

Date: 14/10/2024

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
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Dear Sir/Madam,

Subject: Intimation under Regulations 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

In accordance with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information in terms of Regulation 8 of SEBI (Prohibition of Insider Trading) Regulations, 2015, the following is our business update for the quarter ended Sept 30, 2024 (“the period”):

1. The consolidated total revenue from operations for the period are as below:

Particulars (Rs. in Cr)	Q2FY25	Q2FY24	YoY	Q1FY25	QoQ	H1FY25	H1FY24	YoY
	(Proforma)	(Proforma)		(Proforma)		(Proforma)		
Total Revenue from Operations (Including Agency Sales)	1,275	1,120	13.84%	1,164	9.54%	2,439	2,054	18.74%
After-sales service and spare parts and others	234	211	10.90%	217	7.83%	451	401	12.47%
Vehicle sales (including Agency Sales) *	1,013	879	15.24%	919	10.23%	1,932	1,607	20.22%
Pre-owned vehicle sales including commission	28	30	-6.67%	28	0.00%	56	46	21.74%

* The proforma revenue from operations above includes the revenue from sale of cars through Mercedes-Benz cars under agency model. Under the agency agreement, customers now place orders through company directly to MBIL on which LCL and LCEPL earns commission on each sale of Mercedes-Benz cars.

2. In the Q2FY25, the Company operationalised all the 11 facilities as per the plan (refer to last quarterly PPT for details). The facilities for Kia Kolkata, Honda Jaipur, the additional outlet for BYD Mumbai (Sales), Mercedes-Benz Hyderabad (Aftersales) and MG Motors Mumbai (Aftersales) were started.

In the Q3FY25, 7 facilities for Mahindra & Mahindra Hyderabad and Kia Hyderabad (Sales) have already started operations. The company has completed 23 out of the 25 new outlets planned for this FY well within the planned timeline.



3. Multiple new product launches have been unveiled across our partner OEM's.
- New Mercedes E-Class
 - Mahindra Thar Roxx
 - MG Windsor
 - BYD E7 Maxx
 - Homologated BYD Atto-3
 - Kia Carnival

The Jeep Meridian MY25 will also be launched in the third week of October. All the new launches have received a very positive response, and we expect them to begin contributing positively in H2FY25.

4. In a market where the average new car inventory levels have increased from 62-67 days in Q1 to approximately 80-85 days in Q2 as per the latest FADA report, the Company has been successful in reducing inventory from existing outlets QoQ.
5. To avoid being stuck with excess inventory in a market where prices for used cars are falling, the Company has taken a proactive decision to go slow on the pre-owned business. We will wait for the prices to stabilise before pushing the pedal.
6. The Company has opened 8 new workshops in Q1 and Q2 in addition to the workshops which will be opening in Q3 as a part of our plan. Once these workshops stabilise, they will start contributing to the long-term service business.

The above information is provisional on a consolidated basis and is subject to a limited review by the Statutory Auditors of the Company.

This is for your information and for public at large.

Thanking you,

Yours faithfully,

For and on behalf of
Landmark Cars Limited

Amol Raje
Company Secretary and Compliance Officer
Membership No. A19459

Landmark Cars Limited.
(formerly known as Landmark Cars Private Limited)
CIN : L50100GJ2006PLC058553 | GSTIN : 24AABCL1862B1Z2

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