

Mahindra Agri Business



Contents

- **Micro Irrigation**
 - **Need for Micro Irrigation**
 - **Industry size & opportunity**
- **EPC Industriè Ltd.**
- **EPC Product & Service Portfolio**
- **Financial Performance F-14**
- **Financial Performance for QII & YTD Sept 2014**
- **Future Plans**
- **The Mahindra Group**
- **Mahindra Agri Business**



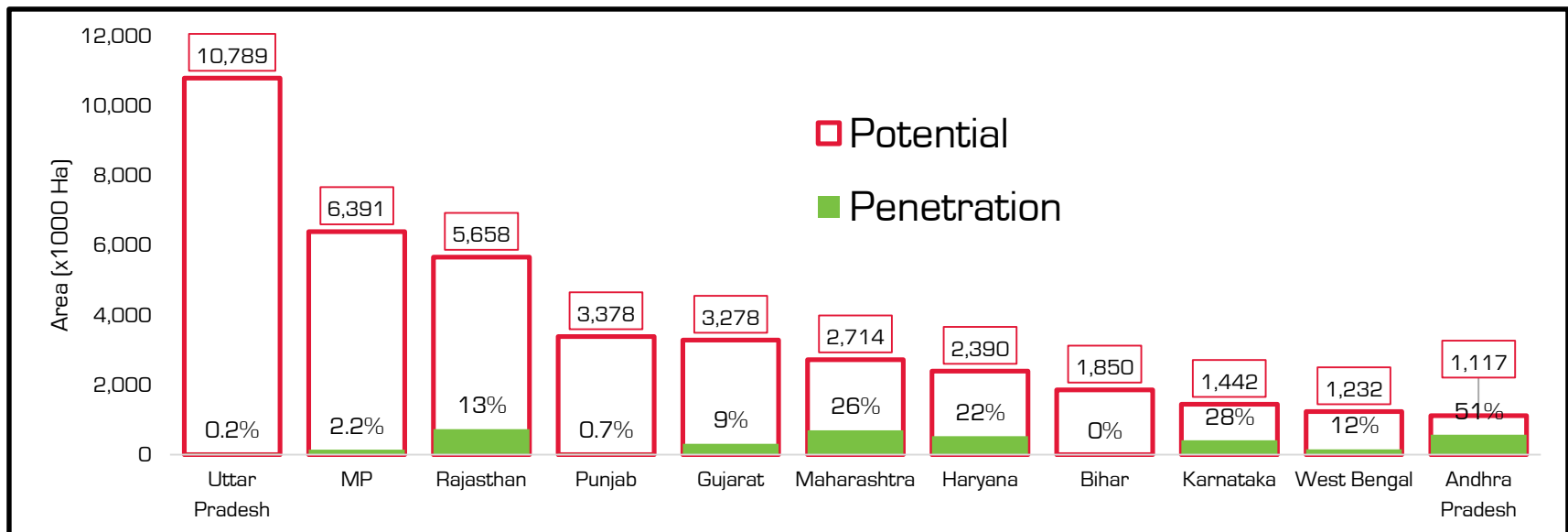
Micro Irrigation Industry

Need for Micro Irrigation

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

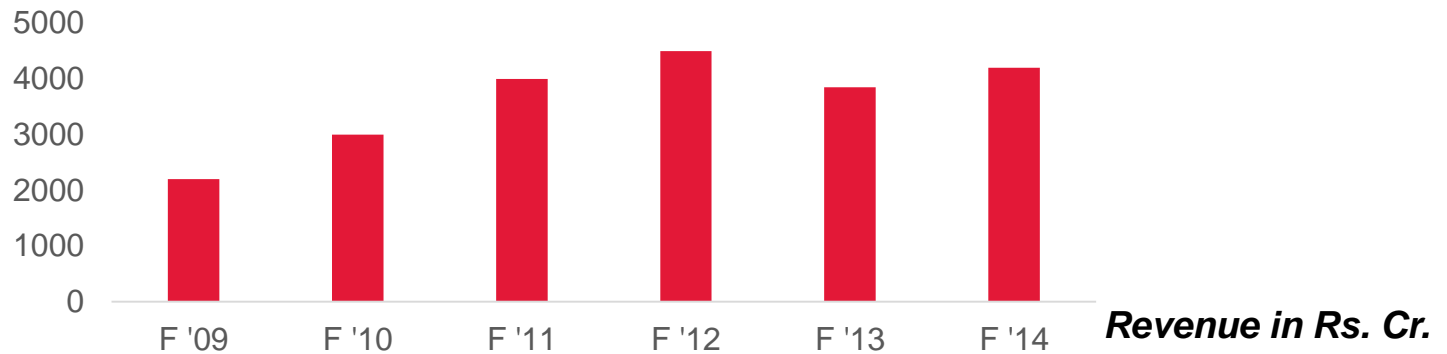
Industry Size & Opportunity

- 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



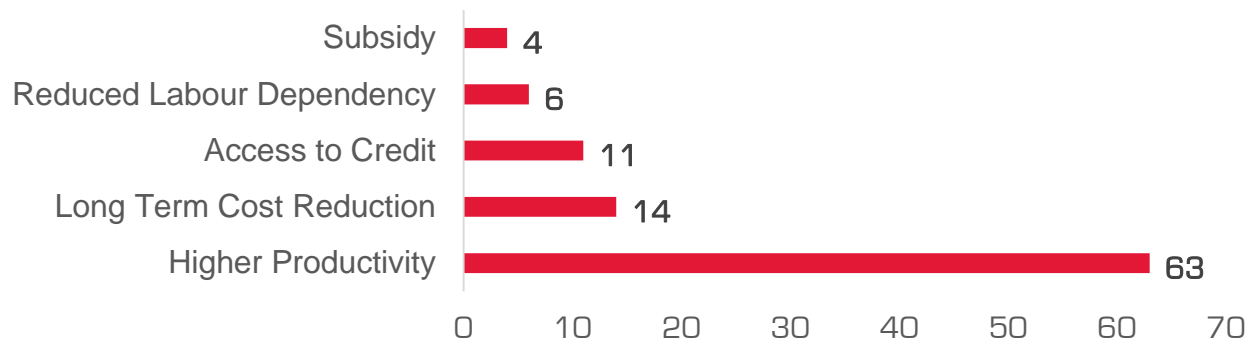
Industry Size & Opportunity

- The industry growing at 15% CAGR



- Strong Customer Pull

Reasons for Micro Irrigation Purchase



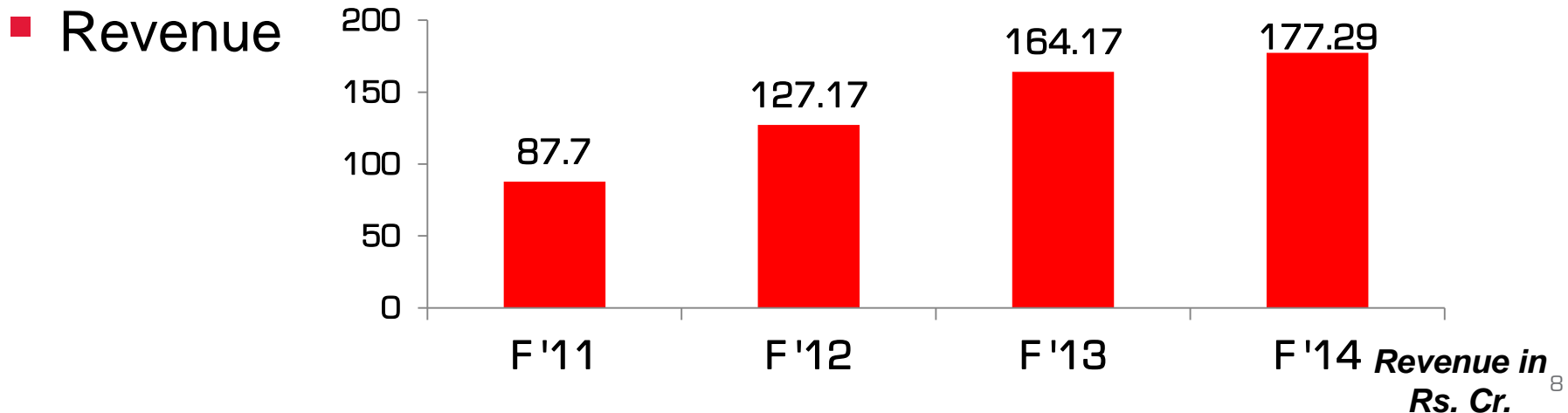
Source: AlphaWise

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 600 channel partners; 11 regional offices.
- M & M Ltd. holds majority stake & Management Control



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

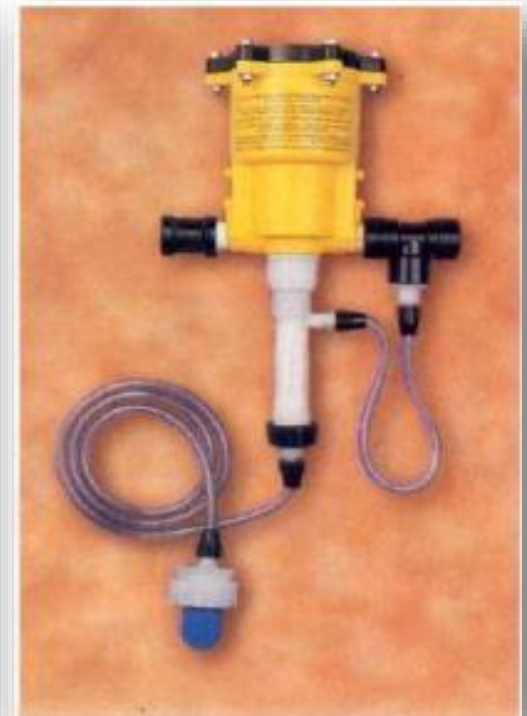
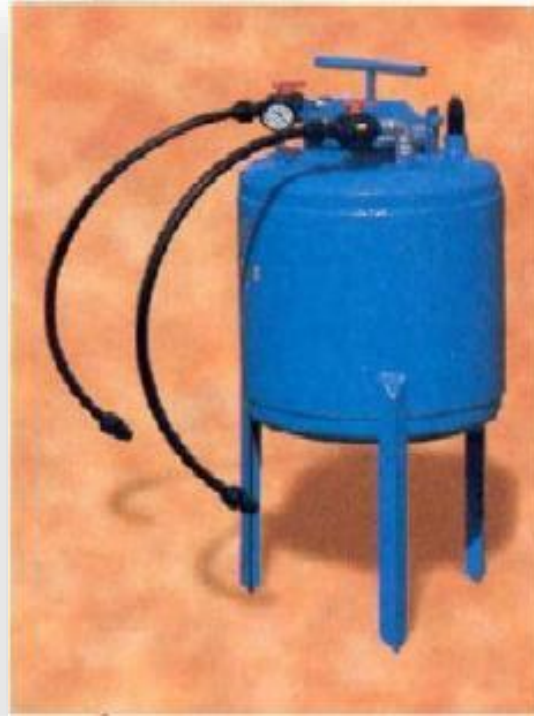
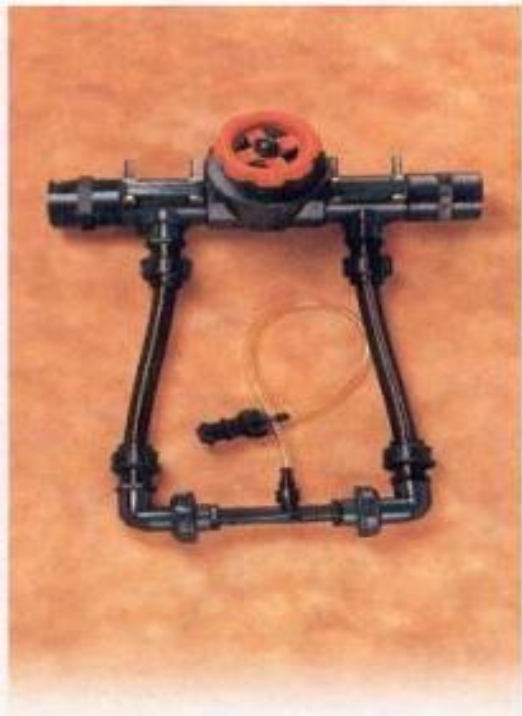


■ Drip Filters



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



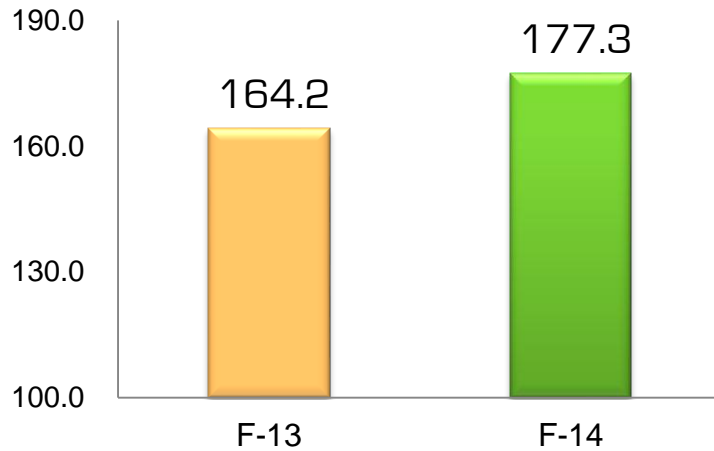
Demo Plot

Financial Performance F-14

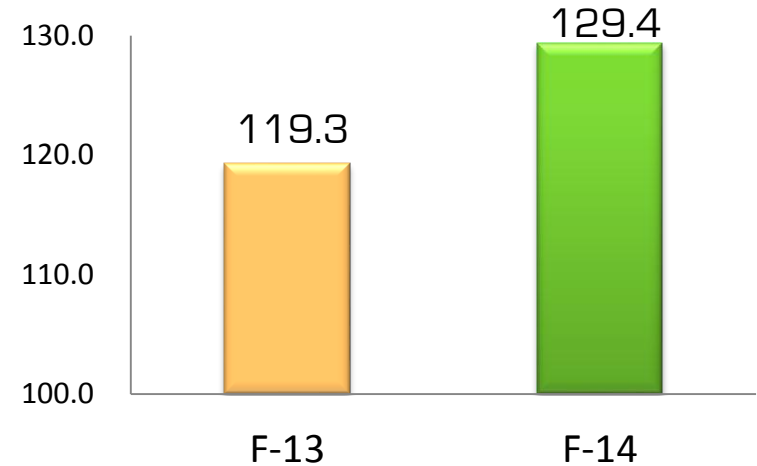
Performance at Glance F-14

Figures in Rs. Cr.

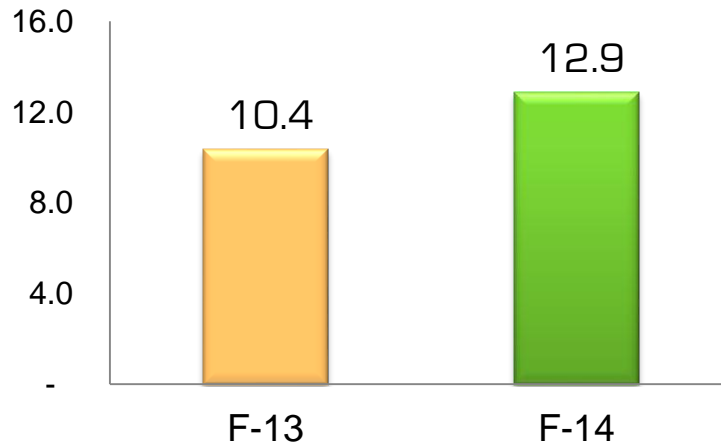
Revenue



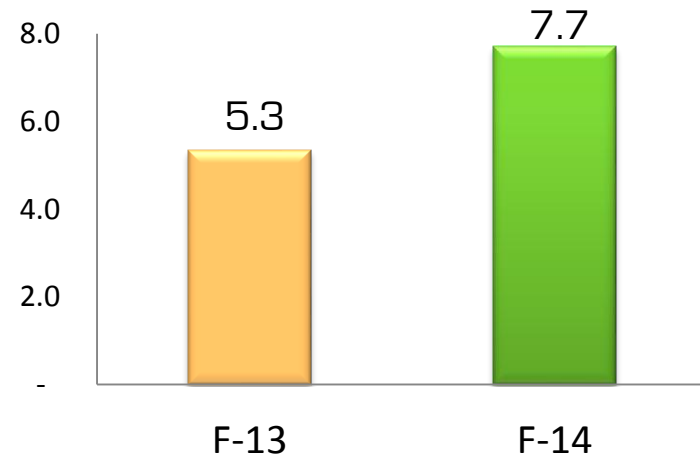
Capital Employed



EBIDTA



PAT

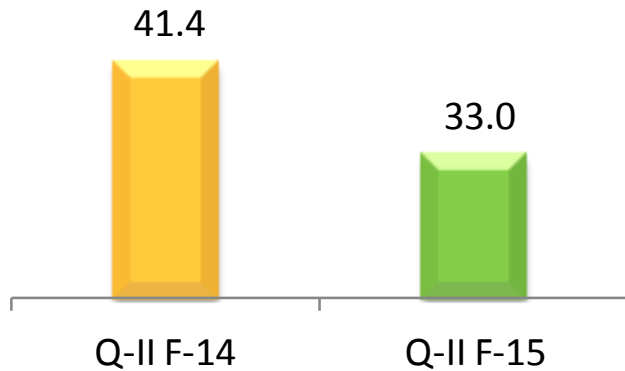


Financial Performance for Q-II & YTD Sep 2014

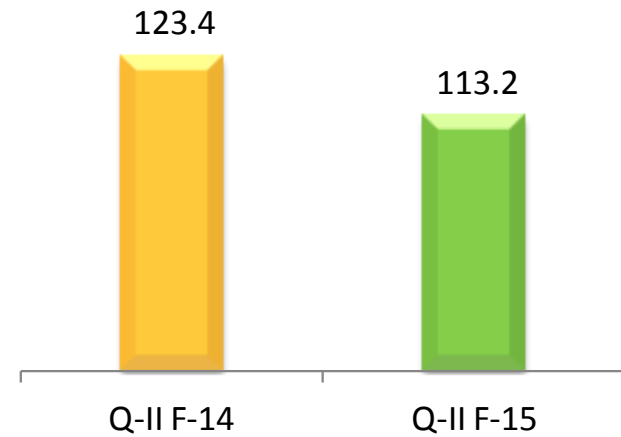
Performance at Glance Q-II

Figures in Rs. Cr.

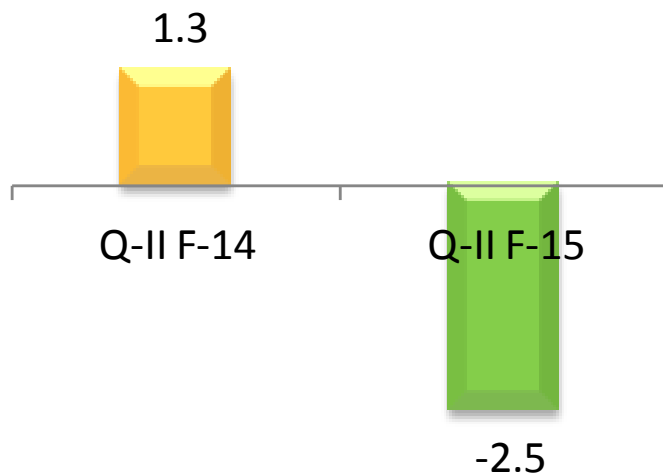
Revenue



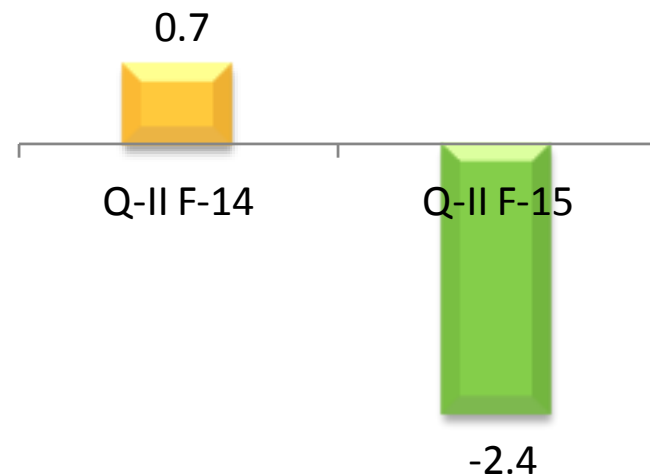
Capital Employed



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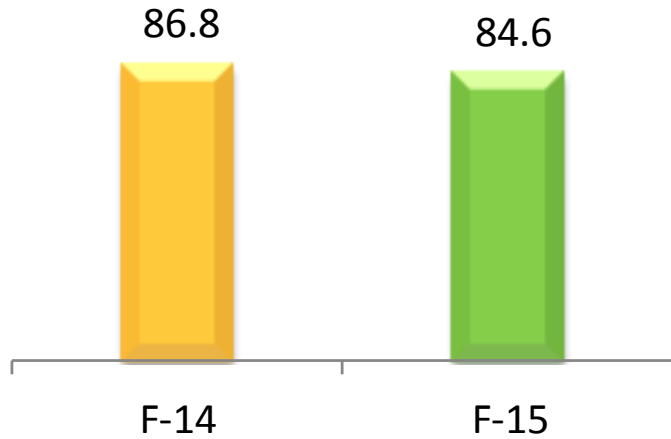
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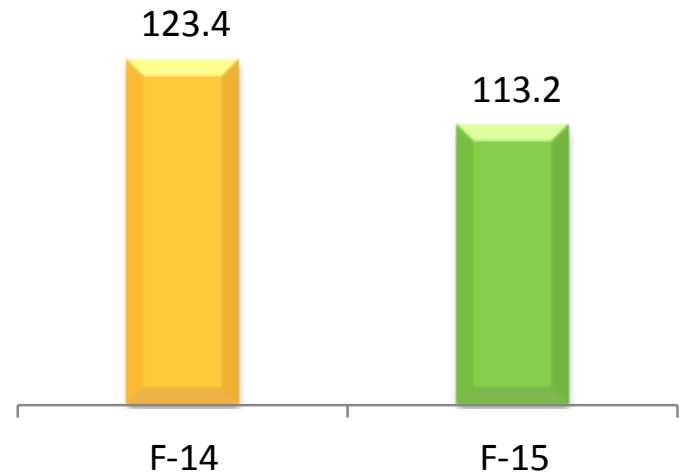
Performance at Glance YTD Sep F-15

Figures in Cr.

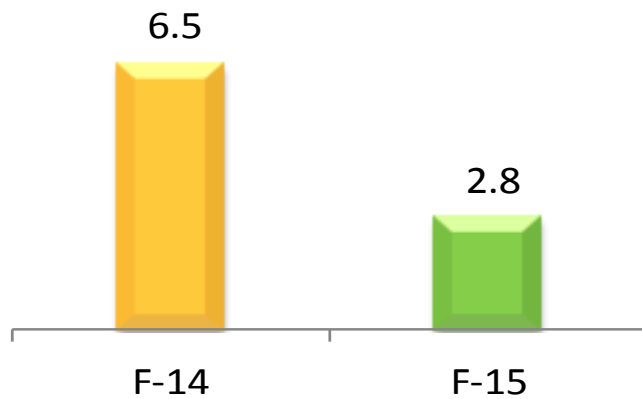
Revenue



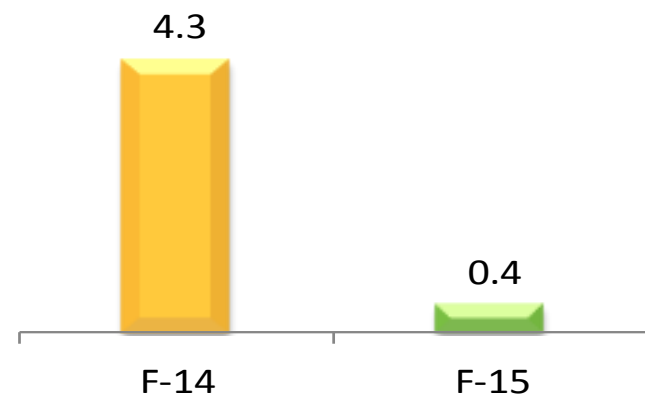
Capital Employed



EBIDTA



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Q2 Industry Environment

- Due to change from NMMI to NMSA there has been some confusion at the state level
- Few states have not announced their policy, as a result, business has virtually come to a standstill in these states
- As per industry estimates, H1 industry has dropped by 15 to 20% over last year
- It is expected that in H2, the policies will be announced for all the states and there will be a higher priority at the State level to utilize the subsidy



Future Plans

Customer Centricity: Enabling increased customer reach



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Samridhi

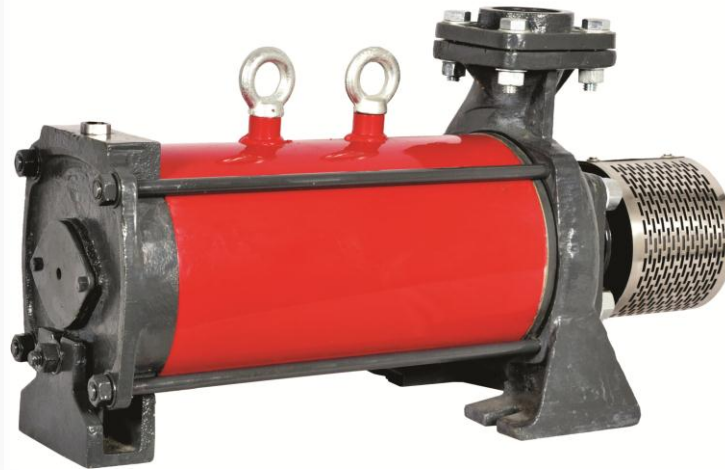
EPC A Mahindra Group Company

Agri Helpline

New Allied Businesses



Greenhouse



Pumps



Reducing Subsidy Dependence



Large Community Projects



Landscaping



Exports





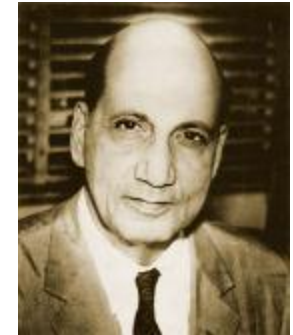
The Mahindra Group

The Mahindra Group

- **Founded in 1945 as a steel trading company**
- **Diversified into manufacturing Willy's jeeps**
- **India's 7th Largest Group - From Automotive to Defense to Construction to IT to Agriculture**
- **Recognised 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**



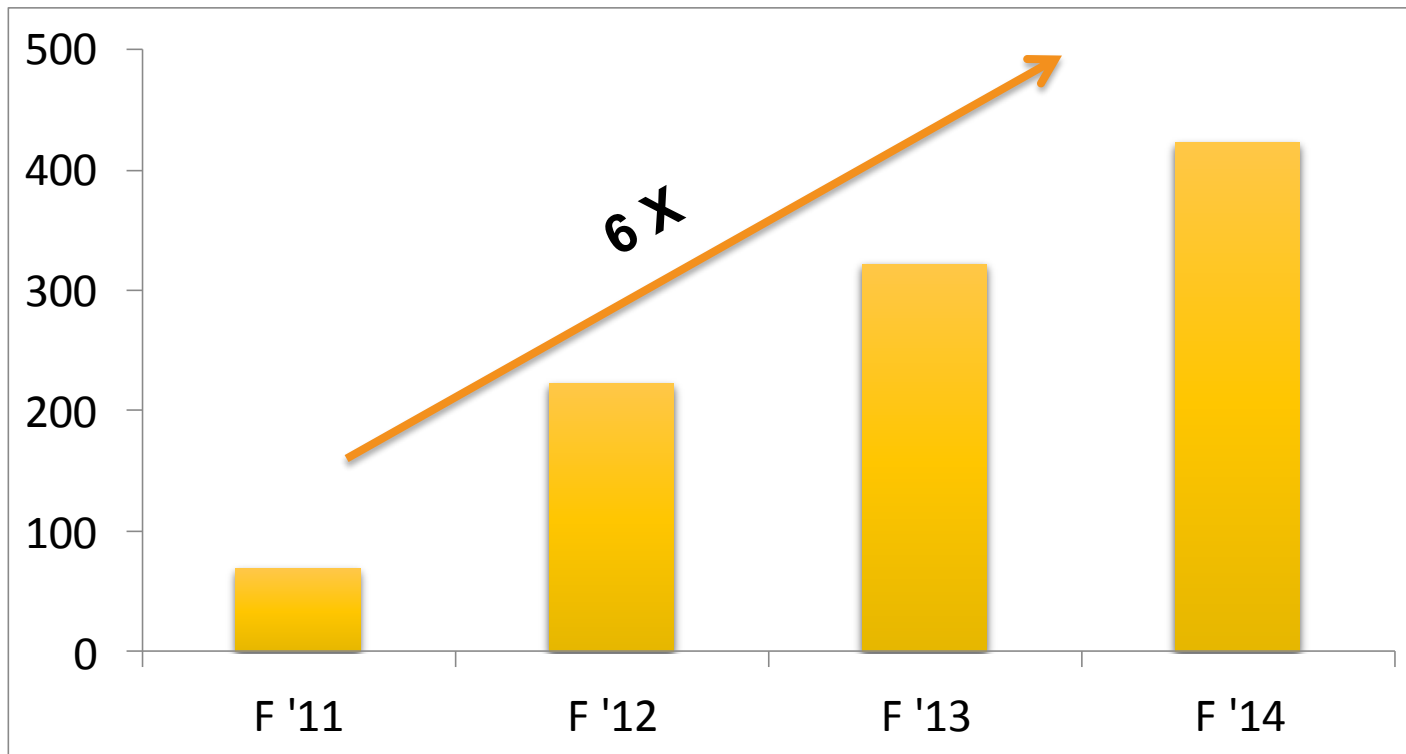
Mahindra Agri Business

BHAG: Big Hairy Audacious Goal

DELIVERING

FARMTech PROSPERITY

Agri Business Performance: Revenue



In Rs. Cr

Thank you

"Investors don't invest in businesses, they invest in People."

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