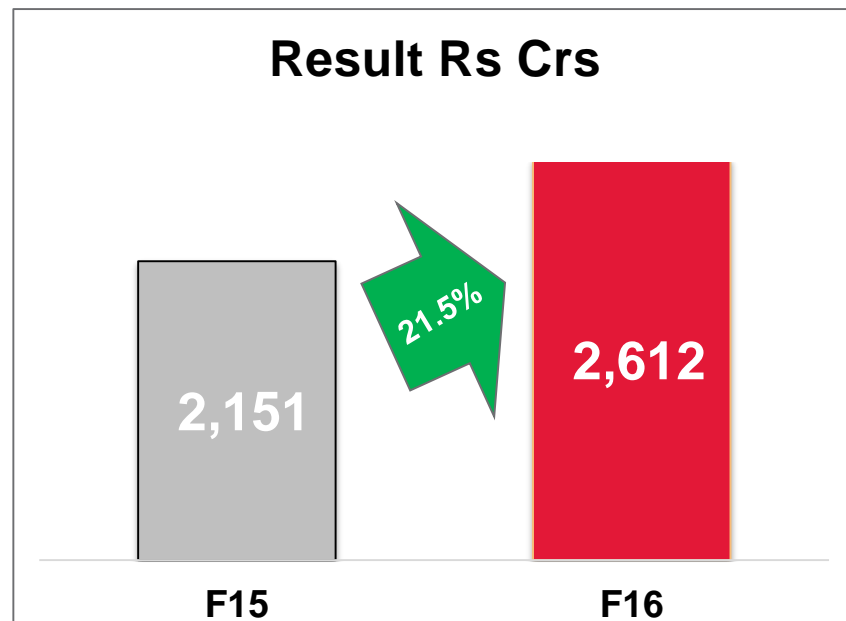
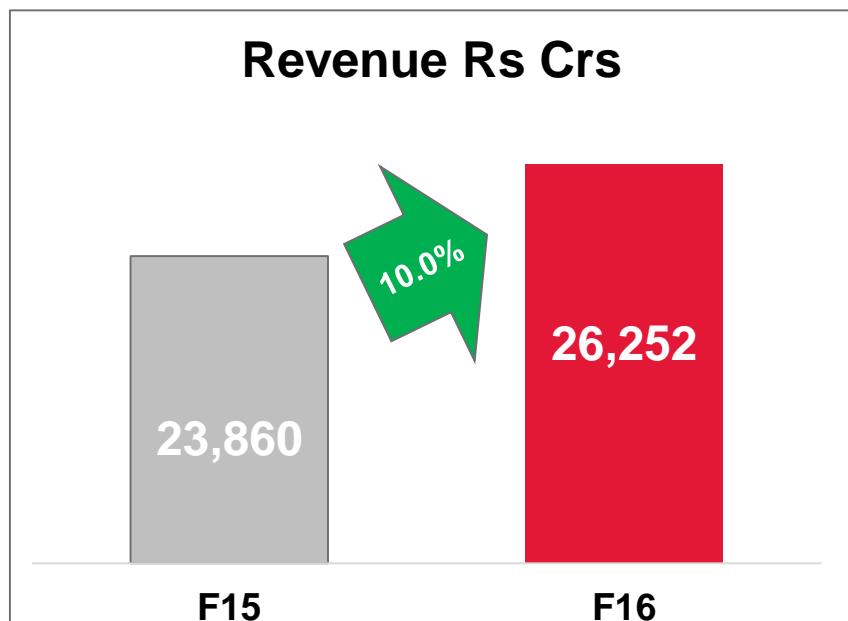
- New & wider product portfolio at every price
- Customer centric approach
- Focused rural strategy
- Expanded network
- Brand building
- Strong International performance
- Cost focus and value engineering
- Agility & resilience

led to...

Q4 F16 Financials Overview



F16 Financials Overview





Looking Ahead

F17 Growth trajectory

SIAM-Crisil April 2016 forecast

Segments	F16 Growth	F17 Growth Forecast
Car	7.9%	8-10%
UVs	6%	12-14%
LCVs <3.5 T	-2.8%	7-8%
LCV >3.5T (load + Pass)	9%	10-12%
HCVs	34%	22-24%



NuvoSport



Big Bolero Pickup



TUV300 100hp

Thank You

Disclaimer

Mahindra & Mahindra herein referred to as M&M, and its subsidiary companies provide a wide array of presentations and reports, with the contributions of various professionals. These presentations and reports are for informational purposes and private circulation only and do not constitute an offer to buy or sell any securities mentioned therein. They do not purport to be a complete description of the markets conditions or developments referred to in the material. While utmost care has been taken in preparing the above, we claim no responsibility for their accuracy. We shall not be liable for any direct or indirect losses arising from the use thereof and the viewers are requested to use the information contained herein at their own risk. These presentations and reports should not be reproduced, re-circulated, published in any media, website or otherwise, in any form or manner, in part or as a whole, without the express consent in writing of M&M or its subsidiaries. Any unauthorized use, disclosure or public dissemination of information contained herein is prohibited. Unless specifically noted, M&M or any of its subsidiary companies is not responsible for the content of these presentations and/or the opinions of the presenters. Individual situations and local practices and standards may vary, so viewers and others utilizing information contained within a presentation are free to adopt differing standards and approaches as they see fit. You may not repackage or sell the presentation. Products and names mentioned in materials or presentations are the property of their respective owners and the mention of them does not constitute an endorsement by M&M or its subsidiary companies. Information contained in a presentation hosted or promoted by M&M is provided “as is” without warranty of any kind, either expressed or implied, including any warranty of merchantability or fitness for a particular purpose. M&M or its subsidiary companies assume no liability or responsibility for the contents of a presentation or the opinions expressed by the presenters. All expressions of opinion are subject to change without notice.