

Mahindra & Mahindra

Contents

- Mahindra Group Corporate Profile
- India's Auto Giant
- Technological Prowess
- Products
- GOA Story
- Business Proposal

1. Mahindra Group Corporate Profile

Mahindra Group

- Stands for Leadership, Innovation and Entrepreneurship
- Pioneer in utility vehicle manufacturing in India
- One of the top ten industrial houses in India set-up in 1945 with a group revenue of US \$ 1.3 bn (approx)
- Group companies in automobiles, tractors, auto components, financial services, hospitality, software and telecom (British Telecom) and infrastructure development
- Market leaders in most business segments
- Over 15,000 employees working across group companies

Sound Navigators

- The Board of Directors
 - Chairman - Keshub Mahindra
 - Vice Chairman & Managing Director - Anand Mahindra - CII President
 - President Automotive Sector & Executive Director – Alan Durante
 - 15 eminent persons from Industry, Finance, Investment and other branches of business with diverse experience and expertise
-

International Alliances

- Ford Motor Company, USA
- Monex Resources Inc, USA
- Vickers Inc, USA
- Peugeot, France
- Mitsubishi Corp, Japan
- British Telecom plc, UK
- Owens Corning, USA
- Renault, France

Mahindra & Mahindra Ltd

- Flagship company of the group –with Automotive and Farm Equipment businesses
- One of the largest Indian private sector companies
- Globally 4th largest in tractors and 27th in vehicles(10th in utility vehicles)
- Market leaders in utility vehicles & tractors since the mid '80s
- Largest sales & distribution network in India with 1274 outlets
- 7 factories covering 0.5 mn sq m with 12,600 employees

Visit www.mahindraworld.com for details

India's Auto Giant

- Largest manufacturer of utility vehicles in the country since inception
- Very high brand recall in the country for vehicles
- Largest Institutional vehicle seller- 10% of Mahindra domestic sales
- More than 40,000 vehicles supplied to Indian Army
- Vehicles exported to 69 countries so far
- Product evolution from rugged mass transport vehicles to high end sophisticated personal transport vehicles

Mahindra Brand Equity

- Synonymous with UVs
- Mahindra brand denotes:
 - Tough
 - Durability and Reliability
 - Low cost of ownership

3. Technological Prowess

World Class Technology

- Comprehensive manufacturing facilities
 - High level of vertical integration with
 - foundry, die shop, press shop, CED paint shop
 - manufacture of engines, gearbox, axles, etc
 - Strong R&D set up with over 300 engineers
 - Negligible import content in all vehicles
-

Quality, Cost and Productivity Initiatives

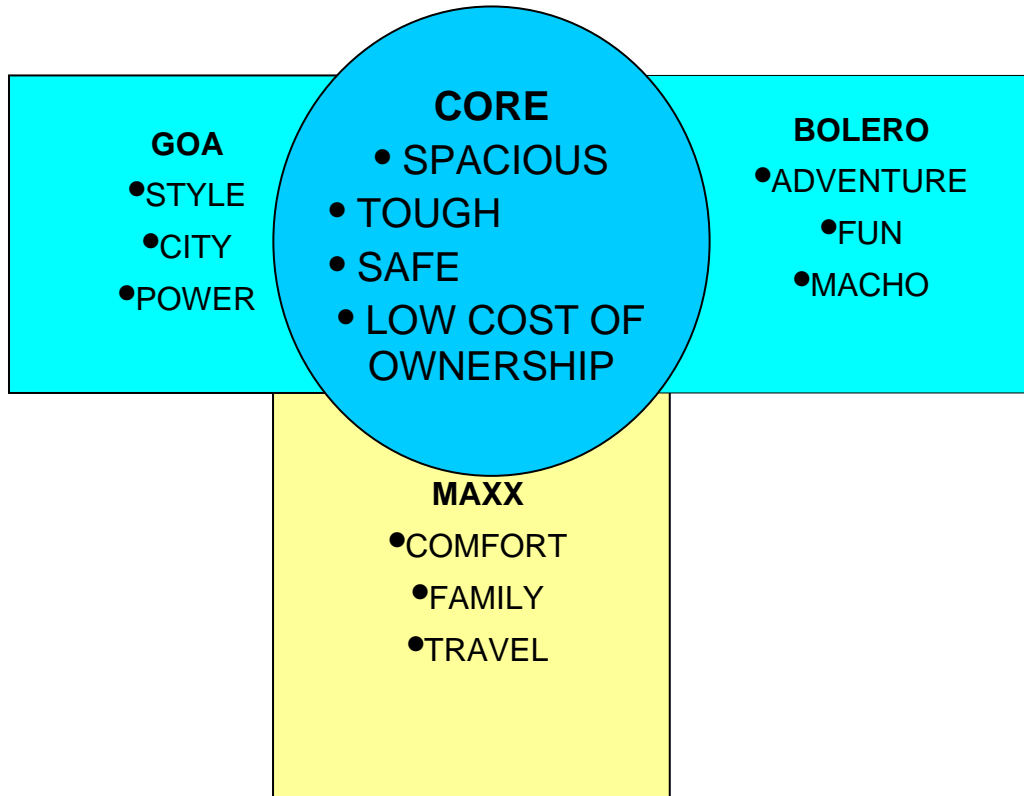
- All plants and Marketing have QS 9000 and ISO 14000 certification.
- M&M the first auto company in India to get a QS 9000 certification
- Nashik plant, world class facility for GOA, currently ISO 9000
 - Received ISO/TS 16949 standard. (PUT Certificate pics)
- Benchmarking global best practices in key business practices.
- Auto Kandivli Plant received the TPM Excellence Awards. First Indian OE to get the award.

4. Automotive Products

Three Power brands

- **GOA** – a sports utility vehicle, targeted at premium car buyers in metros with a communication platform of 'car plus'.
 - **Bolero** – a feature packed, value-for-money utility vehicle, targeted at personal segment as a sporty personal vehicle.
 - **MaXX** – a hard top multi utility vehicle, targeted at commercial segment for comfortable journeys with a communication platform of 'more space and comfort'.
 - Bolero & Maxx Pickup for Commercial applications
-

(Three Brand Strategy)
BRAND ESSENCE



5. GOA story

Creation of the Indian SUV category

- Was launched with the aim of capturing 50% share in UVs for Mahindra
- Was based on the vision to continue the domination of the Utility vehicle (UV) market in India and to be a **Global Player** in this category
- To create the SUV category in India

The making of GOA - A product development case study

- Output of an unique process called IDAM (Integrated Design and Manufacturing)
- Tie-ups with International leaders at an early stage for concurrent development
- Customer focus from thought to finish
- A cross-functional, co-located, young, lean team
- Lowest Project Costs
- Intensive Testing
- All new Manufacturing Set up

International Partners

- Lear, USA,
 - Visteon, USA
 - Dana, USA
 - BEHR, Germany
 - Bosch, Germany
 - Lucas, U.K.
 - SAMLIP, S.KOREA
 - Borg Warner
 - Fuji, Japan
 - Sylea France
-

GOA - Tech Specs

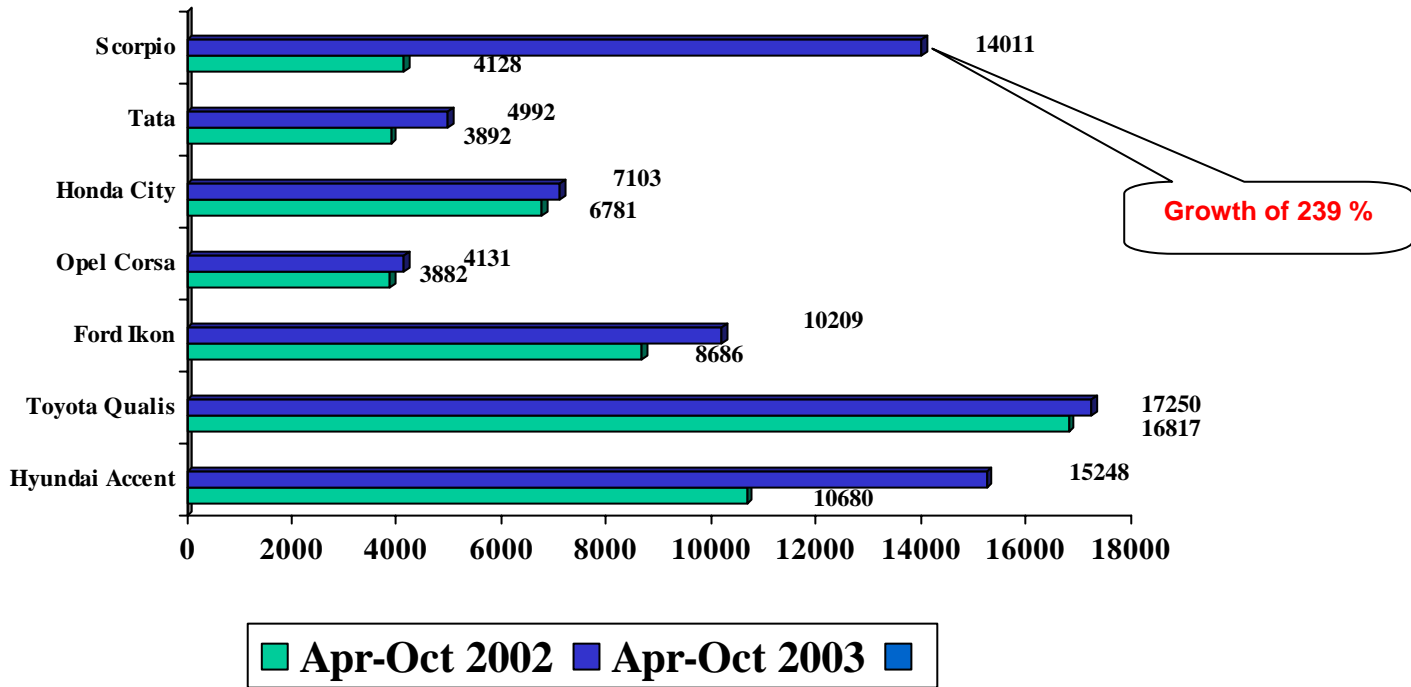
ENGINE	Diesel	Petrol
Power	2.6 Ltr SZ2600Turbo	1998cc Renault Petrol MPFI
Torque (max)	109 BHP @3800 rpm	116 BHP @5500 rpm
GEAR BOX	26 Kgm @1800 rpm	18.7 Kgm @ 3800 rpm
EMISSION	5 Speed	5 Speed
DRIVE	Euro II	Euro III
SEATING	RHD & LHD	RHD & LHD
	5 / 7 / 8 / 9	5 / 7 / 8

Visit www.mahindra.com for more details

GOA's sting

- GOA created the SUV category in India
 - M&M achieved more than 50% of market share in UV and SUV segment
 - Achieved market share of 34% in the premium UV market
 - Generated a volume of 15000 vehicles in the first 18 months of the launch with competition from the likes of Toyota Qualis
 - GOA demand far exceeding supply with a 4 week wait period even after a year of launch
-

GOA in the Premium UV segment and 5 lac plus car



GOA's sting

- **Three 'The Car of the Year' awards from**
 - CNBC-Autocar, BBC World's Wheels, Business Standard Motoring
 - Other contestants being Mercedes Benz M-Class, Fiat Palio, Opel Vectra, Toyota Camry, Pajero
- Cover feature of Automotive Industries (October 2002 issue), an auto magazine based in Detroit, USA.
- NFO -Best SUV based on CSI study
 - Rated higher than Toyota Qualis, Tata Safari, Ford Ikon, Hyndai Accent, Opel Corsa & Fiat Sienna
- National Award presented by the GOI for pioneering work in R & D



Bolero Story

- Launched in 2000 as Mahindra's foray into the the urban market
- To make Mahindra relevant to the city
- The feature packed, value for money sporty vehicle

The Bolero Clan

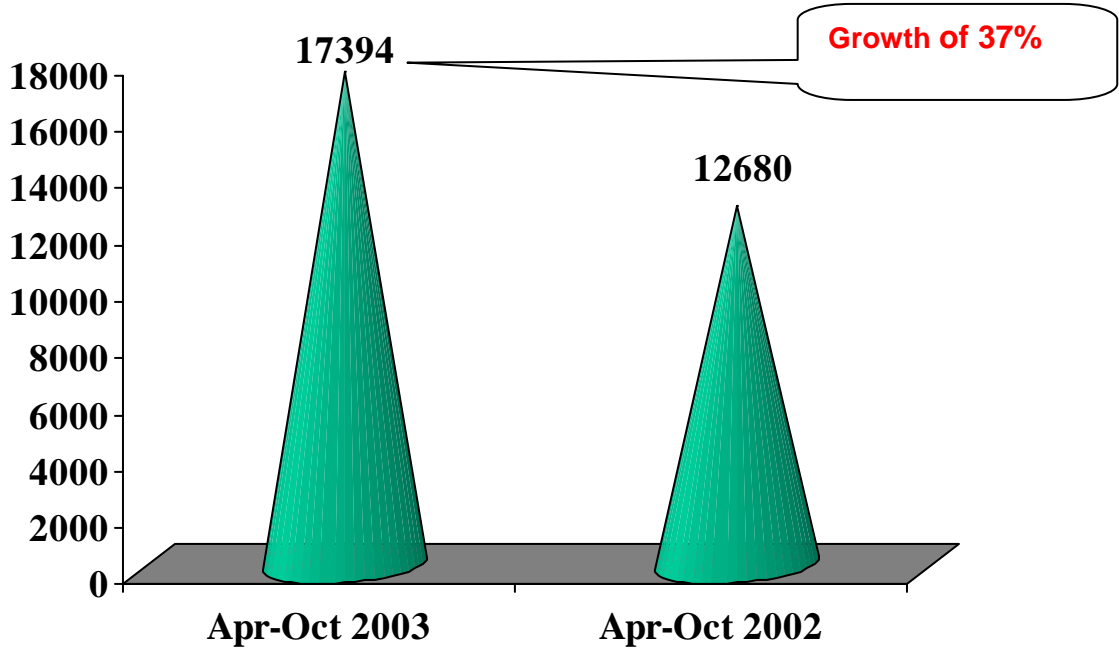
- Bolero GLX: The tough luxurious UV



- Bolero Pick up: Work hard play hard
 - Double cab
 - Single cab



Bolero Performance



MM 540

- MM550/MM540 model
 - Has been regularly supplied to the Indian Army
 - Has been tried and tested and proven
 - Has been a success in exports market esp. in Europe

Mahindra in Europe

A Relationship with Europe

- **Yesterday**
 - Mahindra in past times has exported over 5000 vehicles into Europe.
 - The products were to meet the approval of a market segment particularly in: Italy, Germany, France, Spain, Portugal and United Kingdom.
- **Today**
 - Today, technological and normative alignment of the vehicles together with an increased range, allow a return to the European market.

Mahindra & the European company

- For a co-ordinate return to the European market at once.
- For a quick adaptation of its own products to Western technical standards.
- For an immediate positioning into the various local business realities.
- For faster after market actions.
- Mahindra selects its European partner.

Mahindra & Eurasia Motors

- Thirty years' ability in the automotive sector.
 - Good technical knowledge to fit vehicles in conformity with current standards.
 - Availability of basic production potentials.
 - Presence and flexibility in different European markets and in particular such as the Mediterranean ones.
-

Eurasia Motors

- EM is part of a group which presence in the Italian market's automotive sector dates from three generations ago.
- EM is based in the South of Rome.
- EM has suitable premises for
 - Business Management
 - After-market Management
 - Workshop destined to preparation of vehicles
 - Area for internal Customs warehouse
 - Areas for the storage of vehicles
 - Warehouses for spare parts service management

EM & the European Market

- EM through its affiliated companies has got direct market experience in countries like:
 - Italy, Spain, France, Serbia, Belgium, Germany, Croatia, Austria, Albania, Ukraine, Romania, Portugal, Macedonia, CSI, Greece.
- Mahindra & EM co-operate in the preparation of vehicles for Europe.
- Mahindra & EM co-operate closely in marketing and communications

Strategy for distribution

- EM for an effective and modern distribution:
 - Will entrust business distribution to domestic companies in each European country;
 - Will care spare parts distribution with a fully assorted central warehouse at the distributors' disposal;
 - Will co-ordinate product image all over the Territory;
 - Will care and lead all after-market actions;
 - Will care technical and bureaucratic adaptations as regards homologation in the various countries.
-

We offer

- Classic 4X4 vehicles for all segment professional users;
- Classic 4X4 vehicles for true “off-road” lovers;
- 4X4 & 4X2 pick-up vehicles fit for transport of goods and passengers on behalf of
 - *Farm*
 - *Forest*
 - *Road*
 - *Industrial*
 - *Building*
 - *Handicraft*
 - *Civil defence*
 - *Government Entities*Companies
- SUV aimed at off-road vehicles’ users and who do not want to give up comfort

... and with such features as

- All products being in conformity with the most recent Western quality and normative standards;
 - Products being supported by a careful and flexible servicing of selected and skilled Dealers;
 - Products being original and charming by design;
 - Reliable products within a medium-low price range;
 - Products with low maintenance and servicing costs;
 - Products being technically fit for such reference performances.
-

Whom shall we offer to

- Companies in all sectors needing strong but versatile vehicles which can be operated at short-medium spaces on every ground;
- Private uses of every age requiring a second car for special work and all use;
- Young users looking for an economical relentless vehicle with a strong personality;
- Middle aged users looking for a second car, within a medium-low price range, for leisure use;
- Middle aged private users looking for any all use family SUV within a medium-low price range.
- Entities and public corporations in need of special vehicles aimed at civil aid, territory watch, maintenance at out of town plants.
- Tourist resorts with special needs as regards transport of passengers and goods, aid and surveillance.

Mahindra presents itself in Europe with

- *Mahindra Thar:*
 - a combination between the off-road story and modern requirements;
 - *Mahindra Bolero:*
 - GLX SUV: the continuation of the “species”
 - Pick-ups: the “species” turned into “force”
 - *Mahindra GOA:*
 - The “species” has evolved.
-



Mahindra
Useful is pleasure

Mahindra Thar

- Multi use classic off-road vehicle
 - Motorised with Peugeot-Citroen-Moteurs engine
 - 1997 cc – turbo diesel – common rail – direct injection
 - 90cv (66kw) @ 4000 rpm
 - 205 Nm @ 1900 rpm
 - Frame: supporting side members
 - Body: open, canopy or plastic cover with n. 2 seats
 - Brakes: front: disk – rear: drum with power brake
 - Transmission: 5 speed gearbox + reverse with reduction gear on all ratios - connectable front wheel drive;
 - Final transmission: “cardan” with rigid live axles;
 - Steering: hydraulically servo assisted.

Mahindra Bolero GLX

- Intermediate generation off-road vehicle
- Matches 4X4 classic features with the comfort of a station wagon
- Motorised with Peugeot-Citroen-Moteurs engine
 - 1997 cc. – turbo diesel – direct injection – common rail
 - 90cv (66Kw) @ 4000 rpm - 205 Nm @ 1900 rpm
 - Body: close station wagon with 5 seats and boot
 - Optional 4X4 Front wheel drive
 - Brakes: front: disk / rear: drum with power brake
 - Steering: hydraulically servo assisted
 - Pay load: 670 Kg (4 passengers included)

Mahindra Bolero Pick-up

- All use off-road vehicle adaptable to any application owing to several versions 4X4 / 4X2 / double cab / single cab / chassis
 - Motorised with Peugeot-Citroen-Moteurs engine
 - 1997 cc. – turbo diesel – direct injection – common rail
 - 90cv (66Kw) @ 4000 rpm - 205 Nm @ 1900 rpm
 - Double cab: PTT 2750 Kg
 - Pay load: 920 Kg (4 passengers included)
 - With 5 seats and load panel
 - Single cab: PTT 2750 Kg
 - Pay load: 1020 Kg (1 passenger included)
-

Mahindra GOA

- European version of the most recent SUV launched on the market last year
- Vehicle of marked all-terrain characteristics, “medium-large” size, provided with vast space and excellent finishing
- Close station wagon 5 seats with boot
- Available in 4X4 version with front wheel drive connectable and electrical reduction gear
- Independent front suspension

Starting from the following countries

- Italy (pre-series)September 2003
- Serbia..... January 2004
- Macedonia..... January 2004
- Croatia..... February 2004
- Spain February 2004
- FranceDecember 2004
- Portugal..... March 2004

Which prices we will offer Mahindra vehicles: (Taxes included – French market)

- Mahindra Thar
 - Classic € 15.900,00
 - Mahindra Bolero
 - GLX 4X4 € 19.800,00
 - Pick-up 4X4 double cab € 19.800,00
 - Pick-up 4X4 single cab € 16.800,00
 - Mahindra GOA
 - Diesel € 21.900,00
-



Finally

- Into a European market with yearly global sales of 15 mln. motor-cars
- On a market that only in France are sold approximately 120.000 off-road vehicles per year
- With a brand make firmly determined and under continuous and dynamic evolution
- With a broad range of vehicles at disposal
- With vehicles well-known to be reliable and equipped with European engines of last generation
- With retail prices positioned downwards in every segment of pertinence
- With a distribution network set out according to concepts of flexibility, competitiveness and bureaucratic suppleness

But at last and before everything

- With the co-operation and respect that has always distinguished ourselves in the course of our relationship with friends before, and operators then
- We shall not fail to reach the goal of launching in Europe this trademark



with personal and economical satisfaction for everybody

Distributor for France

10 bd des Martyrs de Châteaubriant

BP 140

95103 ARGENTEUIL CEDEX

Tel. : 33 1 34 11 44 44 – Fax. : 33 1 34 11 44 43

