

Annual Report  
2016-17

# RURAL RESURGENCE



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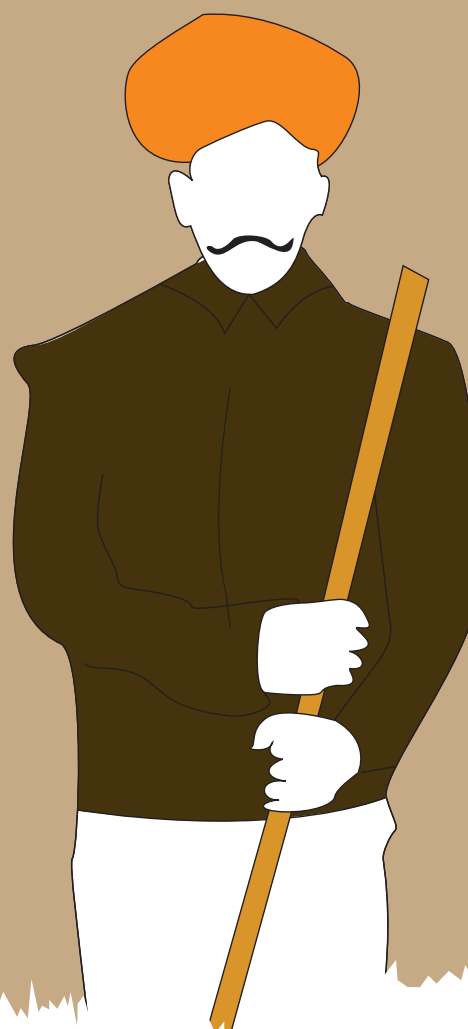
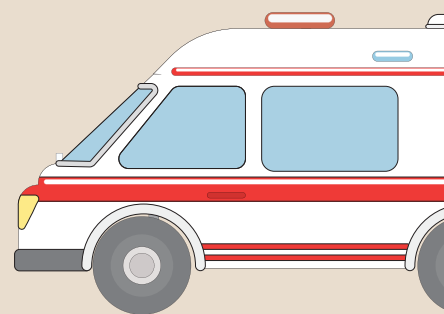
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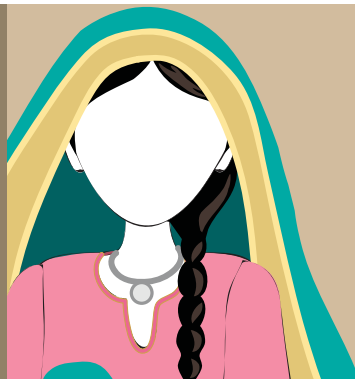
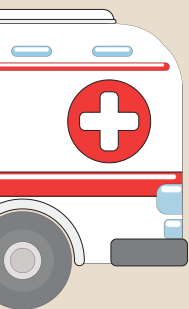
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# A momentous opportunity to serve resurgent rural India

Rural India is expected to lead the next phase of growth in the country. Budgetary fillips, in particular higher farm credit and interest subvention, have energised both the macro and micro drivers of rural growth and development.

Revamp of rural infrastructure aided by government funding is also expected to boost growth. Other initiatives such as 100% electrification of Indian villages, gainful employment during non-harvest periods under Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), and affordable housing, are all set to herald rural resurgence. Most importantly, a burgeoning rural economy will channel newer, non-farm sources of income, which would help in reducing the volatility in rural cash flows.

At Mahindra Finance, our two-decade plus presence in rural and semi-urban India, enables us to feel and understand the

pulse of this vast geography. Today, we are witnessing signs of a resurgence that would be unleashed in rural India in the near future. With a diversified and bigger basket of service offerings, Mahindra Finance is set to capture the potential of this re-energised market.

As an acknowledgement of this great revival, we dedicate our annual report of this year to the theme of a

## resurgent rural India.



## About Mahindra Finance

Mahindra and Mahindra Financial Services (MMFS) is a subsidiary of the Indian conglomerate Mahindra & Mahindra (M&M). It is a leading Non-Banking Financial Company (NBFC) which serves the financing needs of the growing population residing in rural and semi-urban areas of India.

We provide a range of retail products and services, such as financing purchase of new and pre-owned auto and utility vehicles, tractors, cars, commercial vehicles, construction equipments, SME Financing, and many other financial products.

We also undertake Mutual Fund Distribution, accept Fixed Deposits and provide customised Personal Loans to our customers in semi-urban and rural India. Our subsidiary, Mahindra Insurance Brokers Limited, is in the business of distributing life and non-life insurance products through tie-ups with the various leading insurance companies. Through Mahindra Rural Housing Finance Limited, we provide loans for home construction, extension, purchase and improvement to of customers in rural and semi-urban India. Through Mahindra Mutual Fund, we offer a variety of mutual fund schemes targeting prospective investors in rural and semi-urban India.

**Rs. 31,659<sup>cr</sup>**

Total loan disbursed

**18.5% ↑**

Total loan disbursed in 2016-17

**Rs. 46,776<sup>cr</sup>**

Asset Under Management

**17.2%**

Capital Adequacy Ratio





## Vision

To be a leading financial services provider in semi-urban and rural India.



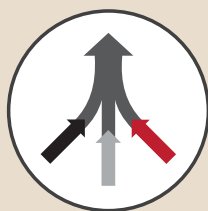
## Mission

To transform rural lives and drive positive change in the communities.



## Core values

- Professionalism
- Good Corporate Citizenship
- Customer First
- Quality Focus
- Dignity of the Individual



## Core purpose

We will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.



## Brand pillars

- Accepting No Limits
- Alternative Thinking
- Driving Positive Change

# Product Portfolio

Our product portfolio comprises





## Personal Loans

- Wedding
- Children's Education
- Medical Treatment
- Working Capital

## Vehicle Financing

- Auto and Utility Vehicles
- Tractors
- Cars
- Commercial Vehicles
- Construction Equipment

## Pre-Owned Vehicle Financing

- Cars
- Multi-utility Vehicles
- Tractors
- Commercial Vehicles

## Insurance Broking \*

- Retail Customers
- Corporates

\* Through our subsidiary Mahindra Insurance Brokers Limited

## SME Financing

- Project Finance
- Equipment Finance
- Working Capital Finance

## Housing Finance \*

- New House
- House Renovation and Improvements

\* Through our subsidiary Mahindra Rural Housing Finance Limited

## Investments and Advisory

- Investment Products
  - Fixed Deposits
- Advisory Services
  - Investment planning (under the brand Mahindra Finance Finsmart)

## Mutual Fund Schemes \*

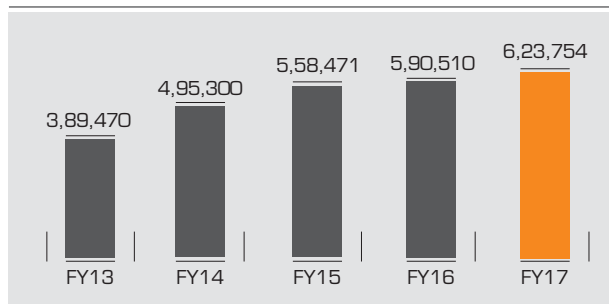
- Liquid Scheme
- Equity Linked Saving Scheme (ELSS)
- Equity Oriented Balanced Scheme
- Short Term Debt Scheme

\* Through Mahindra Mutual Fund, managed by our subsidiary Mahindra Asset Management Company Pvt Ltd.

# Financial Highlights

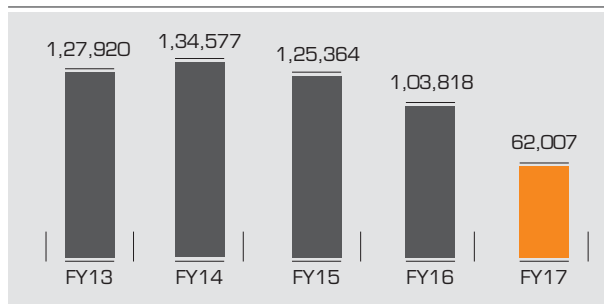
## Total Income

(₹ in Lakhs)



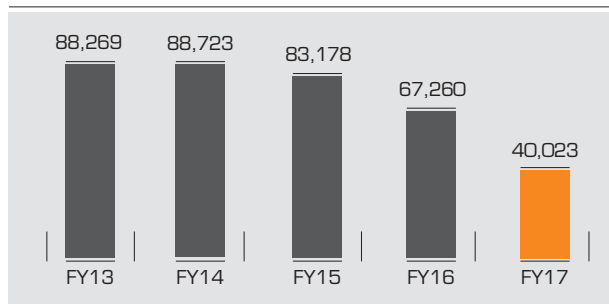
## Profit Before Tax

(₹ in Lakhs)



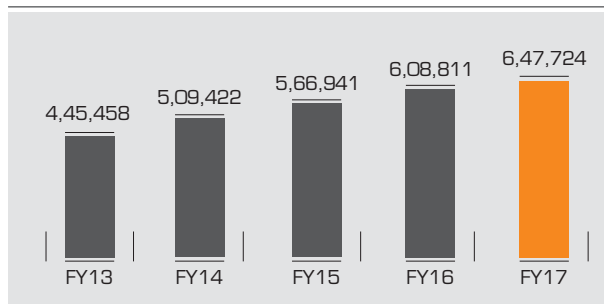
## Profit After Tax

(₹ in Lakhs)



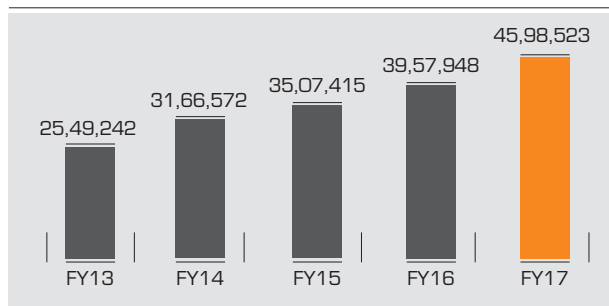
## Net Worth

(₹ in Lakhs)



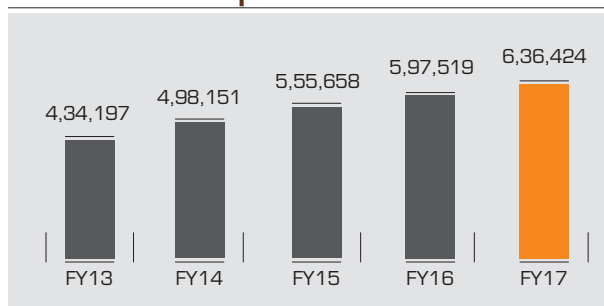
## Total Assets

(₹ in Lakhs)



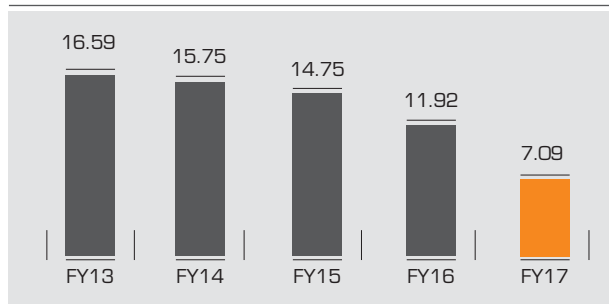
## Reserve & Surplus

(₹ in Lakhs)



## EPS (Basic)

(₹)



## Dividend

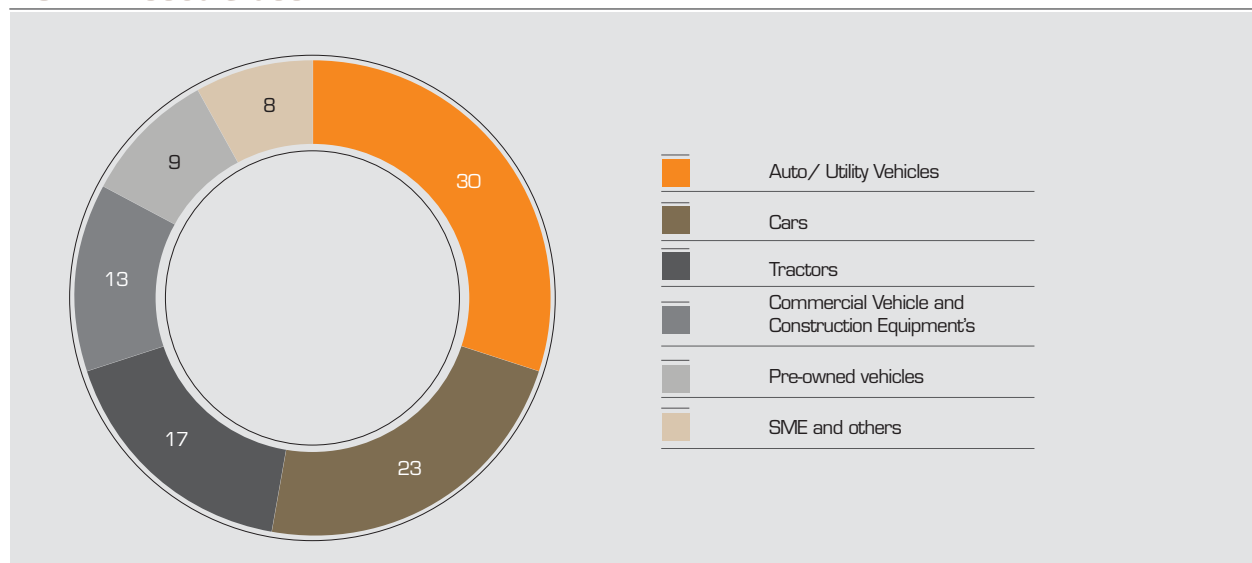
(%)





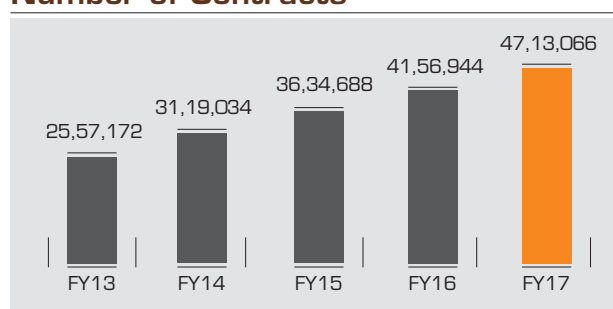
## AUM - Asset Class

[%]

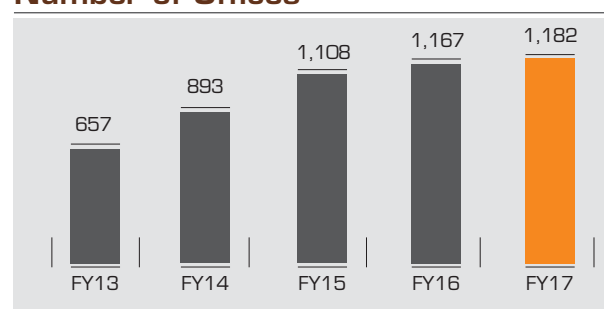


## OPERATIONAL HIGHLIGHTS

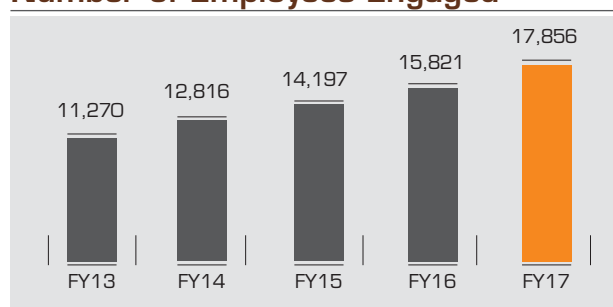
## Number of Contracts



## Number of Offices

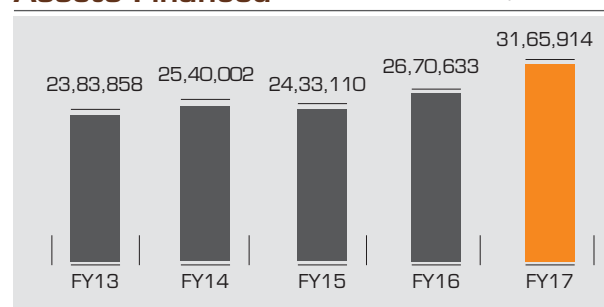


## Number of Employees Engaged



## Estimated Value of Assets Financed

[₹ in Lakhs]



## Group Structure

