



# Annual Media Conference

10<sup>th</sup> May 2013



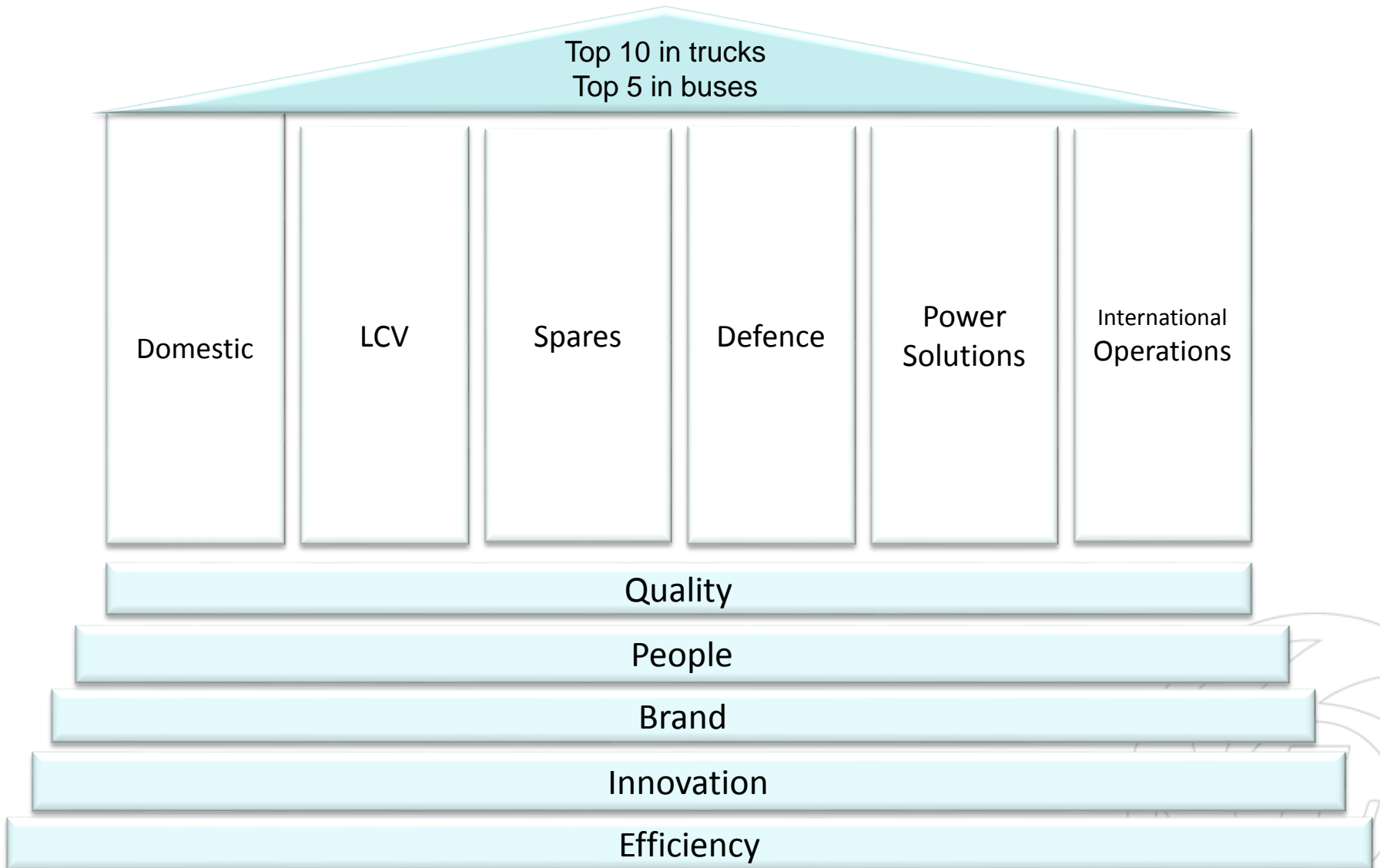
HINDUJA GROUP

# Our Vision

To be in the global Top 10 in M&HCV trucks (>7.5T GVW) and global Top 5 in M&HCV buses (8m and above) in volume terms



# Alignment of initiatives with Vision



# 2012-13 – Highlights

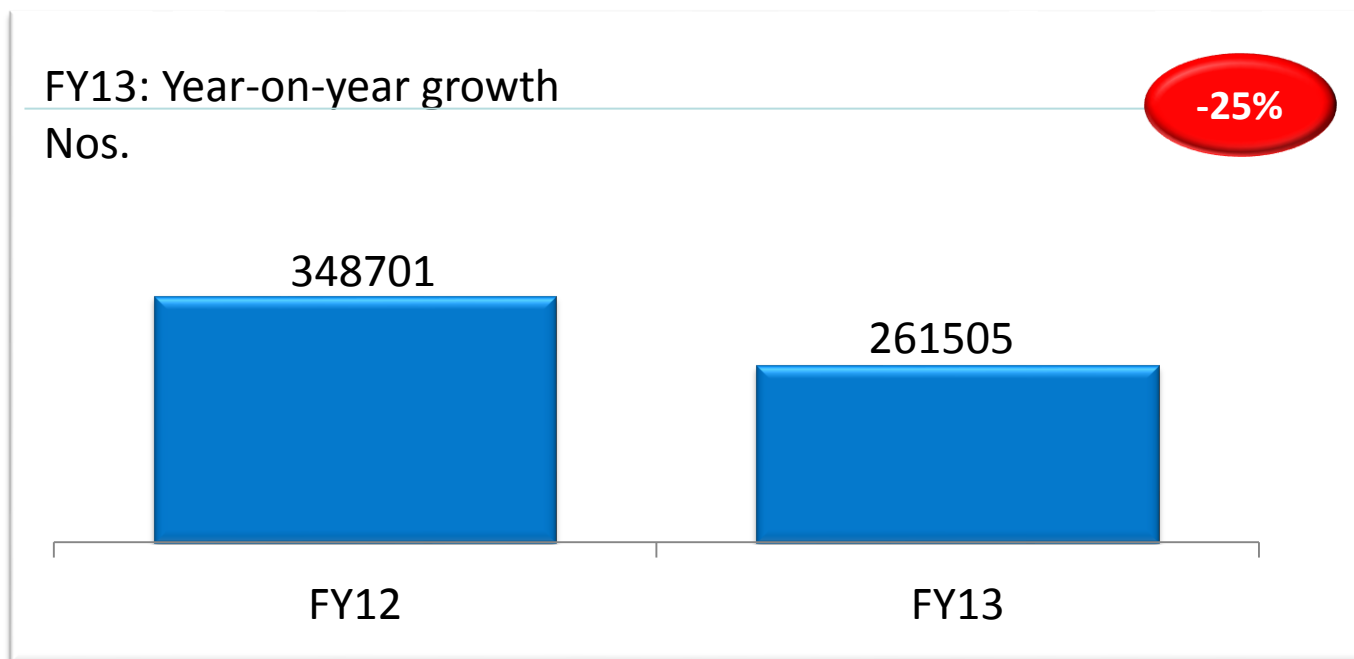


# Maintained momentum in a tough market

- Gained share in a falling domestic M&HCV market
- 'Dost' had a great run in its first full year of operations
- Robust network development programme significantly improved market reach
- Spares and Power Solutions businesses witnessed robust growth
- Sales grew from international markets other than Sri Lanka
- Both the Pantnagar and RAK Units moved into high gear at full production capacity



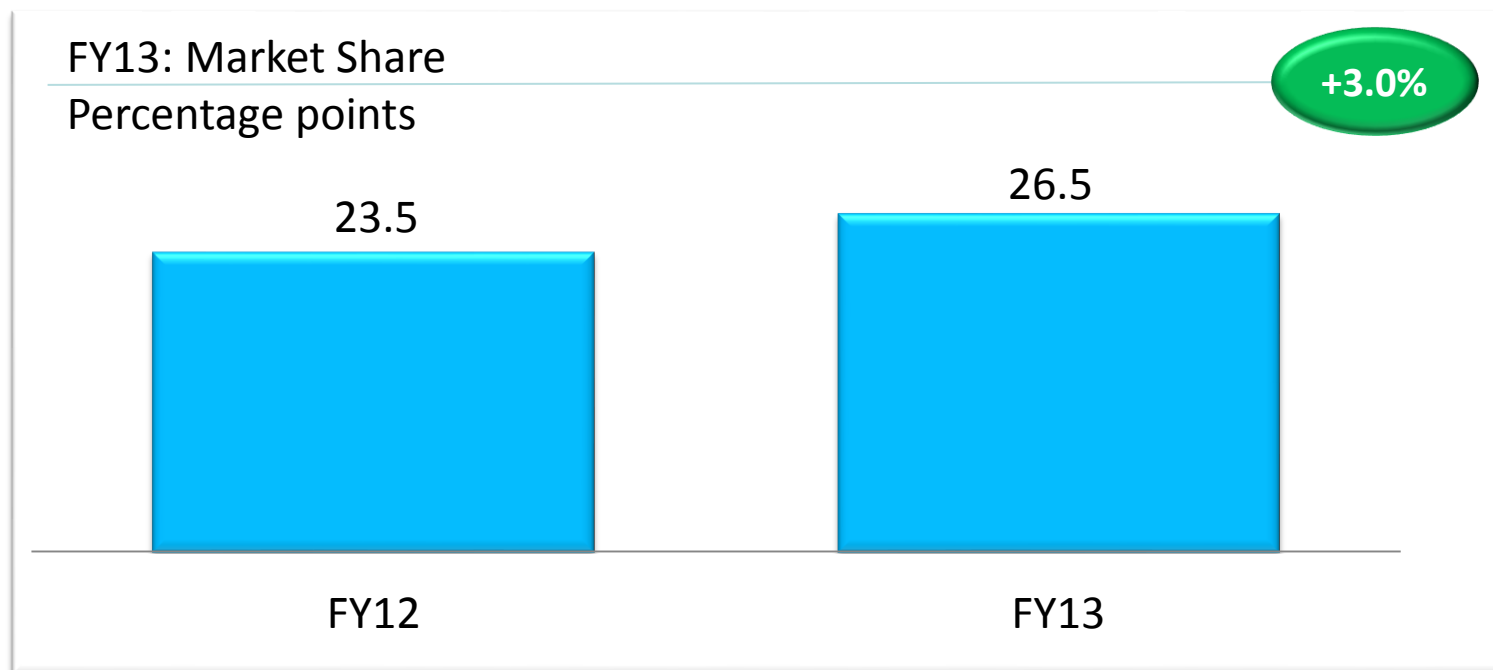
# Domestic M&HCV TIV dropped 25%



- TIV collapsed mainly in MAVs, Tippers, Tractors
- TIV drop in ICV goods was much lesser
- TIV gain in ICV bus



# However, Ashok Leyland gained market share of 3%



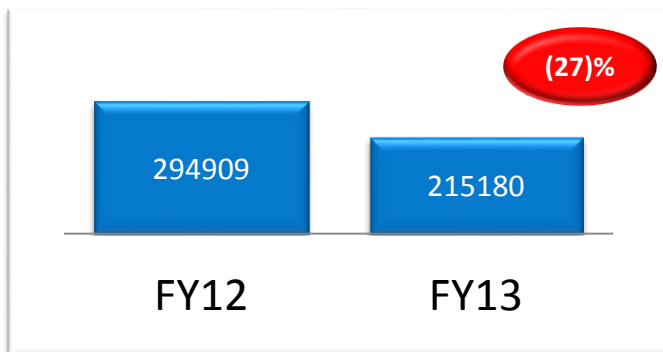
- Market share gains across all segments barring STUs
- Market share gains in East and in Mumbai were most notable



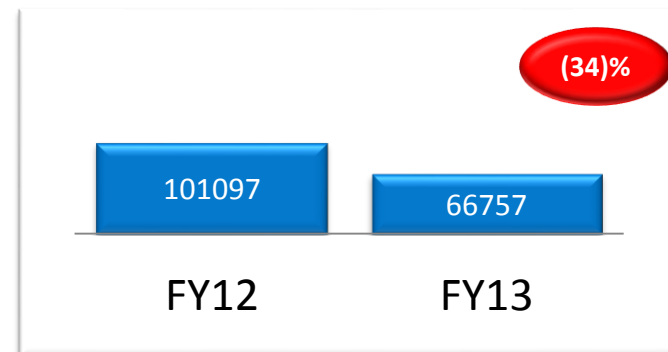
# Trucks: TIV fell across segments



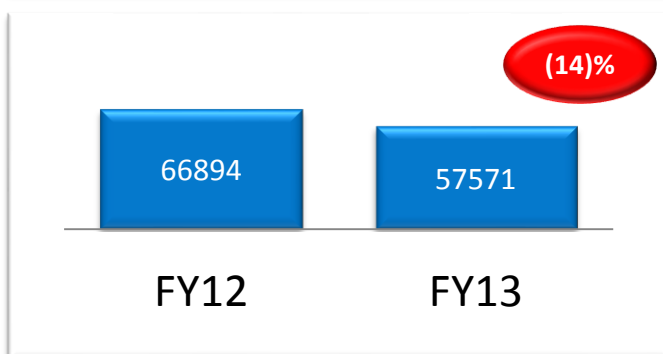
Trucks overall



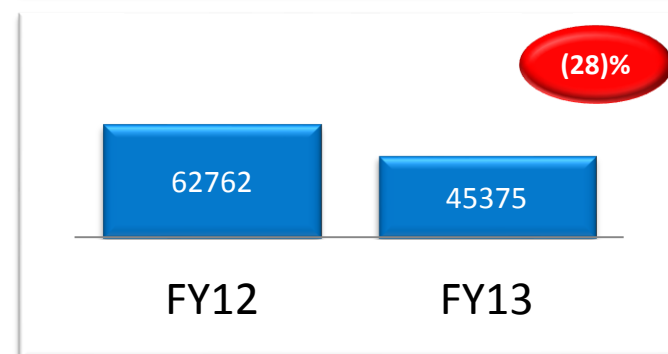
MAV



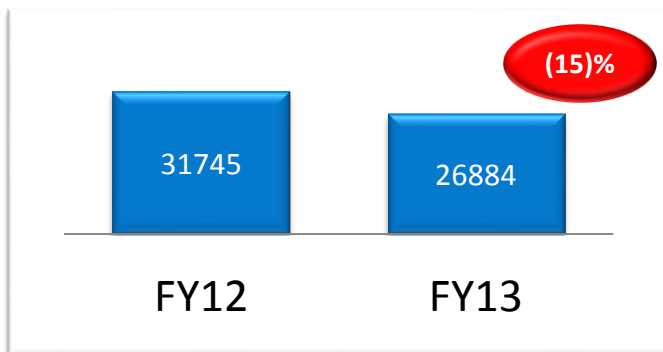
ICV



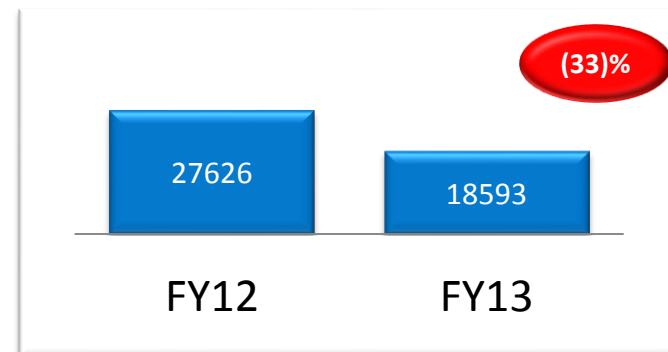
Tipper



4x2 Haulage



Tractor



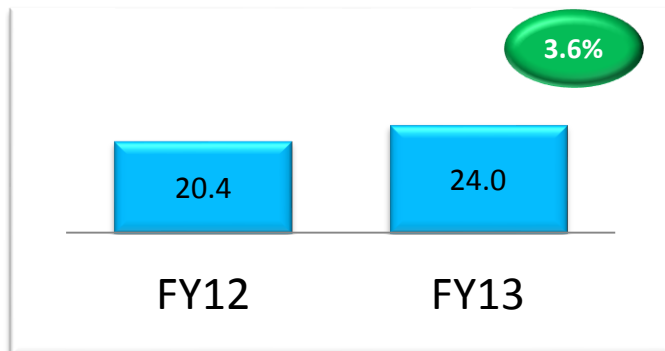




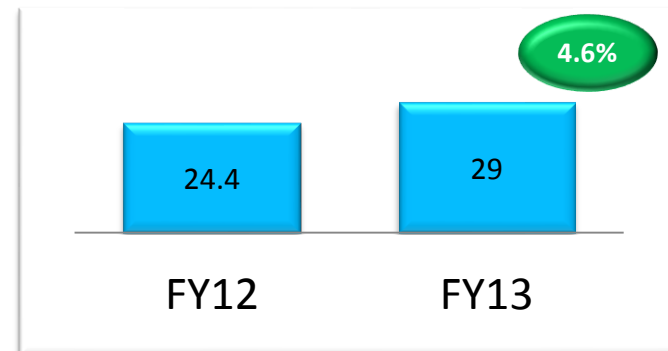
# Trucks: AL's Market share improved in all segments



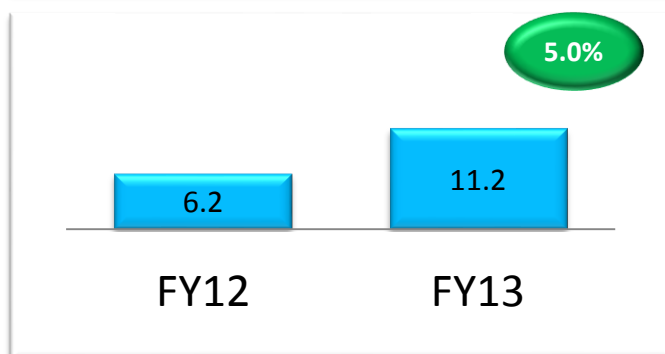
Trucks overall



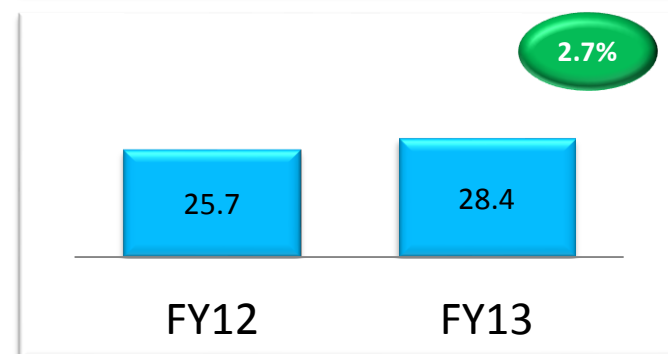
MAV



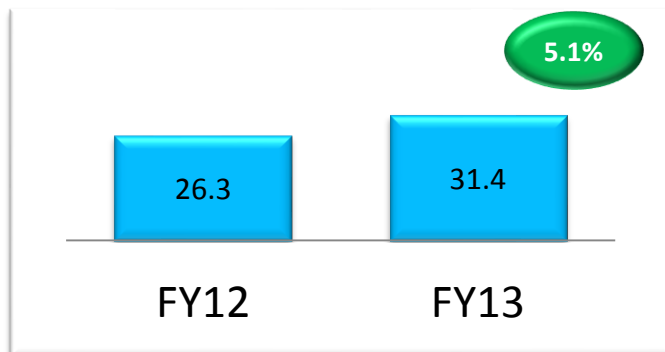
ICV



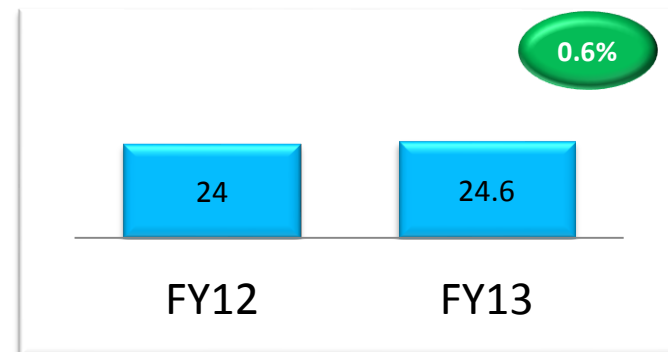
Tipper



4x2 Haulage



Tractor

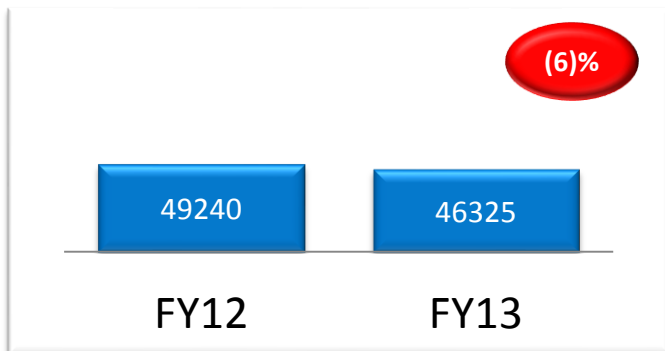




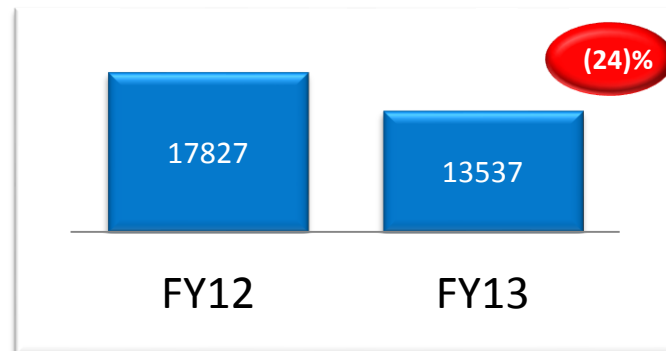
# Buses: TIV fell across segments



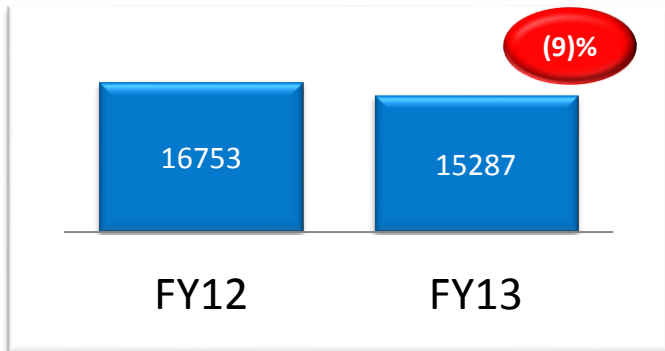
**Bus Overall**



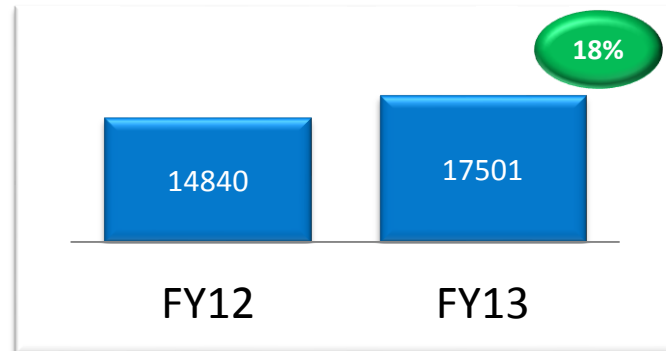
**Bus STU**

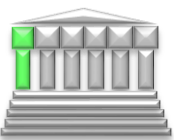


**Bus Pvt.**



**ICV Bus**

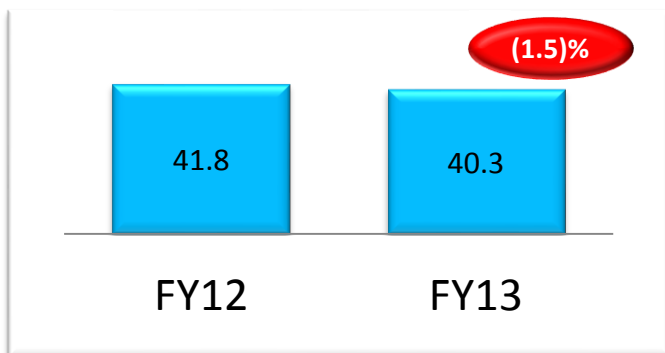




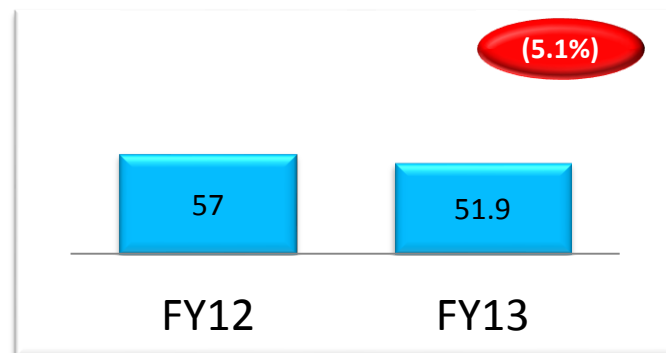
# Buses: AL gains across segments except State Transport Undertakings



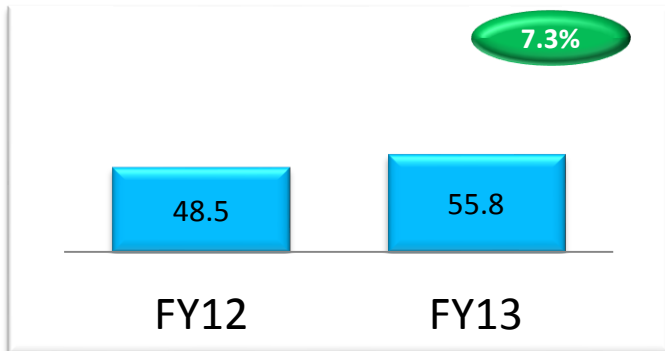
**Bus Overall**



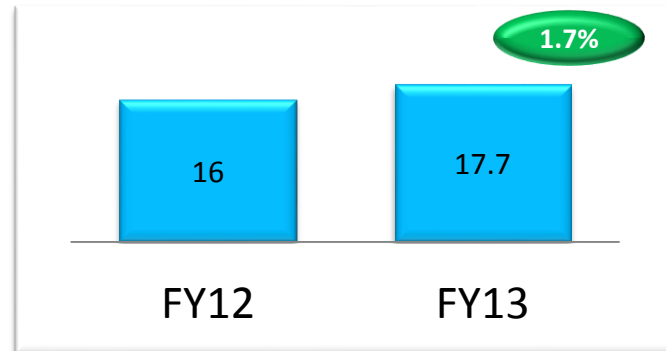
**Bus STU**



**Bus Pvt.**



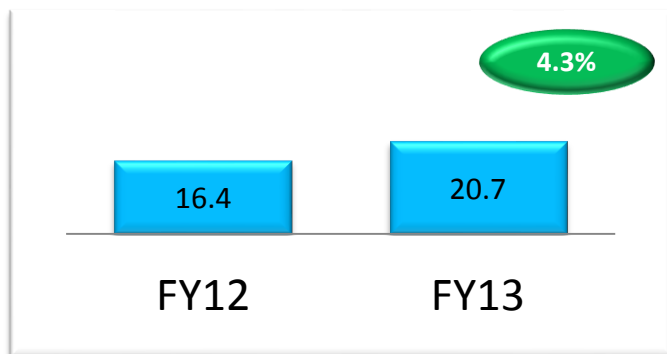
**ICV Bus**



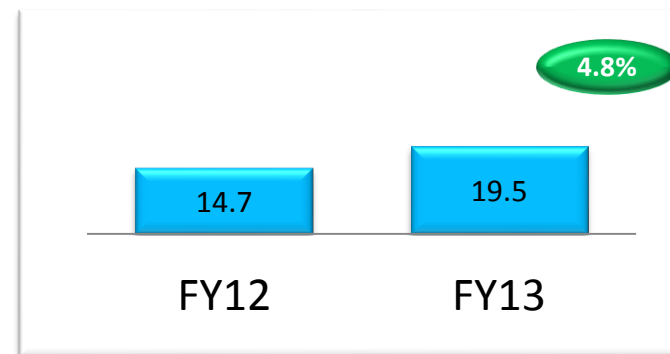


# AL's market share improved in all regions except South

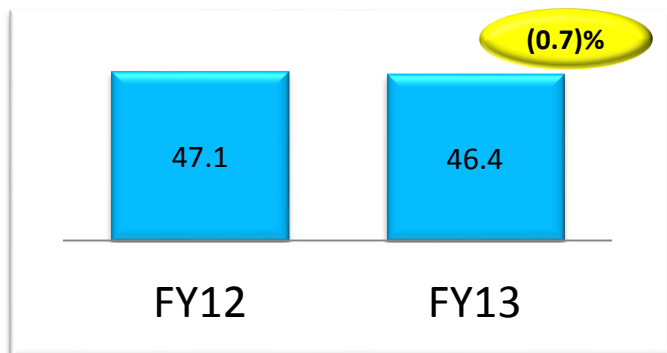
North



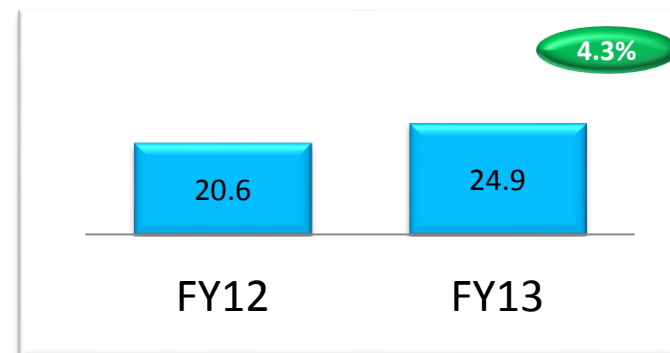
East



South



West





# Network growth was a major driver



- 26% growth in 2 years
- At present, over 450 full-service centers pan-India and growing



# Spares business grew by 31%



Revenue

Rs. Crores

+31%

852

FY12

1116

FY13

- Service level enhanced





# 49 Leyparts Shoppes inaugurated; set to touch 200 in 2013-14



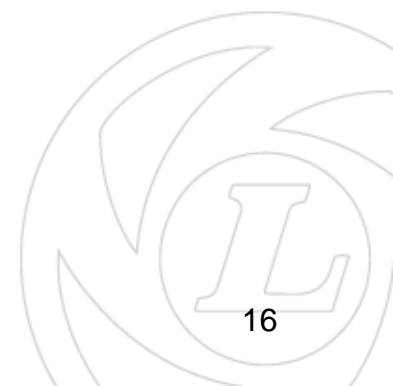


# Defence impacted by cutbacks

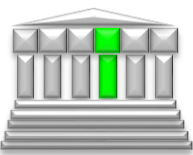


Sales volumes	FY12	FY13
CBU Sales Dom (nos)	352	252
VFJ Kits (nos)+MPV Kits	2981	2,463
Exports (nos)	18	22

- Slower procurement by VFJ
- Government cutbacks







# 'Dost' continued its successful run



- Market leader in most states where launched
- With sales of nearly 35,000, 'Dost' has garnered over 19% market share (all-India)
- Created an entirely new category

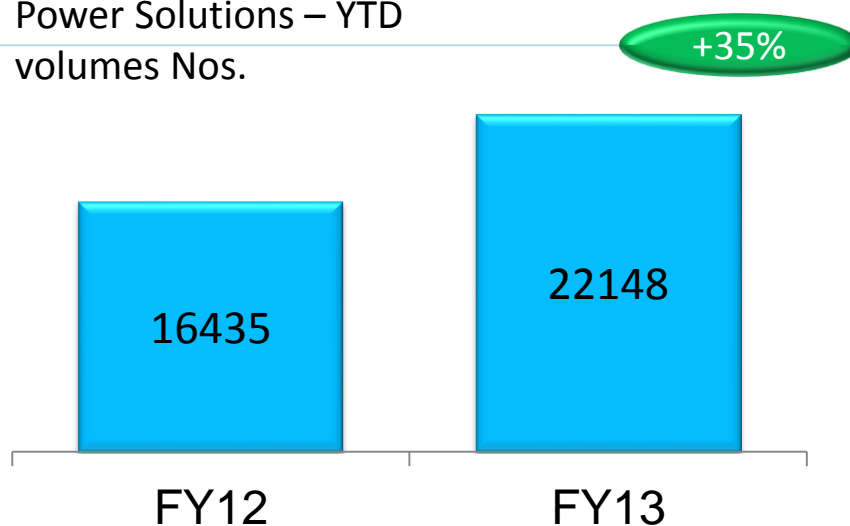




# PSB demonstrated extraordinary growth

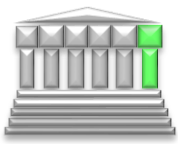


Power Solutions – YTD  
volumes Nos.



- Grew by 35%
- Sales to the power generation sector nearly doubled, despite sales from the telecom sector being zero
- Breakthrough harvester engine launched (H6)



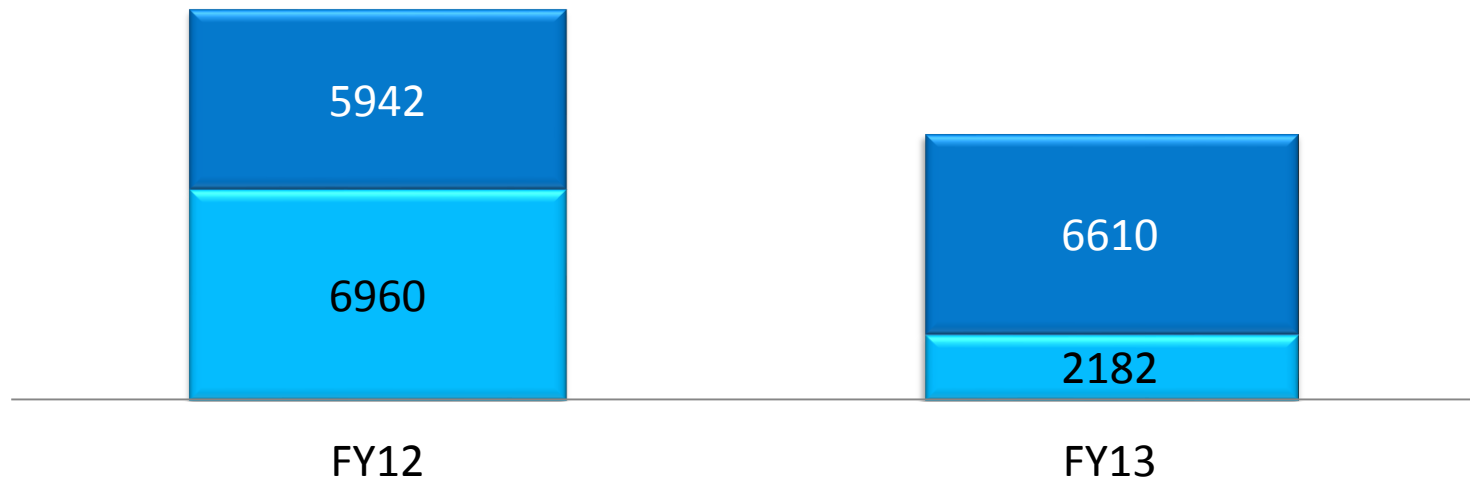


# International operations faced a challenging year

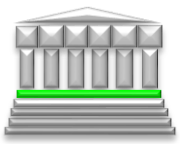
AL Volumes

Nos.

■ Sri Lanka ■ ROW



- Volumes from markets other than Sri Lanka grew by 11%
- Fresh in-roads into Bangladesh, Africa, CIS
- New offices opened in Chile, Nigeria, Kenya



# Effective brand launch and campaign

## Mass Media campaign



- 15540 spots, 70 channels
- ~8 times greater GRP compared to competition, for twice the spend

## Point-of-sales, tactical advertising

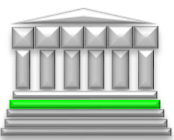


- 108 ads
- Events in 10 states
- 18 launch events
- ~10000 leads

## Customer experience



- Improved physical environment in dealerships



# Innovation: Several products launched



## Several products featuring innovations launched...

Fuel efficient MAVs – TSRA, India's first 10X2 with pusher lift axle

H6 with sequential internal gas recirculation, for harvesters



## ...in addition to refreshes and range-fills

Ecomet and U Truck refreshes



816 range



Optare Metrocity





# Quality: significant improvement in delivered products

**Truck-on-truck movement**



**Consolidation and revamp of RSOs**



# 2012-13 – Financials



# Unbroken track record of profitability maintained

Rs Lakhs

	<b>2012-13</b>	2011-12	<b>% growth</b>
Income from Operations	<b>12,48,120.00</b>	12,90,432.65	<b>(3.28)</b>
Gross Operating Margin	<b>87,646.83</b>	125,609.49	<b>(30.22)</b>
Financial Expenses	<b>37,688.57</b>	25,525.32	<b>47.65</b>
Net Profit	<b>43,370.67</b>	56,597.66	<b>(23.37)</b>





2013-14





# Market outlook

- Volatile
- M&HCV will remain under pressure at least for the first half of 2013-14
- Pockets of growth expected
  - ICVs
  - LCVs



# New LCV launches

**'Dost' CNG**



**'Stile'**



**'Partner'**



# New launches – A-Truck, N-Truck



**'A-Truck'**



**'N-Truck'**



Thank You

