

Mahindra

AGRI BUSINESS

Delivering FarmTech Prosperity.



CROP CARE



SEEDS



POTATO TUBERS



MICRO IRRIGATION



SAMRIDDI CENTRE



FRESH FRUITS



AGRI OUTPUT

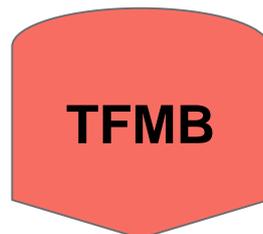


Mahindra
Rise.

FES: BHAG (Big Hairy Audacious Goal)

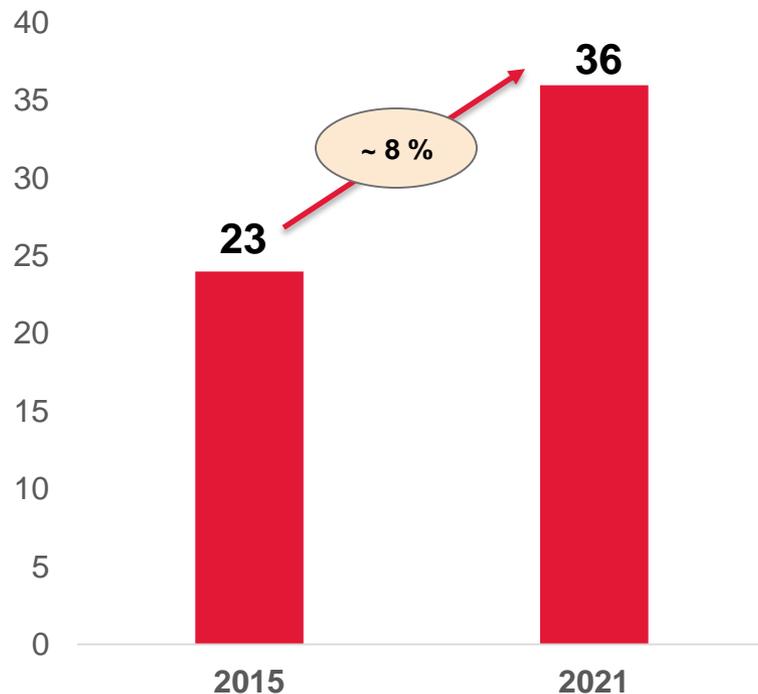
Deliver FarmTech Prosperity

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*



Industry and Opportunities

Agri Business*
(Rs. Lakh Crore)



Opportunities

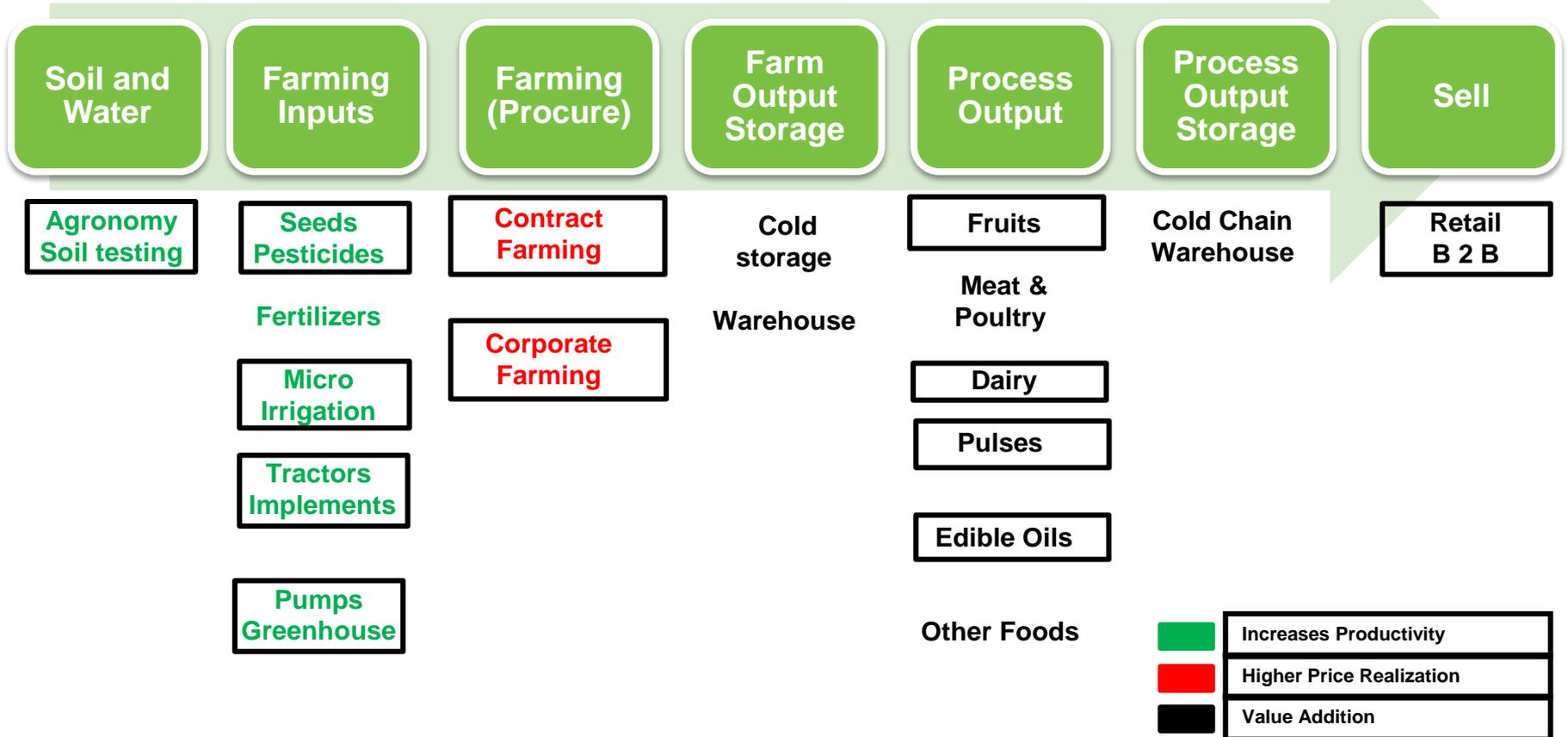
- Soil management
- Productivity improvement
- Water management
- Post harvest management
- Efficient supply chains
- Food processing
- Branded foods
- Export potential
- Advisory services

Source: Datamonitor Agricultural Products in India, BCG Report on Indian Agribusiness Industry

* Includes only food crops: Cereals, Pulses, Oilseeds, F&V, Sugar, Tea and Coffee

Where are we playing?

Agri Value Chain



 Existing Businesses

	Increases Productivity
	Higher Price Realization
	Value Addition

Our Key Guiding Principles

- 1. All businesses must Deliver *FarmTech Prosperity***
- 2. Offer high quality products and services**
- 3. Unique Value Addition for key stakeholders**
- 4. Profitable growth**
- 5. Adhere to the highest levels of governance**
- 6. Build aspirational and premium brands**

Portfolio of businesses

Mahindra Agri Business

INPUT

- CROP CARE
- SEEDS
- MICRO IRRIGATION
- SEED POTATO

OUTPUT

FRUITS

DAIRY

EDIBLE OILS

PULSES

Samriddhi
by Mahindra



Business Structure

Before

M&M Ltd.

MSSL

Input Business
Crop Care, Seeds,
Others

Output Business
Pulses, Edible Oil,
Dairy, Others

EPC Industrie
ltd

MUPL

MHZPC

*MSSL renamed to MASL (Mahindra Agri Solutions Ltd)
& Businesses brought under MASL*

After

M&M Ltd.

MASL

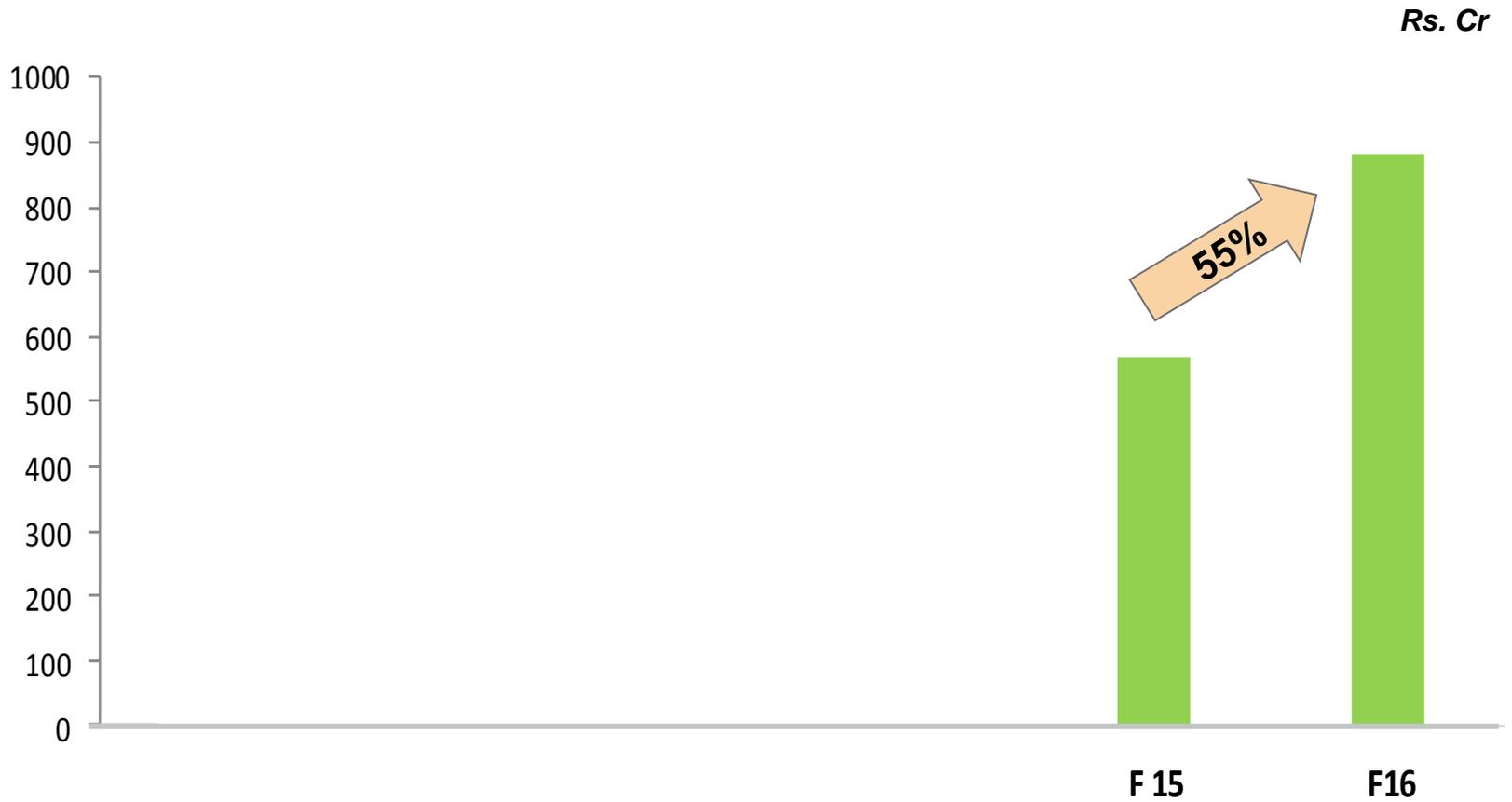
Input Business : Crop Care, Seeds, Others
Output Business : Pulses, Edible Oil, Dairy, Others

EPC Industrie
ltd

MUPL

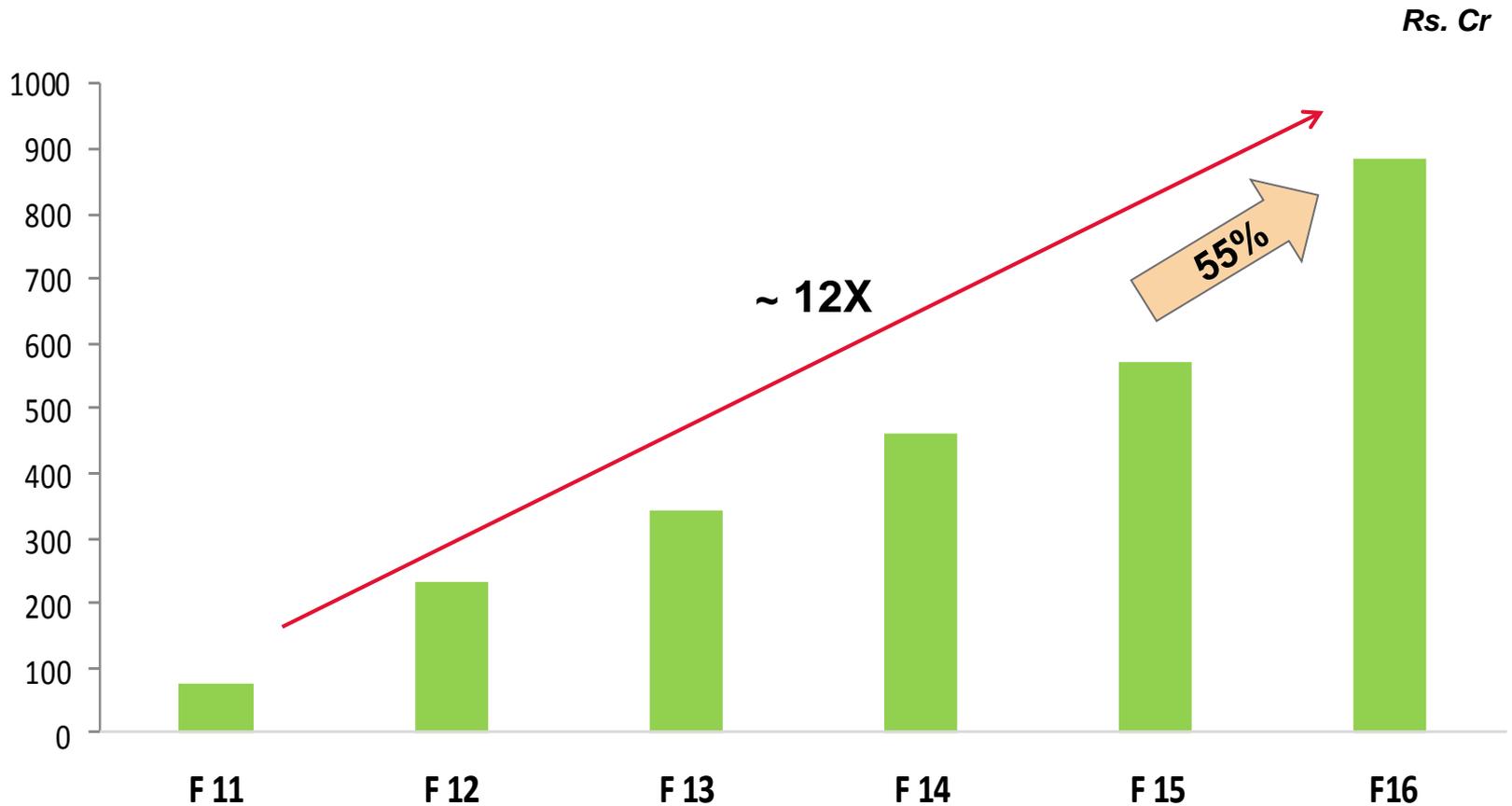
MHZPC

Subsidiary



55% revenue growth in F'16 over F'15

~12X Revenue Growth in 5 years



55% revenue growth in F'16 over F'15



Our Growth Strategy

Input Business



Samriddhi by Mahindra



R&D Capability



Partnerships

Output Business



Product Differentiation



- ☑ We help to grow the right Quality
- ☑ We select the right Quality
- ☑ We preserve the right Quality
- ☑ We distribute the right Quality
- ☑ We assure the right Quality

Promise of Quality

Output Business

Building Premium Brands



Premium, Fresh, Lifestyle, Young/energy,
Aspirational and Quality

Fruits

Dairy



Quality, Consistency, Pure / Natural, Nutrition,
Wholesome and fulfillment

Pulses

Edible Oils

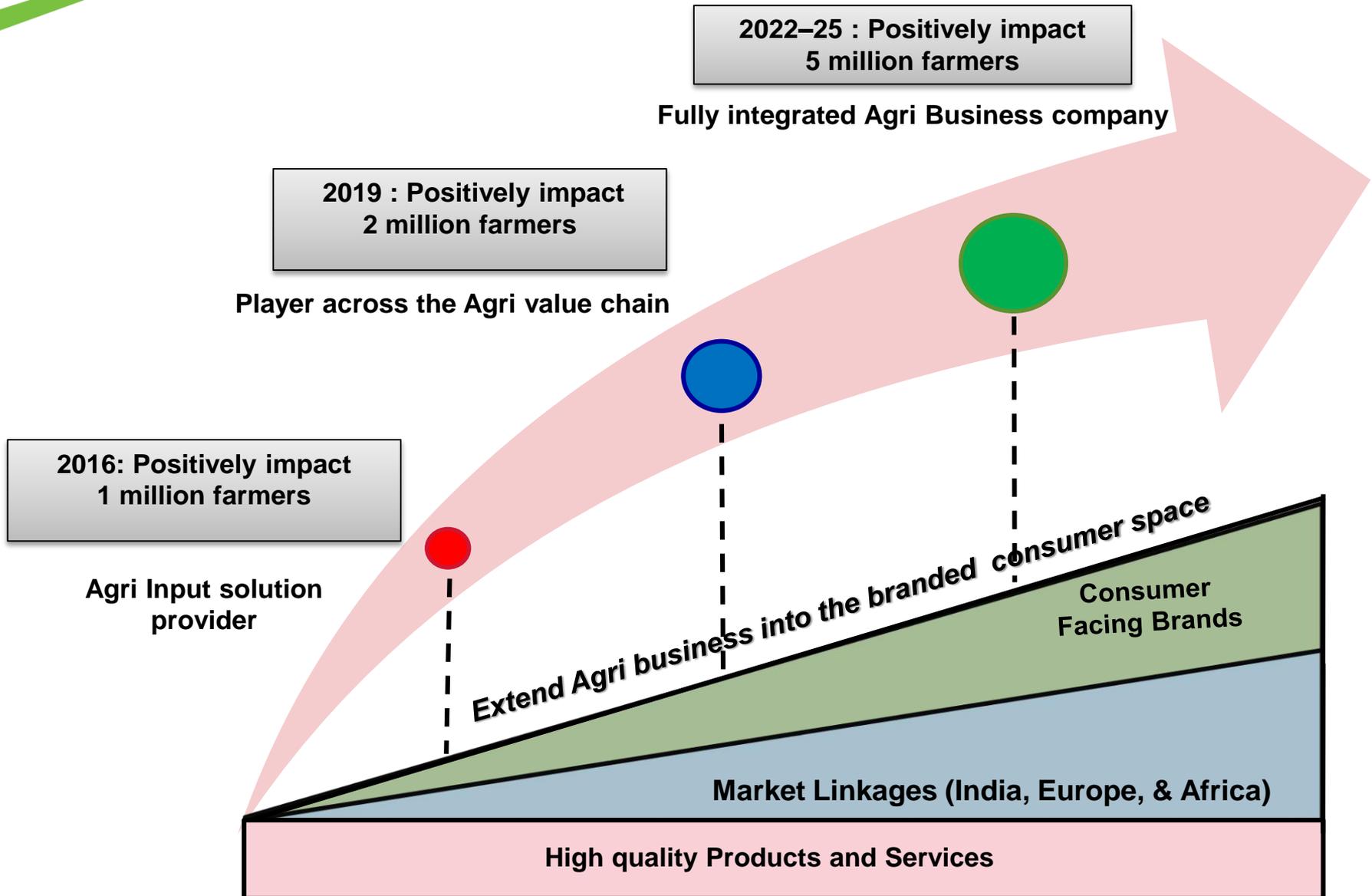
NuPro TVC

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Long Term Vision



Mahindra
AGRI BUSINESS