



August 13, 2023

To,
The Secretary,
BSE Limited,
P. J. Towers,
Dalal Street,
Mumbai- 400 001
Scrip Code – 543714

To,
The Secretary,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block- G,
Bandra Kurla Complex, Bandra(E)
Mumbai – 400 051
Symbol – LANDMARK

Dear Sir/Madam,

Subject: Investor/Analyst Presentation -Compliance under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

In continuation of our intimation dated 9th August, 2023 and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of the investor presentation to Investors for its Un-audited Financial Results for the quarter ended 30th June, 2023.

The Presentation may also be accessed on the website of the company:
<https://www.grouplandmark.in/investor-relations/>.

This is for your information, and you are requested to bring this to the notice of your constituents and take the above information on your record.

For Landmark Cars Limited

Mr. Amol Arvind Raje
Company Secretary and Compliance Officer
(A19459)

Place: Mumbai
Encl: A/a

Landmark Cars Limited.
(formerly known as Landmark Cars Private Limited)
CIN : U50100GJ2006PLC058553 | GSTIN : 24AABCL1862B1Z2

Registered Office : Landmark House, Opp. AEC, Near Gurudwara, S.G. Highway, Thaltej, Ahmedabad -380059 | Tel : +91-7966185555
Email: info@landmarkcars.in | Website : www.grouplandmark.in



Landmark
Y o u d r i v e u s

Landmark Cars Limited
Investor Presentation - August 2023



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LANDMARK CARS AT A GLANCE

Professionally managed Premium & Luxury Auto Retailer

1st Listed multi-brand, multi-location Indian Auto Retailer

Launched in 1998

4,000+ Employees

~400,000 Customers

115 Outlets

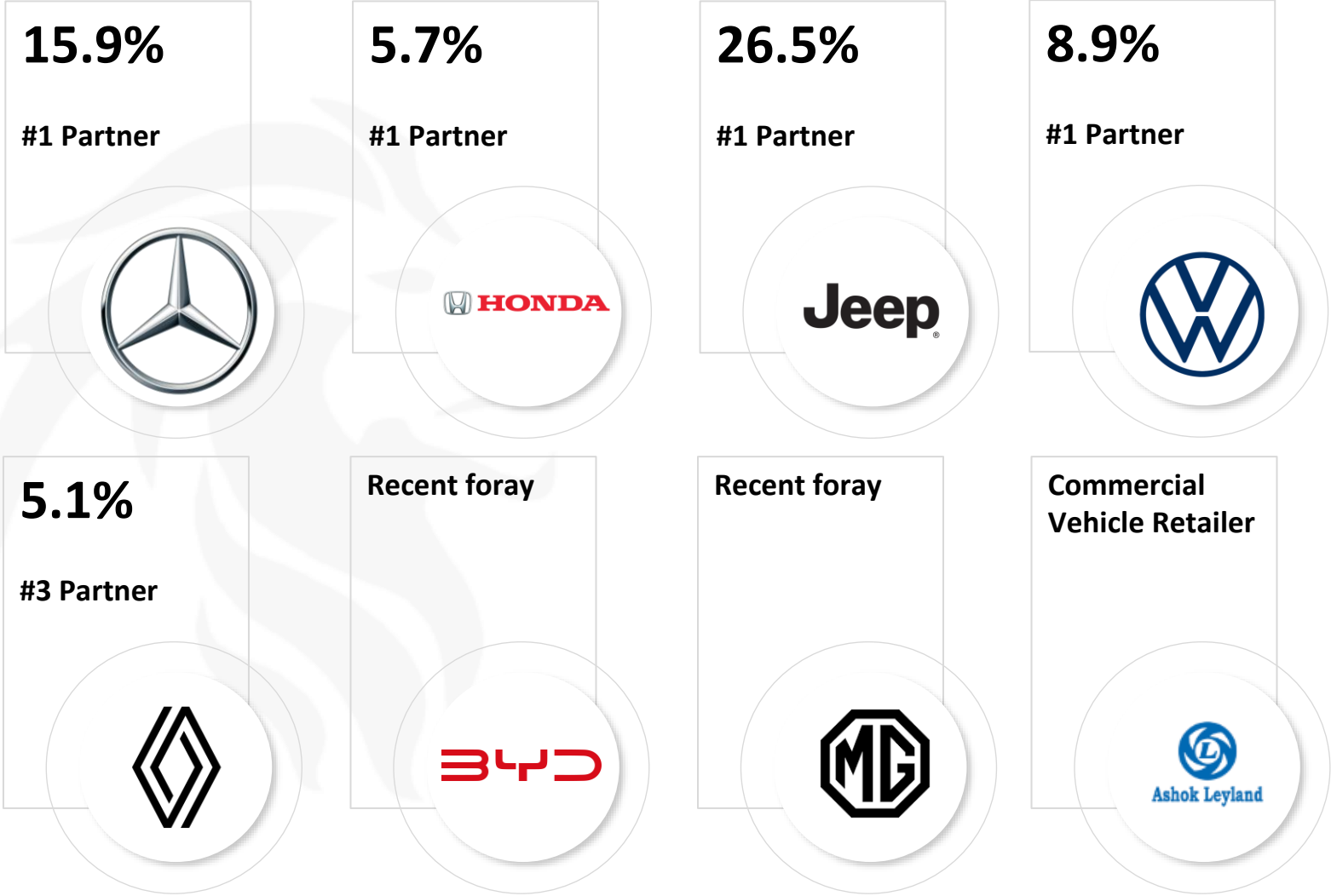
8 States

26 Cities

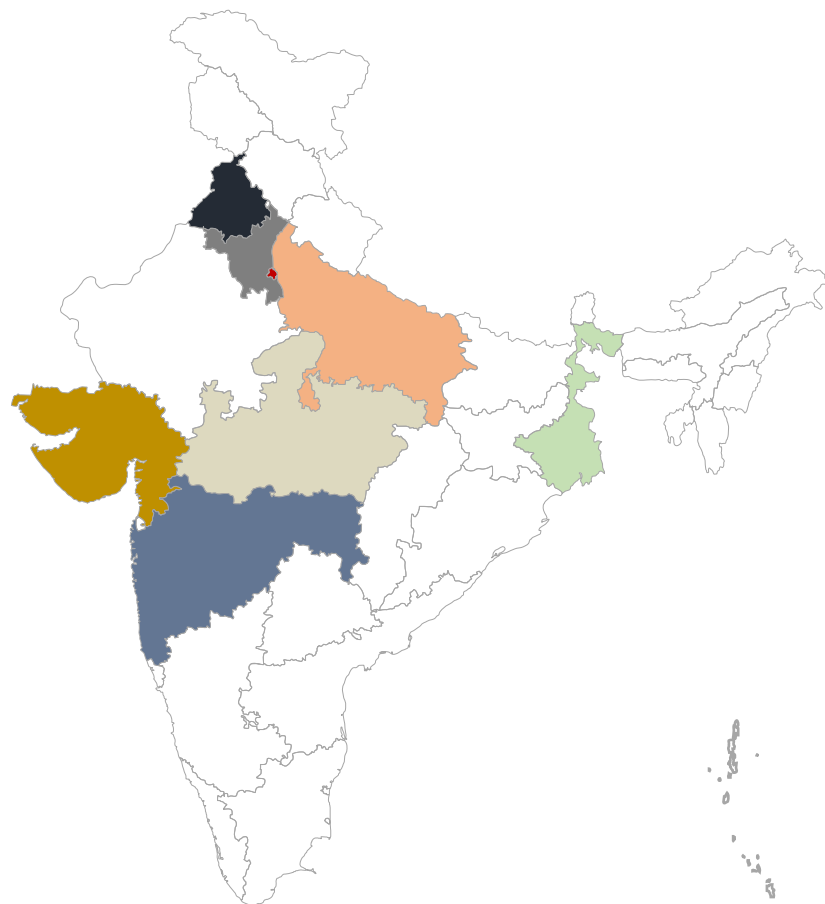
Business Drivers

New vehicle sales	After sales service & spare parts	Pre-owned vehicle sales	Third-party financing & insurance products
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Share of sales in India by unit for the OEM for Q1FY24



GROWING PAN INDIA FOOTPRINT



Outlets + Workshops	
GUJARAT	52
MAHARASTRA	24
PUNJAB	14
MADHYA PRADESH	9
DELHI	7
HARYANA	3
UTTAR PRADESH	3
WEST BENGAL	3

Outlets split – by OEMs		
Brand	Sales Outlets	Workshops
	8	13
	10	11
	10	9
	15	8
	12	7
	2	2
	3	1
	2	2
Total	62	53

INDUSTRY OVERVIEW





- The Indian Automotive Industry, the **3rd largest** in the world, is taking impressive strides forward and has grown to Rs. 8.7 lakh crores in FY23.
- On the back of the growing preference for personal mobility, economic recovery, easy financing options, changing demographics, the demand for automobiles has been extremely strong
- The Indian market is moving upwards in the value chain, with a growing preference for feature rich higher priced vehicles. As a result, value growth is happening faster than volume growth
- Noteworthy trends observed include:
 - A clear shift in preference towards premium and luxury cars
 - Greater adoption of SUVs, while Sedan numbers remain stable
 - Rising market demand and positive sentiments boosting commercial vehicles
 - Steady increase in Average Selling Price (ASP)



Skoda-Volkswagen group is looking at a more than double its India volumes by the end of 2025 as it counts on the success of newly launched models and a pipeline of models including electric cars. A plan to step up exports of made-in-India cars will also aid the volume growth, two people aware of the German carmaker's plans said."

Honda to launch one new model every year in India, to start with upcoming SUV

Japanese auto giant Honda Cars is planning to step up its India plans with launch of new models in coming days. The carmaker has already teased its upcoming SUV for India, which is all set to take on compact SUVs like Hyundai Creta, Kia Seltos among others. The new SUV, which is expected to make its debut this summer, will be the first model among several new planned by Honda for India. The carmaker says it plans to launch a new car every year to grow its business in India in coming days.

Renault plans to drive in three new models in India by 2025

French automaker Renault is looking to re-enter the popular mid-size SUV segment in India with a plan to drive in three new models by 2025, a top company official told PTI. These will include two internal combustion models and one electric vehicle. The company currently sells three models in here - Kwid, Triber and Kiger. Introduction of three new models will populate its portfolio to six models in next three years.





Luxury cars on a roll in India, clocks best-ever half-yearly sales record

Luxury cars in India are selling more than ever. The segment has seen record sales in the first half of the year with carmakers like Mercedes-Benz, BMW Group and Audi leading the way. Between January and June, the German auto giants have contributed more than 26,000 units across the country. After a promising start to the year, all luxury carmakers are hoping 2023 to turn out to be the best-ever year in terms of sales.

Luxury cars in India are selling more than ever - record sales in the H1, with carmakers like Mercedes-Benz, BMW Group and Audi leading the way.

Santosh Iyer MD & CEO at Mercedes Benz India said, “Right now there is a very strong momentum and also a very conscious shift to luxury cars. So, the demand continues, and we see no reason for that to change as of now”

Luxury cars in India have very small penetration compared to other Asian countries, just 1% whereas in other countries it is in the range of 5 – 8%.

From phones to cars, premium segment rakes in the numbers

Those analysing trends in the market and economists suggest that this may be an indicator of the widening inequality that has marked the post-pandemic recovery process.

Be it Cars, phones or even household goods — sales in the premium segment have picked up pace. Premiumization trend is becoming stronger with each passing quarter. The premium segment’s share almost doubled in the first quarter of 2023 compared to the first quarter of 2022.

Clear shift towards mid-segment hatches and sedans, and entry-level SUVs. In line with this, carmakers are adjusting to the shift in the market dynamics and moving up the value chain.

SIAM numbers show sales growth is led by SUVs, which constitute a big chunk of passenger vehicles costing over Rs 10 lakh and above.



Knight Frank Research predicts that the number of HNIs will increase by 75% during the next five years. India has 3.50 lakhs HNIs as of 2020; by 2025, that number will rise to 6.11 lakhs.

These HNI families are the most significant buyers of luxury products in general, from premium watches, to luxury cars. Thus, the growth in HNI numbers will significantly fuel the expansion of luxury businesses.

GROWTH DRIVERS SHAPING UP THE LUXURY CAR MARKET



01 Changing demographics of Car Buyers

Younger customers, salaried professionals increasingly opting for luxury cars over mass market cars, with an inclination for top variants over the low & mid variants

02 Revival in the Economy

Healthy economic revival, strong corporate earnings and infrastructural spending driving and supporting sales

03 Increasing disposable income

Steep rise in the disposable incomes across urban and semi-urban areas, with a higher propensity to spend is driving discretionary spend on cars

04 Rising preference for Top-end Variants

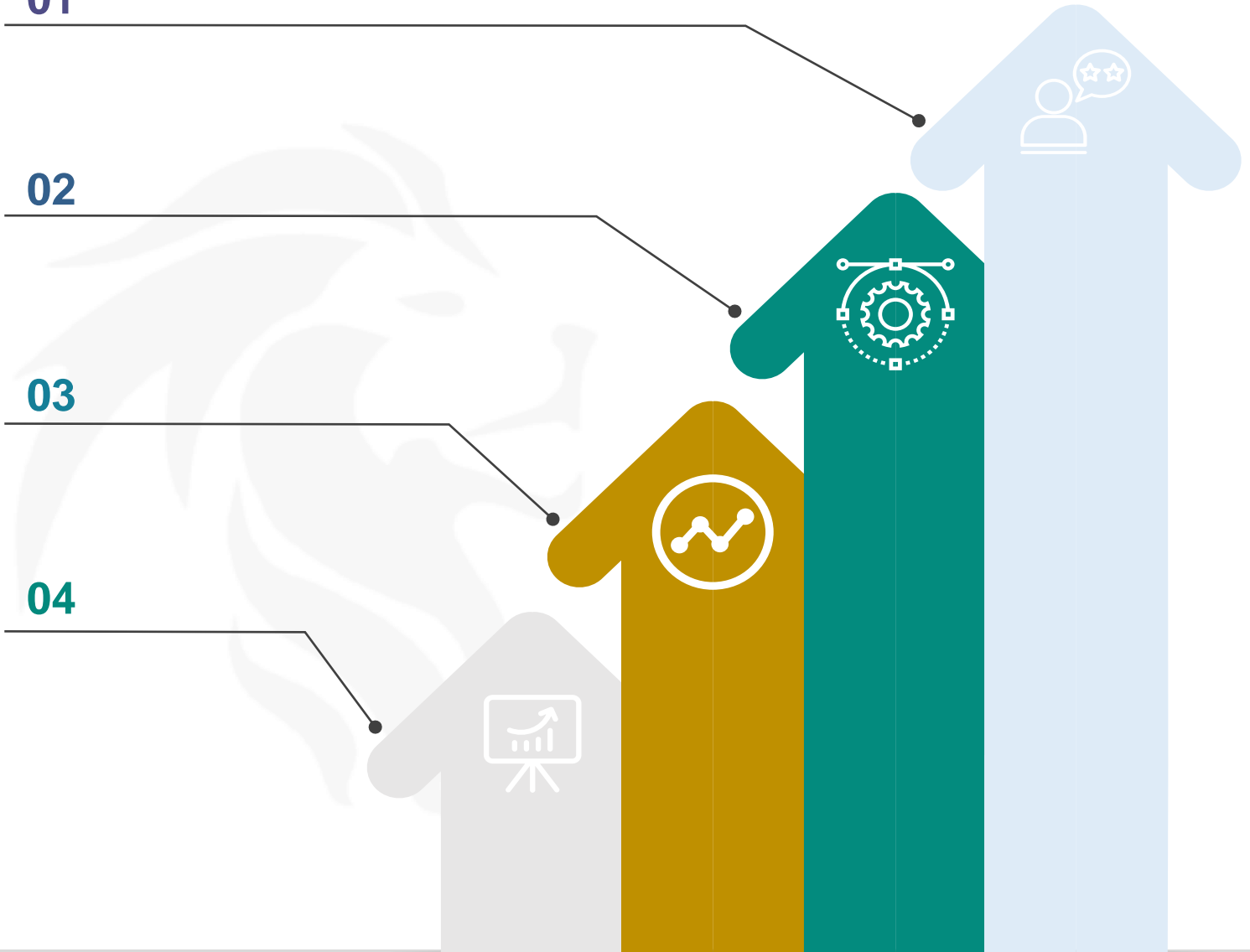
Rapidly rising preference for the top-end variants in the luxury car market for performance brands and electric cars

01

02

03

04





Company Overview

Landmark
You drive us



Jeep



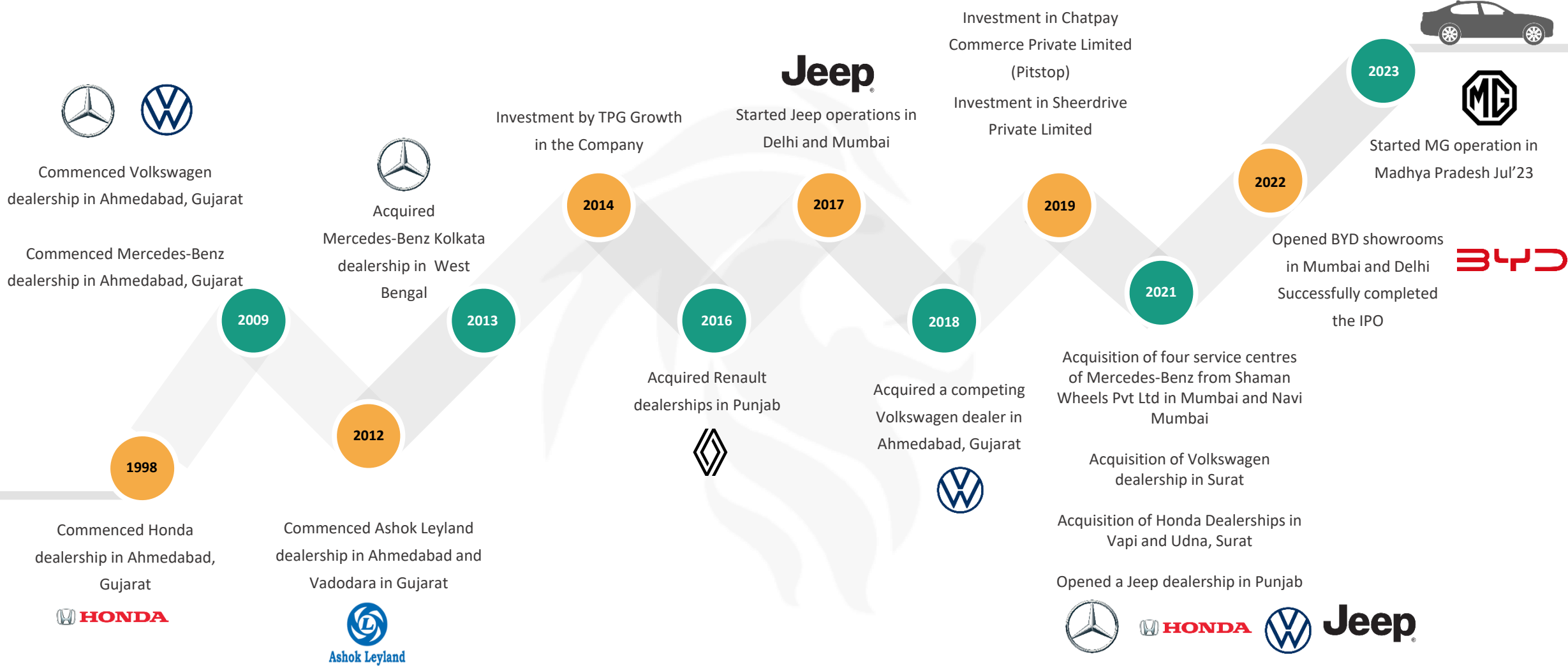
BYD



Ashok Leyland



JOURNEY SO FAR...





Uptrend in Premium & Luxury Car Demand

Strong momentum of premiumization in the automotive industry. Landmark is at the cusp of this phenomenal growth opportunity as the country's premium vehicles retailer

OEM Partnerships

Partner of choice for OEMs expanding operations in India and new OEMs entering the country, as Landmark brings in an established platform with deep business insights and loyal customer base

After Sales - Predictable Revenue & High Margins

Expanding after-sales business leading to predictable growth in revenues and superior margins. Revenues from after sales business have grown at a CAGR of 20% from FY14 to FY23

Experienced Professional Management

An organized player with experienced professional management across all business verticals. The leadership team brings in diverse skills and best practices from leading organizations, instilling the best practices across the industry

Serving customers across ownership lifecycle

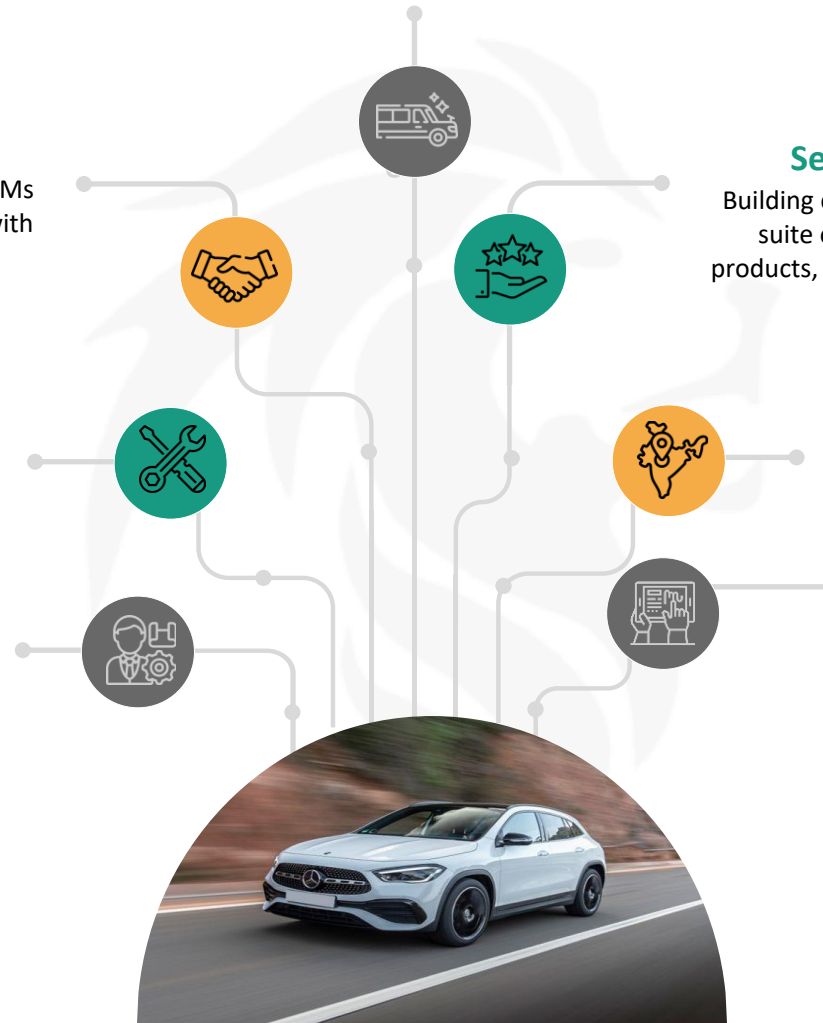
Building customer loyalty and being a dealer of choice by offering them entire suite of services - new vehicle sales, third-party financing and insurance products, after sales service and spare parts, pre-owned passenger vehicle sales

Geographic Diversification

One of the few premium and luxury car dealers with wide network of 115 outlets, comprising 62 showrooms and 53 after-sales service outlets, across 26 cities in 8 states and union territories

Digital Innovation

Continue to invest in technology and digitalizing sales and service channels. Aims to be at the forefront of new developments and technology through strategic acquisitions and technology investments



PRESENCE ACROSS THE AUTOMOTIVE VALUE CHAIN



New Vehicle Sales



New Vehicle Sales

- Premium and luxury passenger vehicles
- Electric vehicles
- Commercial vehicles



Third Party Financial & Insurance Products

- Facilitate sale of insurance policies
- Facilitate sale of vehicle finance
- Insurance commission is a recurring source of income
- Allows greater customer service and connect through renewals

After-Sales Service, Car Care & Accessories



After-Sales & Spares

- Periodic Maintenance and General Repairs
- Accidental Repairs
- Accessories and Car Care



Car Care and White-Labelled Products

- Exclusive Brand & Distribution Rights for India with:
 - Permagard Automotive (USA)
 - MotorOne Car Care (Australia)
- Landmark Genuine Accessories



AFTER-SALES BUSINESS - GROWING AT A 20% CAGR

01

Provides a stable revenue stream and contributes to higher-margin revenues which helps mitigate the cyclical nature of new vehicle sales

02

Emphasis on customer service leading to increased customer retention and higher revenue per vehicle serviced. Coupled with a continued focus to optimize cost and utilize resources efficiently through sharing of premises

03

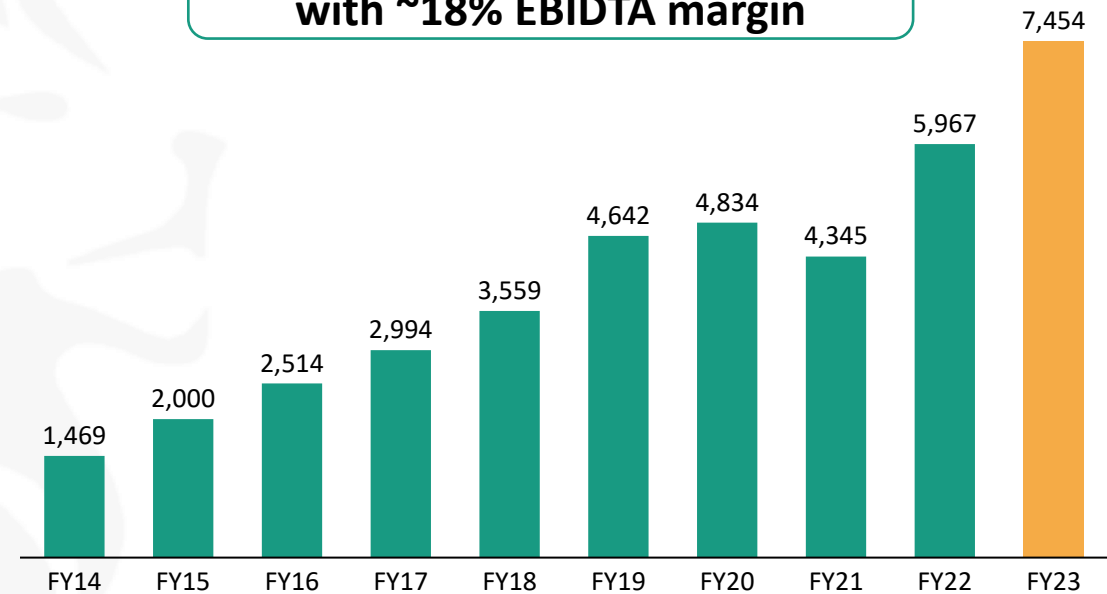
First mover advantage by acquiring exclusive Brand & Distribution rights for India with Permagard Automotive (USA) & MotorOne Car Care (Australia)

04

Leveraging technology to improve efficiency and customer convenience - Website/App allows customers to book service appointment, track vehicle maintenance, service estimates

After Sales Revenue Growth (Rs. Mn)

**~20% CAGR from FY14 to FY23
with ~18% EBIDTA margin**



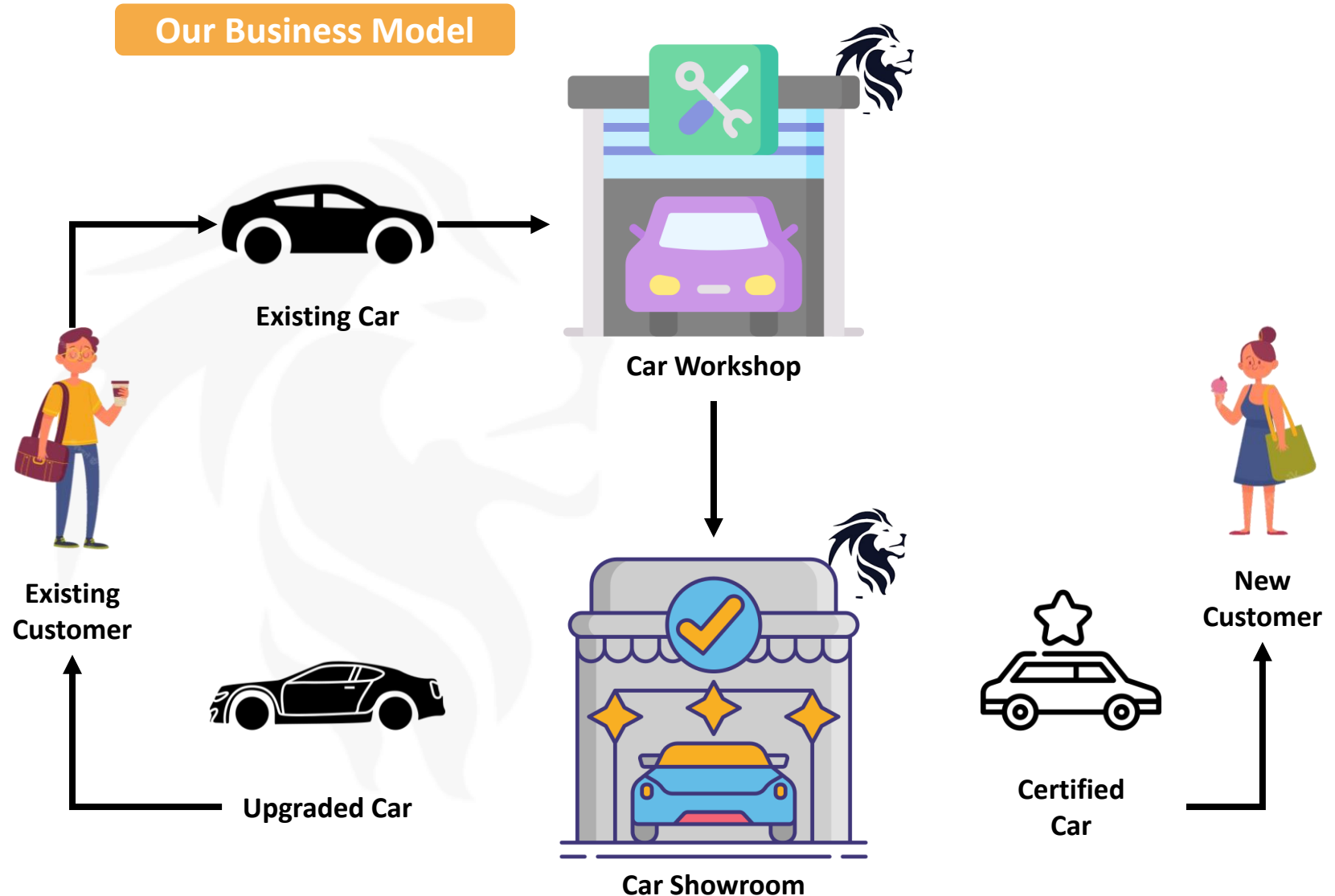
NEW INITIATIVE - PRE-OWNED CAR BUSINESS



Own Brands' Used Car Business Model:

Innovative platform for our valued customers enabling them to sell their existing cars through our workshops and upgrade to a new car model of the same brand. At the same time, purchase of existing cars at our workshops ensures the lowest acquisition cost.

- Team of qualified technicians ensure the flawless and rational refurbishment of the used cars.
- Our dedicated new car sales team, which has experience of selling both new and used vehicles of the same brand, sells these refurbished cars.
- By utilizing our current ecosystem of resources, infrastructure, technological know-how, and skilled manpower, we buy our own brand used cars, optimize the cost of refurbishing, and implement disposition through new car showroom.
- Empowers customers to enjoy benefits of
 - Paying a lower EMI, which includes warranty, service cost, insurance
 - Future buy-back guarantee enabling the customer a complete peace of mind.
 - Also caters to the customers seeking used/refurbished cars.



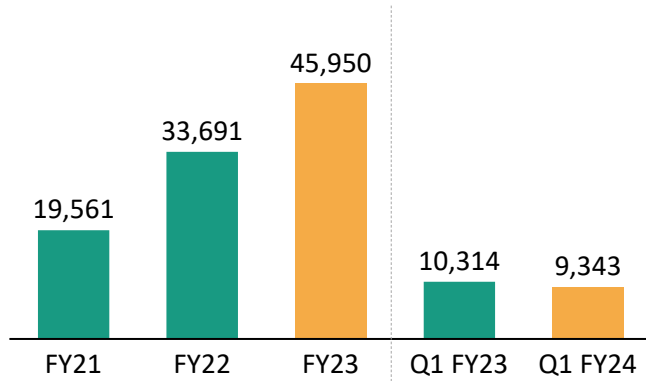
QUARTERLY HIGHLIGHTS



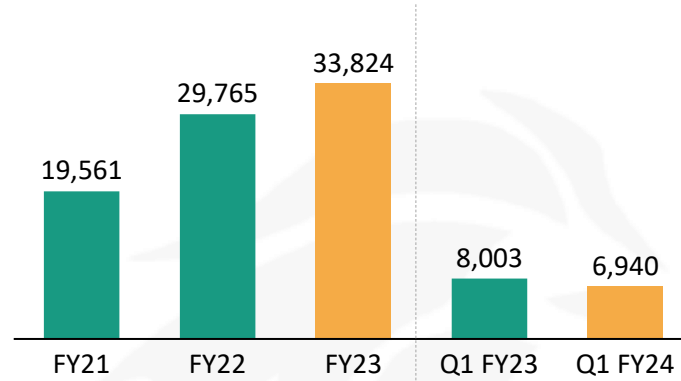


KEY FINANCIAL METRICS

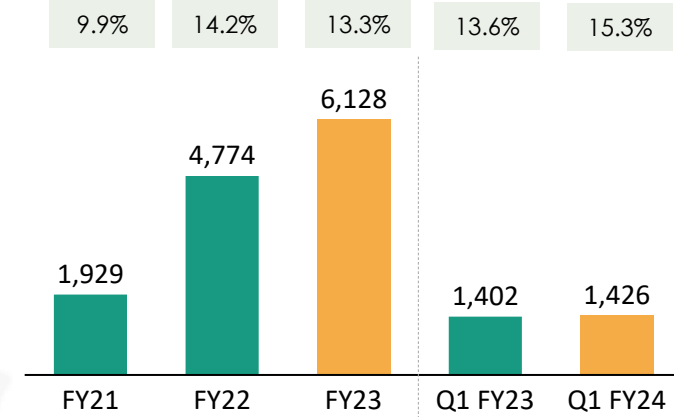
*Proforma Revenues



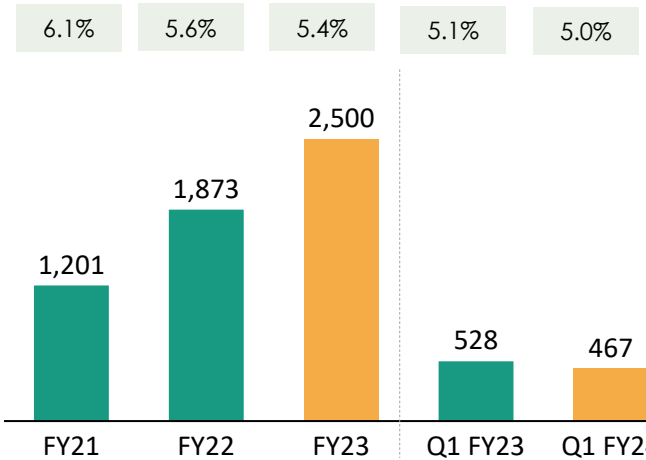
Reported Revenues



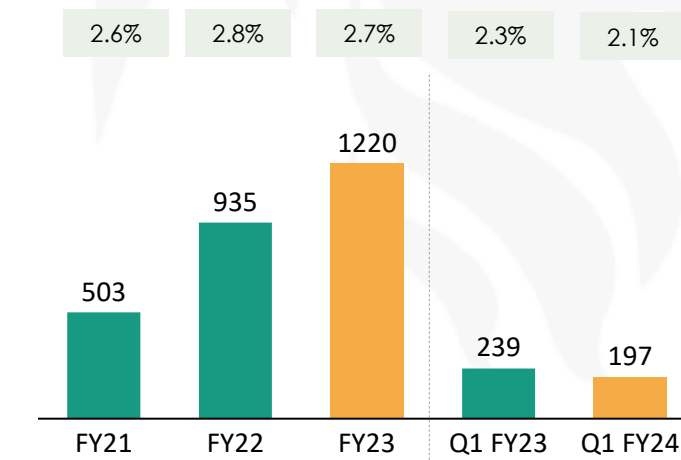
Gross Profit



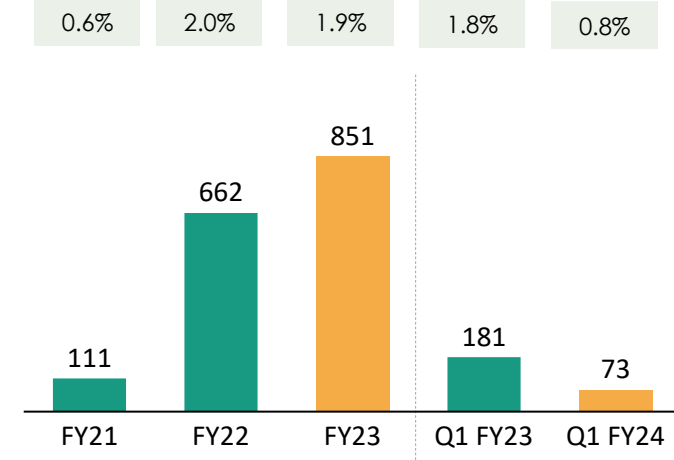
EBITDA



Cash Profit after Tax#



Profit after Tax (After Exceptional Items)



Rs. in Mn

Margin %

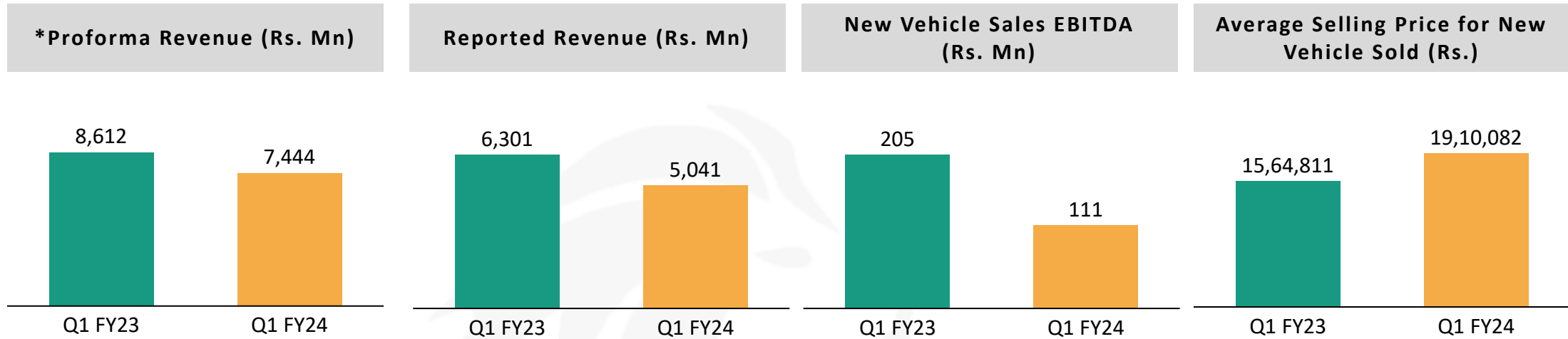
*Proforma Revenue = Reported Revenue + Value of Cars sold under Mercedes-Benz Agency Model less Agency Commission
% Gross Profit, EBITDA, PBT and Profit after Tax calculated on Proforma Revenue

#PAT + D&A + Ind AS adjustments + Exceptional items + Deferred Tax + Loss/(Profit) on sale/discard of PPE

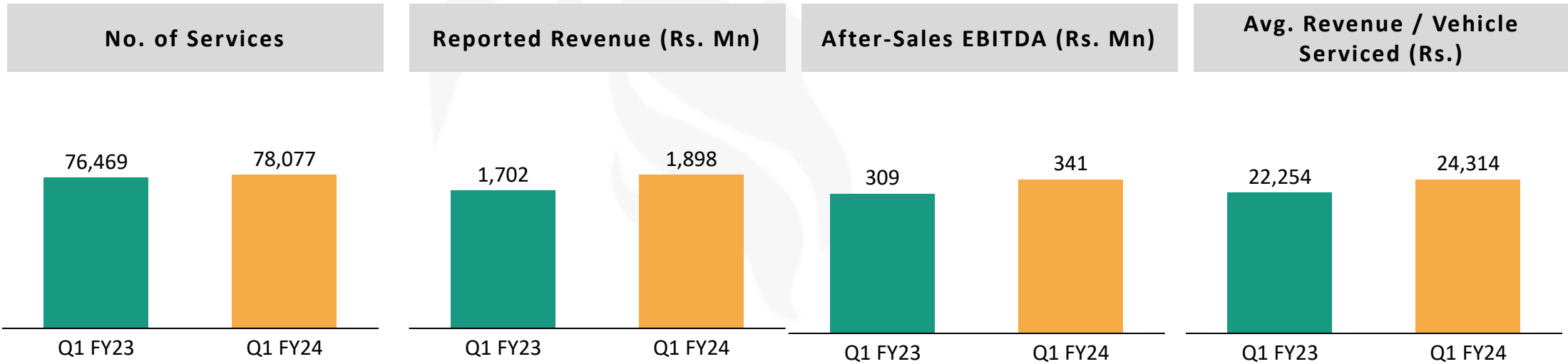
VERTICAL-WISE PERFORMANCE HIGHLIGHTS



New vehicle sales and allied business



After-sales business



*Proforma Revenue = Reported Revenue + Value of Cars sold under Mercedes-Benz Agency Model less Agency Commission

CONSOLIDATED PROFIT & LOSS ACCOUNT



Particulars (Rs. in Mn)	Q1 FY24	Q1 FY23	YoY	Q4 FY23	QoQ
Proforma Revenue from operations	9,343	10,314	-9.42%	12,126	-22.95%
Revenue from operations	6,940	8,003	-13.28%	8,538	-18.72%
Other income	24	16	46.05%	30	-21.52%
Total Income	6,964	8,019	-13.16%	8,568	-18.73%
Gross Profit	1,426	1,402	1.75%	1,614	-11.62%
Gross Profit Margin	20.48%	17.48%	17.17%	18.83%	8.75%
Expenses					
Employee benefits expense	509	450	13.22%	490	3.80%
Other expenses	450	424	6.13%	485	-7.25%
Total expenses	959	873	9.78%	975	-1.69%
EBITDA	467	528	-11.52%	638	-26.78%
EBITDA Margin	6.71%	6.59%	1.89%	7.45%	-9.91%
Depreciation and Amortization Expense	99	91	8.93%	97	2.13%
Amortization on right of use assets	135	118	14.94%	131	3.63%
EBIT	233	320	-27.04%	411	-43.23%
EBIT Margin	3.35%	3.99%	-15.98%	4.80%	-30.14%
Finance Cost	62	76	-17.65%	55	14.14%
Finance Cost on Lease Liabilities	49	47	2.21%	47	3.08%
Profit before exceptional items and tax	123	197	-37.72%	309	-60.41%
Exceptional items	23	0	-	18	26.96%
Profit before tax	100	197	-49.40%	291	-65.84%
Tax	27	15	75.67%	49	-44.91%
PAT	73	181	-59.94%	243	-70.05%
PAT Margin	1.04%	2.26%	-53.87%	2.83%	-63.14%
Other Comprehensive Income	0	32		-47	
Total Comprehensive Income	73	214	-66.01%	195	-62.79%
EPS Basic (in Rs)	1.77	4.86	-63.58%	6.11	-71.03%

Key takeaways from the Q1FY24 Performance:

- Revenue has witnessed a decline due to unavailability of multiple high-selling models during the quarter and discontinuation of a few models. This situation is likely to get normalized with:
 - Introduction of Mercedes GLC and availability of hi-end variants
 - Introduction of Honda Elevate
 - Introduction of Jeep Compass Diesel 4X2
 - Better availability of BYD cars
 - Start of MG Car operation in MP from July'23
- Exceptional item in the quarter is linked to capex write off for shifting of Jeep small workshop to Large workshop in West Delhi.

RECONCILIATION FOR ADJUSTED PROFIT - Q1FY24



Particulars (Rs. in Mn)	Q1 FY24 (pre INDAs)	Effect of Ind AS ^	Q1 FY24 (Reported)	Q1 FY23 (pre INDAs)	Effect of Ind AS ^	Q1 FY23 (Reported)	QoQ (pre INDAs)	QoQ (Reported)
Revenue from operations	6,939.78	-	6,939.78	8,002.70	-	8,002.70	-13.28%	-13.28%
Other income	19.09	4.76	23.85	12.84	3.49	16.33	48.68%	46.05%
Total Income	6,958.87	4.76	6,963.63	8,015.54	3.49	8,019.03	-13.18%	-13.16%
COGS	5,537.41	-	5,537.41	6,617.36	-	6,617.36	-16.32%	-16.32%
Gross Profit	1,421.46	4.76	1,426.22	1,398.18	3.49	1,401.67	1.67%	1.75%
Expenses								
Employee benefits expense	509.02	-	509.02	449.58	-	449.58	13.22%	13.22%
Other expenses	616.27	-166.55	449.72	575.19	-151.44	423.75	7.14%	6.13%
Total expenses	1,125.29	-166.55	958.74	1,024.77	-151.44	873.33	9.81%	9.78%
EBITDA	296.17	171.31	467.48	373.41	154.93	528.34	-20.69%	-11.52%
Depreciation and Amortization Expense	98.59	135.41	234.00	90.51	117.81	208.32	8.93%	12.33%
EBIT	197.58	35.90	233.48	282.90	37.12	320.02	-30.16%	-27.04%
Finance Cost	62.47	48.50	110.97	75.86	47.45	123.31	-17.65%	-10.01%
Profit before exceptional items and tax	135.11	-12.60	122.51	207.04	-10.33	196.71	-34.74%	-37.72%
Exceptional items *	22.98	-	22.98	-	-	-	#DIV/0!	0.00%
Profit before tax	112.13	-12.60	99.53	207.04	-10.33	196.71	-45.84%	-49.40%
Tax	26.86	-	26.86	15.29	-	15.29	75.67%	75.67%
PAT	85.27	-12.60	72.67	191.75	-10.33	181.42	-55.53%	-59.94%
Other Comprehensive Income	-	-	-	32.38	-	32.38	-100.00%	-100.00%
Total Comprehensive Income	85.27	-12.60	72.67	224.13	-10.33	213.80	-61.96%	-66.01%

HISTORICAL PERFORMANCE HIGHLIGHTS



CONSOLIDATED PROFIT & LOSS STATEMENT



Particulars (Rs in Mn)	FY23	FY22	FY21	FY20
Vehicle Sales	26,369	23,799	15,216	17,352
After Sales Service & Spare parts & others	7,454	5,967	4,345	4,834
Revenue from Operations	33,824	29,765	19,561	22,186
Cost of Goods Sold	27,817	25,117	16,474	18,949
Gross Profit	6,007	4,648	3,087	3,237
Gross Profit Margin	18%	16%	16%	15%
Employee Cost	1,874	1,532	1,077	1,367
Other Expenses	1,754	1,369	912	1,141
EBITDA	2,379	1,747	1,098	729
EBITDA Margin	7%	6%	6%	3%
Depreciation	873	698	625	630
Other Income	121	126	102	103
EBIT	1,627	1,175	576	202
EBIT Margin	5%	4%	3%	1%
Finance Cost	511	352	378	449
Profit before exceptional items and tax	1116	823	198	-246
Exceptional items	75	0	0	0
Profit before Tax	1041	823	198	-246
Profit before Tax Margin	3%	3%	1%	-1%
Tax	190	161	86	43
Profit After Tax	851	662	111	-289
Profit After Tax Margin	3%	2%	1%	-1%
Other Comprehensive Income	-15	8	13	0
Total Comprehensive Income	836	669	125	-289
Total Comprehensive Income Margin	2%	2%	1%	-1%

CONSOLIDATED BALANCE SHEET



Assets (Rs in Mn)	Mar-23	Mar-22	Mar-21	Mar-20
Non - Current Assets	5,632	5,414	3,636	4,356
Property Plant & Equipments	2,424	2,146	1,901	2,114
CWIP	1,993	38	7	0
Goodwill	32	478	232	232
Intangible assets	478	260	32	45
Right of use asset	190	2,089	1,096	1,311
Intangible assets under development	25	9	9	6
Financial Assets				
Investments	163	165	130	80
Loans	0	0	0	309
Other Financial Assets	170	150	126	148
Deferred Tax Assets (Net)	136	60	57	49
Other Non - Current Assets (Net)	21	18	21	6
Current Tax Assets (net)	0	0	27	56
Current Assets	6,976	5,440	5,243	3,962
Inventories	4,484	3,299	2,888	2,258
Financial Assets				
(i) Investments	0	0	0	23
(ii) Trade receivables	1,036	642	558	236
(ii) Cash and cash equivalents	194	200	150	277
(iii) Bank balances other than (ii)	206	100	77	56
(iv) Loans	1	334	563	149
Other Financial Assets	457	284	276	289
Current Tax Assets (Net)	44	63	14	31
Other Current Assets	554	518	716	643
Total Assets	12,608	10,854	8,879	8,318

Equity & Liabilities (Rs in Mn)	Mar-23	Mar-22	Mar-21	Mar-20
Total Equity	4,716	2,482	1,824	1,699
Share Capital	198	183	183	183
Non-Controlling Interest	19	13	6	8
Other Equity	4,499	2,286	1,635	1,508
Non-Current Liabilities	2,378	2,415	1,597	1,819
Financial Liabilities				
(i) Borrowings	260	454	488	526
(ii) Lease Liabilities	1,807	1,864	1,028	1,233
Other Non-Current Liabilities	311	92	72	46
Deferred Tax Liabilities	0	6	9	14
Current Liabilities	5,513	5,956	5,458	4,799
Financial Liabilities				
(i) Borrowings	1,847	2,008	1,603	1,274
(ii) Trade Payables	1,169	1,449	1,002	557
(iii) Lease	386	432	331	238
(iii) Other Financial Liabilities	101	347	50	70
(iv) Vehicle Floor Plan Payable	793	623	1,184	1,779
Other Current Liabilities	1,193	1,082	1,225	873
Current tax liabilities (net)	24	15	63	7
Total Equity & Liabilities	12,608	10,854	8,879	8,318

CONSOLIDATED CASHFLOW STATEMENT



Particulars (Rs. in Mn)	Mar-23	Mar-22	Mar-21	Mar-20
Net Profit Before Tax	1,041	823	198	-246
Adjustments for: Non -Cash Items / Other Investment or Financial Items	1,360	966	967	1,052
Operating profit before working capital changes	2,401	1,788	1,164	805
Changes in working capital	-1,450	-786	-734	1,323
Cash generated from Operations	951	1,002	430	2,129
Direct taxes paid (net of refund)	-241	-238	-3	-32
Net Cash from Operating Activities	710	764	428	2,097
Net Cash from Investing Activities	-722	-339	-220	-659
Net Cash from Financing Activities	5	-375	-334	-1,483
Net Decrease in Cash and Cash equivalents	-7	50	-127	-45
Add: Cash & Cash equivalents at the beginning of the period	201	150	277	322
Cash & Cash equivalents at the end of the period	194	200	150	277

ANNEXURES



BOARD OF DIRECTORS



Sanjay Thakker - Promoter and Executive Chairman

Background: Founded the group landmark in 1998. Over two decades of experience in the automobile industry. He built a strong team of dedicated and highly qualified professionals to lead Landmark. Awarded with the title of 'Business leader of the year' at the 19th global edition & 4th Indian edition of the business leader of the year awards by world leadership congress & awards



Aryaman Thakker - Executive Director

Background: Master's degree of science in marketing and strategy from the university of Warwick. Joined group landmark in 2017 as a General Manage. Aryaman was associated with Autonation corp in Fort Lauderdale, Florida, United States. Currently looks at Landmark Transformation Team and group marketing.



Manish Chokhani - Independent Director

Background: Masters' degree in business administration from London Business School, University of London. Associate of the ICAI and a fellow of the All-India Management Association. Director of Enam Securities Private Limited from 2006 to 2019. Served as the MD and CEO of Axis Capital Limited, Chairman of TPG Growth India during 2015-16 and as a senior advisor to TPG Growth during 2013-19



Paras Somani - Executive Whole-Time Director

Background: A bachelor's degree in commerce from the Saurashtra University and part of the ISB CEO leadership programme by the ISB, Hyderabad. Joined Group Landmark in 2006 as the Vice President- Sales and currently leads the Mercedes-Benzes business at Group Landmark. Also looks at the car care business. Has over two decades of experience in sales and banking. Previously associated with Kotak Mahindra primus limited.



Gautam Trivedi - Independent Director

Background: Bachelors' degree in Commerce from Sydenham College, a bachelor's degree in law from Government Law College and an Master's degree in business administration from University of Southern California, LA. Previously served as MD at Goldman Sachs (Asia) LLC, Vice President at Reliance Industries Limited and CEO at Religare Capital Markets. Co-founder and Managing Partner of Nepean Capital LLP



Mahesh Sarda - Independent Director

Background: A Chartered Accountant, Company Secretary and a Law Graduate. He also holds Diploma in information systems audit. He was a partner with M/s. Deloitte Haskins Sells for a decade. A member of the Central Council of ICAI for 6 years. he has also been the member of the Regional Council of the ICAI and the Member of the High-Powered Advisory Group for Ministry of Finance.



Sucheta Shah - Independent Director

Background: Master's in management studies from S P Jain Institute. Executive director of Atlas Integrated Finance Limited. Chairperson of FICCI Maharashtra, MSME Committee, during FY 18-19 and FY 19-20, Chairperson of the FLO Mumbai Chapter for the year 2011-12 and was the National Head for SWAYAM

SENIOR MANAGEMENT TEAM



Sanjay Thakker - Promoter and Executive Chairman

Background: Founded the group landmark in 1998. Over two decades of experience in the automobile industry. He built a strong team of dedicated and highly qualified professionals to lead Landmark. Awarded with the title of 'Business leader of the year' at the 19th global edition & 4th Indian edition of the business leader of the year awards by world leadership congress & awards



Aryaman Thakker - Executive Director

Background: Master's degree of science in marketing and strategy from the university of Warwick. Joined group landmark in 2017 as a General Manage. Aryaman was associated with Autonation corp in Fort Lauderdale, Florida, United States. Currently looks at Landmark Transformation Team and group marketing.



Surendra Agarwal - Chief Financial Officer

Background : Bachelors' degree in commerce from Rajasthan university and is also an associate of The Institute Of Chartered Accountants Of India. Has been associated with our Company since 2018. Has over two decades of experience in finance & accounting roles. Prior to this, he was associated with Trent hypermarket private limited Videocon Appliances Limited & Century Rayon.



Garima Mishra - Managing Director of AMPL (Volkswagen business), Jeep North and Group Marketing

Background : Master's degree in business administration from Fore School of Management. Has 23 years of experience in automobile retail industry & was a part of the founding team at Group Landmark. Prior to joining Landmark, she was associated with Blue Skies Travels & Tours Private Limited. Has been appointed as the State Chairperson Of Delhi Chapter of the FADA.



Rajiv Vohra - Director New Initiatives & EV

Background: Master's degree in International Business - Indian Institute Of Foreign Trade. Associated with our company since December 1, 2016 and has over 23 years of experience in marketing. Previously worked with trading enterprises, al Futtaim group, Dubai, H D Motor Company India Private Limited (Harley-Davidson, India) Honda Siel cars India limited.



Paras Somani - Executive Whole Time Director

Background: A bachelor's degree in commerce from the Saurashtra University and part of the ISB CEO leadership programme by the ISB, Hyderabad. Joined Group Landmark in 2006 as the Vice President- Sales and currently leads the Mercedes-Benzenes business at Group Landmark. Also looks at the car care business. Has over two decades of experience in sales and banking. Previously associated with Kotak Mahindra primus limited.



Harshal Desai - Director Sales Honda, Jeep (Mumbai) & Used Car Business

Background : He holds a bachelor's degree in science from Maharaja Sayajirao University of Baroda. Has over 23 years of experience in the automobile industry. Has been associated with Group Landmark since 2007. Previously associated with Kamdhenu motors private limited for ten years



Urvi Mody - Director Infrastructure

Background: Diploma In Architecture, Diploma in business management from S. P Mandali's WE school, Prin. L.N. Welingkar institute of management development & research, Mumbai. Sha has been with Group Landmark since October 1, 1999. She has 22 years of experience in setting up retail and factory infrastructure.



Devang Dave - Director After Sales

Background: Diploma In Management from the ICFAI University, Dehradun. Has been with Group Landmark since February 15, 2002. Has 19 years of experience in the automobile industry.



Amol Rajee - Company Secretary & Compliance Officer

Background : Bachelor's degree in commerce and in law. Associate member of The Institute Of Company Secretaries Of India. Associated with our company since 2021. Has 16 years of experience & has been previously associated with Bombay dyeing & manufacturing company limited, And designs India limited, & Tara jewels limited.

SENIOR MANAGEMENT TEAM



B.K. Arora - CEO, Jeep, NCR & Renault, Punjab

Background: Graduate, PGDM has been with Group Landmark since 2018.

Has 27 years of experience in Automobile industry including a stint with Tata Concorde Motors India Ltd.



Manjeet Sawant- CEO, Volkswagen

Background: B.A. Honors in Economics and Diploma in HR, has been with Group Landmark since 2008.

Has 25 years experience across Automobile, Telecom, Insurance and Infrastructure companies. Have worked in varied roles like Circle HR Head , Group Head HR and Heading Operations



Neerav Shah - CEO, Jeep & BYD Mumbai

Background: B.E.(Chemical), MBA has been with Group Landmark since 2017.

Has 20 years of experience in Automotive industry across multiple OEMs viz, Maruti Suzuki, M&M, Volkswagen India.



Jalpan Bhatt - VP After Sales

Background: Automobile Engineering

Has been with Group Landmark since 2007. Has 26 Years of experience in Auto Industry



Kaushik Panchal - CEO, Customer Services-Mercedes-Benz

Background: Diploma in Automobile Engineering

Has 31 years of experience in Automobile Industry. Associate with Landmark since 2002



R. Sridhar – VP After Sales

Background: BE Mechanical with Post Graduation from IMT Ghaziabad,

Been with Group Landmark since 2020. Has 28 Years of experience in Automobile After Sales Business. Worked with Major OEM's viz, TVS Motors, Hero Honda, Hyundai Motors India Ltd, Tata Motors & with Saud Bhawan Automotive in Muscat.



Sandesh Rane- Chief Digital Officer

Background: Graduate, PGBDA, Prince2, ITIL Certified. Working with Group Landmark from Oct 2022

20+ years of experience in IT, Automobile and Auto ancillary Industry in the area of Technology, Software Development, Infra and IT security domains. Worked with Mahindra & Mahindra Ltd, Bridgestone India Ltd, Bristlecone India Ltd.

SENIOR MANAGEMENT TEAM



Ravi Shankar - CEO, Mercedes-Benz, Mumbai

Background: BSc (Hons) , has been with Group Landmark since 2017. Has 31 years of experience in India and abroad. Worked with Pfizer Ltd, PepsiCo, Toyota Middle East and Audi India, Performance Cars ,Jubilant Motorworks.



Yashovardhan Bichu – CEO, Mercedes-Benz, Gujarat

Background: MBA & Executive Program in Management (EPM) from IIT, Bombay. Over 12 years of rich experience in Automobile Industry. He has worked with OEM's like Mercedes-Benz India at Pune and Bosch Ltd at Mumbai.



Neelmani Sharma - CEO, Mercedes-Benz, West Bengal

Background: BSc and MBA
Has 22 years of experience in Automobile Industry.



Prabuddha Yadav - CEO, Mercedes-Benz, Madhya Pradesh

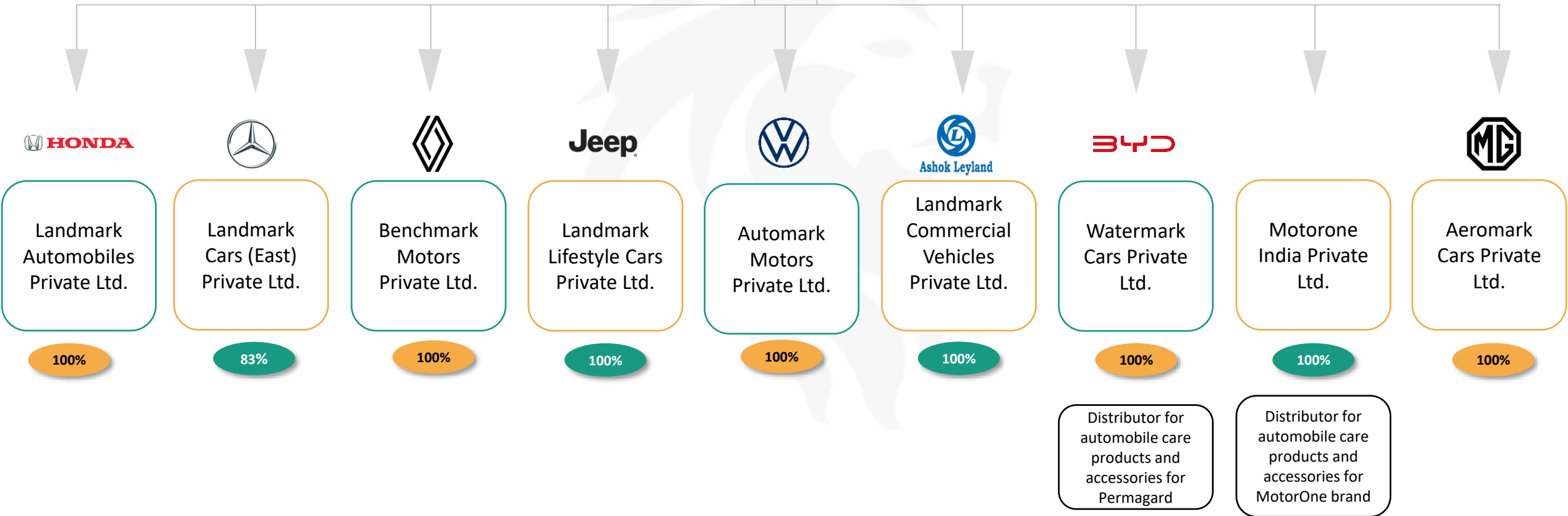
Background : Bachelor's of Engineering degree
He brings with him over 15 years of rich experience in Automobile Industry. He has worked with OEM's like Tata Motors, Hyundai Motors & Nissan Motors and dealership of BMW Munich Motors.



- Embarked on a **'Green Initiative'** to plant and nurture trees. we understand the need for Biodiversity and conservation of the rich Flora & Fauna of nature.
- **26,000 tree saplings** were planted in Kheda, Gujarat, in association with grow-trees.com.
- **31,127 tree saplings** planted at Hathijan, Gujarat, which will be a biodiversity park
- **440 tree saplings** planted at Harda, Madhya Pradesh
- We have signed agreements to plant an additional **25,000 trees** in NCR region and **40,000 trees** in Ahmedabad region in the current FY.
- These initiatives have created around **6,176 work-days of jobs** for the rural community and will offset approx. 988,400kg of carbon.
- Our 'Green Initiative' will help prevent soil erosion and flooding and improve water retention in the area while also supplementing the biomass needs of the local community.
- Have monthly plans for employees to engage in our CSR activities, and we proactively involve all our customers/vendors and other partners through tree plantation drives and sapling gifting.
- This project is a part of **'Mission Million Trees'** of Ahmedabad Municipal Corporation.



CORPORATE STRUCTURE



Thank You



Landmark
You drive us

Landmark Cars Ltd.

CIN: U50100GJ2006PLC058553

Amol Raje

Company Secretary

Email id: companysecretary@landmarkindia.net

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt Ltd.

CIN: U74140MH2010PTC204285

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