

SML/SEC/EXCH 30th November, 2017

Dy. General Manager-	The Secretary
Corporate Relationship Department	National Stock Exchange of India Ltd.
BSE Limited	Exchange Plaza, 5th Floor
P J Towers, Dalal Street, Fort	Plot No. C/1, G Block
Mumbai 400 001	Bandra – Kurla Complex
Section and control of the control o	Bandra (East), Mumbai 400 051
Scrip Code: 505192	Scrip Code: SMLISUZU

Dear Sir,

Presentation made to Analysts / Institutional Investors

This is further to our letter dated 28th November, 2017 wherein we had given you an advance intimation of the upcoming Analyst/ Institutional Investor meet on 30th November, 2017 in terms of the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Please note that today i.e. 30th November, 2017 (Thursday), the Company participated in the Midcap Conference organized by Motilal Oswal at Motilal Oswal Tower, Mumbai with several funds/investors and the presentation which was made at the said conference is attached herewith and is also placed on the Company's website www.smlisuzu.com.

Kindly take the same on record and acknowledge the receipt.

Yours faithfully

For SML ISUZU LIMITED

(PARVESH MADAN)

Company Secretary & Compliance Officer

pmadan@smlisuzu.com

ACS-31266

SML ISUZU Limited

Corporate Office: 204-205, Sector 34-A, Chandigarh -160135

T +91 172 2647700-10 F +91 172 2615111

Regd. Office & Works:

Village: Asron, Distt. Shahid Bhagat Singh Nagar (Nawanshahar) Punjab -144533

T +91 1881 270255 F +91 1881 270223 W www.smlisuzu.com CIN L50101PB1983PLC005516



SML ISUZU LIMITED

Company Presentation

MIDCAP Conference organised by Motilal Oswal

30th November, 2017 (Mumbai)



Trucks & Buses

Safe Harbor



- This presentation and the accompanying slides (the "Presentation"), which have been prepared by the Company have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.
- This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.
- Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Board of Directors



S.K.Tuteja, IAS	 After serving on the key assignments in various Government Departments at
(Retd.)	Punjab and Center, Mr. Tuteja retired as Secretary, Food & Public Distribution,
Chairman	Government of India in 2005. Mr. Tuteja has over 47 years of rich experience in
& Independent	diverse fields which include district administration, education, industry, trade,
Director	commerce, finance and company matters.
A.K.Thakur	 A qualified Chartered Accountant. Mr. Thakur retired as an Executive Director from
Independent	UTI. He has around 51 years of experience in various areas such as accounts,
Director	finance, investment and corporate affairs.
P.K.Nanda Independent Director	 A qualified Chartered Accountant, Mr. Nanda held several key managerial positions in multi national companies both abroad and in India having over 55 years of rich experience in various areas such as finance, corporate affairs, international trade and commerce, business strategy, etc. He was appointed as the Chairman and Managing Director of Metal Box India in 1970. He was also the founder president of the Confederation of Indian Industry (CII) and served as a member of several Government appointed committees, RBI working groups and of Confederation of British Industry, etc.

Board of Directors



Sudhir Nayar Independent Director	•	A B.Tech from IIT Delhi and MBA from FMS, Delhi University. Mr. Nayar has over 31 years of rich experience in Sales & Marketing functions. He has worked with many reputed organizations such as Hindustan Lever Limited (HUL) and Tata Oil Mills Company (TOMCO).
Dr. (Mrs) Vasantha S. Bharucha Independent Director	•	An economist of repute, Dr. Bharucha holds Doctorate in Economics from University of Mumbai. She served as Economic Adviser in the Ministry of Commerce & Industry, Government of India. Dr. Bharucha has rich experience in industry, trade and finance in the engineering and consumer goods sectors and has published a number of reports and strategy papers on Economic subjects. Dr. Bharucha was an Independent Director on the Central Board of State Bank of India (SBI) for three years during 2008-2011 and was also a Director on the Board of Delhi Circle of SBI.
M. Nakajima	•	A graduate from Waseda University, Japan. Mr. Nakajima joined Sumitomo Corporation in 1985 and currently holds the post of General Manager, Automotive Division 1 of Sumitomo Corporation. Mr. Nakajima has around 32 years of experience in the areas of Corporate Planning & Marketing.





T. Kikkawa	A graduate from Keio University, Japan. Mr. Kikkawa joined Sumitomo Corporation in April, 1983 and his current position in Sumitomo Corporation is General Manager, Automotive Manufacturing Business Department 1. He has around 34 years of experience in automotive business.
M. Narikiyo	A graduate in Commercial Science from Kobe University, Japan. Mr. Narikiyo joined Sumitomo Corporation, Japan in April 1984 and has several years of experience in Sales & Marketing. He is currently Chairman & Managing Director of Sumitomo Corporation India Pvt. Limited.
Pankaj Bajaj	A qualified Chartered Accountant and Company Secretary. Mr. Bajaj started his career in 1995 with Deloitte Haskins & Sells and joined Sumitomo Corporation India Private Limited in 1997 as company secretary. He is currently Director and Company Secretary of Sumitomo Corporation India Pvt. Limited.
K. Goda	A graduate from Kyoto Sangyo University, Japan. Mr. Goda joined Isuzu Motors in 1990 and has over 25 years of experience in International Business Development and International Sales. He is currently associated with Isuzu Motors as a General Manager, International Sales.





Eiichi Seto
(Managing
Director & CEO)

• A graduate in Law from Waseda University, Tokyo (Japan). Mr. Seto joined Sumitomo Corporation in 1982 and has several years of experience in the motor vehicles department. In 1993, he was appointed as General Manager, Automotive Department in Sumitomo Corporation de Mexico and in 2004, he was appointed as Vice President and General Manager, Detroit Office, Sumitomo Corporation of America. In 2007, he was appointed as Director and General Manager, Melbourne Office, Sumitomo Australia Private Limited. Further in 2009, he was also appointed as General Manager, Automotive Manufacturing Business Department, Sumitomo Corporation.

Gopal Bansal (Whole-time Director & CFO)

 A qualified Chartered Accountant & Company Secretary. He started his career in 1980 with Punjab Tractors Limited - PTL (Swaraj Group) and got associated with SML Isuzu on secondment from PTL, the promoter of the Company.

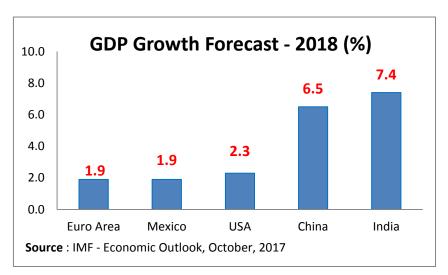
Mr. Bansal has over 33 years of rich experience in various areas such as corporate affairs, finance & accounts, risk management, secretarial & taxation, investor relations, etc.

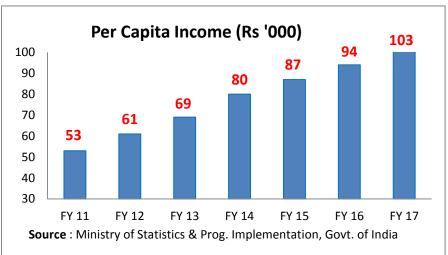
Takahiro Imai (Director – R&D) (Isuzu Products & Projects)

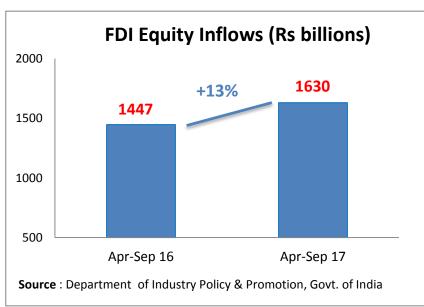
 A graduate in Engineering from Kyushu University (Japan). He joined Isuzu Motors Limited in 1997 and his last position in the Isuzu Motors was Manager-CV Chassis Engineering. He has experience of around 19 years with Isuzu in the area of Automobile Engineering.

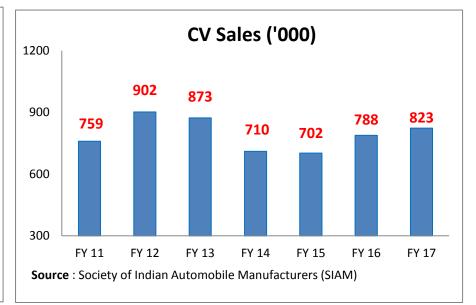
India - An Overview











Trucks & Buses www.smlisuzu.com

Changing Trends



Old







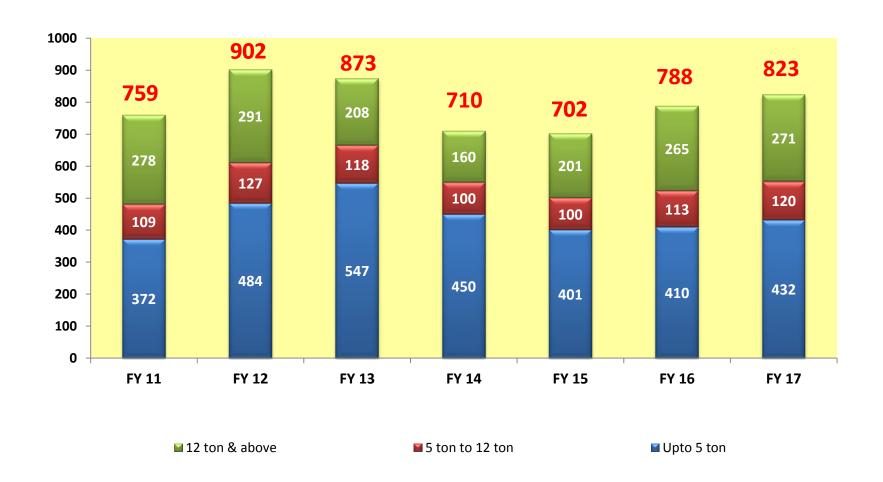




Total Commercial Vehicle Industry

(Nos. in '000)





As per ICRA, domestic CV volumes are expected to grow @ 6-7% in FY 17-18





CV Industry (Domestic+Export)

	Apr-Oct 16	Apr-Oct 17	% change
M&HCVs (above 7.5 ton)			
Passenger Carriers	33,649	26,435	-21.4%
Goods Carriers	1,53,461	1,50,781	-1.7%
Total M&HCVs - A	1,87,110	1,77,216	-5.3%
LCVs (upto 7.5 ton)			
Passenger Carriers	33,853	28,350	-16.3%
Goods Carriers	2,44,314	2,65,219	8.6%
Total LCVs - B	2,78,167	2,93,569	5.5%
Total (A+B)	4,65,277	4,70,785	1.2%

SMLI Segment (5 - 12 ton)

Total	67,545	65,645	-2.8%
Goods Carriers (3.5 to 10 ton)	36,262	37,837	4.3%
Passenger Carriers (5 to 12 ton)	31,283	27,808	-11.1%

SMLI Sales

Goods Carriers Total	4,272	2,610	-38.9%
	9,283	6.041	-34.9%
Passenger Carriers	5,011	3,431	-31.5%





1983	Swaraj Vehicles Ltd. (SVL) incorporated	
1984	Joint Venture and Technical Assistance Agreement between Punjab Tractors Ltd., Mazda Motor Corporation & Sumitomo Corporation concluded. SVL renamed Swaraj Mazda Limited (SML)	
1985	Project setup with a capacity of 5,0 Equity of Rs. 105 Million was subso	000 LCVs at capital outlay of Rs. 200 Million. cribed by
	 Punjab Tractors Ltd Mazda Motor Corpn. Japan Sumitomo Corpn. Japan Public	29.0% 15.6% 10.4% 45.0%
	Trial production and test marketing WT-48, WT-49 and WT-50 LCVs co	•
1986	Beginning of Commercial operation	IS
1987	Launch of Indigenously developed	26 seater bus
1994	Became financially sick – due sharp	p Rupee devaluation

Major Milestones



1997	Financial health restored -3 years earlier than Rehabilitation Scheme.
2000	Maiden Dividend @ 10%
2005	Sumitomo Corporation, Japan raised its equity holding in the Company to 41%.
2006	Technical Assistance Agreement with Isuzu Motors signed.
2008	Ultra Luxury Buses both on SML & Isuzu Platforms launched.
2009	Sumitomo raised its stake in the Company to 53.52% by buying entire equity holding of Punjab Tractors Ltd. in the Company.
2010	Rights Issue of 3,984,946 equity share of Rs. 10 each at a premium of Rs. 190 per share in the ratio of 11:50 raised Rs. 79.7 crores.

Major Milestones



2011	Swaraj Mazda renamed as SML ISUZU LIMITED.	
------	--	--

2012 Isuzu Motors raises its stake to 15%; Dividend raised to 80% on post-rights equity.

S7 Bus 5100 WB (50+1 seater) on SML platform launched.

FR1318 bus (40+1 Seater) on Isuzu platform introduced.

Highest-ever Production and Highest-ever Profit achieved.

S7 Bus 3940 WB (37+1 seater) & S7 Bus AC version launched

Fuel Efficient & High Torque series launched (for all vehicles)

Sartaj 5252 XM (5200 GVW) Truck Launched

2015 Sartaj 59XM (5900 GVW) Truck Launched

Sales volume crossed 2 Lacs mark

Executive Lx Coach (GVW-7ton) & Ecomax Bus (GVW-5Ton) under Tourist Bus

segment Launched

Equity & Dividend Record



Year	Nature of Issue	No. of Shares (Lacs)	Price Per Share	Current Price (28th Nov' 17)
1985	Initial Public Offer (IPO)	105	Rs.10/-	Rs. 900/- approx.
2010	Rights Issue	40	Rs. 200/-	Rs. 900/- approx.

Dividend Track Record

2002	Dividend – 25%	2010	Dividend – 40%
2003	Dividend – 45%	2010	Dividend – 80%
2004	Dividend – 70%	2012	Dividend – 80%
2005	Dividend – 75%	2013	Dividend – 80%
2006	Dividend – 55%	2014	Dividend – 30%
2007	Dividend – 55%	2015	Dividend – 60%
2008	Dividend – 55%	2016	Dividend – 80%
2009	Dividend – 15%	2017	Dividend – 80%





Category	No. of Shares held	% age of Shareholding
Sumitomo Corporation (Promoter)	6362306	43.96
Isuzu Motors Limited	2170747	15.00
National Westminster Bank PLC	470990	3.25
Sachin Bansal	281975	1.95
Birla Sunlife Trustee Company Private Ltd.	144887	1.00
UTI Mid Cap Fund	143536	0.99
Jupiter South Asia Investment Company Limited - South Asia Access Fund	124183	0.86
Axis Mutual Fund Trustee Limited	84603	0.59
Others	4688419	32.40
GRAND TOTAL	14471646	100.00





Long term prospects of commercial vehicle industry are secular. Economic growth in the medium to long term would be driven by infrastructure investments in areas such as – roads, bridges, power generation, information technology, civil aviation, sea-ports, health, education etc. This trend would generate increased demand for commercial vehicles in coming years.

Demand Factor Conditions

- As per IMF Forecast October 2017, India's GDP growth in 2018 is estimated at 7.4% against world average estimate of 3.7%.
- International ratings agency Moody's Investor Service has recently upgraded India's sovereign bond rating to "Baa2" from "Baa3" with a stable outlook.
- As per GIA study on Commercial Vehicles (CV), Asia-Pacific is expected to emerge as the fastest growing hub for CV production led by shifting of automobile production bases to low cost Asian countries.
- As per CRISIL, long term prospects of the Commercial Vehicle industry are positive.
 Apart from macro-economic factors, implementation of emission & anti-overloading
 norms, scrapping regulations for older vehicles and changing landscape of the logistics
 industry towards an organized one would continue to support demand for CVs.



- As per ICRA, domestic CV industry is likely to register a growth of 6-7% in FY 2018. M&HCV truck segment is likely to register a growth of 2-4% during vis-à-vis flat sale in previous year aided by pent-up demand post GST, higher budgetary allocation towards infrastructure & rural sectors, stricter implementation of regulatory norms especially related to vehicle length and overloading norms and replacement of ageing fleet. Further, LCV truck segment is expected to register a growth of 14-16% on account of replacement led demand, greater demand from e-commerce focused logistic companies and gradual improvement in finance environment.
- As per ICRA, Bus segment will witness 10-12% contraction during 2017-18 due to decline in orders from SRTUs (under the JnNURM programme). However, the segment's prospects remain favorable over the medium term driven by Govt.'s focus on improving urban as well as rural transportation and focus towards smart cities initiatives.

Improving conditions of road infrastructure – development of state highways & expressways, focus on power generation, housing, health & education coupled with increasing disposable incomes and changing commuting habits, are expected to maintain the growth momentum in the Indian CV market.

Trucks & Buses www.smlisuzu.com

An Overview



- Wide Range of Products
 - -- Both in Cargo (5 12 ton) and Passenger Categories (13 52 seats)
- Installed Capacity
 - -- 18000 Vehicles
 - -- 4000 Bus Bodies
- Manpower Strength
 - -- Regular 1000 approx.
 - -- Contract 1100 approx.





<u>Cargo</u> GVW(Kgs)

LCVs

_	Sartaj 5252 XM	-	5200
_	Sartaj 59 XM	-	5900
_	Sartaj HG 72 XM	-	7200
_	Prestige XM	-	6440



M&HCVs

Supreme XM	-	8000
Super XM	-	8720
Samrat XM	-	10250
- Super 12.0 XM	-	11990
 Super 12.9 XM 	_	12900



Product Portfolio



Buses

SML Platform

- Standard buses 18 to 52 seater (AC/Non-AC)
- Executive Coach 13 seater Delux (AC)
- -- Executive LX Coach 20/29/31 seater Delux (AC)



Isuzu Platform

- -- LT 134 Ultra Luxury 45 seater (AC)
- -- FR1318 Luxury 40 seater (AC)



Product Portfolio



Special Application Vehicles

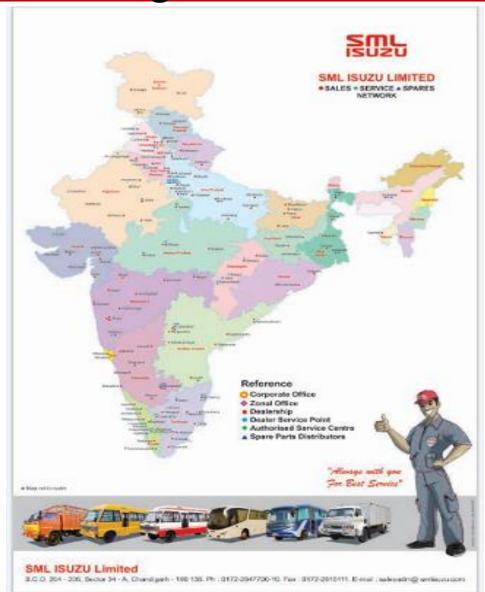
- -- Ambulance
- -- Water Tanker
- -- Tipper
- -- Delivery Van
- -- Dual Cabin
- -- 4-Wheel Drive Truck
- -- 4-Wheel Drive Ambulance
- -- Troops Carrier





Marketing Network





ZONAL OFFICES = 12

- -- Ahmedabad
- -- Bangalore
- -- Bhopal
- -- Chennai
- -- Cochin
- -- Delhi
- -- Hubli
- -- Hyderabad
- -- Kolkata
- -- Lucknow
- -- Pune
- -- Mumbai

SALES, DISTRIBUTION & SERVICE NETWORK

- -- 127 Dealers (including Export)(30 Dealers added in last 2 years)
- -- 16 Authorized Service Centres
- -- 21 Spare Parts Distributors





	Rs. C						s. Crores			
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Vehicles Sale										
- Passenger Carriers	6388	4860	5440	6417	6612	6310	6285	7803	6813	8012
- Cargo Trucks	4884	3160	4693	6453	7034	5735	3475	3956	5887	7172
- Total	11272	8020	10133	12870	13646	12045	9760	11759	12700	15184
Revenue (Net)	671.4	547.0	722.2	913.0	1042.2	1011.1	886.0	1,114.3	1,172.6	1,373.1
Operating Profit	53.7	28.0	57.9	70.7	86.0	79.3	36.4	74.3	93.0	112.2
Margin	8.0%	5.1%	8.0%	7.7%	8.3%	7.8%	4.1%	6.7%	7.9%	8.2%
Interest	11.7	18.1	18.9	10.4	10.6	18.6	5.9	5.8	5.2	4.0
Cash Profit	42.0	9.9	39.0	60.3	75.4	60.7	30.5	68.5	87.8	108.2
Margin	6.3%	1.8%	5.4%	6.6%	7.2%	6.0%	3.4%	6.1%	7.5%	7.9%
Depreciation	3.3	5.8	8.6	8.9	10.4	12.2	12.8	19.8	19.5	23.5
Profit Before Tax	38.7	4.1	30.4	51.4	65.0	48.5	17.7	48.7	68.3	84.6
Margin	5.8%	0.7%	4.2%	5.6%	6.2%	4.8%	2.0%	4.4%	5.8%	6.2%
Exceptional Item	_	-	-	-	4.9	-	-	-	-	_
Profit After Tax	25.2	4.8	21.4	36.6	41.9	36.4	17.4	36.9	51.2	62.8
Dividend										
- Rate	55%	15%	40%	80%	80%	80%	30%	60%	80%	80%
- Outflow	6.8	1.8	6.8	13.5	13.5	13.5	5.1	10.5	13.9	13.9
- Payout Ratio	27%	38%	32%	37%	32%	37%	29%	28%	27%	22%
Retained Earnings	18.4	3.0	14.6	23.1	28.5	22.9	12.3	26.4	37.3	62.8*
Equity Share Capital	10.5	10.5	14.5	14.5	14.5	14.5	14.5	14.5	14.5	14.5
Net Worth	93.6	96.6	189.7	212.8	241.2	264.1	276.4	302.8	340.1	402.5
EPS (Rs.)	24.0	4.4	19.4	25.3	28.9	25.2	12.0	25.5	35.4	43.4
(before exceptional item)										
Book Value (Rs.)	89.1	92.1	131.1	147.0	166.7	182.4	191.0	209.2	235.0	278.1

^{*}Dividend declared for FY 2016-17 will be accounted for when it is paid (i.e. in FY 2017-18)

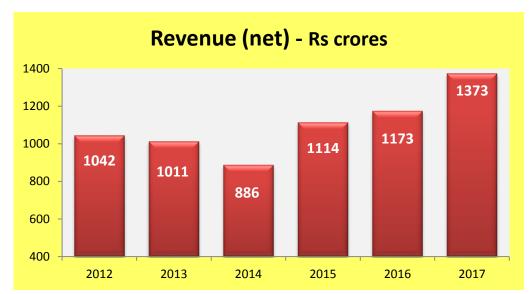
FINANCIAL RESULTS - QUARTER AND HALF YEAR ENDED SEP' 17 (Ind AS)

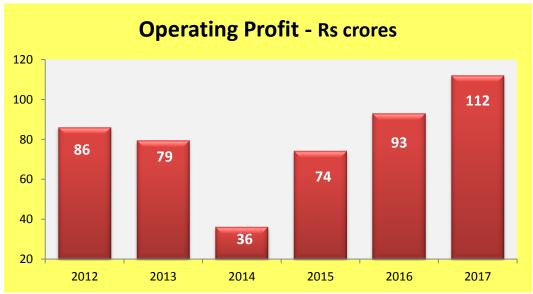


	(Rs. Crores)				
Unaudited					
Half Year Ended 30.09.2017 30.09.2016 584.61 6.67 585.28 88 382.27 26.12 -7.00 39.09 73.22 5.15 14.04 48.12 581.01 7 4.27 0.88 3.39 2.29	Ended				
30.09.2017	30.09.2016				
584.61	852.55				
0.67	2.47				
585.28	855.02				
382.27	460.72				
26.12	22.52				
-7.00	79.67				
39.09	88.81				
73.22	69.42				
5.15	3.83				
14.04	11.52				
48.12	49.91				
581.01	786.40				
4.27	68.62				
-	-				
4.27	68.62				
0.88	18.06				
3.39	50.55				
2.29	50.87				
2.34	34.93				
	Half Year 30.09.2017 584.61 0.67 585.28 382.27 26.12 -7.00 39.09 73.22 5.15 14.04 48.12 581.01 4.27 - 4.27 0.88 3.39 2.29				

Financial Graphs

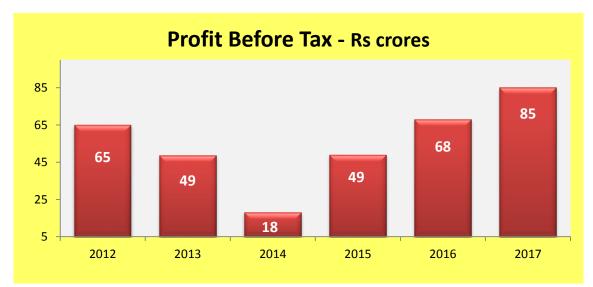


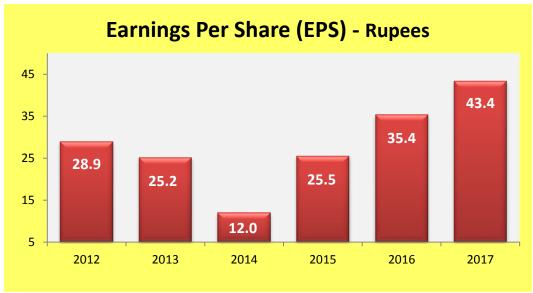




Financial Graphs











	Rs. Crores									
	As at 31st									
	MAR' 08	MAR' 09	MAR' 10	MAR' 11	MAR' 12	MAR' 13	MAR' 14	MAR' 15	MAR' 16	MAR' 17
SOURCES OF FUNDS										
SHAREHOLDER'S FUNDS										
SHARE CAPITAL	10.5	10.5	14.5	14.5	14.5	14.5	14.5	14.5	14.5	14.5
RESERVES & SURPLUS	83.1	86.0	175.2	198.3	226.7	249.6	261.9	288.4	325.7	388.0
TOTAL	93.6	96.5	189.7	212.8	241.2	264.1	276.4	302.9	340.2	402.5
BANK BORROWINGS (net)	142.6	220.3	84.6	67.0	40.0	132.1	-	-	30.0	38.6
DEFERRED TAX LIABILITY (net)	(1.60)	(2.80)	6.2	8.0	10.1	10.5	9.6	2.6	5.6	5.6
TOTAL	141.0	217.5	90.8	75.0	50.1	142.6	9.6	2.6	35.6	44.2
TOTAL FUNDS	234.6	314.0	280.5	287.8	291.3	406.7	286.0	305.5	375.8	446.7
APPLICATION OF FUNDS										
FIXED ASSETS (net)	99.7	127.9	125.1	135.3	143.4	149.3	151.9	164.4	211.4	290.9
TOTAL	99.7	127.9	125.1	135.3	143.4	149.3	151.9	164.4	211.4	290.9
CURRENT ASSETS, LOANS &										
ADVANCES										
INVENTORIES	123.5	149.3	160.0	210.2	226.4	230.6	243.3	285.9	338.5	294.6
TRADE RECEIVABLES	185.6	146.3	136.6	116.5	121.0	150.7	81.8	104.4	102.8	114.8
CASH AND BANK BALANCES	9.2	7.0	32.0	23.0	28.0	45.1	41.7	65.4	11.1	7.6
LOANS AND ADVANCES	24.9	30.3	33.8	37.0	35.5	42.5	30.9	27.7	35.5	74.2
OTHER CURRENT ASSETS	4.6	1.9	1.6	3.2	4.4	10.6	0.9	4.9	2.3	0.6
TOTAL (A)	347.8	334.8	364.0	389.9	415.3	479.6	398.7	488.4	490.3	491.9
CURRENT LIABILITIES AND										
PROVISIONS										
TRADE PAYABLES	192.6	133.5	185.0	198.5	223.3	164.3	212.0	262.9	239.0	262.8
PROVISIONS	20.3	15.2	23.6	38.9	44.1	57.9	52.6	84.4	86.9	73.3
TOTAL(B)	212.9	148.7	208.6	237.4	267.4	222.2	264.6	347.3	325.9	336.1
NET CURRENT ASSETS (A-B)	134.9	186.1	155.4	152.5	147.9	257.4	134.1	141.1	164.4	155.8
TOTAL	234.6	314.0	280.5	287.8	291.3	406.7	286.0	305.5	375.8	446.7



Thanks

Trucks & Buses www.smlisuzu.com