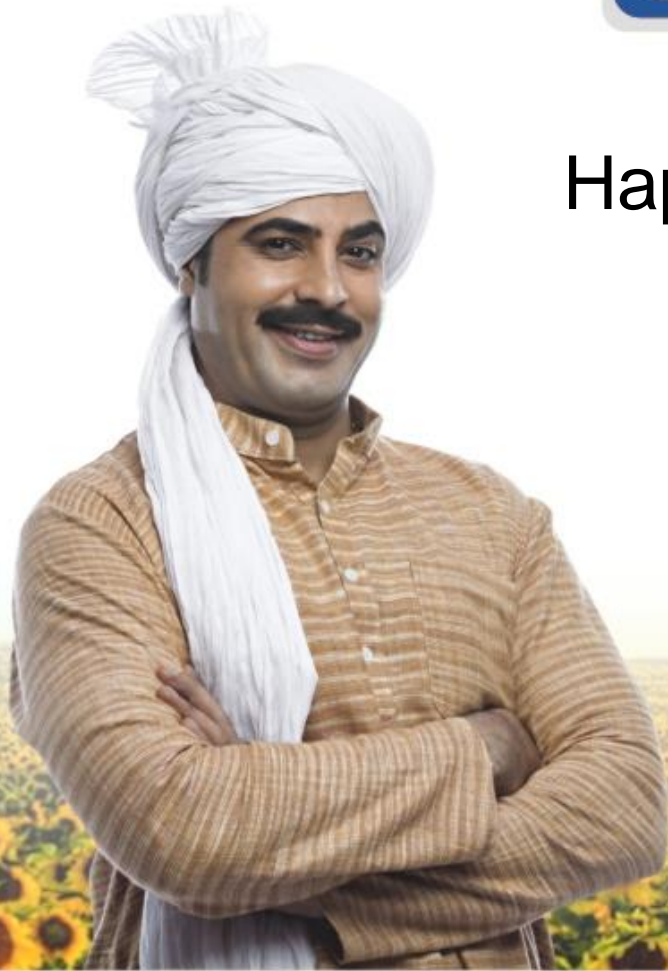


**Samriddhi**



**A Mahindra Group Company**

Happy farmers through sustainable  
precision farming solutions



# Content

- Micro Irrigation Industry Outlook
- EPC Industrié Ltd.
- EPC Product & Service Portfolio
- Success Stories
- Financial Performance Q-I F-18
- The Mahindra Group
- Mahindra Agri Business

# Micro Irrigation Industry Outlook

**Potential & Penetration**

# Water Use Pattern In India

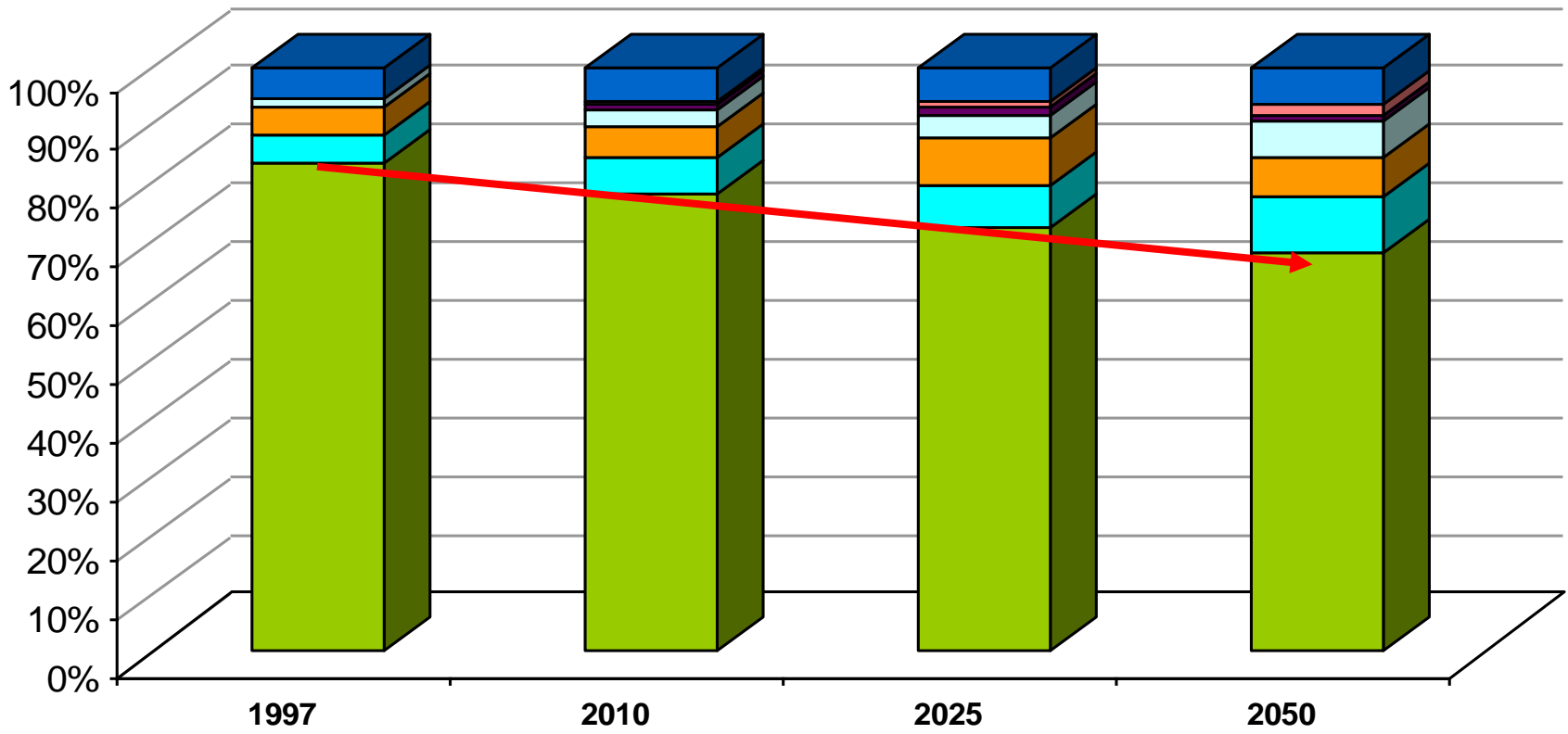
- India accounts for about 17% of the world's population but only 4 percent of the world fresh water resources.
- With 1544 m<sup>3</sup> per capita water availability, India is already declared as water-stressed country by international norms.
- Cross country comparison of water use efficiency shows that India uses 2-3 times water to produce one unit of major food crops as compared to other major agricultural countries like China, Brazil, and USA
- Agriculture accounts for approximately 70 percent of the global freshwater withdrawals

# 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%.

# Water Use Pattern In India

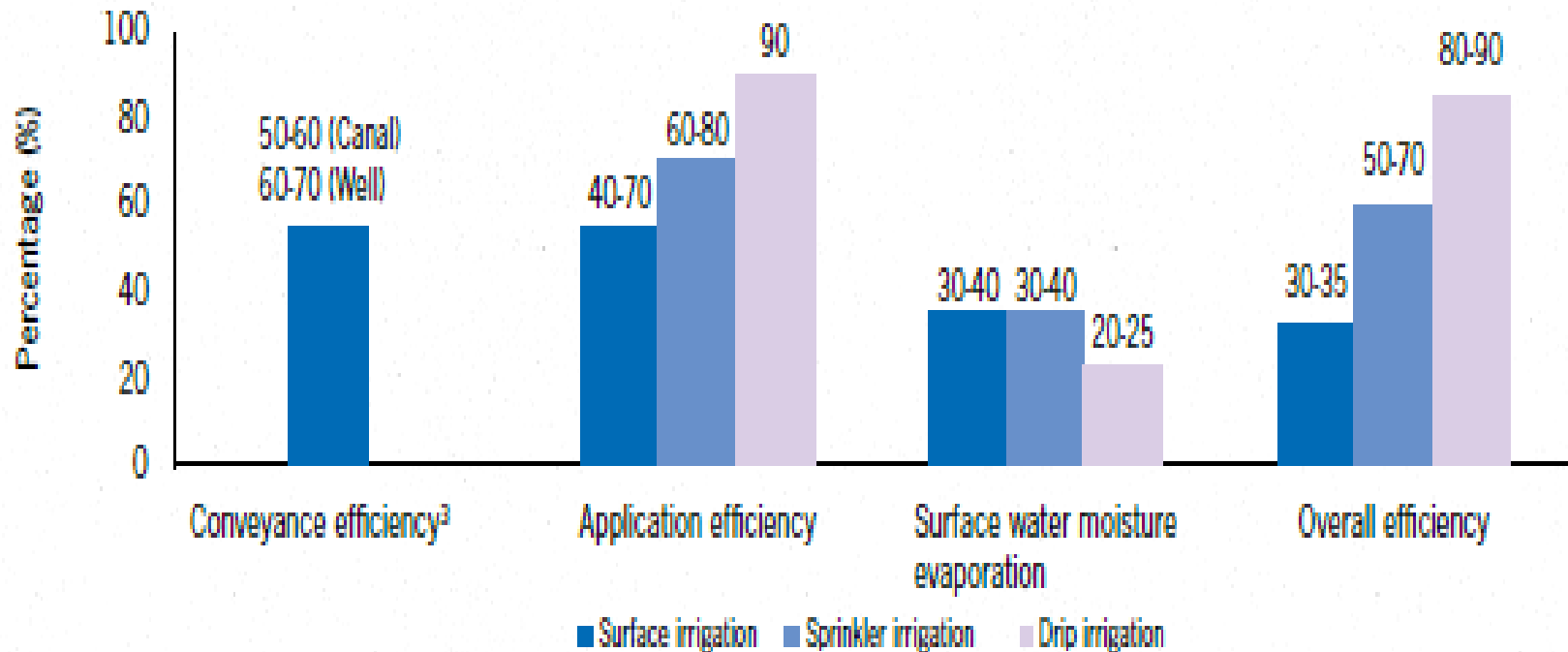
## Sectoral availability of Water



# MIS: Efficient use of Water

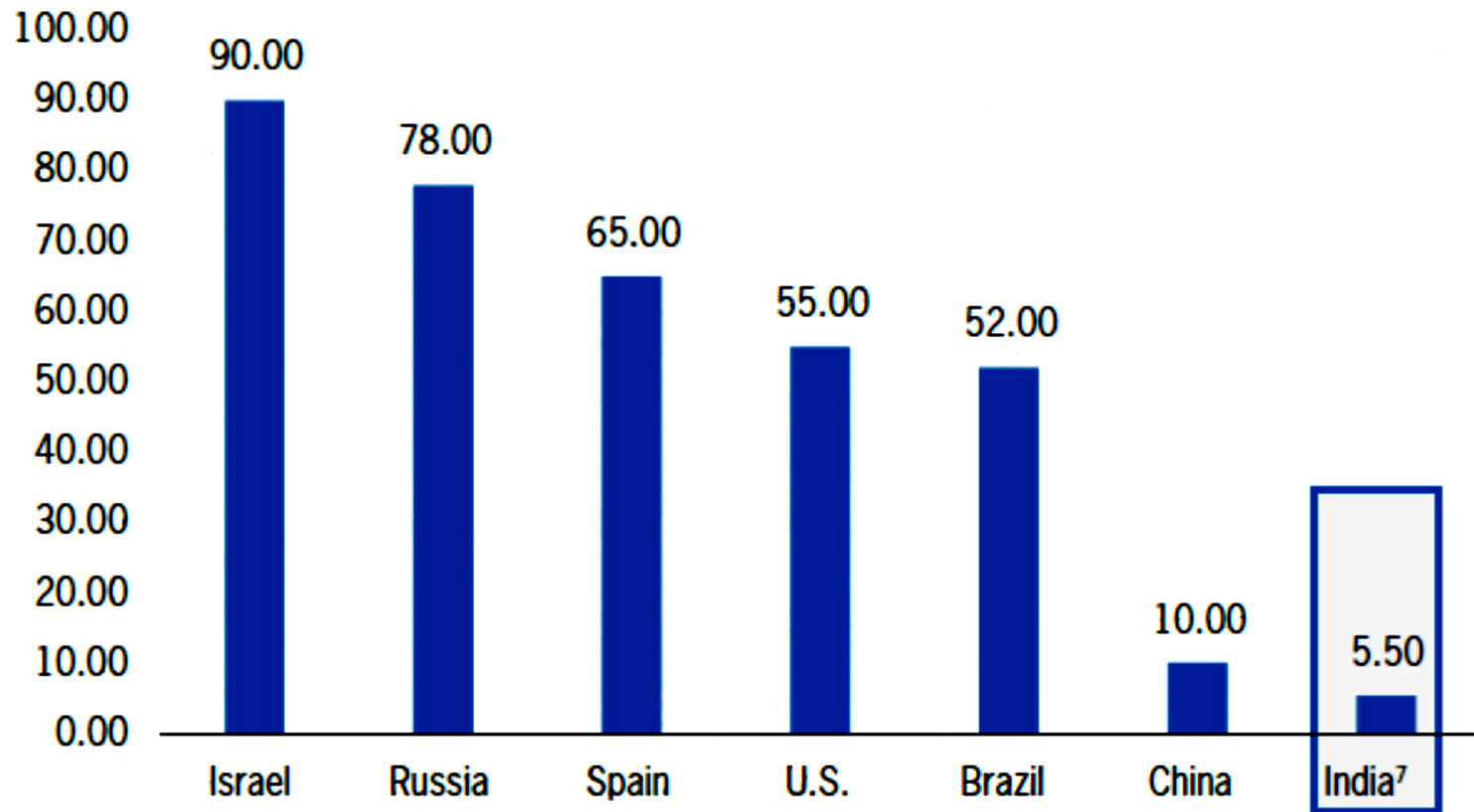
- With usage of micro irrigation systems, conveyance loss is minimal. Evaporation, runoff and deep percolation are also reduced by using micro irrigation methods.

Water usage efficiency under various irrigation systems



# Need & Potential of MIS

## Penetration of micro irrigation (% of Net Cultivable area)

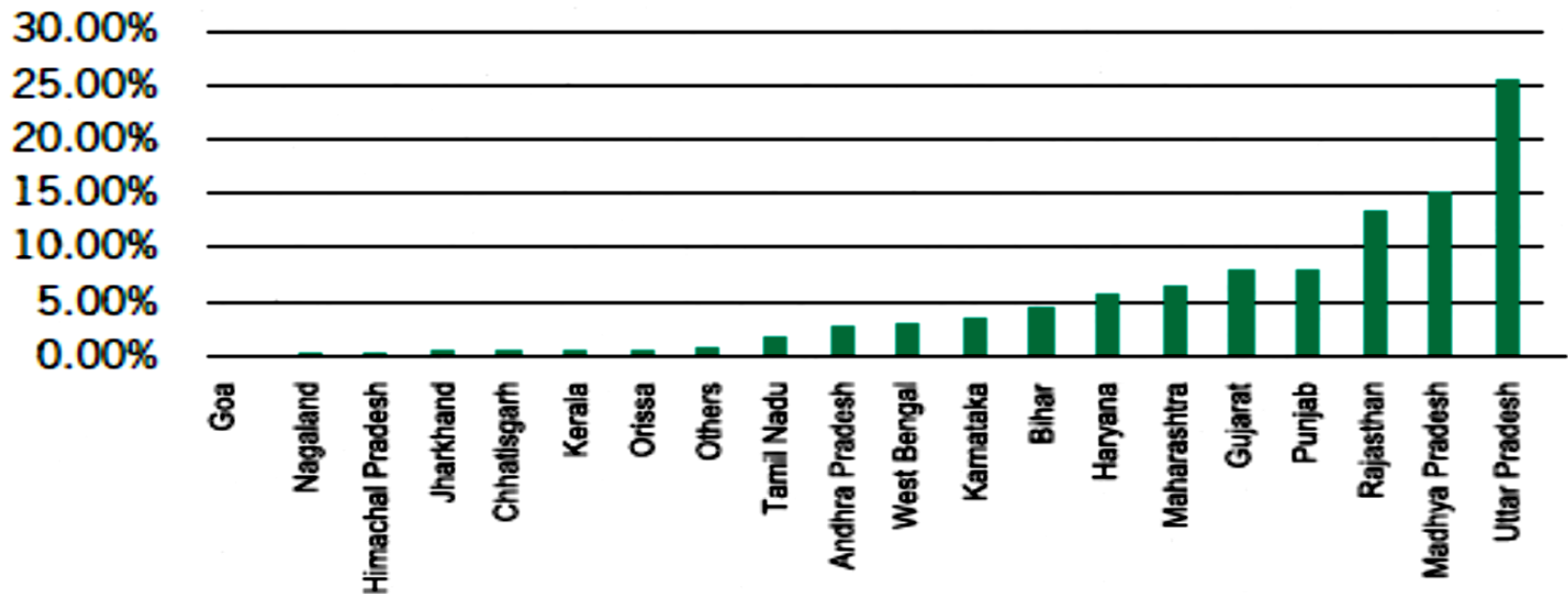




# Need & Potential of MIS

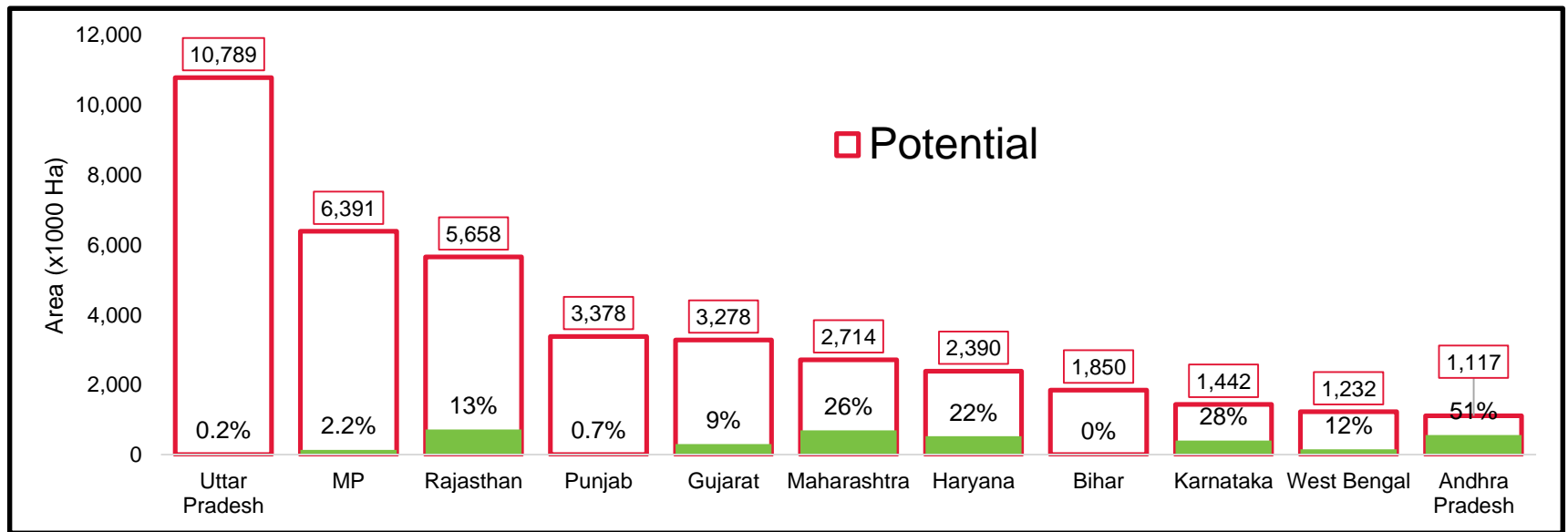
- Potential of 69 Mn hectares, with existing penetration upto 7.7 Mn ha.
- *Pradhan Mantri Krishi Sinchai Yojana*: Government manifesto for “Har Khet Ko Paani” (water for all farms) with mantra of “Per Drop More Crop”.
- PMKSY launched in 2015 integrating micro irrigation in the flagship scheme as an integral competition.

State wise MIS potential (% share of total potential)



# Industry Size & Opportunity

- Strong potential for growth
  - Almost 60% of cultivable land is still Rain fed in India.



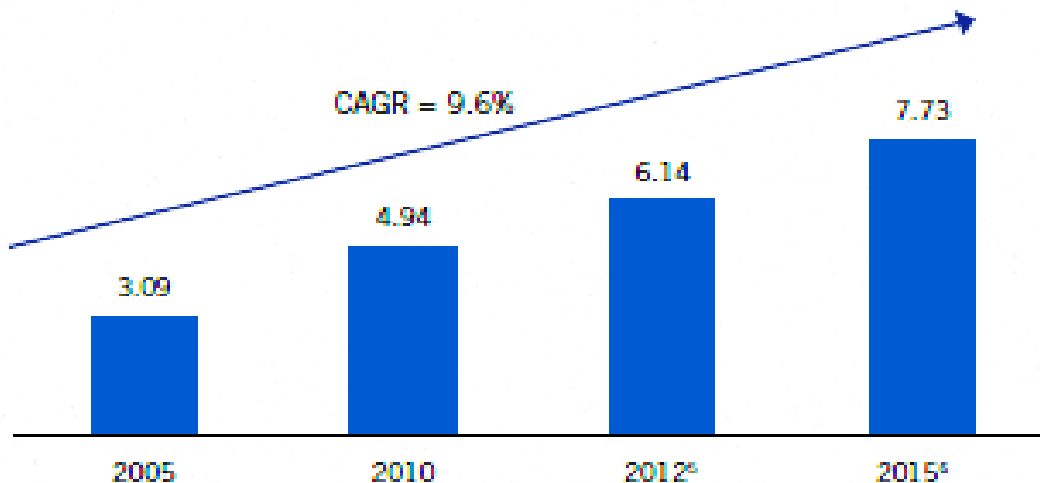
Source: Raman 2010

# MIS: Status & Growth in India

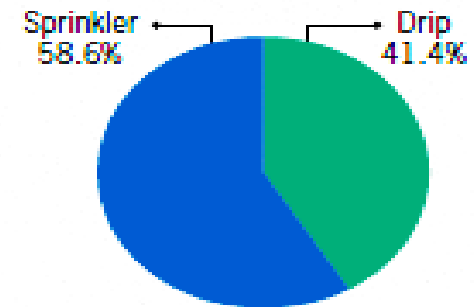
- MIS has seen a steady growth over the years. Since 2005 area covered under MIS is growing at CAGR 9.6% States with largest area under MIS Rajasthan (1.68 mh), MH (1.27 mh), AP(1.16 mh), KA(0.85 mh), GJ(0.83 mh), Haryana(0.57 mh)

## Micro irrigation: Current status and growth in India

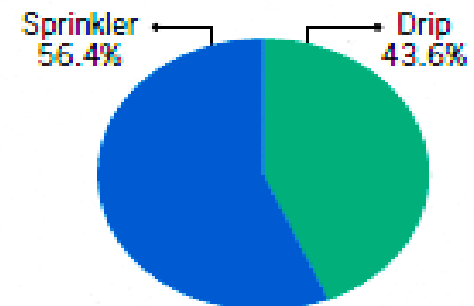
Area under micro irrigation (mn hectares), 2005-2015



Micro irrigation by type, 2012<sup>5</sup>



Micro irrigation by type, 2015<sup>6</sup>



**MI Industry to witness a CAGR of over 15%**

# EPC Industrié Ltd.

**About the Company**

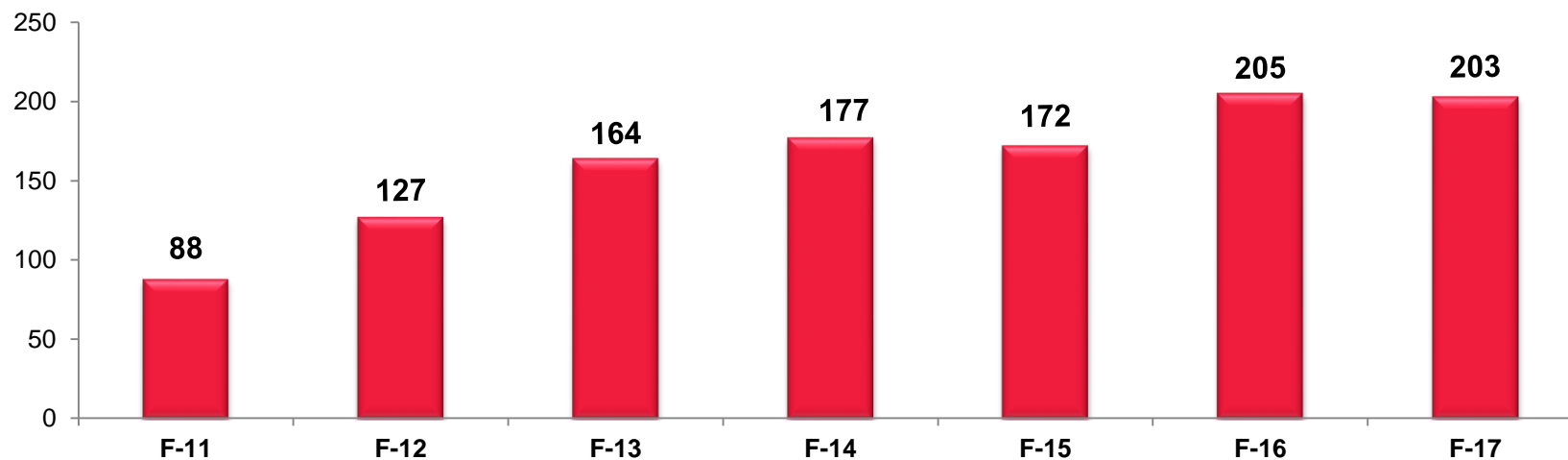
# EPC Industrié Ltd.

## Introduction

- The company was established in 1981.
- Pioneered Micro-Irrigation systems in India in 1986.
- The company is based at MIDC - Ambad, Nashik, Maharashtra in 10 acres of area.
- The company was acquired by M&M Ltd. in 2011. M&M has the management control of the company.
- The company is registered in 13 states under subsidy program in India.
- Executed number of large projects.
- Has more than 800 channel partner Network and it is supported by 12 regional offices.

# EPC Industrié Ltd.

## Revenue



*Revenue in Rs. Cr.*

# Strong All India Network



● Open Markets

● Project Markets\*

# EPC Industrié Ltd.

## Business Portfolio/ Capability

- Micro Irrigations Systems
- Water Distribution/ Management Solutions
- Project Management solutions
- Protected Cultivation Solutions
- Landscape Irrigation Solutions
- Electrical Pumps: Agri – Domestic



# **EPC Products and Services**

**The Solutions we offer..**

**FIN-DRIP**  
TECHNOLOGY

फिनेट ड्रिपलाइव्न ड्रिपर



MAKES CROPS STRONGER FROM WITHIN

The Irrigation technology that  
brings prosperity to farmers



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

**Samriddhi**



A Mahindra Group Company

**QPC**

Quick Pipe Coupling Technology

**Prosperity  
With every drop**

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



QPC Bend



QPC Pump  
Connector



QPC TEE



Available in 50mm, 63mm, 75mm, 90mm, 110mm,  
125mm & 140mm in 2.5 to 6.0kg/cm Pressure Rating

For agricultural information please call on the  
**1800 209 1050 (Toll Free)**



**PRESENTING EPC GRO HOUSE**  
**A TRUSTWORTHY PARTNER**  
**THAT BRINGS PROSPERITY TO FARMERS**



**Samriddhi**



A Mahindra Group Company

# TRUST AND TECHNOLOGY GET BEST OF BOTH THE WORLDS

## landscape Irrigation System

- Innovative products for Residential, Commercial & Golf Irrigation
- Technologically advanced products designed to save water and energy
- Outstanding customer service



**Mahindra**  
Rise.

***Fineflo***  
by Mahindra

**LIFE LINE OF YOUR FARM**



**Mahindra**  
Rise

**Samridhi**  
Epc A Mahindra Group Company

Modern irrigation technology that  
**brings prosperity  
to farmers.**

**DRIP KIT FEATURES :**

- Efficient use of water
- Early & uniform germination
- Saving of input costs
- Better quality of produce
- Shorter payback period
- Training to users in operation & maintenance of drip kits.
- 30% higher productivity\*

**Small Farmers Drip Kits:**  
**Developed for Export Markets: (100/200/500/1000/2000 sqmt sizes)**





# Project Management Capabilities





# 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

# Agri Helpline

सिर्फ हेल्पलाइन नहीं,  
आपके खेतों की लाइफलाइन.

**1800 209 1050** (टोल फ्री)

आपके हर कृषि संबंधी ज़रूरत के लिए  
मुख्य विशेषताएं: कृषि संबंधी सहयोग | ग्राहक शिकायत समाधान

Samridhi



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# Farmers' Success Stories

# MAIZE SUCCESS STORY

NAMAKKAL  
TAMILNADU



PRODUCT	CROP AREA (HA)	YIELD (TON/HA)	YIELD IMPROVEMENT
16 mm 4 lph 50 cm	1.2	7.9	68.42%

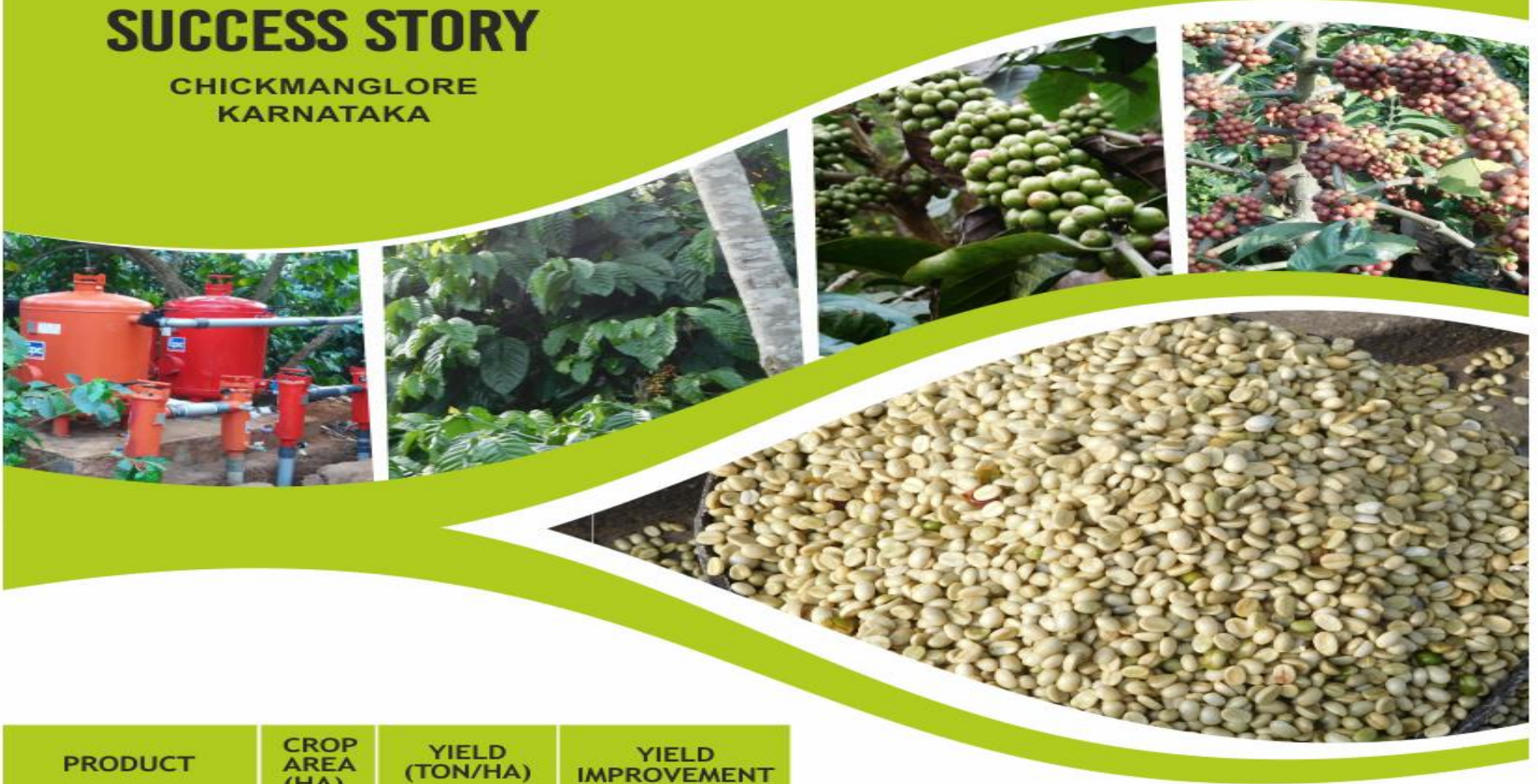
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# COFFEE SUCCESS STORY

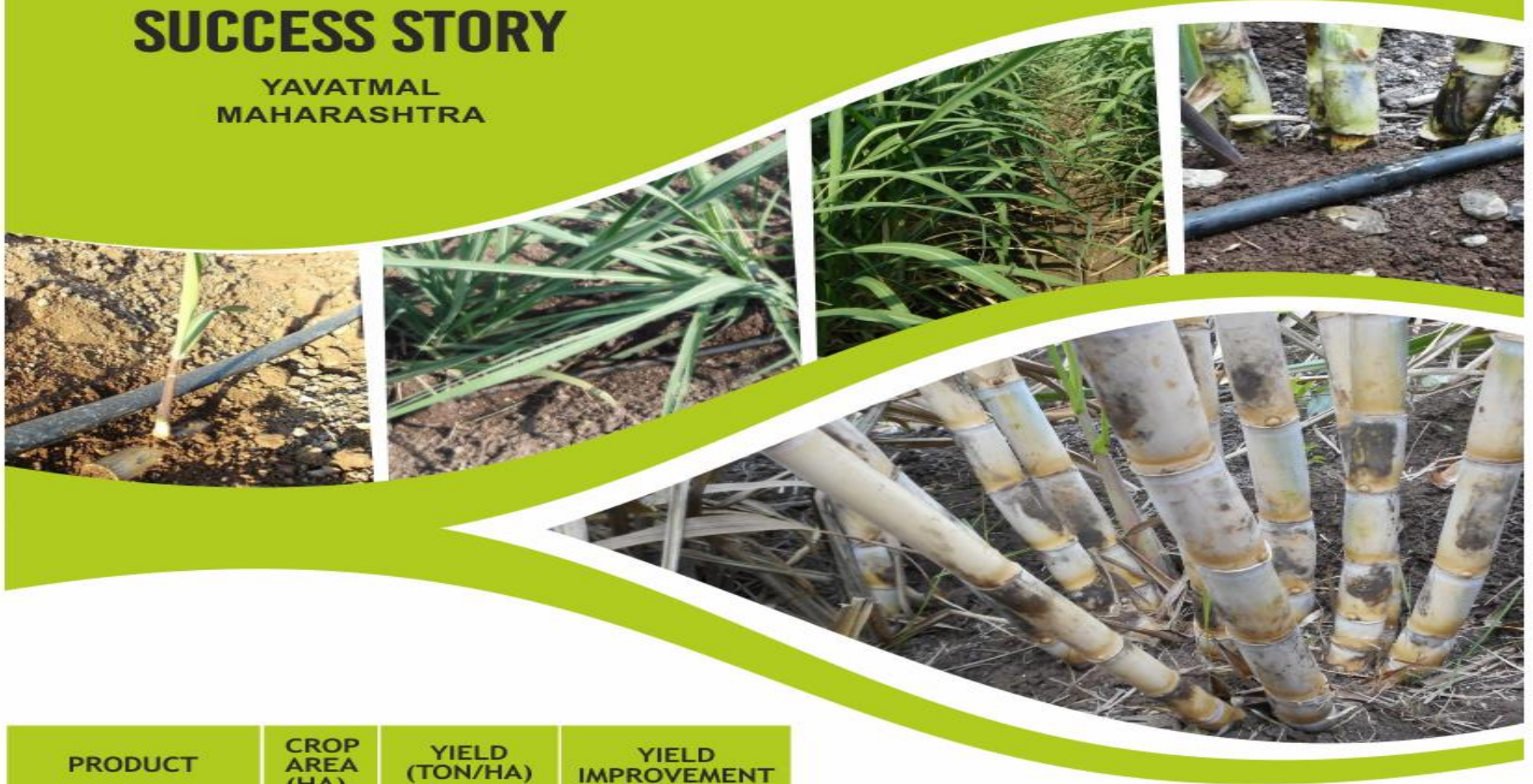
CHICKMANGLORE  
KARNATAKA



PRODUCT	CROP AREA (HA)	YIELD (TON/HA)	YIELD IMPROVEMENT
16 mm 4 lph 40 cm	4.8	6.42	73%

# SUGARCANE SUCCESS STORY

YAVATMAL  
MAHARASHTRA

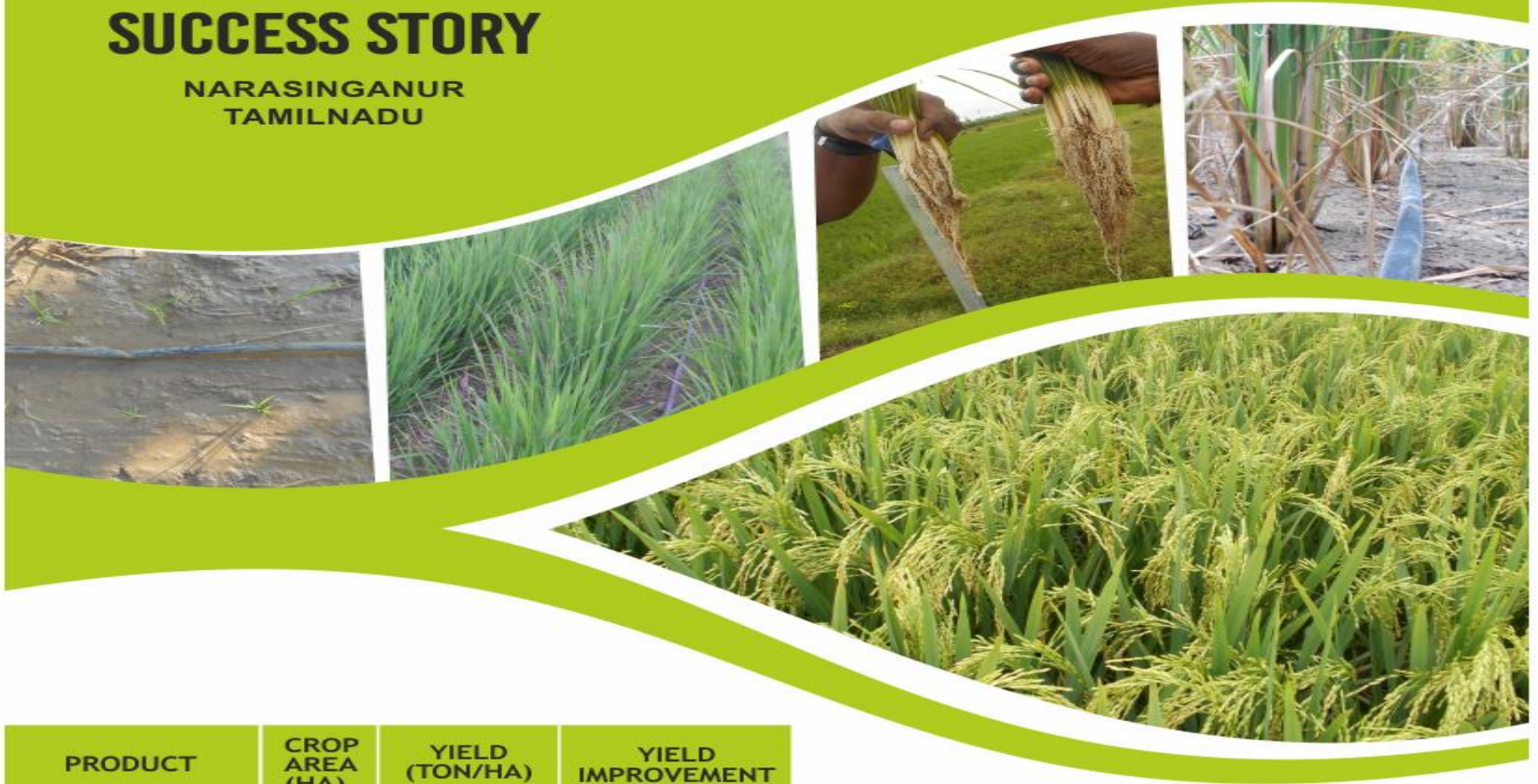


PRODUCT	CROP AREA (HA)	YIELD (TON/HA)	YIELD IMPROVEMENT
16 mm 4 lph 50 cm	0.60	165.5	91.43%



# PADDY SUCCESS STORY

NARASINGANUR  
TAMILNADU



PRODUCT	CROP AREA (HA)	YIELD (TON/HA)	YIELD IMPROVEMENT
16 mm 4 lph 40 cm	0.4	8.15	43.48%

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# COTTON SUCCESS STORY

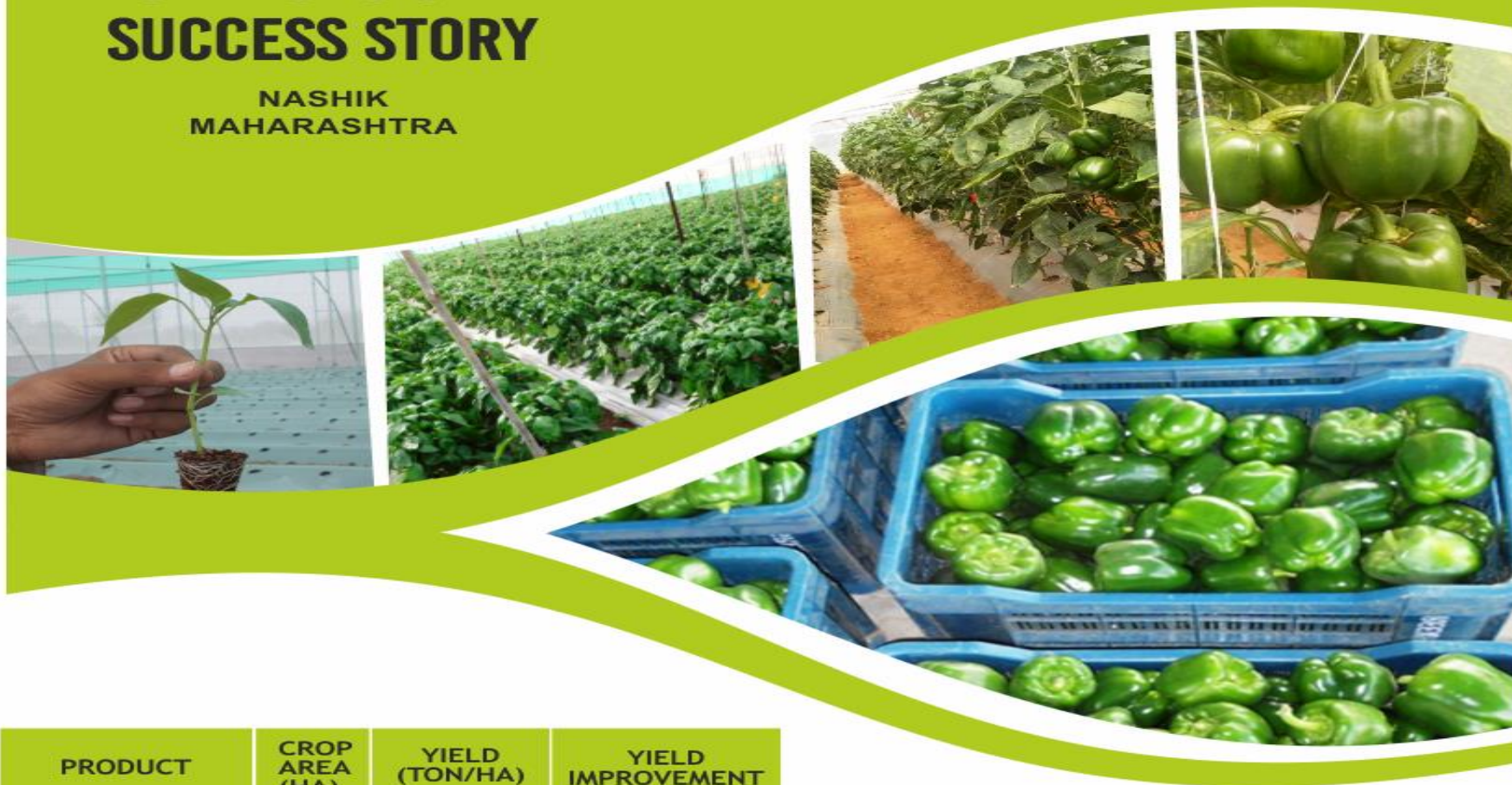
YAVATMAL  
MAHARASHTRA



PRODUCT	CROP AREA (HA)	YIELD (TON/HA)	YIELD IMPROVEMENT
16 mm 2 lph 40 cm	1.2	3.95	60%




# CAPSICUM SUCCESS STORY

NASHIK  
MAHARASHTRA






PRODUCT	CROP AREA (HA)	YIELD (TON/HA)	YIELD IMPROVEMENT
16 mm 2 lph 40 cm	0.3	57.80	72.06%

# Other Success Stories

Crops	Flood Irrigation (Yield)	Drip Irrigation (Yield)	% increase in yield
 <p><b>Sugar Cane</b></p>	40 tons/acre	92 tons/acre	130%
 <p><b>Tomatoes</b></p>	1000 kg/acre	2000 kg/acre	100%
 <p><b>Banana</b></p>	60 tons/hectare	90 tons/hectare	50%

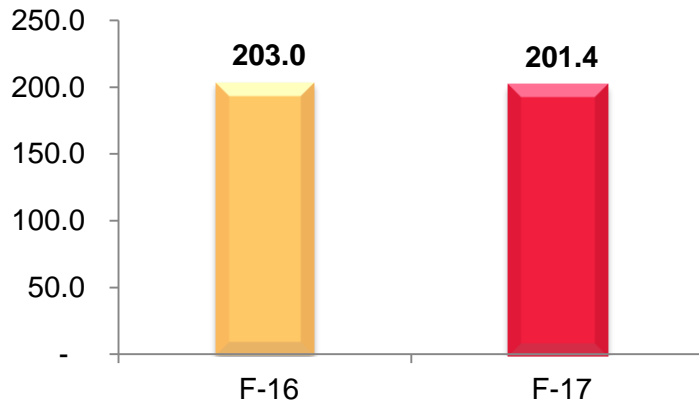
# Other Success Stories

Crops	Flood Irrigation (Yield)	Drip Irrigation (Yield)	% increase in yield
 <p><b>Turmeric</b></p>	45 quintal/ha.	75 quintal/ha.	67%
 <p><b>Potato</b></p>	4200 kg/acre	7000 kg/acre	67%
 <p><b>Paddy / Rice</b></p>	2460 kg/ha.	2800 kg/ha.	14%

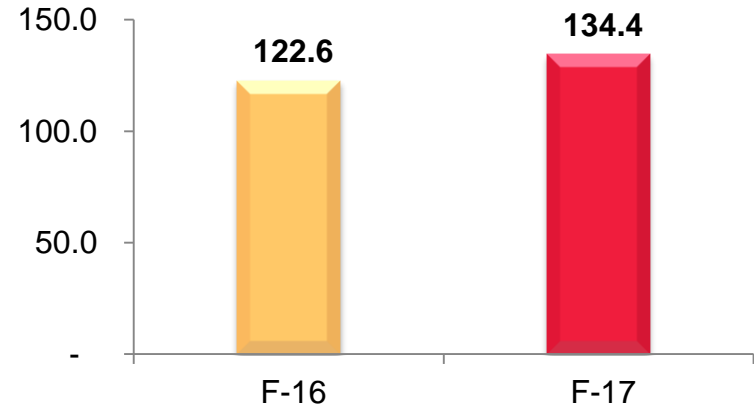
# Financial Performance for Cum F-17 and Q1 F-18

# Performance Snap Shot Cum Mar F-17

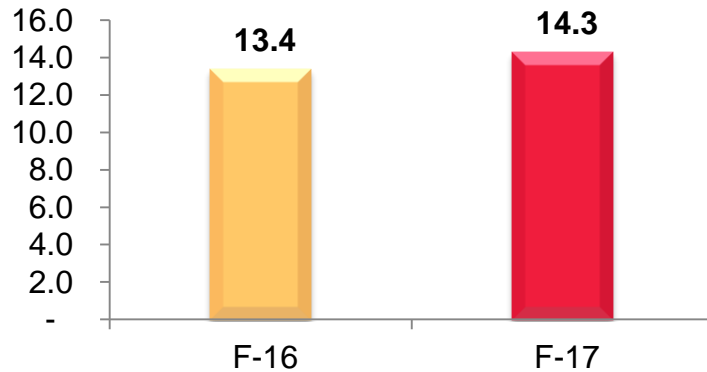
## Net Sale



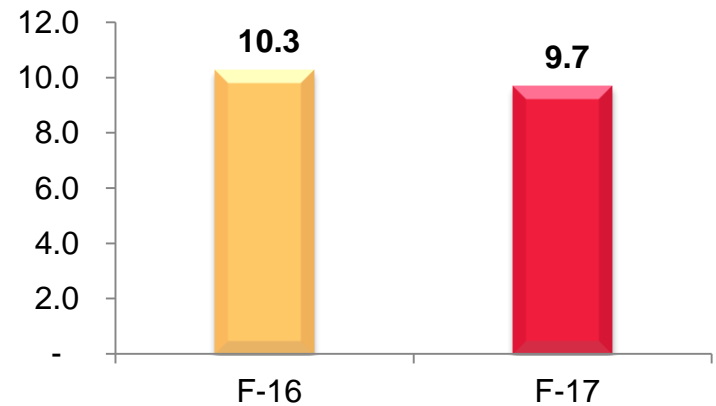
## Capital Employed



## EBIDTA



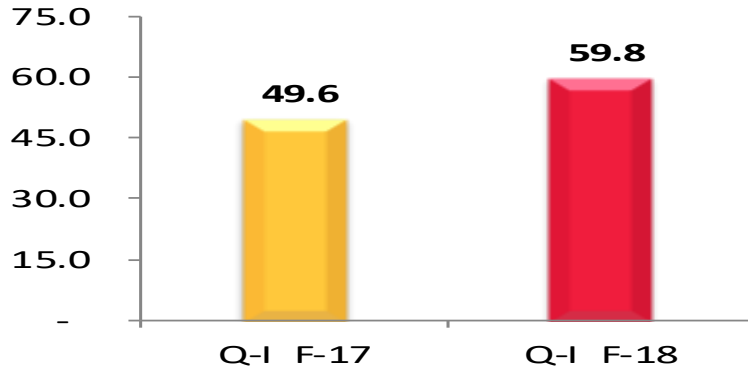
## PBT



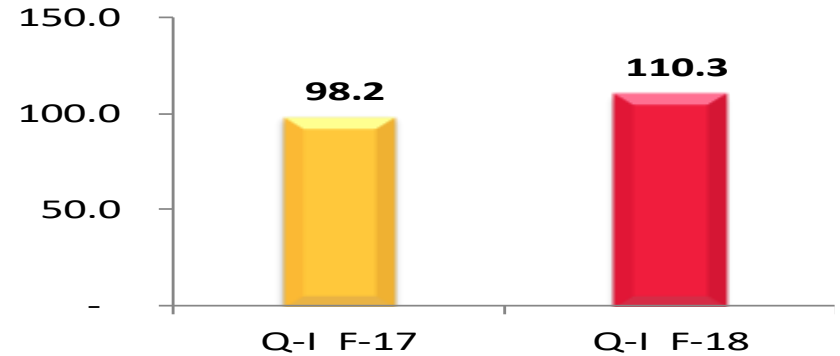
Figures Rs. in Cr

# Performance Snap Shot Quarter – I F-18

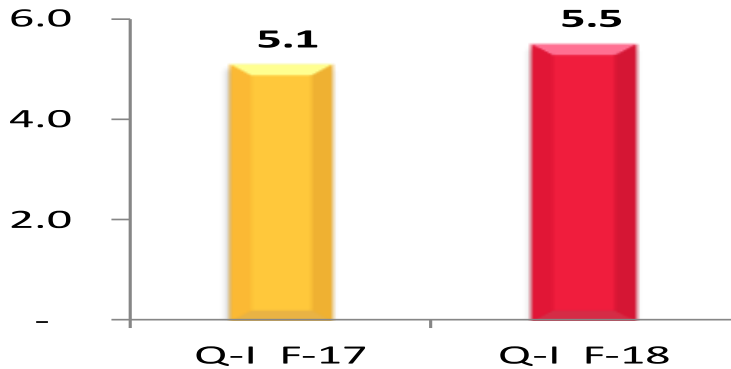
## Net Sale



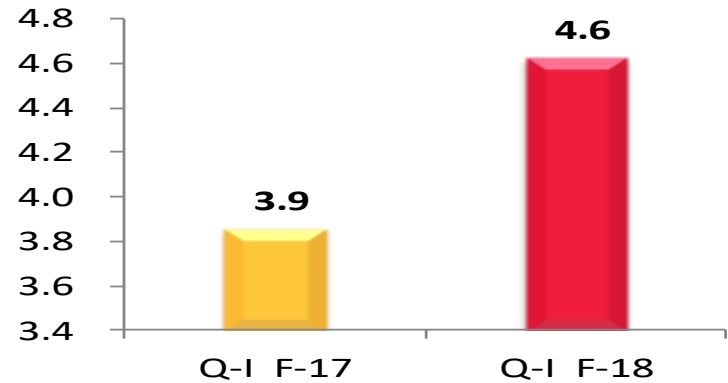
## Capital Employed



## EBIDTA



## PBT





**The Mahindra Group**

**Mahindra**  
*Rise.*

# 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



TEN SECTORS. MANY COMPANIES. ONE PURPOSE.

**...in 10 business sectors...**



AEROSPACE



AFTERMARKET



AGRI - BUSINESS



AUTOMOTIVE



BOATS



CLEAN ENERGY



COMPONENTS



CONSTRUCTION  
EQUIPMENT



CONSULTING  
SERVICES



DEFENCE



FARM  
EQUIPMENT



FINANCIAL  
SERVICES



HOSPITALITY



INDUSTRIAL  
EQUIPMENT



INFORMATION  
TECHNOLOGY



LOGISTICS



REAL ESTATE &  
INFRASTRUCTURE



RETAIL



STEEL



TWO  
WHEELERS

...in 20 industries...



...across 6 continents and **100+** countries...

# Mahindra

**Worlds largest tractor company by units sold**

**India's leader in the UV/SUV segment**

**India's 3<sup>rd</sup> largest PV and 2<sup>nd</sup> largest CV player**

**India's largest rural NBFC**

**Top 5 IT service provider from India**

**India's No.1 vacation ownership company**

**200,000 employees**

We are driven by the **highest** standards in corporate governance



# Mahindra Agri Business



Seeds & Potato Tubers



Crop Care



Micro Irrigation



Fruits



Pulses



Edible Oils



Dairy



Digital



# Mahindra Agri Solutions

## INPUTS

- CROP CARE
- SEEDS
- MICRO IRRIGATION
- SEED POTATO



- Deliver **Farm Prosperity**
- Productivity Improvement
- Alliances and Partnerships
- Focus on R&D

## FOODS

- GRAPE EXPORTS
- MGPL
- EDIBLE OILS
- PULSES
- DAIRY



- Consumer Centric
- Build Premium Brands
- Mahindra Quality Standards
- Farm to Fork model

## DIGITAL

- E-TAIL
- LOUNGE
- START UPS



- Healthy Indulgence
- Rapid scale up
- Valuation Driven

**Samriddhi**



**A Mahindra Group Company**

# EPC, start of next Micro Irrigation Revolution

**EPC Industrié Limited**  
( A Mahindra Group Company )

H - 109, MIDC, Ambad,  
Nashik, Maharashtra- 422 010.  
Ph.No: +91 0253 238 1081 / 82 / 83

Email: [info@epcind.com](mailto:info@epcind.com)

Web: [www.epcmahindra.com](http://www.epcmahindra.com)

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# Thank you

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