

Greaves Cotton Limited

Analysts / Institutional Investor meeting held on 17th February, 2017

The Company met the representatives of following Analysts / Institutional Investor:

S. No.	Name of Institution
1	IDFC MF
2	Reliance MF
3	Tata MF
4	Treeline Advisors
5	Tata AIA Life
6	Birla MF

The following points were broadly discussed in the meeting:

On Engines Business:

- We are on schedule for all our customers in terms of the BSIV engine deployment with product value additions. Thus ensuring we have a happy customer base, which fuels our growth in the long run.
- We are in various stages of discussion with multiple OEM's nationally and internationally for our 3-cylinder engine. The gestation period of the same is around 18-24 months. The engine will address the 1-1.5 ton category and maybe used for passenger or commercial applications.
- On BSVI front Greaves is already on schedule to deliver a cost-effective and technology intensive product, offering go-to-market product for these OEM's.
- Greaves invested in R&D and to that effect we have not only invested in technology but also hiring the talent available in the field. Recently, we created a new position who would be driving the technology and R&D efforts for the company. Currently approximately two and half percent of sales are generally spent on R&D efforts.
- We have roughly around 80% market share in the 3W segment with the addition of a small players for the past six months.
- We are also working in the direction of developing fuel agnostic solutions with value added services.

On Farm business:

- Multiple products in the farm equipment business registered double digit growth
- New product launches expected in the coming quarters of indigenous products.
- Light agri market has good headroom for growth, however shows very high growth rate due to increased mechanization adoption by marginal farmers due to high labour costs.
- Government has introduced many pro-farmer initiatives and the subsidy process has also been vastly improved thus improving sales.
- Market for Chinese imports is slowly decreasing hence the need for indigenous products is crucial for growth.

On Genset Business:

- We are a very small player hence lot of room to grow.
- Genset business has showcased a growth of almost 40% over the last 9 months.

- We offer complete range from 5 kVA to 500 kVA & very strongly placed in this segment.
- Market is expected to grow & Greaves with its sharper focus on customers, service, reach & new geographies will enable the same.

On Aftermarket Business:

- Dealer network of 3000+ centres across India.
- Revenue stream to increase from this business over the next 2-3 years.
- Greaves Service Station pilot has started on a positive note and the company has plans for this franchise lead business model.
- Roughly 40% contribution of the market lies with the spurious parts segment and Greaves will look to target this market for our growth with strong value proposition of Quality repairs, strong recommendation by Company trained mechanics, & strong base of 5 million engines already on roads with addition of 4 lakhs annually.
- Multibrand spares products and Greaves certified mechanics are a first in this segment.