For once, we are not talking about it.

THE WORLD IS
Mahindra:
A Global Corporation

Amongst top ten industrial houses in India with group turnover of US $14.4 billion in F11.

100+ companies, 144,000 employees globally.

Listed on Forbes 200 list of worlds most reputed companies.

Market leaders in tractors, vehicles, non-banking rural finance, hospitality, telecom and utility software solutions.

Well established in auto components, transport solutions, real estate, retail and logistics sectors.
Mahindra Group
Spread across the economic spectrum
Guided by ‘The House of Mahindra’

CORE PURPOSE

To challenge conventional thinking and innovatively use all the resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise

Accepting No Limits

Alternative Thinking

Driving Positive Change

RISE BY DARING TO DISTURB THE UNIVERSE

RISE WITH OUR INGENUITY

RISE BY SHAPING DESTINIES

CORE VALUES

Good Corporate Citizenship | Professionalism | Customer First | Quality Focus | Dignity of the Individual
The Automotive Sector
Straddling the entire automotive spectrum
The Automotive Sector
Leadership all around

- Leader and pioneer of utility vehicles in India for over 65 years.

- Own more than 60% of the market with more than 360,000 vehicles sold annually worldwide.

- Mahindra Scorpio - Recipient of three prestigious awards - the "Car of the Year" award from Business Standard Motoring, the "Best SUV of the Year" by BBC World Wheels and the "Best Car of the Year" award, again, from BBC World Wheels.
The Automotive Sector

International Tie-Up’s

Joint venture between two global business leaders - Mahindra & Mahindra Ltd. (M&M) and Navistar Inc. USA to manufacture LCV’s, MCV’s & HCV’s in India

This makes India a supply base for component sourcing and engineering services.
Frugal Engineering
The Differentiator

- Vehicle designed from Scratch.

- Tie-ups with international leaders at an early stage for concurrent development.

- 120 engineers, Average age 27 years CFT Team.

- Overall investment of USD 120 Mn.

- Development of Scorpio - A case study in Harvard Business School.

- 170 engineers.

- Average age 29 years.
XUV500 the Most awarded in 2011/12
18 Awards and still counting..

- ET Zigwheels
- Team BHP
- Autojunction.in
- Vicky.in

- SUV OF THE YEAR
- ET Zigwheels
- Autocar
- CNBC Overdrive
- NDTV Car & Bike
- Autobild
- Autojunction.in
- Motor Vikatan

- CAR OF THE YEAR
- ET Zigwheels
- Team BHP
- Autojunction.in
- Vicky.in

- VALUE FOR MONEY CAR OF THE YEAR
- Top Gear
- Autocar

- VIEWERS CHOICE CAR OF THE YEAR
- Top Gear
- Autocar
- CNBC Overdrive
- Autobild
Setting standards in the Auto Industry

Single largest investment in the Indian auto sector

This Greenfield facility commenced operations twenty two months after work began.

Plant Area: 700 Acres.

Total Investment: 830 Million USD.

Total Capacity: 300,000 Vehicles Per Annum.

One of the most eco-friendly auto plants in the world, with a cluster of 70 solar dishes to tap energy for eventual use in the chillers in the paint shop.
Automotive Components Sector

Fully integrated 'Art to Part' auto component supplier

Mahindra Engineering is a one-stop shop for design and engineering services to the automotive, aerospace and general engineering domain.

Mahindra Forging is the world’s 5th largest Forging company.


Supplier to automotive groups like Mercedes, GM, Toyota etc.

With it’s majority stake in Aerostaff Australia and Gippsland Aeronautics the company ventured into manufacturing of aircrafts.
Information Technology Sector

Leaders in IT and Telecom

Tech Mahindra is India’s no.1 telecom software company.

Brislecone is recognized in providing services focused on the entire supply chain solution.

Mahindra Satyam (NYSE: SAY) is among the top 5 IT companies in India powered by nearly 39,000 employees and it’s presence spans 39 countries across six continents.
Financial Services Sector

India’s largest non-banking finance company

- One of India’s leading non-banking finance companies, benefiting rural & semi urban sector.

- Serving more than 650,000 customers through its country wide network of 500 branches.

- Diversified into distribution of insurance, mutual funds and rural housing.

- MMFSL has disbursed around 5 Bn USD since its inception.
The Infrastructure development sector has a host of companies operating in: Residential complexes and business centers, Project Consultancy & Design, Engineering Consultancy & Hospitality.

MAHINDRA LIFE SPACES

- Developed fully planned & integrated business cities in Chennai, Pune & Jaipur.

CLUB MAHINDRA

- It is the Leader in the lifetime holiday market in India with a 40,000 strong member base.
Farm Equipment Sector

No. 1 Tractor Company In the World*

* M&M Ltd is the largest tractor company in the world, by volume
Farm Equipment Sector

The Story so far

1963
International Tractor Company of India - J/V with International Harvester Inc.
First Tractor rolled out.

1970
Second full scale plant established at Nagpur.

1977
Merger with M/s. Mahindra & Mahindra Ltd.

1994
Incorporation of Mahindra USA Inc. in U.S. as wholly owned subsidiary of M&M.
Milestone: 1 million tractors sold.

2003
J/V with Jiangling Motors, formed Mahindra China Tractor Co. Ltd.
Started operations in Australia.

2007
Acquired Punjab Tractors Ltd.

2008
Formed a J.V with Jiangsu Yueda Yancheng Tractor Mfg Co. & created MYYTCL.
Brand: JINMA which is 3rd largest tractor brand in China.
Farm Equipment Sector
Global Leadership

INDIA - THE WORLD’S LARGEST TRACTOR MARKET

Mahindra Tractors is:

» India’s Largest Tractor Manufacturer.

» Market leader in India since 1983, more than 28 years.

» Mahindra group has a market share of around 42% which is more than the combined market share of MF, NH & JD.
Farm Equipment Sector

Global Leadership

WORLDWIDE

One of the world’s largest tractor company by volumes.

Over 2.0 million Mahindra Tractors sold worldwide till date. Presence in more than 40 countries across 6 continents.
Focus on Quality

TS 16949  ISO 14000  OHSAS 18000  DEMING  Japan Quality Medal

Only Tractor co. in the world to receive DEMING Award & Japan Quality Medal
**Cutting Edge Infrastructure**

**TRACTOR ASSEMBLY**
- World’s single largest tractor manufacturing plant under one roof - having a capacity to manufacture 250 tractors per day.
- Sequential tractor assembly with online testing facility.

**ENGINE ASSEMBLY**
- Fully automated.
- Moisture and Temperature controlled, dust-proof environment.
- Online cold testing facility.
Cutting Edge Infrastructure

THE PAINT SHOP

- CED Paint Shop (Unique in Tractor Industry).
- Technology at par with luxury Car Manufacturers.

RESEARCH & DEVELOPMENT

- Strong R&D team with more than 600 engineers.
- Strategic Alliances with World class technology houses such as Steyr & AVL for development of aggregates.
Mahindra Tractors

Innovating the Global Village

Mahindra Tractors won an AE50 Outstanding Innovation Award 2007 from ASABE (American Society for Engineering in Agricultural, Food, and Biological Systems), for developing the Mahindra Shaan, deemed one of the year’s most innovative designs in engineering products or systems for the food and agriculture industries.
Mahindra Tractors

In Farms across the World

**IN INDIA:**
4 Manufacturing factories

**IN USA:**
3 Assembly plants

**IN CHINA:**
2 Manufacturing plants

**IN AUSTRALIA:**
1 Assembly plant

- Present in Turkey & Serbia and rapidly expanding into other European countries.
- Making a mark in Chile, Argentina, Brazil, Venezuela, Central America & Caribbean.
- Presence in 21 countries in Africa.
- Assembly plants in Nigeria, Ghana, Mali etc.
- Strategic Alliance in Iran & Syria.
Mahindra USA (MUSA)

Recommended by Farmers across in the American Heartland

*MUSA.* is a wholly owned subsidiary of M&M established in 1994.

Assembly plants at Aero park (TX), Chattanooga (TN) & Red Bluff (CA).

A recent survey result: Over 96% of our customers are satisfied with their purchase.

94% of the customers will recommend Mahindra Tractor.
Mahindra USA (MUSA)

Partners in success

No. 1 in Dealer Satisfaction Survey (2008) by North American Equipment Dealers Association (NAEDA)
**Mahindra Australia**

- Assembly plant in Brisbane.
- Distribution Network of more than 50 dealers.
- Among the top 4 tractor companies within the segment it operates in.
- Exports tractors to New Zealand, Fiji and other neighboring countries.
Mahindra China Operations

Mahindra China Tractor Company Ltd (MCTCL) & Mahindra Yantao Yancheng Tractor Company Ltd (MYYTCL)

- Manufacturing facility located in Nanchang, Jiangxi, & Yancheng, Jiangsu respectively.
- Annual production capacity of 65000 tractors.
- Product range from 16 - 125 HP.
- MYYTCL is among the top 5 tractor Companies in China.
Mahindra in Africa

Operating in 21 countries & expanding rapidly.

- First Indian tractor company to set up assembly plant in Africa.

- 5 assembly plants with local government tie ups in Ghana, Nigeria, Gambia and Mali.

- Strong partnership with local governments for implementation of agricultural policies & programmes like youth employment through technology transfer & assy. plants.
Product Portfolio

Every tractor gives you superior performance & reliability

HORIZON 3 SERIES
35 – 85 HP 2WD/4WD

HORIZON 1 SERIES
25 – 60 HP 2WD

HORIZON 2 SERIES
45 – 92 HP 4WD
Mahindra Tractors

Built for more than you could ask

HEAVY & STURDY CHASSIS: The rugged cast iron chassis on a Mahindra tractor makes it one of the heaviest tractors in its class. This extra weight offers more traction, stability and control.

HIGH TORQUE ENGINES: The High Displacement coupled with advanced design ensures massive torque levels.

HEAVY FRONT AXLES: Mahindra insists on using thick and strong axles to achieve maximum stability.
Mahindra Tractors

Built for more than you could ask

THICKER SHEET METAL: Our sheet metal are reinforced and use thicker gauge to ensure longer life and durability.

STURDY 3 POINT LINKAGE: Mahindra employs 3-Point linkages that are heavy and sturdy to ensure stability and safety.

STURDY AND RELIABLE COMPONENTS: A look inside a Mahindra tractor and you find only big, thick and more solid heavy duty components to keep your Mahindra tractor working hard for you, day after day for years to come.
Beyond Tractors
Mahindra AppliTrac

Presenting a Range of Farm Mechanizing Solutions.

- Sickle Sword
- Cane Thumper
- ZLX Rotavator
- Laser Leveler
- Baler
- 13 ft Loader
- Rice Transplanter-MP 46
- Harvester
Water Management - Micro Irrigation Systems

The Secret of Superior Quality and Higher Yield

Acquired stake in EPC (Feb’11)
Expanding to Construction Equipment
Mahindra Samriddhi Agri Awards

6 Categories

- Farmer of the Year Award (Male)
- Farmer of the Year Award (Female)
- Krishi Sansthan Samman
- Krishi Shiksha Samman
- Krishi Sahyog Samman (NGOs/SHGs in field of Agriculture)
- Krishi Shiromani Samman (Lifetime Achievement)

24 Awards
... Continuing our Journey to deliver Farm Tech Prosperity to the farmers worldwide.

Thank You