

# Mahindra

## AGRI BUSINESS



## Contents

- **Micro Irrigation**
  - **Need for Micro Irrigation**
  - **Industry size & opportunity**
- **EPC Industriè Ltd.**
- **EPC Product & Service Portfolio**
- **EPC Performance F-16**
- **Financial Performance Q-II F-17 and Cum F-17**
- **Future Plans**
- **The Mahindra Group**
- **Mahindra Agri Business**



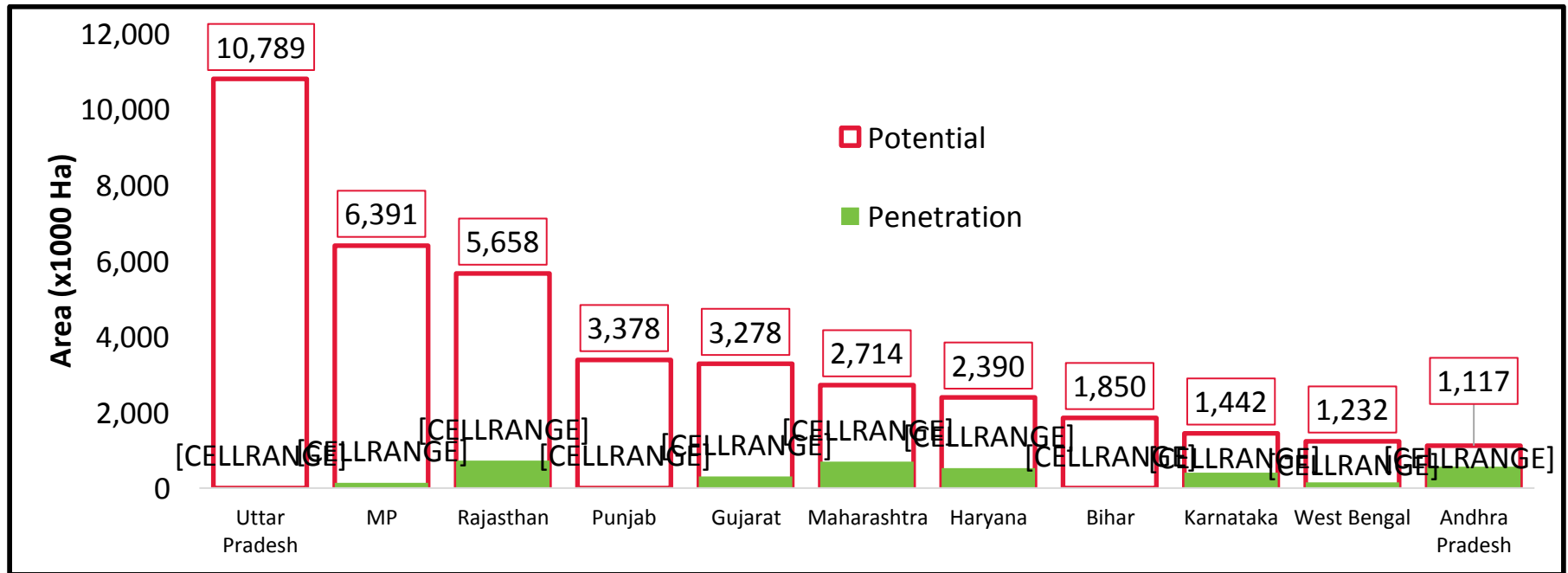
# **Micro Irrigation Industry**

# Need for Micro Irrigation

- India a water stressed economy; will be water scarce by 2050
- 70% of the available water 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%.

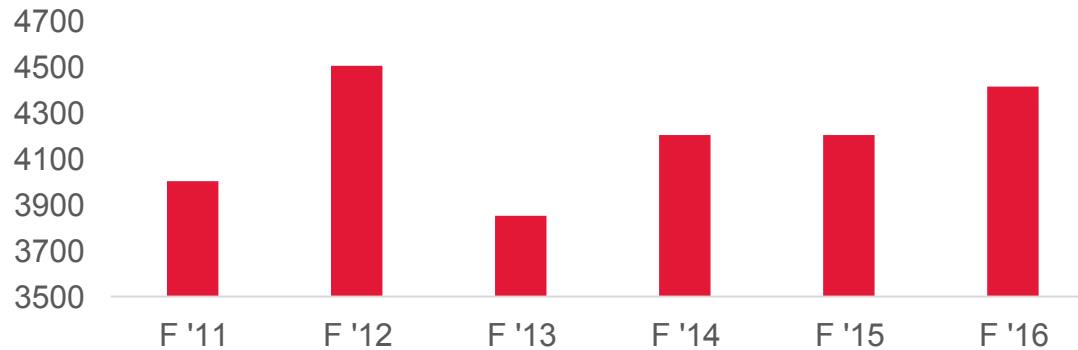
# Industry Size & Opportunity

- Strong potential for growth
  - Almost 60% of cultivable land is still rain fed in India
  - 70 million hectares irrigated; Only 7.7 Million is under MIS



# Industry Size & Opportunity

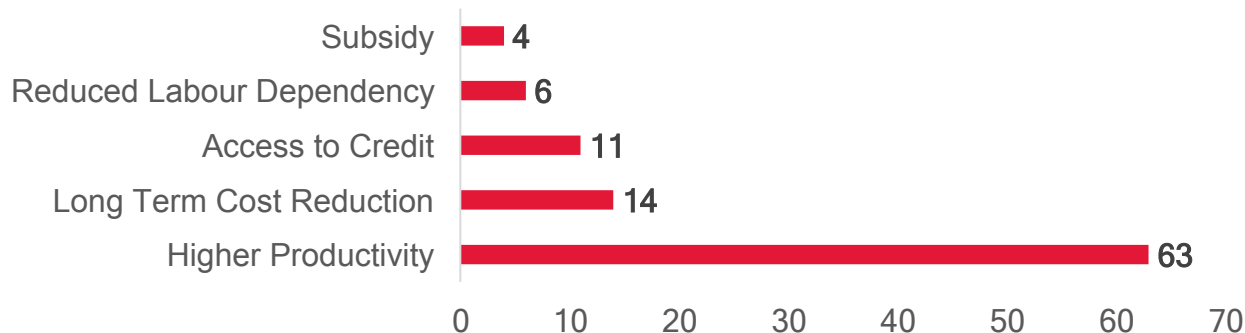
- Industry showing early signs of growth



Revenue in Rs. Cr.

- Strong Customer Pull

## Reasons for Micro Irrigation Purchase



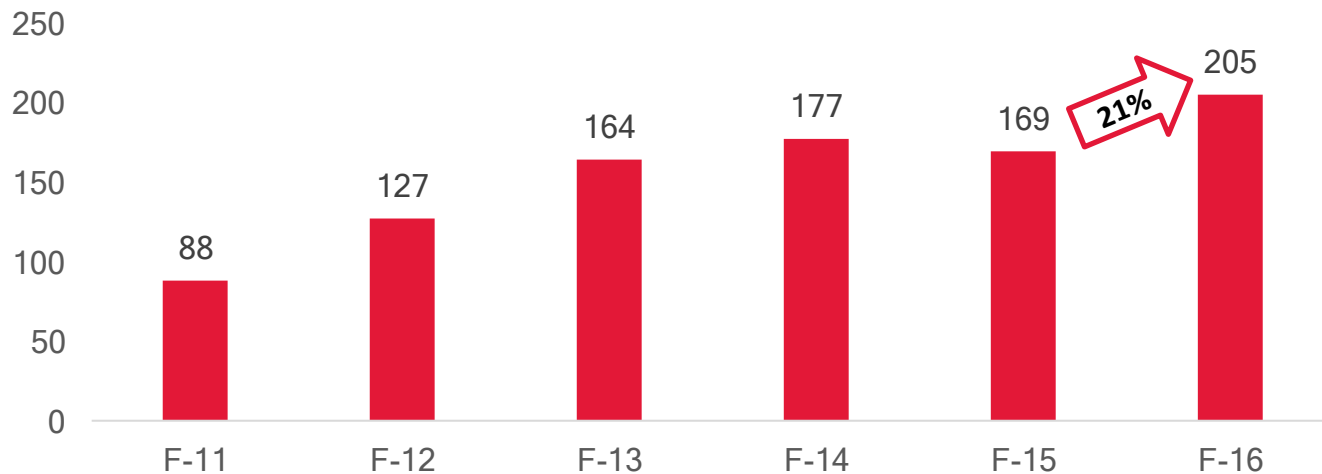
Source: AlphaWise

# 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



- Open Markets
- Project Markets\*
- Newly Opened Markets



# 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

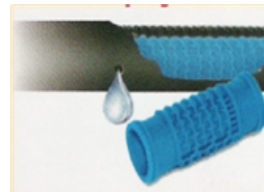
- Superior Product Quality
- Good brand equity in Indian market
- All the products comply to Indian Standards

# Product Portfolio: Drip Irrigation

- Online Drippers



- Inline Drippers
  - Round Inline drippers



- Flat Inline drippers



- Irrigation laterals



# Product Portfolio: Drip Irrigation

- Drip Fittings

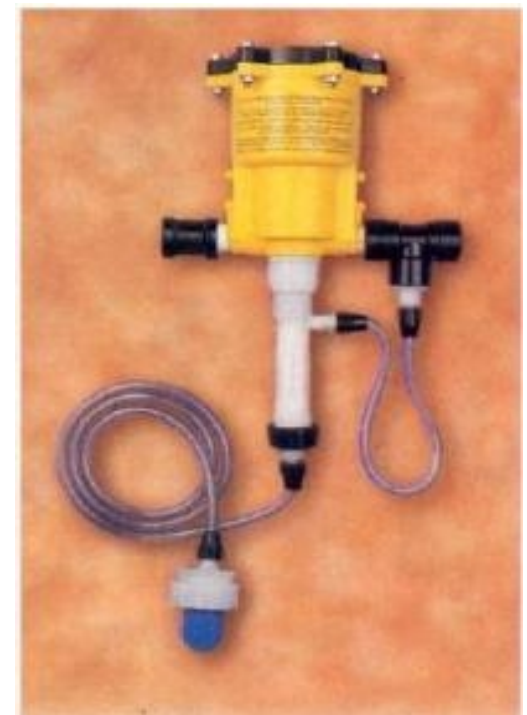
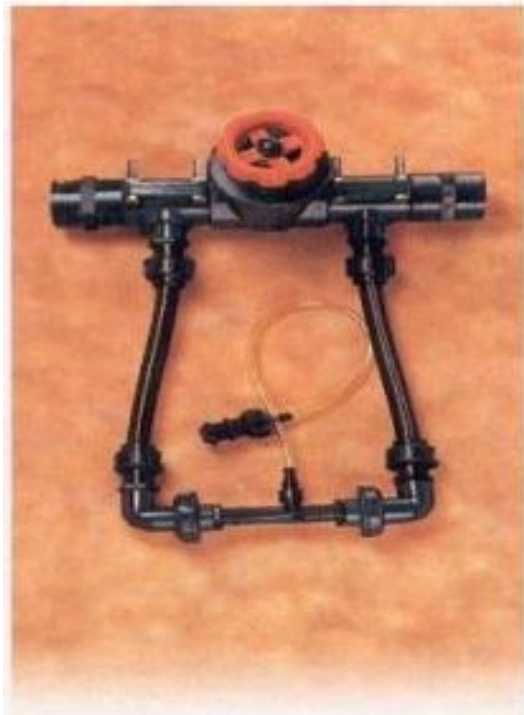


- Drip Filters



# 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**

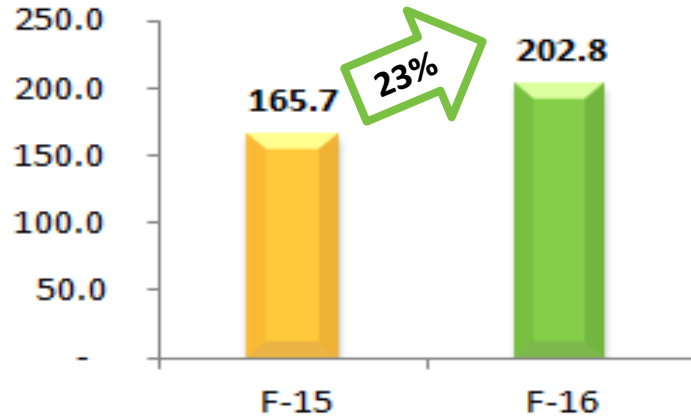


**Demo Plot**

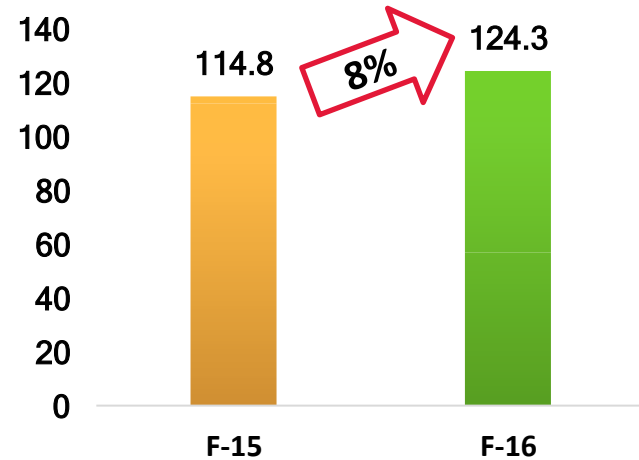
# Financial Performance F-16

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

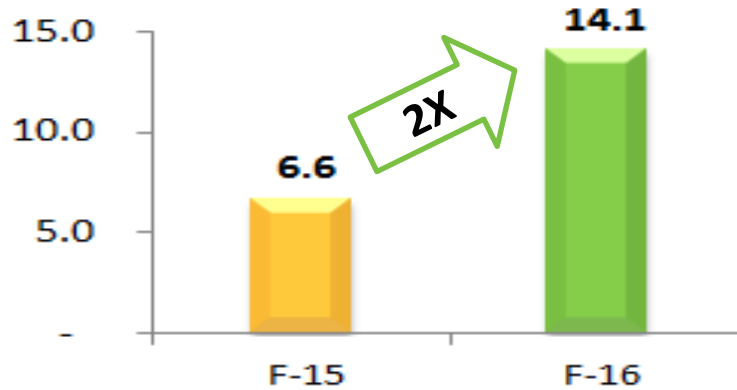
## Net Sales



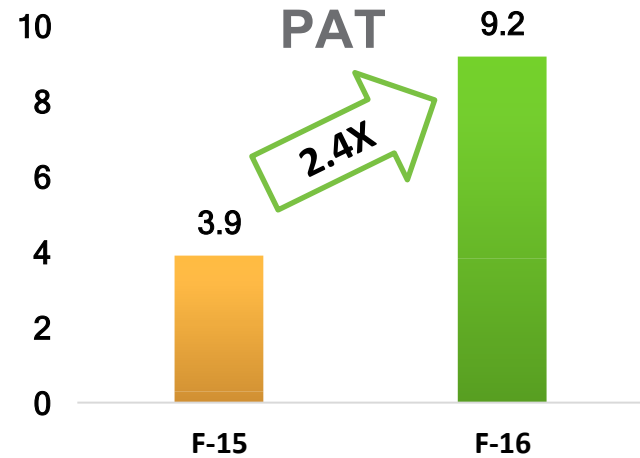
## Capital Employed



## EBIDTA



## PAT





# Financial Performance for Q-II and Cum F-17

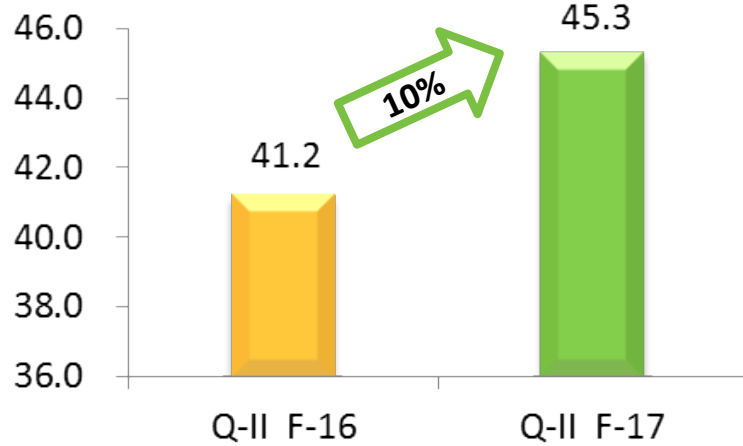


# Performance Snap Shot

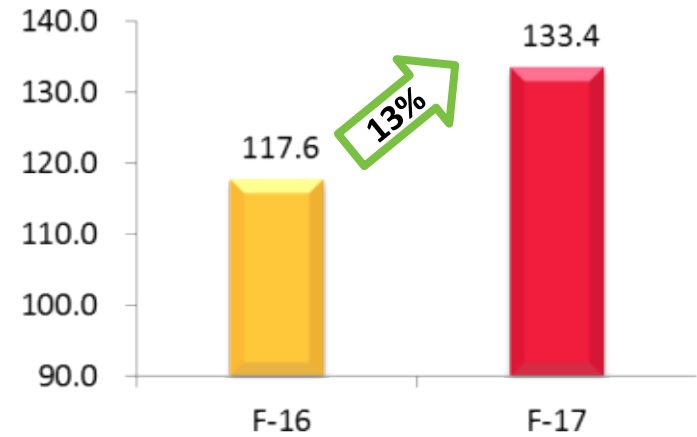
Figures Rs. in Cr

## Quarter - II

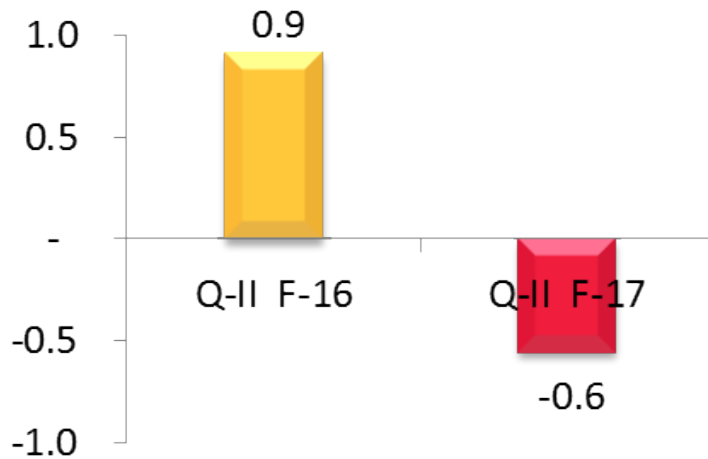
### Net Sales



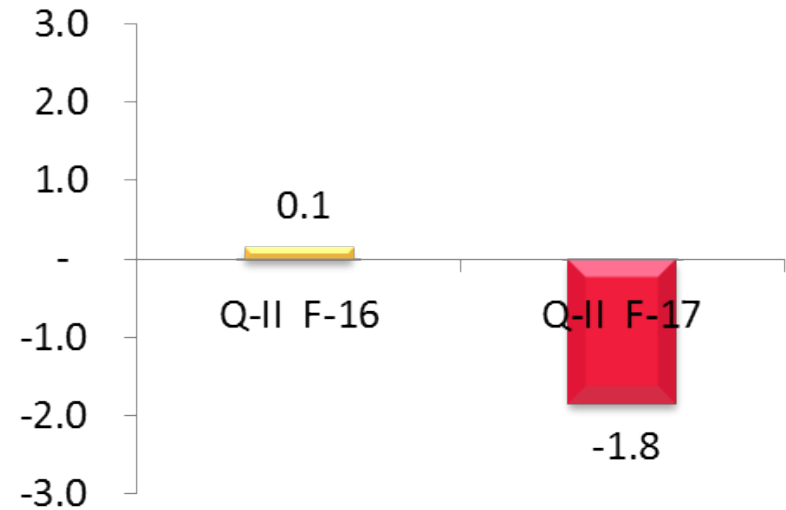
### Capital Employed



### EBIDTA



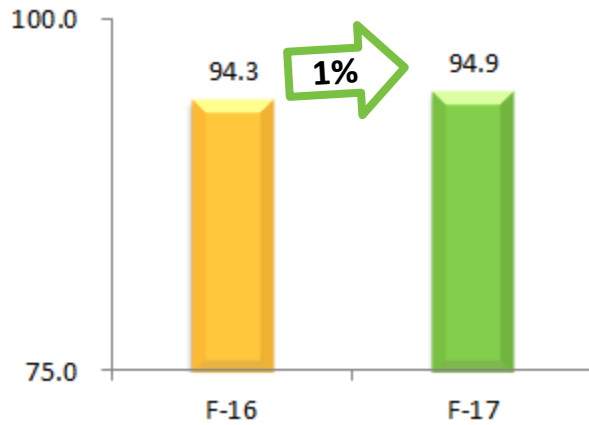
### PBT



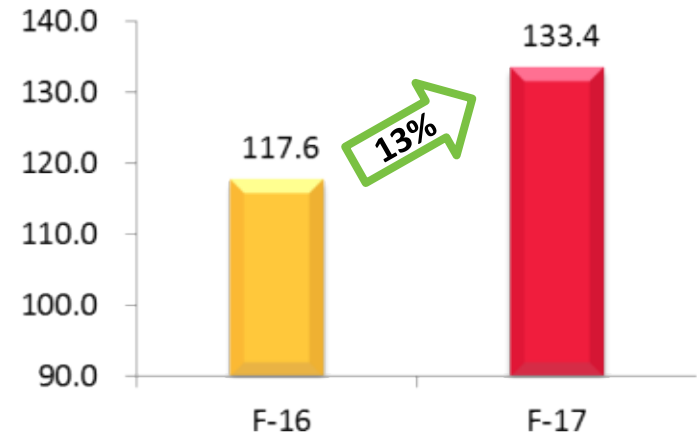
# Performance Snap Shot Cum Sep F-17

Figures Rs. in Cr

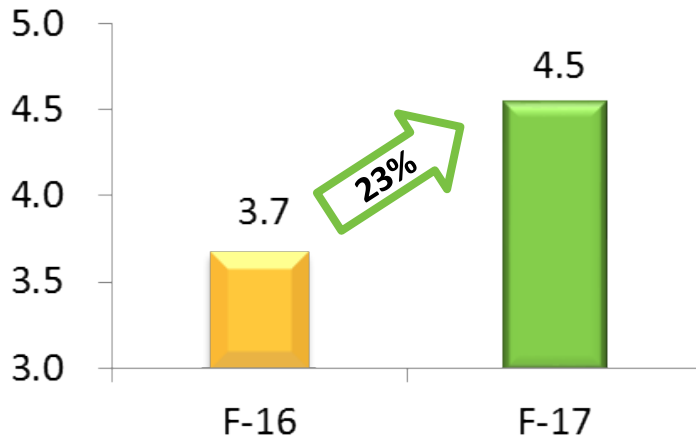
## Net Sales



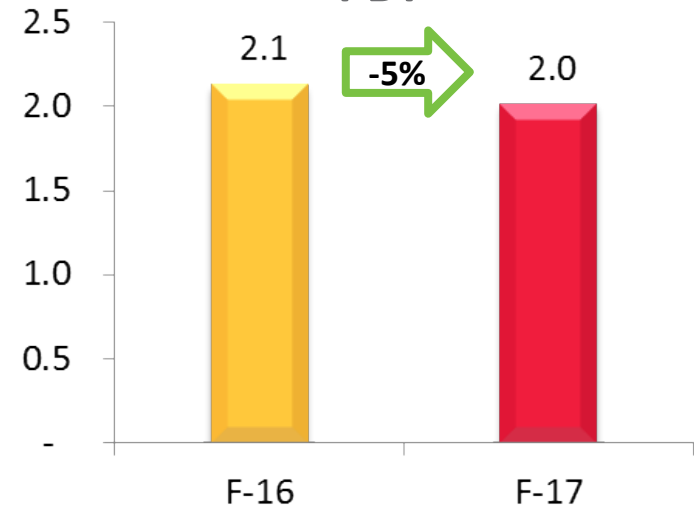
## Capital Employed



## EBIDTA



## PBT





# Key Initiatives

# Customer Centricity: Enabling increased customer reach



Mahindra  
Rise.

www.mahindra.com

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

Samriddhi

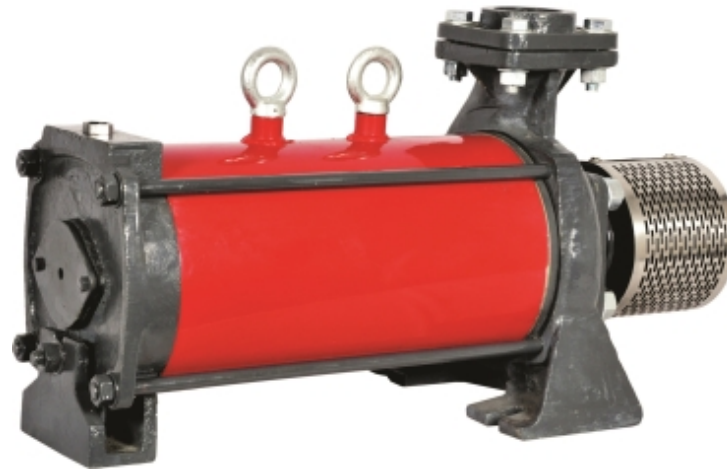
EPC A Mahindra Group Company

***Agri Helpline***

# Allied Businesses



***Greenhouse***



***Pumps***



# Reducing Subsidy Dependence



***Large Community Projects***



***Landscaping***



***Exports***





# Focus Areas

## Specific markets

- Linking efforts with market potential/returns
- Building productivity and effectiveness

## Projects

- Identifying and participating in government/institutional initiated community/lift-shift irrigation projects
- Participating in corporate irrigation projects

## Higher Drip Sales

- Optimize the product mix for profitability
- Crop based focused sales

## Inventory Control

- Distributed manufacturing
- Rationalize warehousing





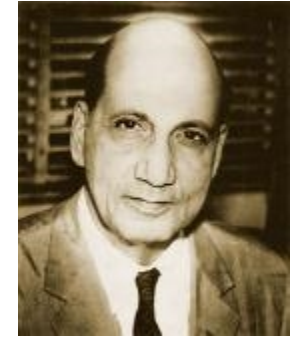
# The Mahindra Group

# 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**

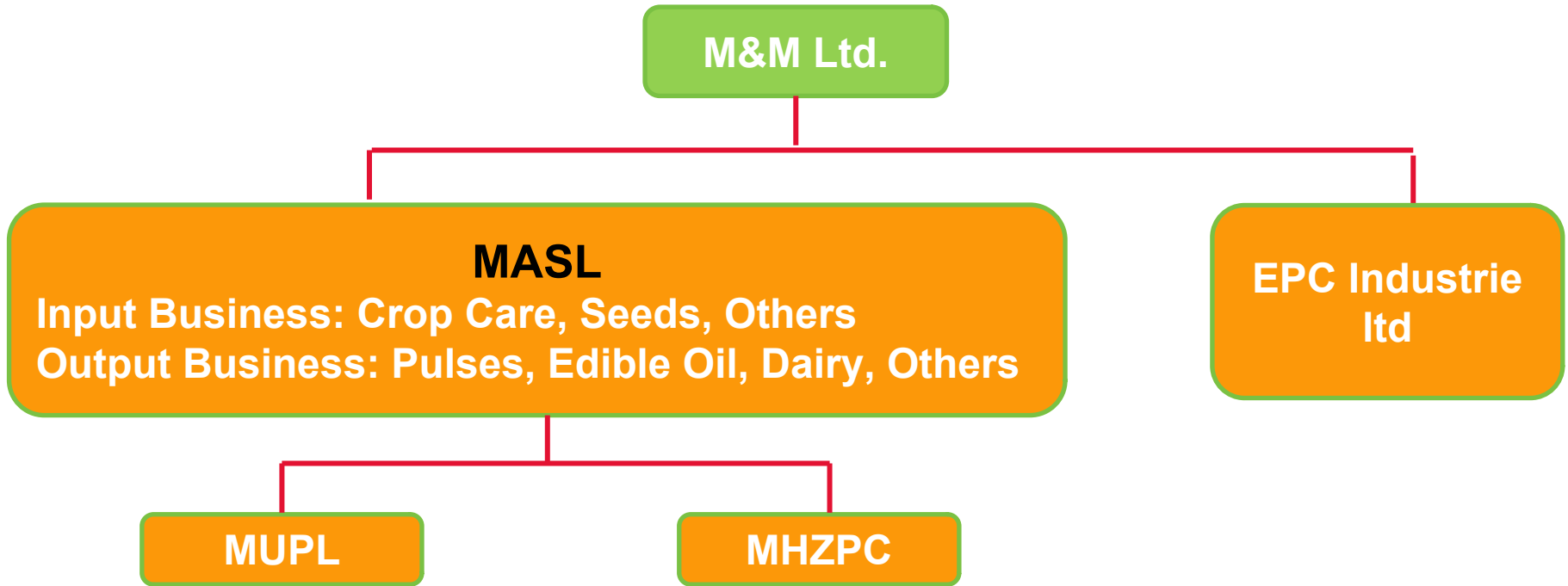
**Driving  
Positive  
Change**

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



# **Mahindra Agri Business**

# Business Structure



Subsidiary

# Thank you

## **Disclaimer**

EPC Industrié Limited. (A Mahindra Group Company), herein referred to as EPC 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 EPC. Any unauthorized use, disclosure or public dissemination of information contained herein is prohibited. Unless specifically noted, EPC 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 EPC. Information contained in a presentation hosted or promoted by EPC is provided “as is” without warranty of any kind, either expressed or implied, including any warranty of merchantability or fitness for a particular purpose. EPC 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.

**Mahindra**  
**AGRI BUSINESS**