



Mahindra  
Rise.

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सिंचाई की ऐसी टेक्नोलॉजी,  
जो जोड़े किसान को  
समृद्धि के साथ.

A large, stylized blue water droplet is the central focus. Inside the droplet, a vibrant field of sunflowers is visible, set against a bright, golden sunset sky. The background of the entire advertisement is a blue sky with white clouds, transitioning to a golden glow at the bottom where the sun is setting.

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- **Mahindra Agri Business**



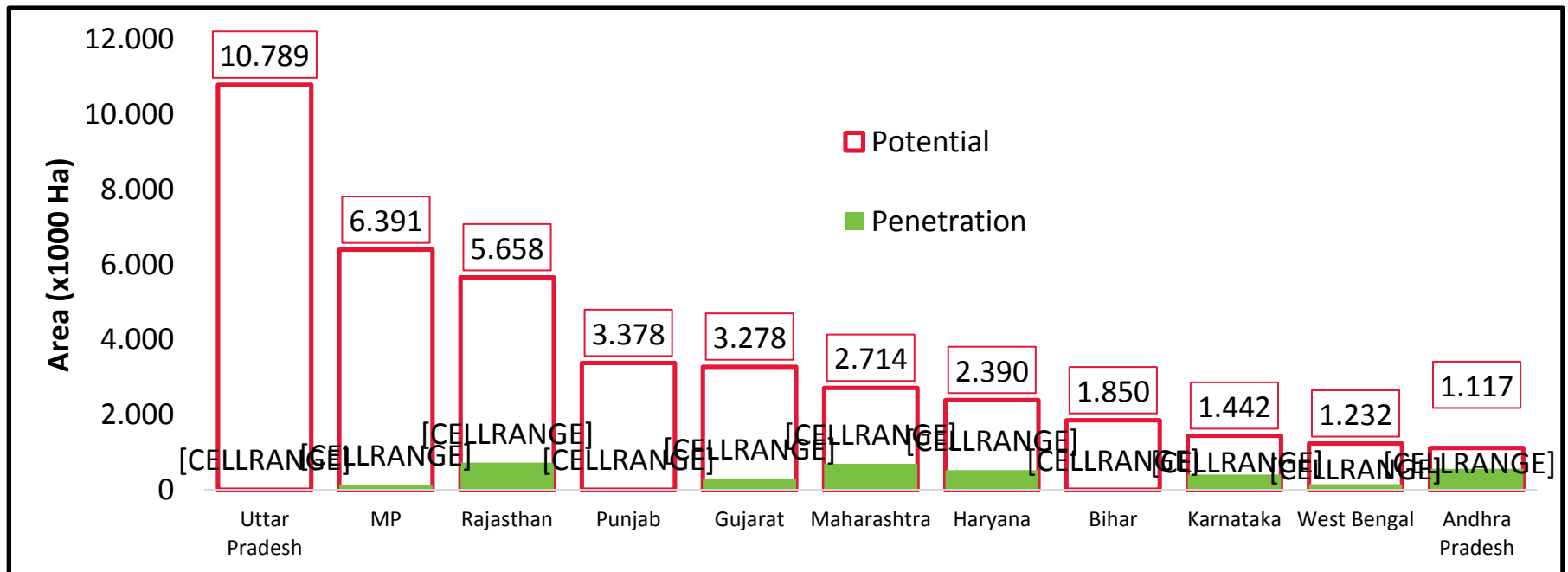
# **Micro Irrigation Industry**

# Need for Micro Irrigation

- India a water stressed economy ; will be water scarce by 2050
- 70% of the water available used for agriculture
- Need for water efficient methods of irrigation
- Benefits of Micro Irrigation:
  - Water saving: 30% - 40%;
  - Labour saving: 30% - 50%;
  - Power saving: 20% - 40%;
  - Fertilizer & Nutrition saving: 30%
  - Productivity improvement: 10% - 30%.

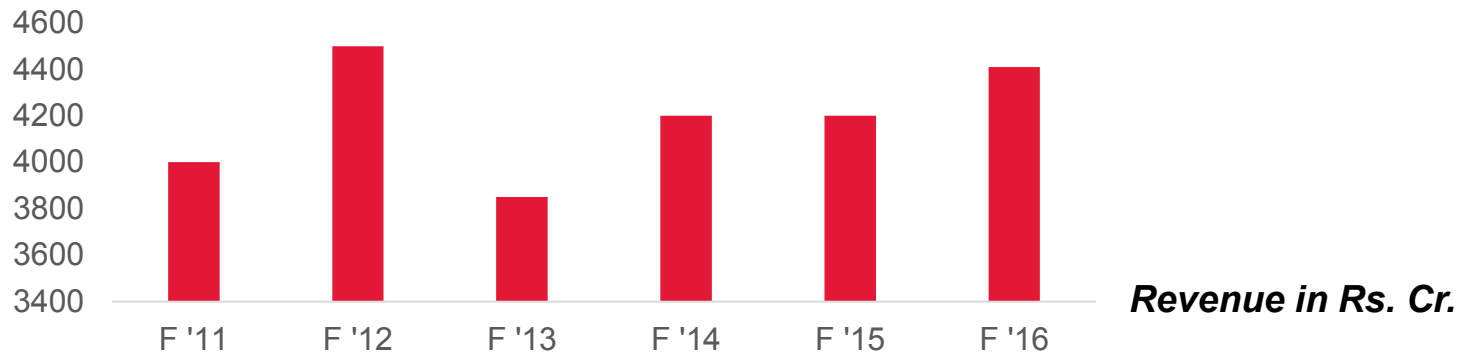
# Industry Size & Opportunity

- Strong potential for growth
  - Almost 60% of cultivable land is still Rain fed in India.
  - 70 million Hectare Irrigated; Only 6 Million is under MIS



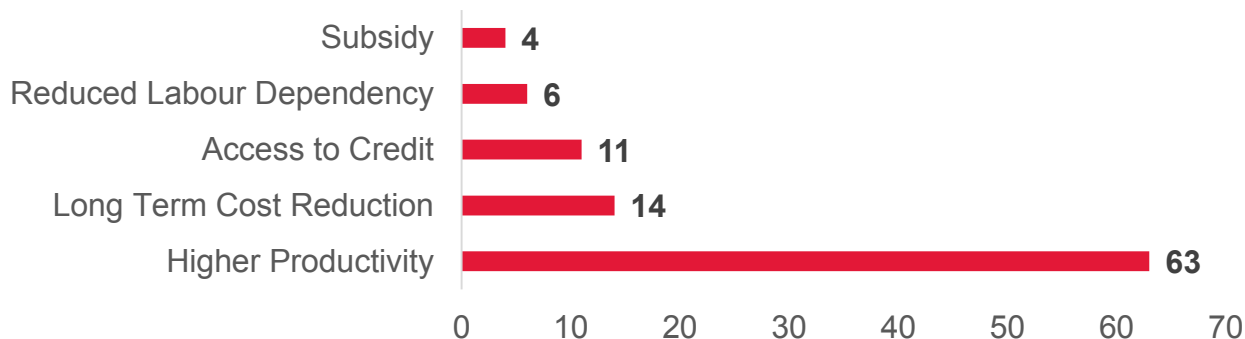
# Industry Size & Opportunity

- Industry showing early signs of growth



- Strong Customer Pull

## Reasons for Micro Irrigation Purchase

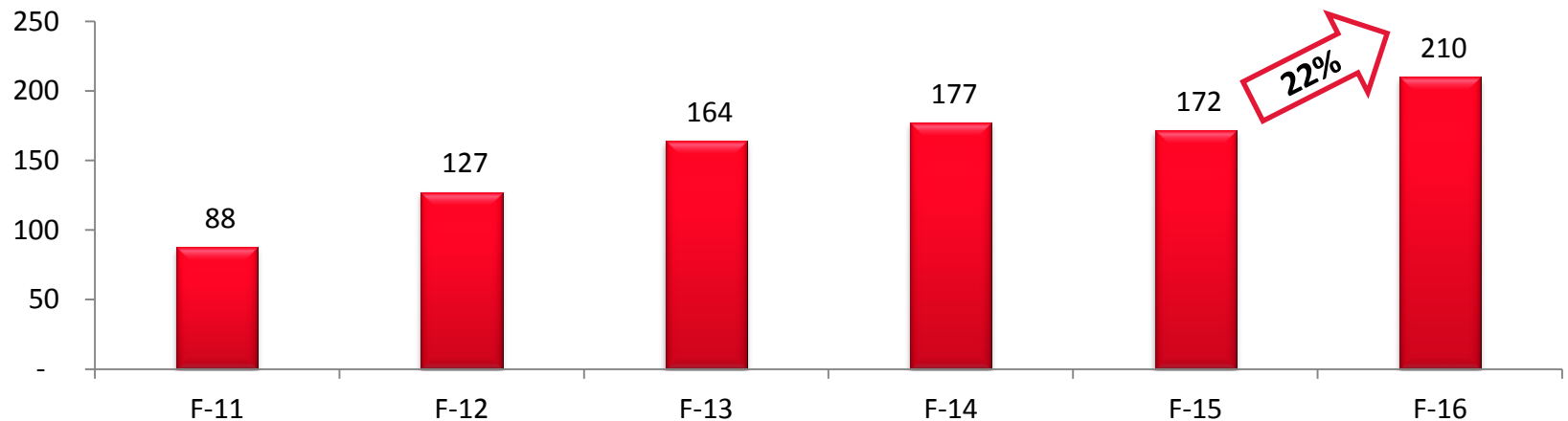


# Industry Size & Opportunity

- Industry becoming more structured & streamlined
  - Gujarat & AP Project markets; use Tripartite agreements
  - Use of IT to streamline ‘application to subsidy disbursement’ cycle
- Bank support
  - Banks Financing MIS systems aggressively.
  - SBI, DENA, ICICI & IDBI initiators
  - Loan availability has increased business potential

# EPC Industriè Ltd.

- Pioneered Micro-Irrigation Systems (MIS) in India in 1986
- Registered in 15 states under subsidy program in India
- More than 900 channel partners; 18 regional offices
- M & M Ltd. holds majority stake & Management Control
- Revenue





# Strong All India Network





# Product & Service Portfolio

# Strong Presence in Various segments

- **Drip irrigation System:** Targeted, intelligent application of water, fertilizer, and chemicals directly to the plant roots



- **Sprinkler Irrigation System:** Suitable for modern farming as they offer quality, high yield and cost efficiency



# Product Portfolio

- Superior Product Quality
- Good Brand Equity in Indian market
- All the products comply to Indian Standards

# Product Portfolio: Drip Irrigation

- Online Drippers



- Inline Drippers

- Round Inline drippers



- Flat Inline drippers



- Irrigation laterals



# Product Portfolio: Drip Irrigation

- Drip Fittings



- Drip Filters



# Product Portfolio: Drip Irrigation

- Fertigation Equipment





# Product Portfolio: Sprinkler Irrigation

- Sprinkler Irrigation pipes



- Pipe fittings



- Sprinkler Nozzles





# Field Services

- **Survey:** Surveys of individual farms to collect data on crops to be irrigated, its water & fertilizer requirements and agronomical practices to be followed
- **Design:** Complete designing of drip / sprinkler Irrigation layouts for individual farms as well as for large plantation projects
- **Installation & Commissioning:** Installation & commissioning of micro-irrigation (drip & sprinkler) systems by trained and experienced team

# Field Services

- Agronomy service
- Demo Plots to explain & establish best practices
- Soil and water testing
- Crop Suitability recommendation
- Fertigation & Irrigation schedules as per crop need
- Farmer & Dealer training for
  - Operation & maintenance of irrigation systems
  - Fertigation
  - Suitable chemical treatments

# Field Services



Agronomy training



Demo Plots



# **Sales & Marketing**

# Sales & Marketing



**Farmers Training Program**



**Van Campaign**



**Rural Exhibition Participation**



**Demo Plot**



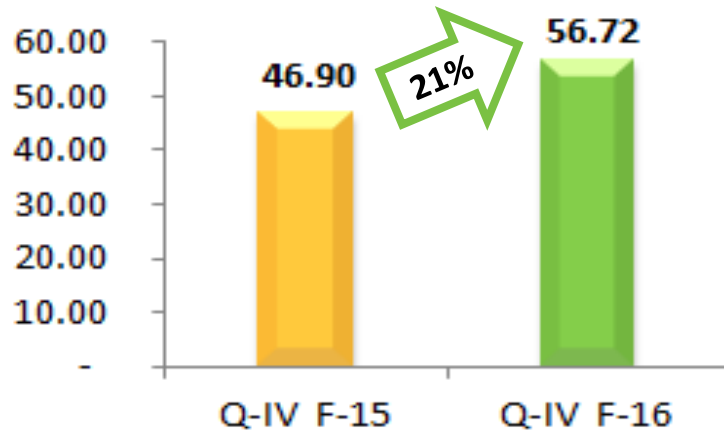
# Financial Performance for Q-IV F-16

# Performance Snap Shot

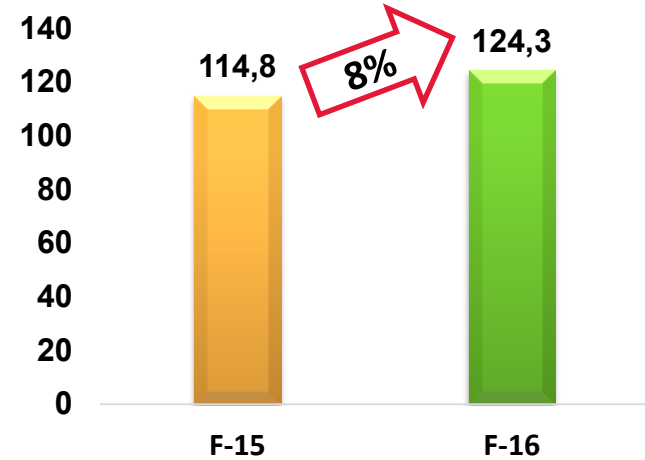
Figures Rs. in Cr

## Quarter - IV

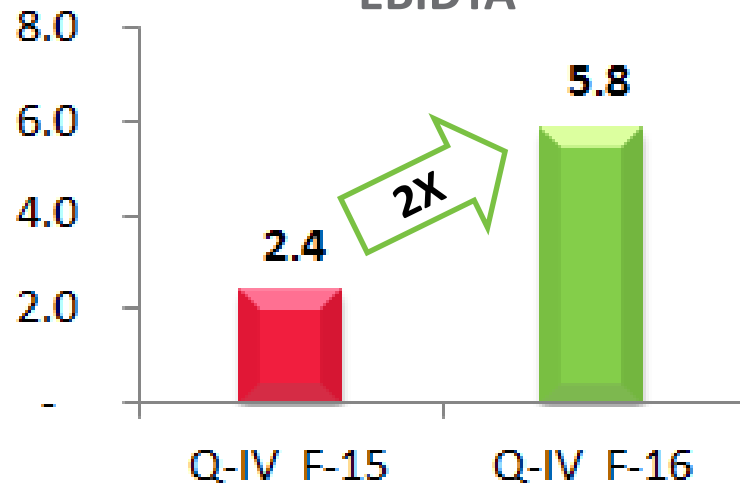
### Net Sale



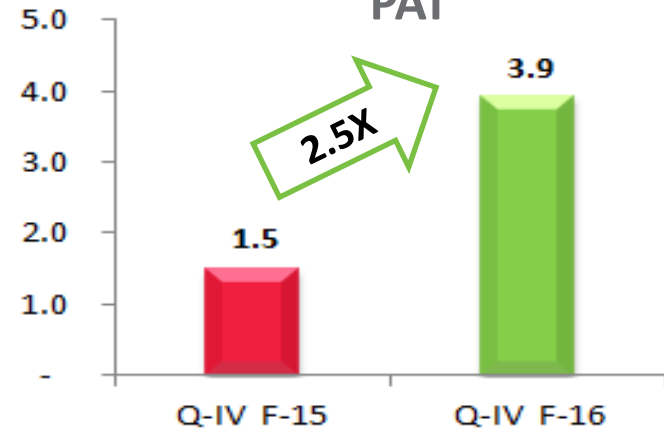
### Capital Employed



### EBIDTA



### PAT





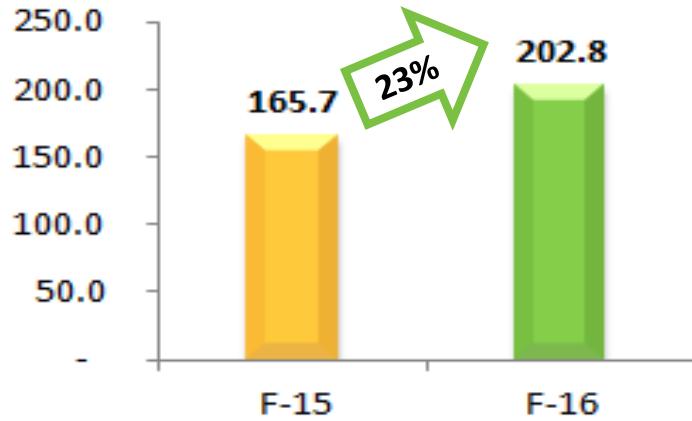


# Financial Performance F-16

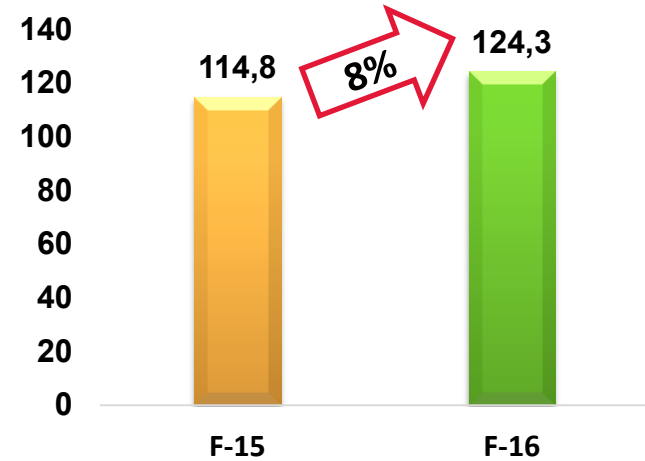


# Performance at Glance: F16 Figures in Rs. Cr.

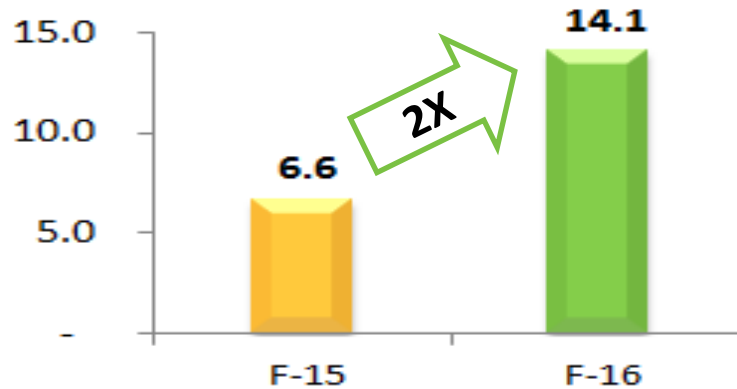
## Revenue



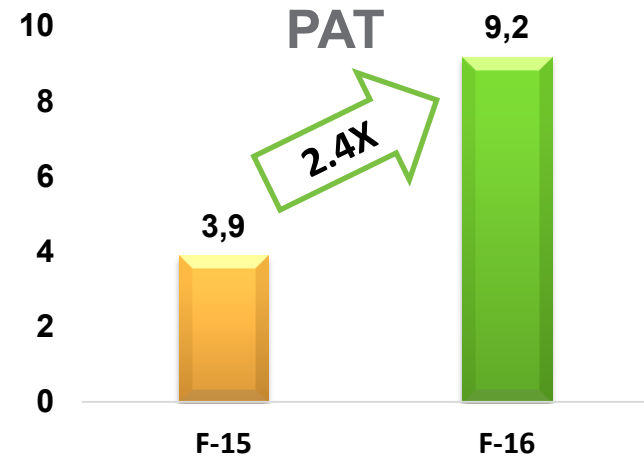
## Capital Employed



## EBIDTA



## PAT





# Key Initiatives

# Customer Centricity: Enabling increased customer reach



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Samridhi

EPC A Mahindra Group Company

***Agri Helpline***

# New Allied Businesses



***Greenhouse***



***Pumps***



# Reducing Dependence on Subsidy



***Large Community Projects***



***Landscaping***



***Exports***





# The Mahindra Group



# The Mahindra Group

- **Founded in 1945 as a steel trading company**
- **Diversified into manufacturing Willy's jeeps**
- **India's 7<sup>th</sup> Largest Group - From Automotive to Defense to Construction to IT to Agriculture**
- **Recognized as a global leader in Utility Vehicles and Tractors**
- **More than 120,000 people across 110 subsidiaries, 6 JVs and 11 Associates, in more than 100 countries**



J.C. Mahindra



K.C. Mahindra



# Mahindra Rise: House of Mahindra

## CORE PURPOSE

“We will challenge conventional thinking and innovatively use all our 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**

**CORE VALUES : Good Corporate Citizenship | Professionalism | Customer First | Quality Focus |  
Dignity of the Individual**





# **Mahindra Agri Business**

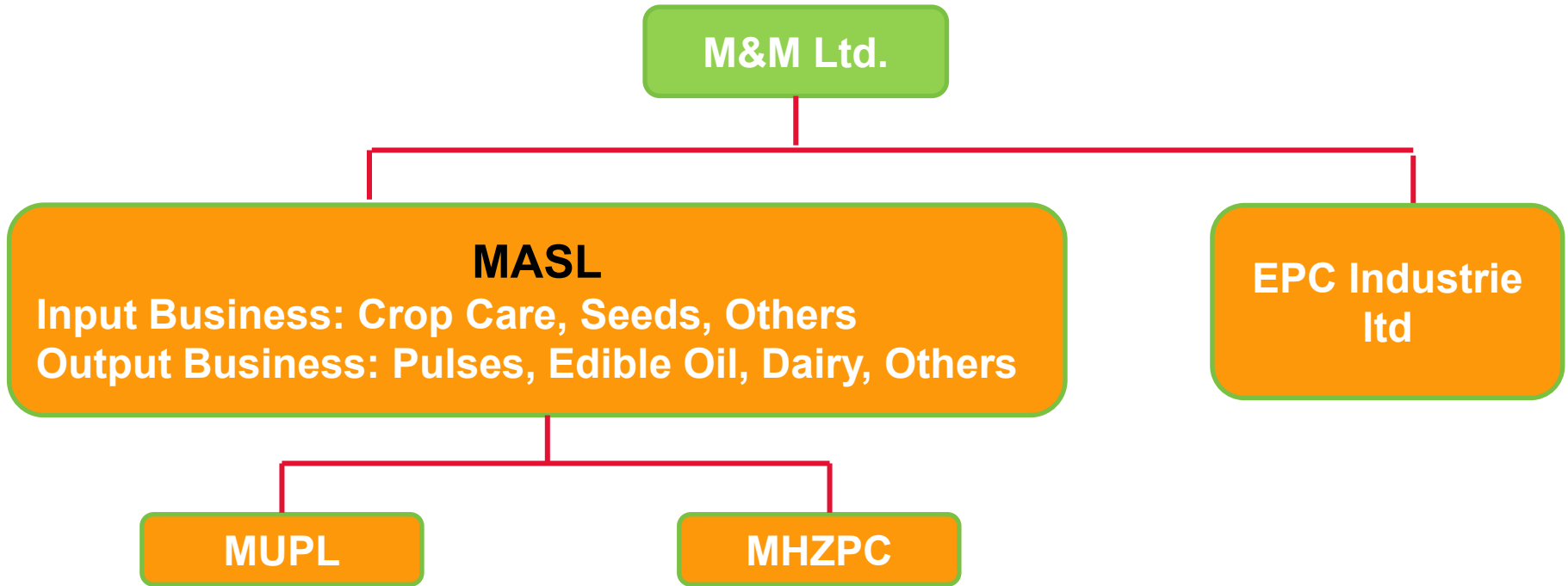
# BHAG: Big Hairy Audacious Goal

## *Deliver FarmTech Prosperity*

We will deliver *Farm Tech Prosperity* through a variety of existing and new agri initiatives to impact the lives of farmers enabling them to *RISE*



# Business Structure



Subsidiary

# Thank you

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**Mahindra**  
**AGRI BUSINESS**