

# Investor Presentation

November 2015



#### Safe Harbor

All statements included or incorporated by reference in this presentation, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates and projections about our industry, management's beliefs and certain assumptions made by us. Although Eicher Motors Limited believes that the expectations reflected in such forward looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and Eicher Motors Limited undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. No assurance can be given that actual results, performance or achievement expressed in, or implied by, forward looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.



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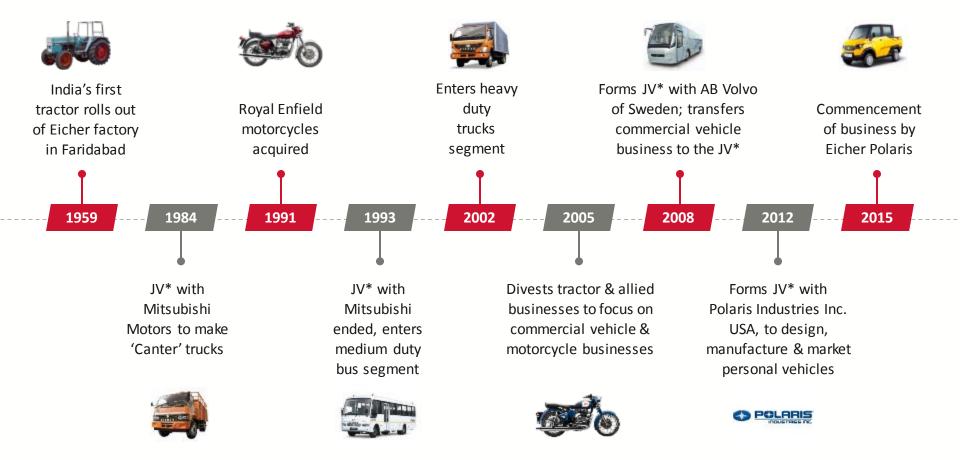
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# **EICHER MOTORS LIMITED - OVERVIEW**

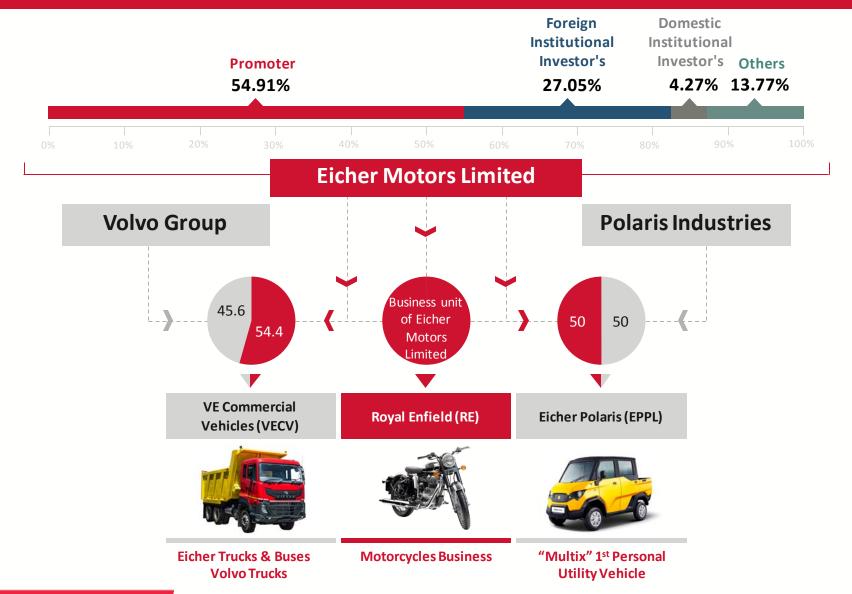


# **Key Milestones**





#### **Shareholding Pattern** (30th September 2015)





#### **Eicher Management Philosophy**

# Break-through emerging market business model

- An evolved business model with 50+ years of experience in automotive space in India
- In-depth customer insights & market understanding
- Best-in-class capital optimization :
  - Frugal engineering practices
  - Extensive knowledge of suppliers
  - Operational excellence
  - Global quality standards
- Low cost supply chain & distribution – value chain

# Established Corporate Governance

- Fully empowered management teams
- Annual 3 year rolling business plan
- Strategic quarterly board meetings – full review with management
- Strategic quarterly reviews &regular monthly operations review
- Product board, Quality board, Customer Satisfcation board, Soft product board (aftermarket) held every quarter along with other statutory meetings

#### **Strong Values**

- Corporate conduct rooted in highest standards of ethics, integrity & transparency
- Highly professional work ethic based on mutual respect
- Very strong HR & IR culture and brand
- Long-term orientation
- Long history of institutionalized CSR & community activities



#### **Board**



#### **EML Board**

- S Sandilya
  Non-executive Chairman
- Siddhartha Lal
  Managing Director & CEO
- Priya Brat
  Independent Director
- MJ Subbaiah
  Independent Director
- Prateek Jalan
  Independent Director
- Manvi Sinha
  Independent Director



#### **VECV Board**

- Siddhartha Lal
  Chairman & Managing Director
- Christophe Martin
  Volvo nominated Director
- Philippe Divry
  Volvo nominated director
- Raul Rai
  Eicher nominated director
- Prateek Jalan
  Independent director
- Lila Poonawalla
  Independent Director



#### **EPPL Board**

- Siddhartha Lal Chairman
- Bennett Morgan
  Polaris nominated director
- Pankaj Dubey
  Polaris nominated director
- Michael Dougherty
  Polaris nominated director
- B Govindarajan
  Eicher nominated director
- Lalit Malik
  Eicher nominated director



#### **Business Highlights – CY 2014**



0

Debt free company



302,592

Motorcycles sold in 2014, 6 times growth in volumes in last 5 years



96%

Royal Enfield's market share in the mid-size motorcycles\* segment



22.5%

Royal Enfield EBIT margin in CY14, benchmark in automobile industry



32.6%

VE Commercial Vehicles market share in domestic LMD# (5 - 14 tonne) segment



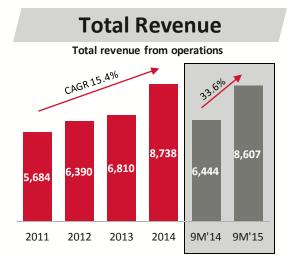
3.7%

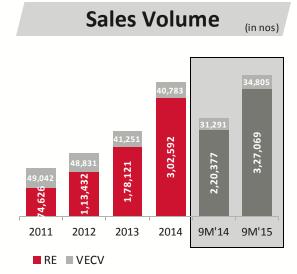
VE Commercial Vehicles EBIT margin in CY14, Best in Class

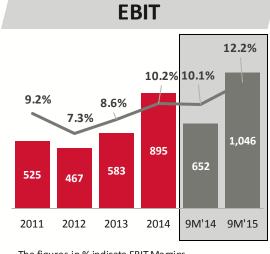


# Financial Highlights – Eicher Motors Ltd. (Consolidated)

All figures are for Eicher Motors Limited consolidated (in Rs. Crore unless specified)

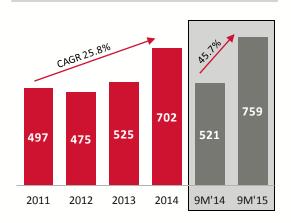


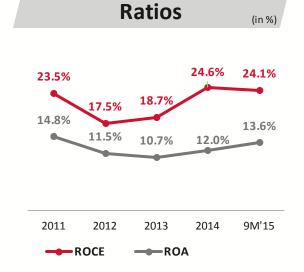




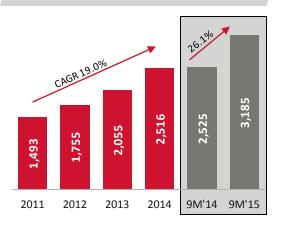
The figures in % indicate EBIT Margins

#### **Profit After Tax**











# **ROYAL ENFIELD**



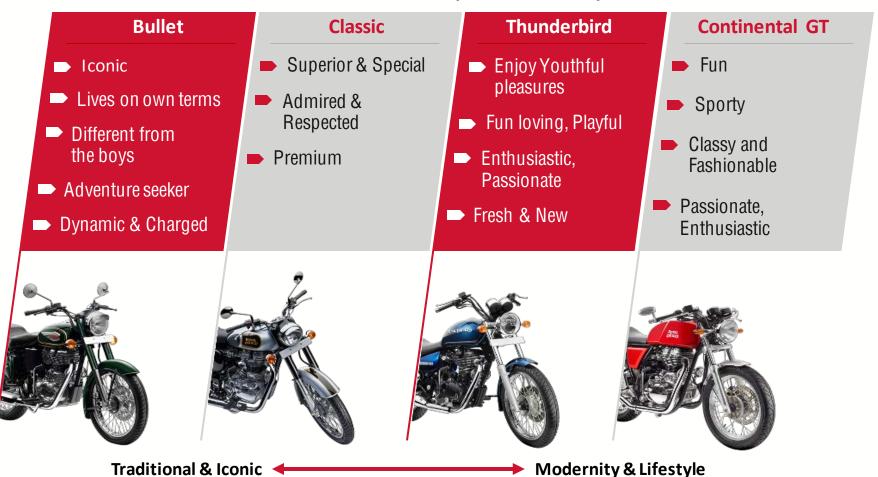
# Oldest motorcycle brand in continuous production





#### **Product Portfolio – Motorcycles**

Royal Enfield range of motorcycles is able to address a unique mix of appeals – from its traditional customer base to urban, aspiration-driven youth





#### Product Portfolio – Gear



#### **Despatch Rider Range**

Launched on 30<sup>th</sup> May 2015 this collection was inspired by the Despatch riders of the world wars and the kit they served in. The Gear blends classic military detailing with modern silhouettes. The range consisted of canvas, twill & leather jackets, urban riding boots, coated canvas bags, raw & selvedge denims, t-shirts and a host of leather accessories.



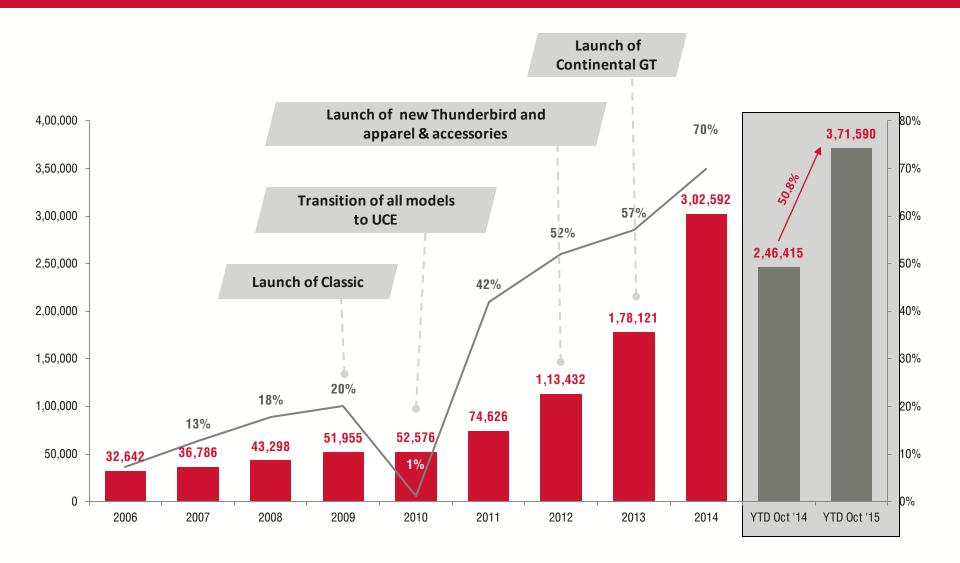
# Continental GT Range launched in October 2013

Continental GT range too had riding jackets specifically designed for City riding, it is inspired mainly by the late 50s-early 60s Cafe Racing culture that flourished in the UK. The range consisted of Rockers inspired vintage-style leather jackets, pit-shirts, polo & crew-neck t-shirts with vintage 60s graphics, complete with short city-riding leather gloves, versatile riding-inspired sneakers and open face helmets





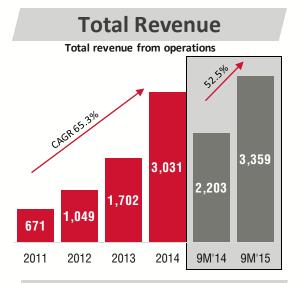
# Launch of "Classic" in 2009 was an inflection point

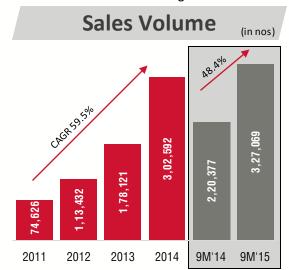


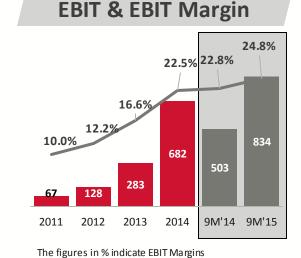


#### Financial Highlights – Eicher Motors Ltd. (Standalone)

All figures are for Eicher Motors Limited standalone (in Rs. cr unless specified)





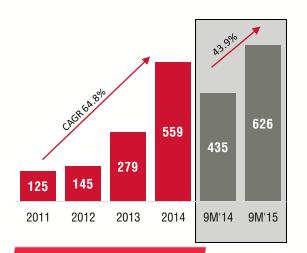


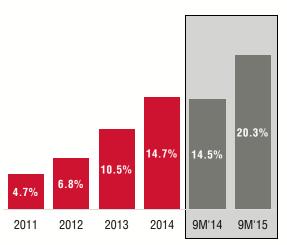
#### **Profit After Tax**

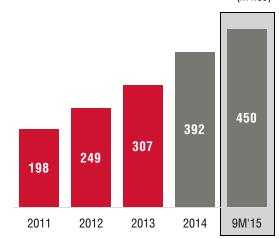


Dealer Network (India)

(in nos)

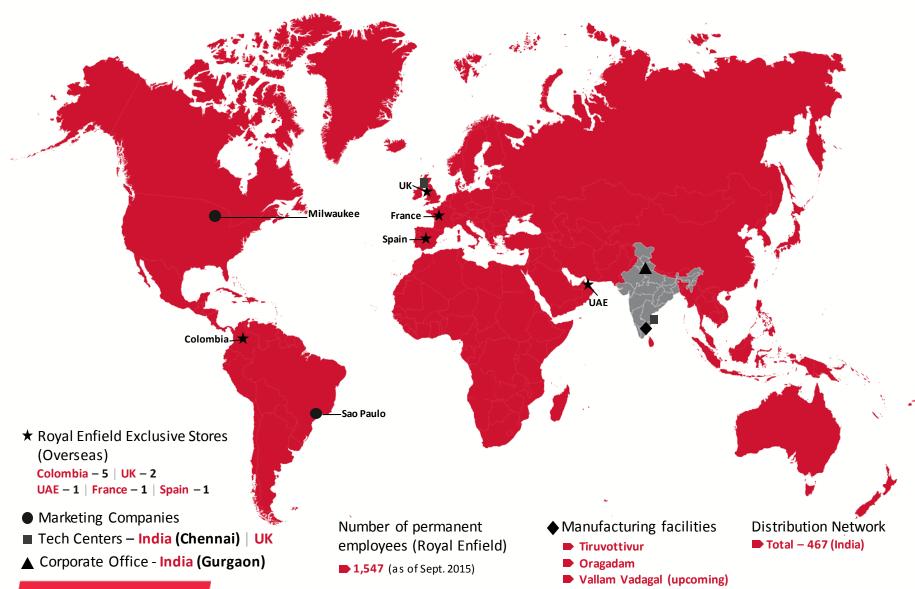






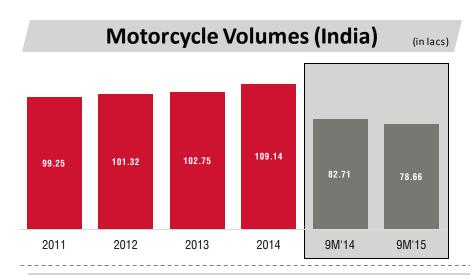


# **Our Footprint**





# **Industry Overview**



India - largest motorcycle market in world

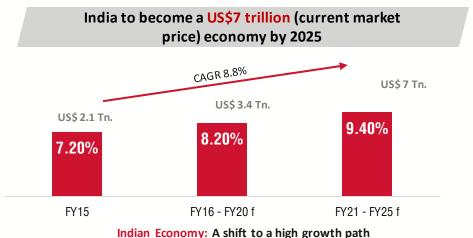
#### **Growth rate of various motorcycle segments**



Indicates growing premiumisation of motorcycle market



#### **Opportunity – Domestic Market**



Indian Economy. A sinit to a night growth pa

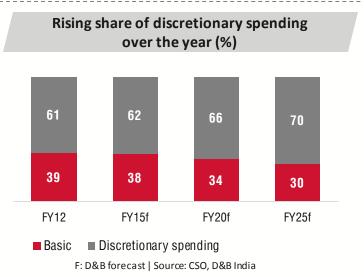
Note: Figures in the circles denotes nominal GDP in the terminal year f: D&B forecasts, data from FY16 are forecast | Source: Mospi



Source: Census of India 2001, population projection 2001-2016

# Age Group 0-14 15-59 60+ 80+

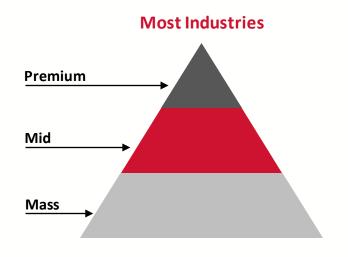
Source: United Nations report "World Population Prospects: The 2015 Revision



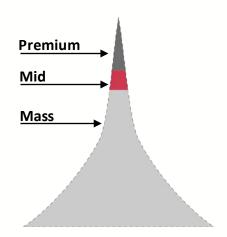


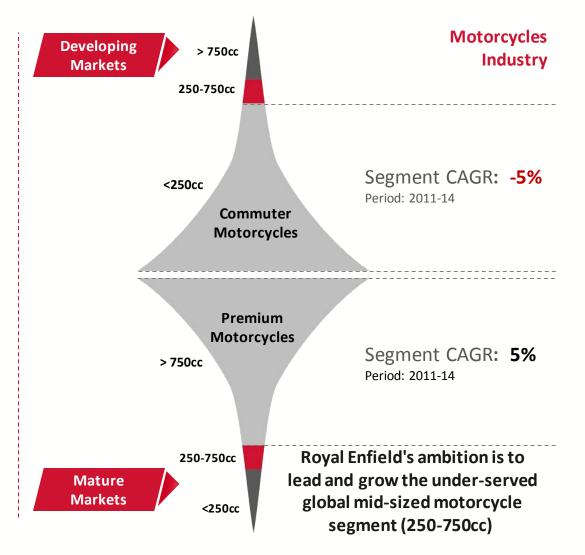
# **Opportunity – International Business**

#### The Oddity of the Motorcycle Industry Globally... is an opportunity



#### **Motorcycle Industry**







# Preparing for future growth



**Capacity** 

- Phase II of Oragadam plant commissioned
- Capacity to increase to 6,20,000 in 2016
- 3<sup>rd</sup> plant proposed in Vallam Vadagal to be on stream in FY17-18
- Peak capacity to ramp up to 9,00,000 by 2018

- 2 Technology centres in Chennai and UK
- ▶ 2 new product platforms in development stage in 250cc-750cc range, likely to roll out starting 2016

Product Development





Distribution

- New exclusive stores format introduced in India & International Market
- No. of dealers in India to increase to 550 by next year end



#### **Brand - Recent Milestones**

Exclusive brand stores – expanding our global footprint

- In nodal cities across the world like London,
   Madrid, Paris, Bogota and Dubai
- Bringing alive machine-love and showcasing motorcycling at its purest

Entering e-commerce – reaching riders and non-riders seamlessly

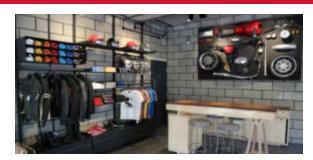
 store.royalenfield.com selling our entire range of meticulously crafted apparel and accessories

Goodwood Revival - underscoring our heritage

- The world's largest heritage automotive extravaganza held in UK; attended by over 170,000 annually; celebrating the best from the heyday of British cars, motorcycles and aircrafts
- Royal Enfield's 60's-styled bikers' café & take on period dealership received an unprecedented response



- Limited edition run of the Classic; inspired by our association with the Despatch Riders of the world wars
- Design details such as imported camouflage finish, imported leather seats, and an chromeengraved limited edition plate
- Offered for booking only on royalenfield.com, this special range of 200 motorcycles was sold out in a just 23 minutes!











# **VE COMMERCIAL VEHICLES**



# VECV was established in 2008 with strong parentage



#### EICHER STRENGTHS



#### VOLVO STRENGTHS

- Leadership in LD / MD segments
- Specialist skills and experience in developing low cost, better performance products
- Wide dealer network
- After sales infrastructure for LD / MD
- Cost effective operations

#### **VECV** vision

"To be recognised as the industry leader driving modernisation in commercial transportation in India and the developing world"

- Global expertise
- Leadership in product technology
- Good infrastructure facilities
- Well-defined processes and controls
- Brand image and customer relationships

Eicher transferred its CV, components and engineering solutions businesses into VECV

Volvo demerged Volvo Truck India's sales & distribution business from Volvo India Pvt Ltd.



#### **Milestones**



May 2008: Signing of definitive agreements





2011: Reliability Lab Inauguration



2012: CED paint shop inauguration



2009: Inauguration of the new gear component plant at Dewas



2010: Launch of VE-series of Eicher **HD** trucks



2012: VEPDC inauguration



2009: Launch of CSI-1 quality improvement initiative



2010: VTI launched FH 520 - the most powerful Volvo truck on Indian road



2013: VEPT Pithampur inauguration



#### Milestones



2013: Pro Series launch



2013: Start of cabin production in body shop



2013: Start of production at Bus body plant at Baggad (MP)



2014: Inauguration of Eicher retail excellence center (VECV academy)



2014: Volvo Trucks launch of new range of products comprising FH, FM and FMX



2013: EEC gear plant, Dewas Unit II inauguration

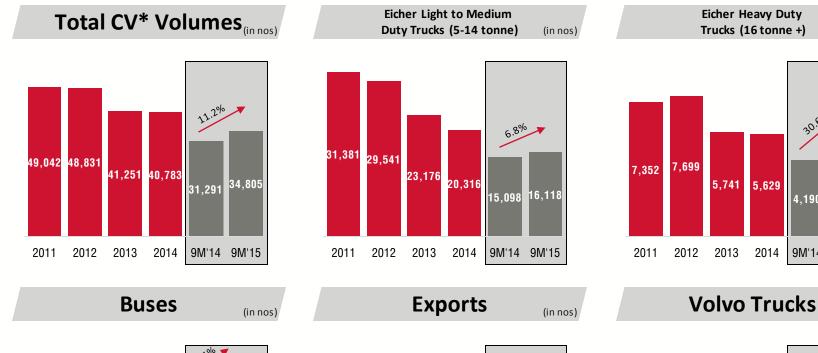


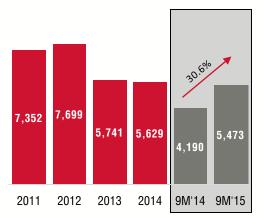


2015: Inauguration of 'Customer Experience Center' and 'Vehicle display zone'



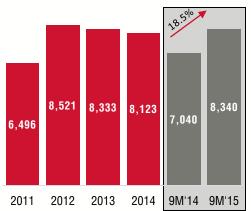
#### **Volumes**

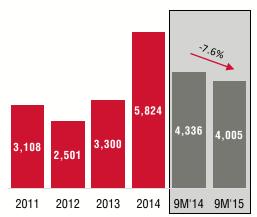


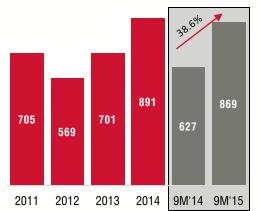


(in nos)

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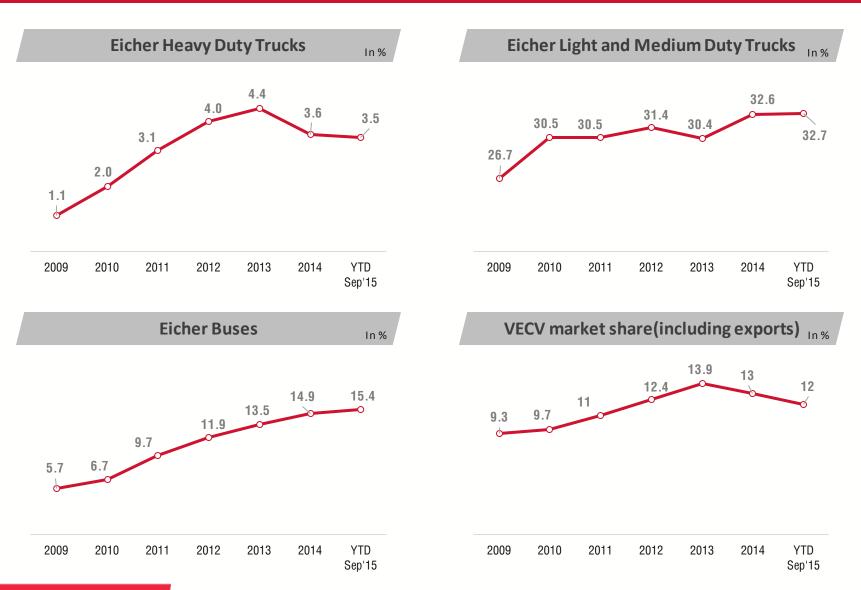








#### **Market Share**



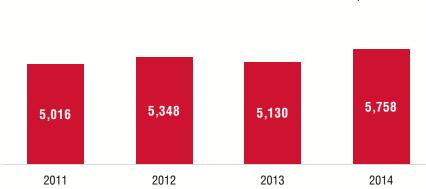


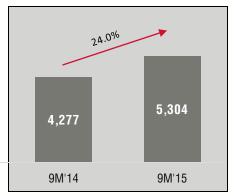
# Financial Highlights – VE Commercial Vehicles

All figures are for VE Commercial Vehicles (in Rs. Crore unless specified)

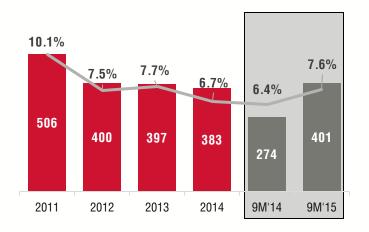
#### **Total Revenue**\*

Total income from operations

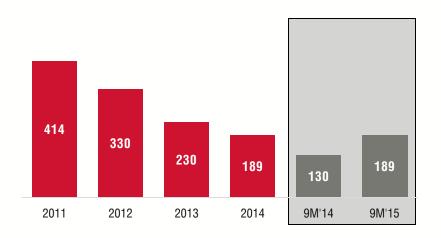


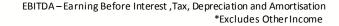


#### **EBITDA and EBITDA Margin\***



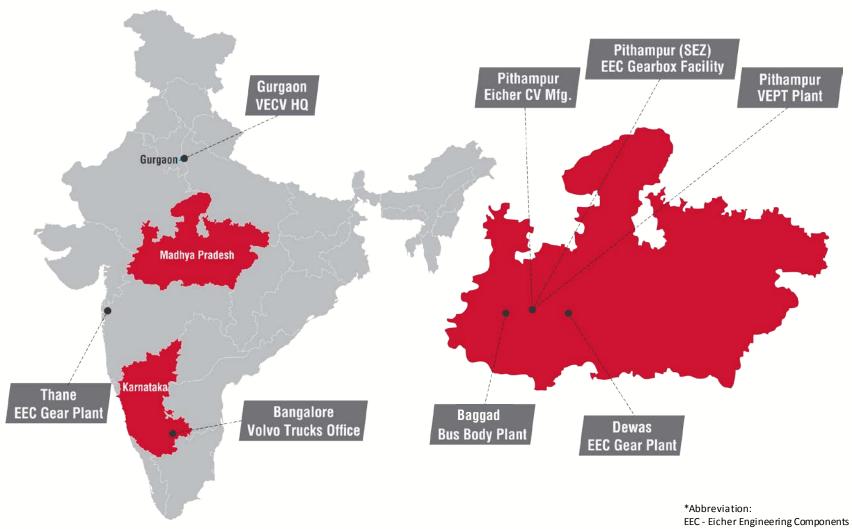
#### **Profit After Tax**







# India Facilities - Manufacturing and Operations



Number of permanent employees(VE Commercial Vehicle) - 11,976\*

(\*Including outsourced) (as of Sept. 2015)

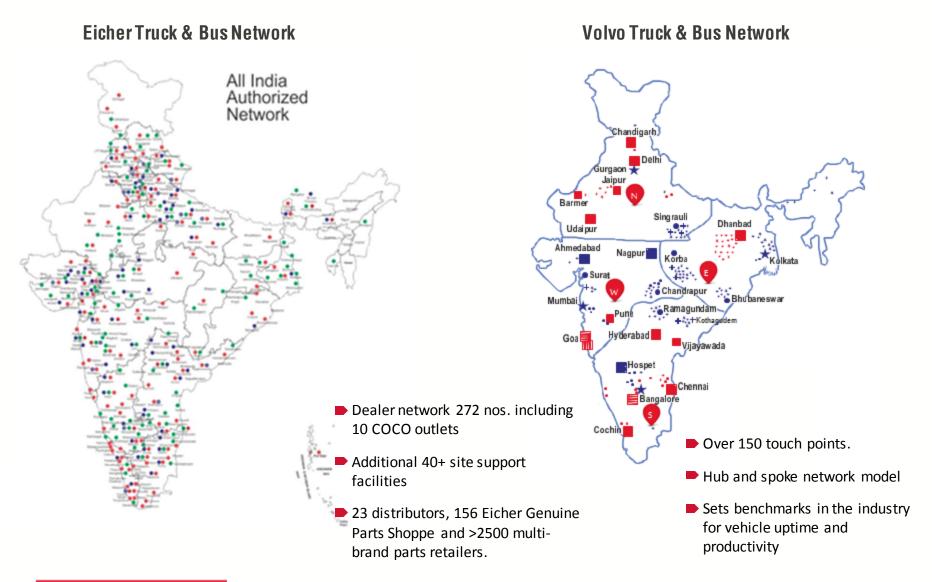
VEPT - VE Power Train

SEZ - Special Economic Zone

HQ - Head Quarter



#### **VECV Trucks and Buses Distribution network**



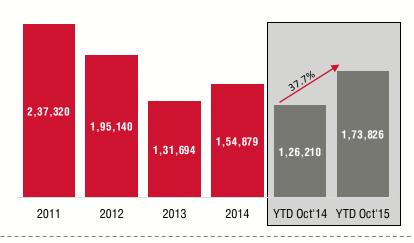


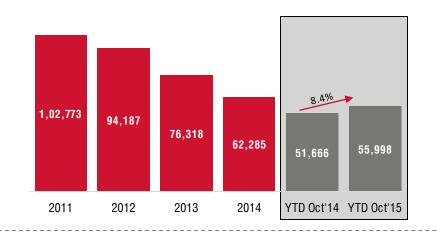
# CV Industry on recovery path - led by HD trucks & exports





#### Trucks Light to Medium Duty (5-15 Tonne) (in nos)

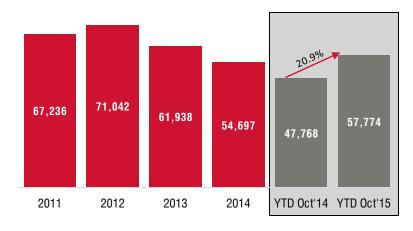


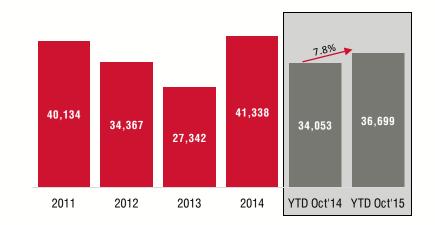


**Buses** (in nos)

**Exports** 

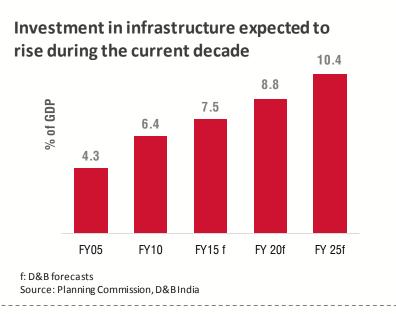
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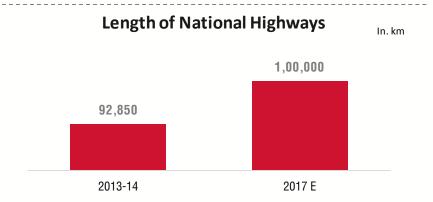




#### Opportunity – Infrastructure investments to boost CV industry



- India Nominal GDP @ ~2 trillion USD (2014) is 9th largest; 3rd largest by PPP at ~7.4 trillion USD
- USD 75 Billion investment in 12th five year plan '2012-17
- Continued reform, re-starting of stalled projects, favorable monetary policy and consistently low inflation expected to take India's GDP to ~8% growth level in FY17
- Road construction target of 30kms per day from 2016
- Thrust on cement roads to improve life of roads
- Several steps being taken to improve road construction execution
- Govt. plans to increase production capacity of coal to 1 billion ton by 2020 compared to present levels of ~ 600 MT in FY15
- Traffic at ports across India projected to grow at 11% CAGR during 2011-20



The National Highway Development Project (NHDP), a USD 60 Billion, seven-phase programme – one of the largest in the world – focuses on the widening, upgradation and rehabilitation of 47,054 kms of National Highways



# **VECV Edge**

| Challenges   | VECV EDGE   |
|--|---|
| Stricter emission & Safety                               | Investing early in fully-built vehicles & emission norms                    |
| Stronger regulations for overloading                     | Building products apt for right-load & mild over-load conditions            |
| Better infrastructure leading to higher speeds & mileage | Building more reliable engines & driveline                                  |
| Increasing influence of drivers in purchase decision     | Better comfort & features for drivers                                       |
| Professionalization of transportation & logistics        | Value-selling, more efficient premium products, continued leadership in FE. |
| Growing demand in "premium domestic" segment             | Vehicle quality & after market excellence                                   |



# **VECV Edge**

| Challenges  | VECV EDGE   |
|---|---|
| Availability of trained drivers                                   | Driver training and regional academy                                  |
| Higher dependence on logistics                                    | Developing products aligned with evolving customer needs – Pro series |
| Increased pressure on initial acquisition cost                    | Institutionalization of cost reduction program, Frugal approach       |
| Increasing need for safe, ergonomic, superior aesthetics in Buses | Frugal approach and inclusive innovation with Volvo collaboration     |
| Modern technologies, features at mass market prices               | World-class state of the art integrated Bus plant                     |



# **Eicher LMD Trucks: steadily gaining market share**

# Eicher Pro 1000 series (5-14 Ton GVW)



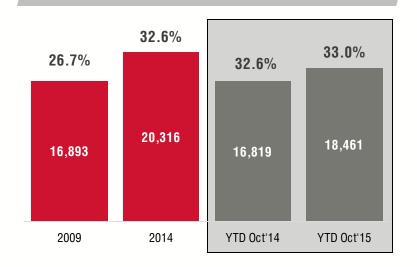






Eicher Pro 3000 series (10-15 Ton GVW)

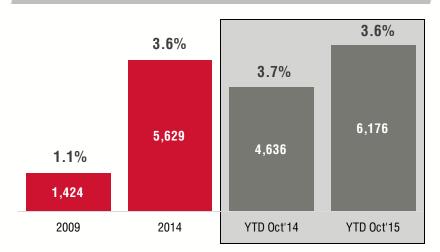
#### **Volumes and market share**





## **Eicher HD Trucks: to leverage full potential.....**

#### Volumes and market share



Pro 6000 series



#### Pro 8000 series

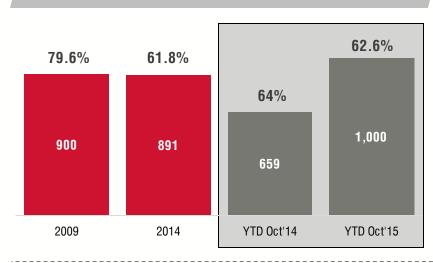




### **Volvo Trucks Range of Products**

# Market leader in Premium Truck segment... Pushing the limits on what premium trucks can offer

#### **Volumes and market share**



#### Leadership in niche segments



FMX 10X4 (55 Ton dump trucks)



Mining tipper



**Tunnel tipper** 



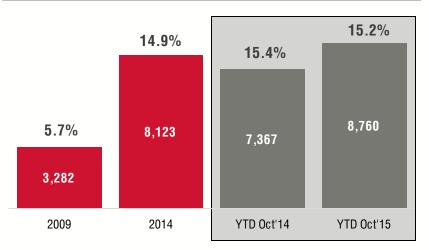
FH 520 is the flagship model of the Volvo truck range

Over dimensional cargo



## **Eicher Buses: strong growth...**

### Volumes and market share









### World Class Manufacturing set up....

- Most productive plant to produce upto 66,000 trucks scalable to 100,000 trucks.
- Cab weld shop with robotic welding and integrated testing facilities
- CED paint shop best in class e-Rodip German technology with robotic painting
- Highly flexible vehicle assembly lines with right blend of technology to control critical parameters catering over 800+ variants.
- State-of-the-art bus plant spread over 46 acre set up under VECV's overriding vision of driving modernization of the Indian CV market.
- Complex and critical sub assemblies by robots, ensuring cabin without leakage and even fit and finish













### **VE Powertrain**









- First engine plant in India producing Euro-6 compliant engine.
- Exclusive manufacturing hub for medium duty engine requirements of Volvo Group.
- Capacity scalable up to 100,000 engines
- The 5 and 8 liter engines of this platform delivers power ranging from 180 to 350 HP.
- Already started supplying Euro-6 compliant engines to Europe over 1000 per month.
- Best executed project with Volvo technology with frugal approach.



#### **Other VECV Business Areas**

### **Components and Engineering Solutions**

#### **Eicher Engg Components (EEC)**

- Strategic supplier of drive line components to Eicher Trucks and Buses, with ambition to supply to the Volvo Group in the future
- Production facilities at: Thane, Dewas and SEZ, Pithampur





#### **Eicher Engg Solutions (EES)**

- Comprehensive product development services - Class A surfacing, CAD, CAE, prototyping, etc.
- Integrated product development with global engineering solutions delivery centers in Michigan-US, Gurgaon, Indore -INDIA, Beijing, Shanghai CHINA





## **EICHER POLARIS PRIVATE LIMITED**



#### Eicher Polaris Private Ltd. was established in 2012 with strong parentage



#### **EICHER**



#### **POLARIS**

- Prominent player in Indian commercial vehicle space
- Iconic "Royal Enfield" motorcycle brand
- Proven expertise in frugal engineering and lean manufacturing

#### **Eicher Polaris Pvt. Ltd.**

50:50 JV signed on July 24, 2012

Investment till date: INR 420 Cr

Launched India's First personal utility vehicle (PUV) Multix, an extremely adaptable 3 in 1 solution

- Leader in power sports industry
- Proven track record of creating categories
- Excellent product development capabilities and world class reliability



### **Consumer: The Independent Businessman**



#### **Independent Businessmen**

Factory owner, Construction contractor, Caterer, Fancy store owner, Farm house owner, Grower/ sellers of perishable products, Technical service providers etc

Owns a 2 wheeler. Regularly hires various kinds of 4 Wheelers to meet his day to day business/family needs

#### **Current 4 wheeler options are sub-optimal**

Some work for family & others for business. None works for both

#### What does he need

One Vehicle solution for both Family + Business Needs

Estimated Population: **5.8 crores** 

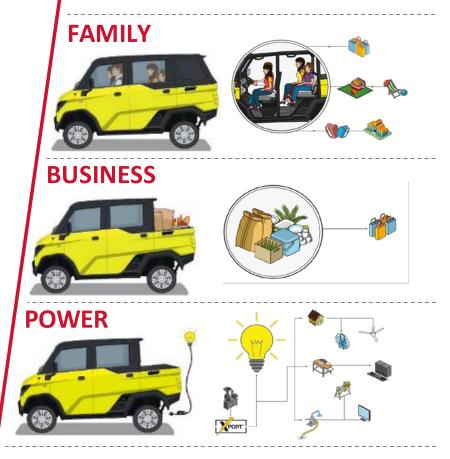


### **MULTIX** – A ground up innovation

# Multix

- Extremely adaptable 3 in 1 Solution
  - Comfortable seating for family of 5
  - 1918 litres of space
  - Power Generation capacity of 3KW
- Especially designed Pro-ride<sup>™</sup> Independent Suspension & High ground clearance 225 mm delivers best in class riding experience on all kinds of roads
- Safety: Tubular frame structure and Roll-Over Protection System (ROPS) provides structural stability and reinforced safety
- Powered by proven and reliable diesel engine delivering Fuel Efficiency of 28.45 Km/ltr
- With starting price of Rs.2.32 lacs (ex showroom Jaipur), Multix offers unmatched value

# 3 in 1





## Journey: So Far



National Media Launch & Plant Inauguration in Jaipur. Followed by 1<sup>st</sup> showroom launch in Jaipur (29<sup>th</sup> June). Brand "Multix" is born

**Ground-breaking** ceremony at Jaipur Plant



Aug 2015

SOP/Retail commence across dealerships in 7 states





# World Class Manufacturing Facility @ Jaipur

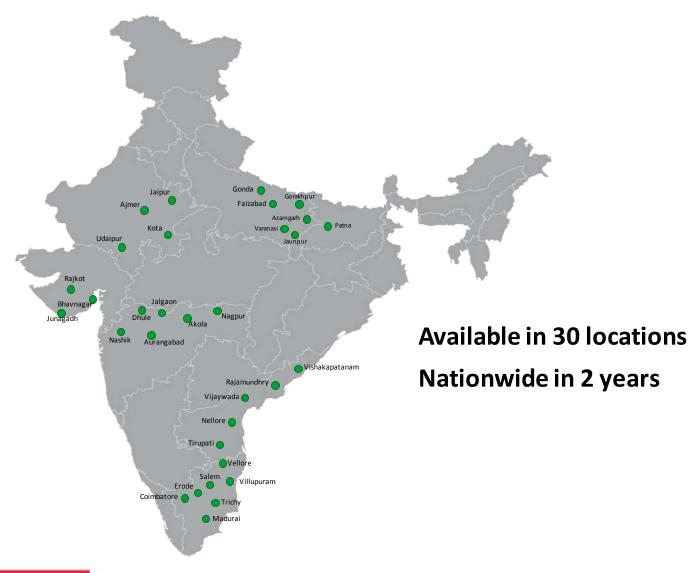




Capacity: 60,000 units per annum. Can be scaled up to 1,20,000 units Equipped with robotic weld lines and in-house paint system



### **Multix Distribution**

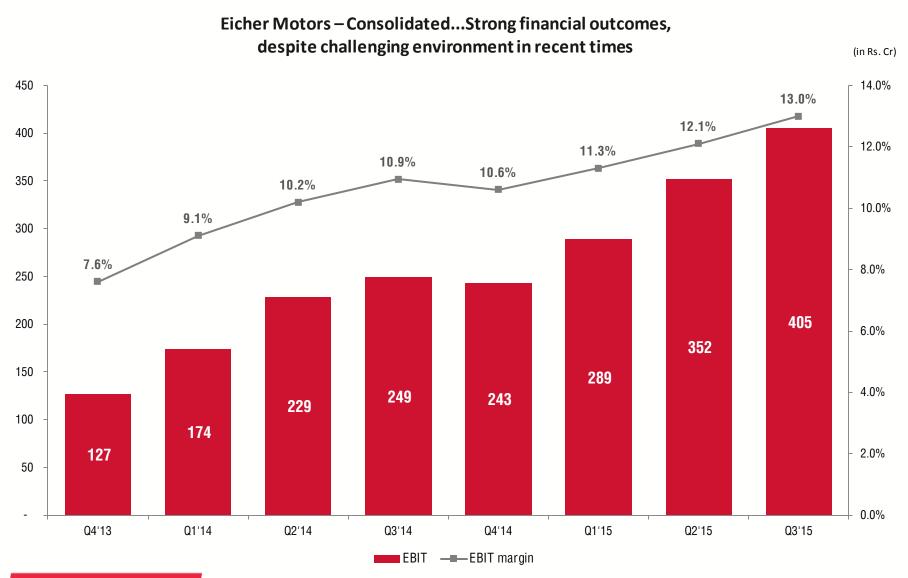




# **FINANCIALS**

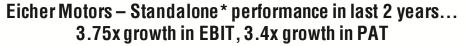


### **Quarterly Financial Highlights (Consolidated)**

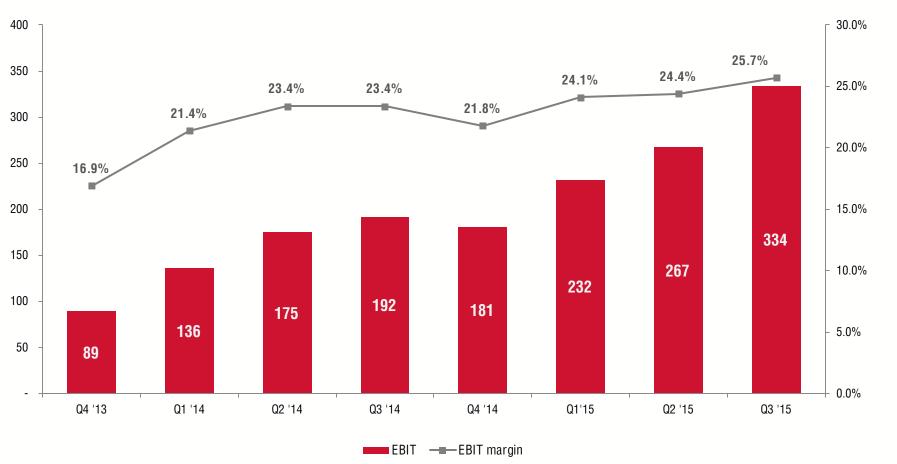




### **Quarterly Financial Highlights (Standalone)**



(in Rs. Cr)



<sup>\*</sup> Excludes any income/expenses from Treasury operations, dividend from subsidiary company



# **Thank You**



# **APPENDIX**



## **Balance Sheet (Consolidated)**

| Particulars  | 2010     | 2011     | 2012     | 2013     | 2014     |
|--|----------|----------|----------|----------|----------|
| Gross Fixed Assets (including CWIP and Preoperative Expenditure) | 881.61   | 1,341.01 | 2,030.35 | 2,762.86 | 3,556.16 |
| Net Fixed Assets   | 454.71   | 856.71   | 1,496.17 | 2,119.73 | 2,728.13 |
| Investments  | 458.59   | 512.62   | 638.45   | 825.41   | 917.09   |
| Inventories  | 326.52   | 427.96   | 488.84   | 526.80   | 645.52   |
| Debtors  | 260.93   | 344.58   | 445.87   | 512.50   | 562.17   |
| Cash and Bank Balances   | 1,245.68 | 1,191.51 | 803.50   | 682.56   | 480.58   |
| Other Current Assets   | 216.89   | 460.00   | 598.65   | 669.59   | 1,074.08 |
| Current Liabilities and Provisions                               | 933.21   | 1,397.56 | 1,644.94 | 2,061.00 | 2,567.30 |
| Net Current Assets   | 1,116.81 | 1,026.49 | 691.92   | 330.45   | 195.05   |
| Deferred Tax Assets  | -        | -        | -        | -        | -        |
| Miscellaneous Expenditure  | -        | -        | -        | -        |          |
| Total  | 2,030.11 | 2,395.82 | 2,826.54 | 3,275.59 | 3,840.27 |
| Share Capital  | 26.94    | 26.99    | 27.00    | 27.04    | 27.10    |
| Reserves & Surplus   | 1,205.20 | 1,466.14 | 1,727.89 | 2,028.38 | 2,488.76 |
| Net Worth  | 1,232.14 | 1,493.13 | 175.89   | 2,055.42 | 2,515.86 |
| Minority Interest  | 677.41   | 837.65   | 948.46   | 1,039.72 | 1,085.06 |
| Deferred Tax<br>Liability (net)                                  | 24.92    | 64.46    | 123.19   | 180.45   | 239.35   |
| Borrowings   | -        | -        | -        | -        | -        |
| Total  | 2,030.11 | 2395.82  | 2,826.54 | 3,275.59 | 3,840.27 |



## **Profit & Loss Statement (Consolidated)**

| Particulars   | 2010     | 2011     | 2012     | 2013     | 2014     |
|---|----------|----------|----------|----------|----------|
| Sales Volume:   |          |          |          |          |          |
| Commercial Vehicles (Nos.)  | 39,275   | 49,042   | 48,831   | 41,251   | 40,783   |
| Two Wheelers (Nos.)   | 52,576   | 74,626   | 113,432  | 178,121  | 302,592  |
|   |          |          |          |          |          |
| Revenue from Operations (gross)                                       | 4,701.63 | 6,130.29 | 6,995.04 | 7,433.29 | 9,351.74 |
| OtherIncome   | 127.57   | 142.48   | 136.64   | 95.29    | 107.44   |
| Total Income  | 4,829.20 | 6,272.77 | 7,131.68 | 7,528.58 | 9,459.18 |
| Less: Excise Duty   | 304.55   | 445.87   | 605.15   | 623.49   | 613.42   |
| Net Total Income  | 4,524.64 | 5,826.90 | 6,526.53 | 6,905.09 | 8,845.76 |
| Manufacturing and other expenses                                      | 4,040.18 | 5,095.07 | 5,840.87 | 6,096.61 | 7,623.54 |
| Profit before interest, depreciation, exceptional items & tax (PBIDT) | 484.47   | 731.83   | 658.66   | 808.48   | 1,222.22 |
| Interest  | 9.50     | 7.67     | 3.79     | 7.88     | 9.78     |
| Depreciation  | 57.30    | 63.96    | 82.17    | 130.04   | 219.8    |
| Profit before exceptional items and tax                               | 417.67   | 660.20   | 599.70   | 670.56   | 992.62   |
| Profit before tax for the year  | 417.67   | 660.20   | 599.70   | 670.56   | 992.62   |
| Provision for taxation  | 110.82   | 162.80   | 124.85   | 145.18   | 290.88   |
| Profit after taxation (PAT)   | 306.85   | 497.40   | 474.85   | 525.38   | 701.74   |
| Minority Interest   | 117.93   | 188.63   | 150.59   | 131.44   | 86.38    |
| Profit after taxation and minority interest                           | 188.92   | 308.77   | 324.26   | 393.94   | 615.36   |



### **Glossary**

9M - Nine Months ended on 30th September

CAGR - Compounded Annual Growth Rate

Consolidated - Consolidated includes financials of Royal Enfield,

VE Commercial Vehicles & 50% of Eicher Polaris Pvt. Ltd.

CV - Commercial Vehicles

CY - Calendar Year

**DIIs** – Domestic Institutional Investors

E – Estimated

**EBIT** – Earnings Before Interest and Tax

**EML** – Eicher Motors Limited

EPPL - Eicher Polaris Private Limited

FIIs - Foreign Institutional Investors

HD – Heavy Duty

JV - Joint Venture

**LCV** – Light Commercial Vehicles

**LMD** – Light to Medium Duty

**M&HCV** – Medium and Heavy Commercial Vehicles

Market Share - Market share in India calculated ex-exports volumes

MD – Medium Duty

MDE - Medium Duty Engine

Mid Size segment – 250cc-750cc

**PUV** – Personal Utility Vehicles

RE – Royal Enfield

ROA – Return on Assets = Profit After Tax / Avg Assets

**ROCE** – Return on Capital Employed = EBIT/Avg Capital Employed\*

\* Capital Employed includes Shareholder Funds + Non Current Liability only (ie. Total Assets - Current Liability)

Standalone – 100% Business of Royal Enfield

Stores - Exclusive Royal Enfield Stores in India

Total Revenue – Revenue from Operations (excluding other income)

**UCE** – Unit Construction Engine

**VECV** – VE Commercial Vehicles

