



August 13, 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**

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 8th August, 2024 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 Standalone and Consolidated Financial Results for the quarter ended on 30th June, 2024.

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

You drive us

Driven by India's Growth And Our Passion

Investor Presentation

August 2024



Safe Harbor

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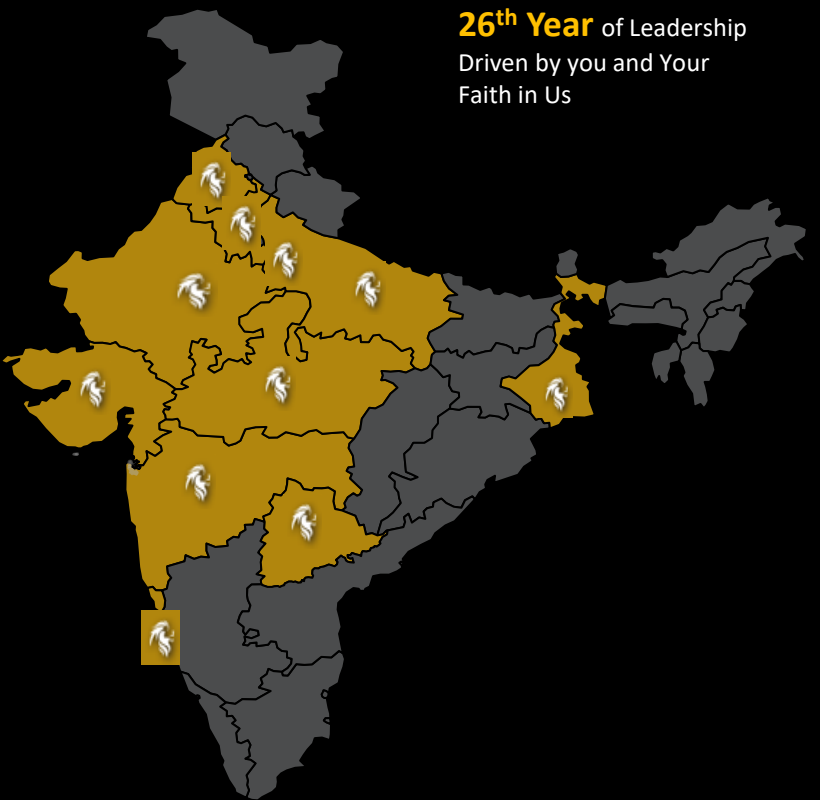


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Company Snapshot

Share of sales in India by units for the OEM for Q1FY25 (Wholesale)

Outlet Count as on 13th Aug'24



		Jeep		
#1 Partner 15.3% Share of sales	#1 Partner 4.9% Share of sales	#1 Partner 24.8% Share of sales	#1 Partner 9.0% Share of sales	#3 Partner 3.2% Share of sales
21+2*	25+2*	19	25	12
#1 Partner 25.6% Share of sales	Recent Foray 3.5% Share of sales	Recent Foray	Upcoming	Commercial Vehicle Retailer
6+1*	11	3+6*	3+2*	4

- Focus on Stock reduction has resulted in marginal dip of Market shares

Founded in 1998	4,597 Employees	~500,000 Customers	Professionally managed Premium & Luxury Auto Retailer
69+6* Sales Outlets	60+7* Workshops	10+1* States	30+2* Cities
1st Listed multi-brand, multi-location Indian Auto Retailer			

* Upcoming Outlets / Workshops / States / Cities



Industry Overview

Factors, trends and updates influencing the industry



Industry Macros

Luxury market in India rides the new wave of affluent buyers



2023 was a record year for India's luxury market. The affluent population in India is expanding rapidly, with the number of high net worth individuals (HNIs) expected to reach 16.5 lakh by 2027, up from 7.9 lakh in 2022. Similarly, the number of ultra-high net worth individuals (UHNIs) could surpass 19,000 by 2027, compared to about 12,000 in 2022, as per Bain's estimates.

Indian auto industry poised to reach USD 300 Billion by 2026; Revving up for innovation and expansion



Apr 27, 2024, 12:14:00 PM IST

Mahindra to launch 16 new ICE, electric SUVs by 2030

Mahindra claims to have received 27,000 bookings of the new XUV 3XO within the first 10 minutes, and 50,000 bookings within the first hour.



Written by Express Drives Desk

Ford to consider proposal for India re-entry

Ford, which had invested over USD 2 billion in India and tasted success with products such as Eco Sport mini-SUV and Figo small car, now believes that India will lead volumes for the global auto industry as many markets in the West stagnate. With China and Europe not being significant businesses for the company, it is pinning hopes on India. "Feeling is that it is not right to stay out of India, especially as the brand is still well-known to potential buyers," the source said.

MG Motor India, JSW Group JV to launch new car model every three to six month

TIMESOFINDIA.COM / Mar 20, 2024, 14:32 IST



Mercedes-Benz India leads luxury sales, aims for double-digit growth by year end

By: HT Auto Desk | Updated on: 09 Jul 2024, 09:01 AM



Jeep eyes sub- ₹25 lakh segment to stay 'relevant' in India

Jeep could be planning a more affordable variant of its Compass SUV and an upgrade of its 7-seater SUV Meridian, in order to attract a broader customer base

Kia India domestic sales reach 1 mn units in five years of operations



The Kia Seltos has been the company's flagship model, contributing over 48% to total domestic sales, while the Sonet and Carens models account for 34% and 16%, respectively.



BYD India launches new ATTO 3 electric SUV variants, reducing entry price to Rs 25 lakh

BYD India has launched three new variants of its BYD ATTO 3 electric SUV, including the Dynamic, Premium, and Superior models, along with a stylish Cosmos Black Edition. The introductory price starts at INR 24.99 lakh, aiming to make eco-friendly vehicles more accessible to a wider audience.

FADA Releases June'24 Vehicle Retail Data

- Overall Growth: The Indian Auto Retail sector experienced a modest YoY growth of 0.73%.
- Segment Performance:
 - Two-Wheelers (2W): Positive YoY growth of 4.66%.
 - Three-Wheelers (3W): Increased by 5.1% YoY.
 - Passenger Vehicles (PV): Declined by 6.77% YoY.
 - Tractors (Trac): Significant YoY decline of 28.3%.
 - Commercial Vehicles (CV): Decreased by 4.74% YoY.
- Challenges Identified:
 - Extreme heat and delayed monsoons worsened rural sales.
 - Heat wave resulting in low customer inquiries and postponed purchases.
 - High inventory levels, particularly in PV segment, ranging from 62 to 67 days.
 - Financial strain on dealers due to high interest costs.
 - FADA advises PV OEMs to implement prudent inventory control.



May auto retails impacted by heatwave and elections, dip 5.3% MoM: FADA



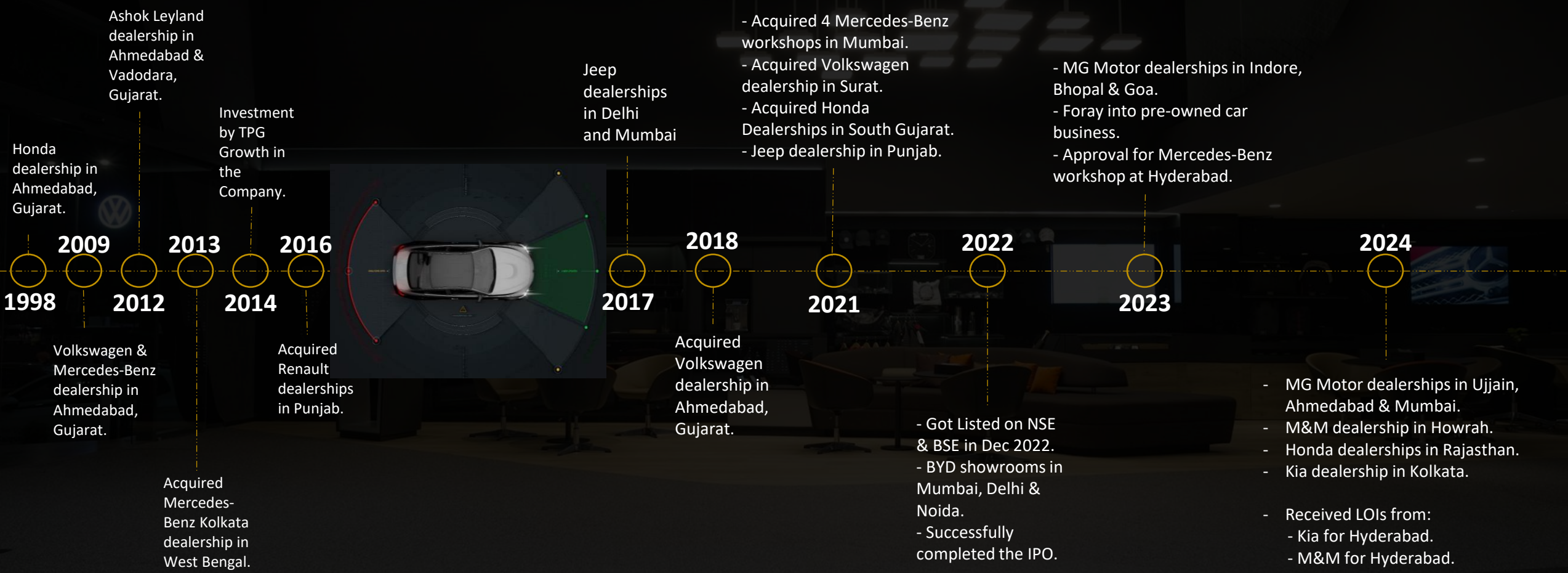
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Company Overview

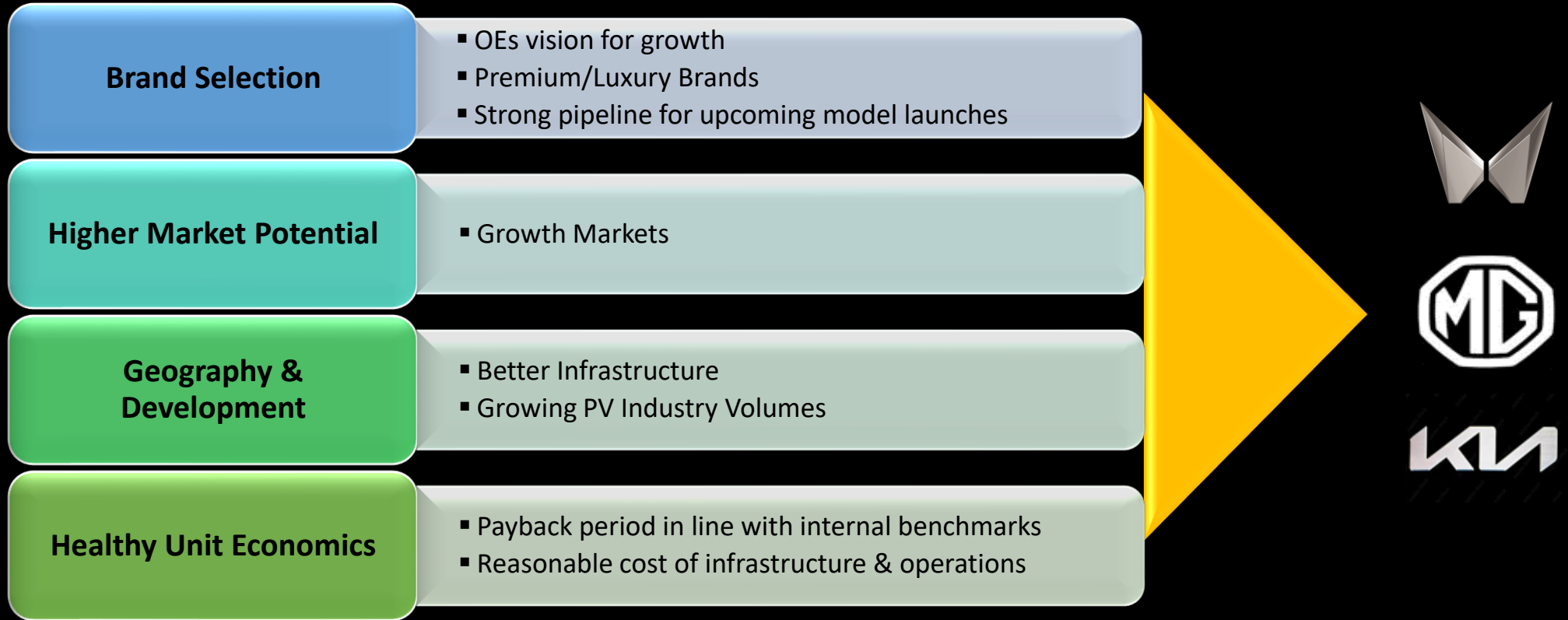
Deep dive into the operations & business segments of the company



Journey So Far...



Growth Strategy





Investing for the future with Three New OEM



Mahindra

- Mahindra is one of the fastest growing brands in India.
- Aspires a growth of mid to high teens for this fiscal and plans to have up to 30% of its SUV portfolio be electric by 2027.
- XUV700 achieves 2,00,000 unit milestone in record time.
- ‘Thar RoXX’ – 5 seater SUV to be launched on the Independence Day.

mint Premium | MARKETS

Mahindra & Mahindra in the fast lane on higher capex, upcoming launches

businessline

Companies / Markets / Portfolio / Opinion / Budget 2024 | PREMIUM

Home » Companies

Mahindra & Mahindra to invest ₹26,000 crore in automotive business in next 3 years

Updated - May 17, 2024 at 05:07 PM | Mumbai



Kia

- Kia plans an aggressive business strategy for India in 2024, including expanding the production capacity by 100,000 units.
- Aims to target 15-17% market share of EV Market in India by 2030.
- Will introduce new version of carnival MPV & EV9 in the second half of this year.

Kia EV9, new Carnival India launch in 2nd half of 2024, 30% EV penetration doubtful by 2030: Hardeep Brar, Kia India

Yash Sharma / TIMESOFINDIA.COM / Apr 23, 2024, 12:23 IST

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Home / Companies / News / Kia India sales zoom past 120,000 in 2024 first half; records 6% growth

Business Standard

Kia India sales zoom past 120,000 in 2024 first half; records 6% growth

Our superior product offerings have consistently attracted customers to our showrooms throughout the year, maintaining a strong sales position, said Kia India in a statement

'We are building Kia 2.0. India is a long-term bet for us'

By Deepak Patel/Business Standard

November 17, 2023 14:37 IST

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'India is the sixth-largest market for the Kia Corporation, and contributes 8 to 9 per cent to our global sales.'
'We are eyeing 10 per cent market share over the next few years depending on customer demand and new product innovations.'

Source: Business Standard, Times of India



MG Motor

- JSW MG Motor India will invest Rs. 5,000 Cr; focus on New Energy Vehicles.
- Aims to capture 33% of the market of New Energy vehicles by 2030, intending to sell 1 Million NEVs.
- To expand nationwide sales and service network; strengthens foothold in tier 3 and tier 4 cities
- India's first Crossover Utility vehicle – 'Windsor' to be launched in Sep – 24.

THE ECONOMIC TIMES Industry
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Investment Finance • Core Products • Energy • Renewables • AI/IT/Cloud/SaaS • Healthcare/Biotech • Services • Media/Entertainment • More

Industry | November | 2024 MG Motor to invest Rs 5,000 cr in India by 2025, to launch Cloud EV this festive season

JSW MG Motor to invest Rs 3,000 cr in India by 2025, to launch Cloud EV this festive season

mint

JSW-MG Motor to roll out 5 new cars over one year

The carmaker is targeting sales of 300,000 cars annually over the next 3-5 years. Rajeev Chaba, chairman emeritus, MG Motor India, sees a 7-8% growth for India's passenger vehicle market rather than the industry consensus of a low single-digit growth.

MG Motor, known for pioneering electric vehicles in India, has a diverse portfolio including models like Hector, Gloster, ZS EV, Astor, and Comet. The company's repositioning strategy, which includes customization options for customers, has boosted sales of their Comet model. Half a year ago, MG was selling around 400 Comet units monthly, but in July, this figure rose to approximately 900 units.











Source: Business standards, Mint, ET Auto, MG Motor India Website

Source: Mint, Financial Express, Mahindra Group website




FY25 Expansion Plan Status

Q1 FY 2025			
Brand	Facility	Location	Count
	Showroom	Mumbai	1
	Showroom	Ahmedabad	1
	Workshop	Ahmedabad	1
Total			3

Q2 FY 2025			
Brand	Facility	Location	Count
	Workshop	Hyderabad	1
	Showroom	Jaipur	1
	Showroom	Bhiwadi	1
	Workshop	Jaipur	1
	Workshop	Bhiwadi	1
	Showroom	Alwar	1
	Workshop	Alwar	1
	Showroom	Mumbai	1
	Showroom	Kolkata	1
	Workshop	Kolkata	2
Total			11

Q3 FY 2025			
Brand	Facility	Location	Count
	Workshop	Mumbai	1
	Workshop	Mumbai	1
	Showroom	Hyderabad	3
	Workshop	Hyderabad	3
	Showroom	Hyderabad	1
	Workshop	Hyderabad	1
Total			10

 *Already Operational*

• The period of commencement of operations mentioned here is likely to happen basis estimated timelines.



11 New Outlets in FY25 Thus Far...

Q1FY25 – 2 Showrooms & 1 Workshop



MG Motor Ahmedabad - Showroom + workshop



MG Motor Mumbai - Showroom

Q2FY25 – 3 Showrooms & 5 Workshops



Honda Jaipur - Showroom



Kia Kolkata- Showroom



Kia Kolkata- Workshops - 2





Co-location of Facilities | Q1FY25

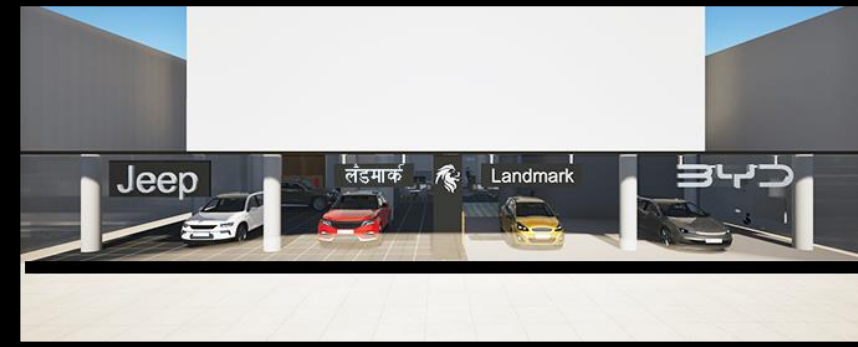
Renault Navi Mumbai workshop in shared space with the existing Jeep workshop at Turbhe, MIDC



Renault Vashi showroom in shared space with the existing Jeep Showroom at Navi Mumbai



BYD and Jeep Showroom to be in a shared space in Worli





Exciting Launches | 2025



Mercedes-Benz CLE 300 Cabriolet



Mercedes-Benz AMG GLC 43



Mercedes-Benz EQA 250+



Mahindra Thar - RoXX



Jeep Meridian X – Special Edition



Mercedes-Benz New E-Class



Kia EV9



MG Windsor



Kia New Carnival

Senior Leadership Team



Yashovardhan Bichu
CEO - Gujarat
Ex - Mercedes-Benz India, Bosch India



K. Ravishankar
CEO - Mumbai
Ex - Audi India, Pfizer, PepsiCo, Toyota Middle East



Kaushik Panchal
CEO - Gujarat (CS)
Auto Retail Specialist



Prabuddha Yadav
CEO - Madhya Pradesh
Ex - Tata Motors India, Hyundai India, Nissan Motors India



Neelmani Sharma
CEO - Kolkata
Auto Retail Specialist



Manan Gandhi
CEO - Gujarat
Ex - Honda India, M&M, Hyundai India, MG Motors India



Nikunj Shah
President
Ex - Waghbakri Tea Group



Hemant Sharma
Sr. Vice President - Gujarat
Auto Retail Specialist



Neerav Shah
Associate Director
Mumbai
Ex - Volkswagen India, M&M India, Maruti Suzuki India



Abhinav Goyal
CEO
Delhi
Ex - Renault India



Manjeet Sawant
CEO
Gujarat
Ex - Automobile, Telecom, Insurance



R. Sridhar
CEO
Car Care Business
Ex - Tata Motors, TVS Motors, Hyundai India, Saud Bahwan, Muscat



Mahendra R.
CEO
Telangana
Ex - Maruti Suzuki India



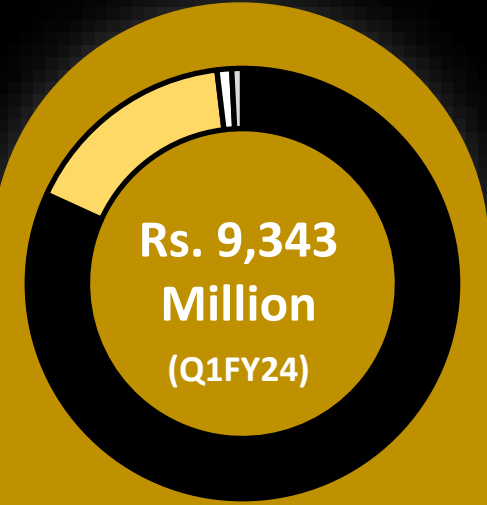
Aditya Kunal
CEO
Madhya Pradesh
Ex - Hyundai, Bajaj, KTM (Dealership)



Vikrant Raghuvanshi
CEO
Howrah
Ex - Tata Motors, VE Commercial Vehicles, Aircel



Presence Across The Automotive Value Chain



Proforma Revenue Mix

- 77%** New Vehicle sales
- 20%** After-Sales
- 2%** Pre-Owned Vehicles Sales
- 1%** Finance and Insurance

New Vehicle Sales

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

Pre-owned Passenger Vehicles

- Facilitates sale of pre-owned passenger vehicles
- Offers same brand sales as a cross-selling and up-selling initiative

Vehicle Finance and Insurance Sales

- Tailored Finance and Insurance products

01

02

03

04

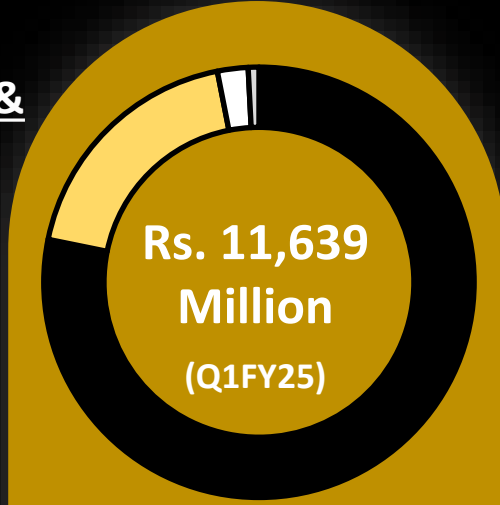
05

After-Sales Service & Spares

- Customer paid services
- Warranty Work
- Accessories
- Collision and repair services

Car Care Business

- Exterior Paint Protection
- Interior Treatment
- Paint Protection Films
- Headlamp Restoration
- Landmark Accessories



Proforma Revenue Mix

- 78%** New Vehicle sales
- 19%** After-Sales
- 2%** Pre-Owned Vehicles Sales
- 1%** Finance and Insurance



New Vehicle Sales Business

- Landmark offers a wide range of new passenger vehicles, from premium to luxury, including electric vehicles as well as commercial vehicles
- This extensive brand portfolio representing ten OEMs provides Landmark presence across vehicle categories - from affordable hatchbacks to upscale SUVs, high-end electric sedans, and commercial vehicles
- Each Brand is headed by a CEO, with KPIs measured on a brand-level and even on a store-level across all geographies

Finance & Insurance Products Synergistically Benefit Vehicle Sales:

- As a value add-on to its passenger vehicle sales, Landmark facilitates sale of insurance policies, providing customers with access to reliable coverage
- Assistance in securing vehicle finance, and sale of insurance policies serves as a recurring source of income for the Company
- Fosters stronger customer relationships through policy renewals and paperwork in the event of claims
- Extended Warranty business is an additional and growing source of revenue for the company

9,470

**Q1FY25 Proforma Revenue
(Rs. In Mn)**

132

Q1FY25 EBITDA (Rs. In Mn)

6,150

**Q1FY25 Reported Revenue
(Rs. In Mn)**

21.50

**Average Selling Price –
Q1FY25 (Rs. In Lac)**

Asset-light

**Only 2 out of 129 outlets
are owned**

Premium & Luxury

Auto Retailer

~27%

Outlets acquired



After Sales Business

- Provides a **stable revenue stream** and contributes to **higher-margin revenues** which helps mitigate the cyclical nature of new vehicle sales
- 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
- First mover advantage by acquiring exclusive Brand & Distribution rights for India with **Permagard Automotive (USA) & MotorOne Car Care (Australia)**
- **Leveraging technology to improve efficiency and customer convenience** - Website / App allows customers to book service appointment, track vehicle maintenance, service estimates

Customer Paid Services

Paid repairs & maintenance outside warranty

Warranty Work

Repairs & maintenance covered by warranty

Accessories

Selling and installing parts to customize vehicles

Collision & Repair Services

Providing bodywork, paint and other repairs to fix collision damage and restore vehicles

2,170

Q1FY25 Revenue
(Rs. In Mn)

359

Q1FY25 EBITDA
(Rs. In Mn)

25,574

Avg. Revenue Per
Service
Q1FY25 (Rs.)



After Sales Business – High Growth, High Margin, High EBIDTA, High ROCE & Non-cyclical

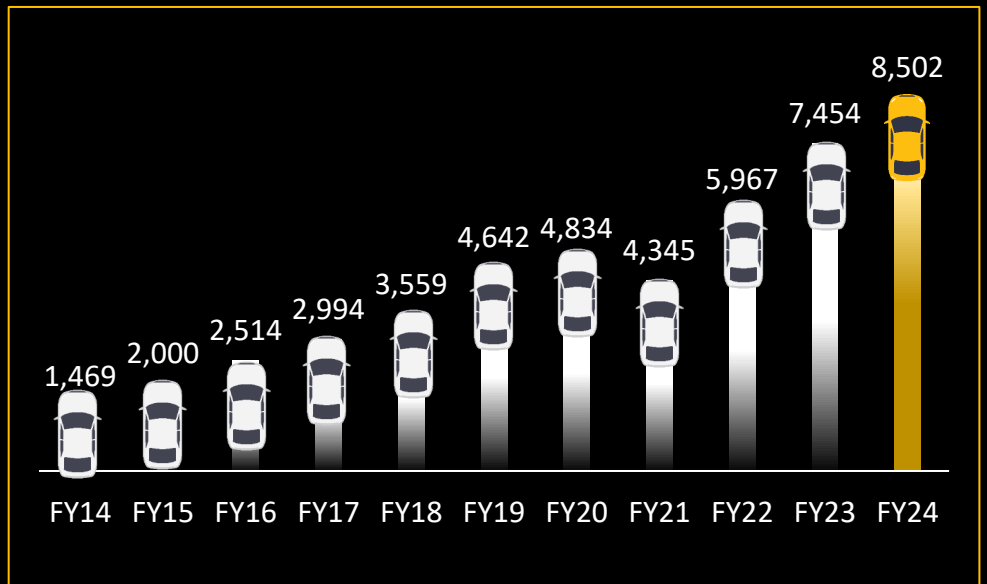
19.2%
Revenue CAGR from
FY14 to FY24

~40.7%
Gross Margin

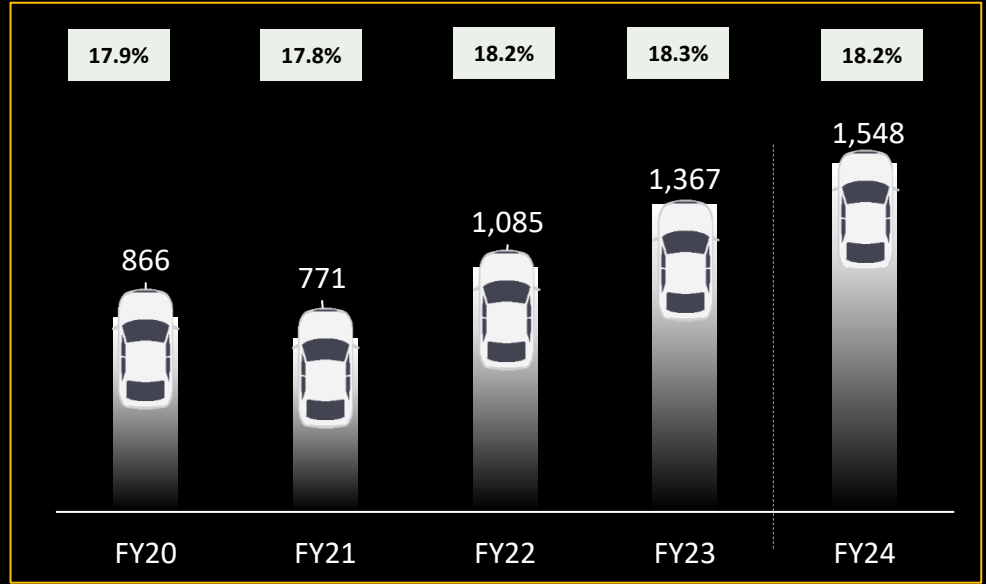
~18.2%
EBIDTA

~30.6%
ROCE FY24

After Sales Revenue (Rs. Mn)



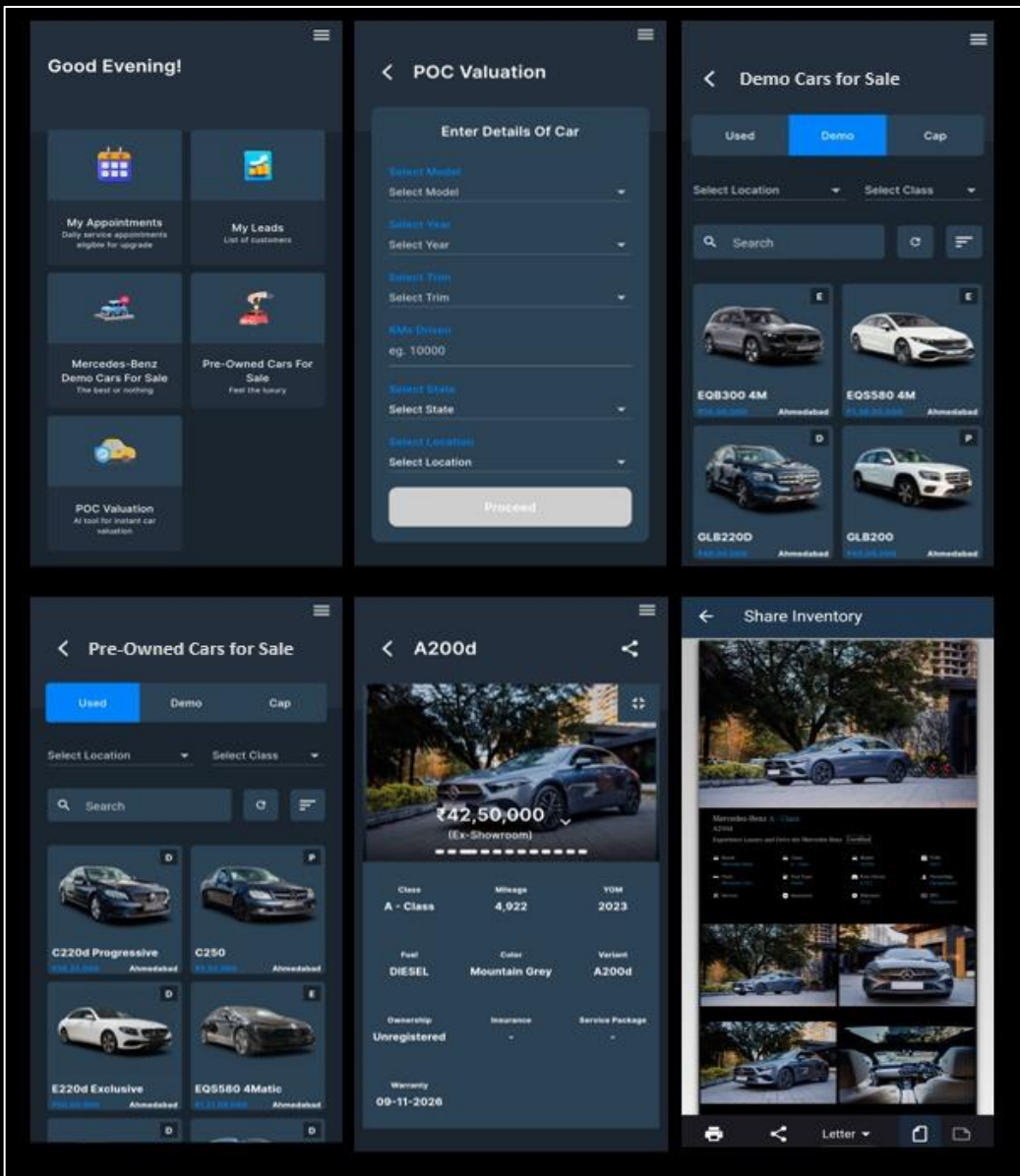
EBITDA



Margin %



Pre-owned Car Business



Our in-house team has developed a **cutting-edge technology mobile application** which empowers our sales and Service team for seamless procurement of the existing car of our customers in only a few seconds and offer the customer an instant quote to upgrade to a new car model of the same brand.

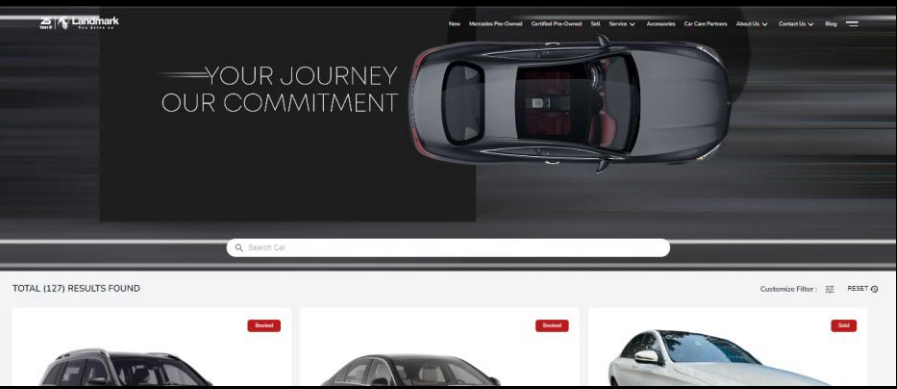
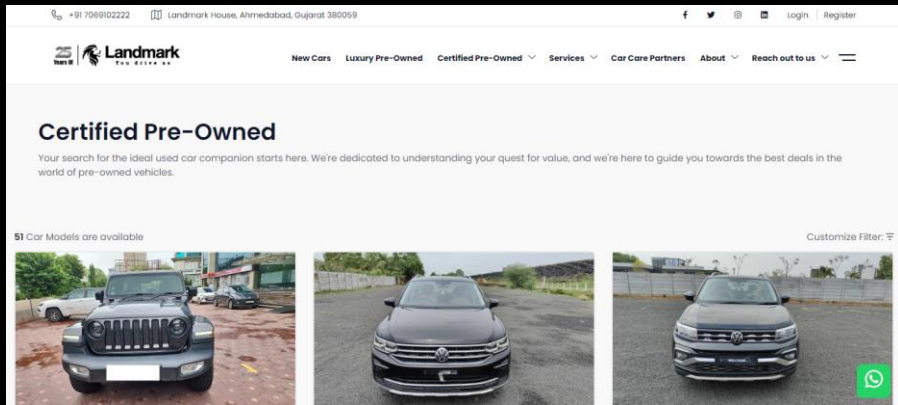
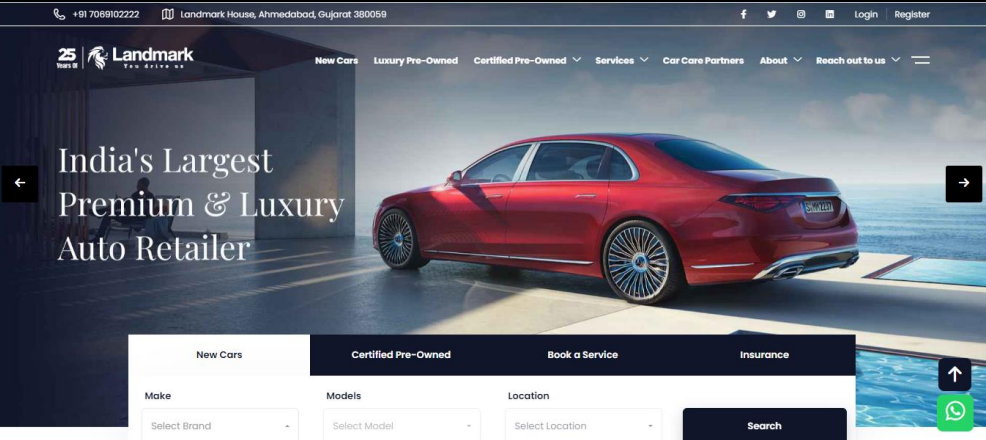
272
GMV of Cars Sold
(Rs. In Mn) (Q1FY25)

69% Growth YoY

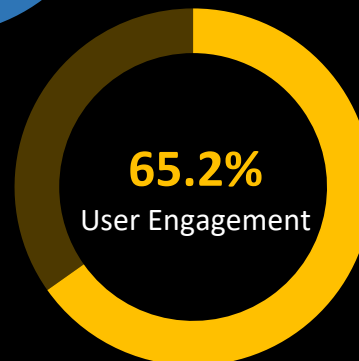
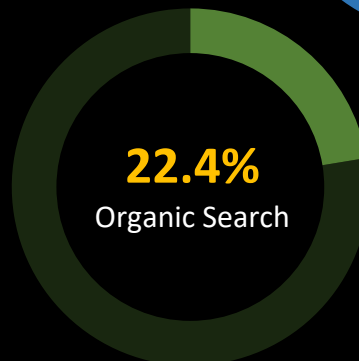
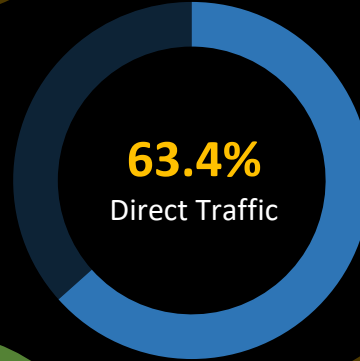
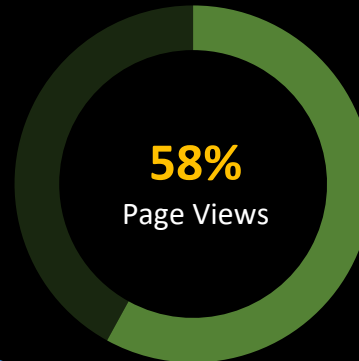
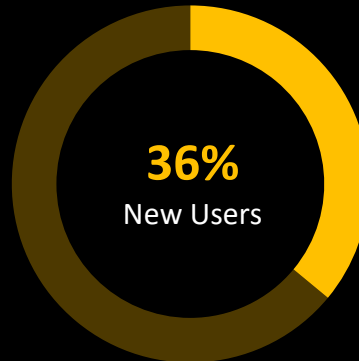



Landmark
You drive us

Group Website | e-commerce platform



Increased traction





Q1FY25 Performance

Detailed Financial Performance Highlights for the Quarter

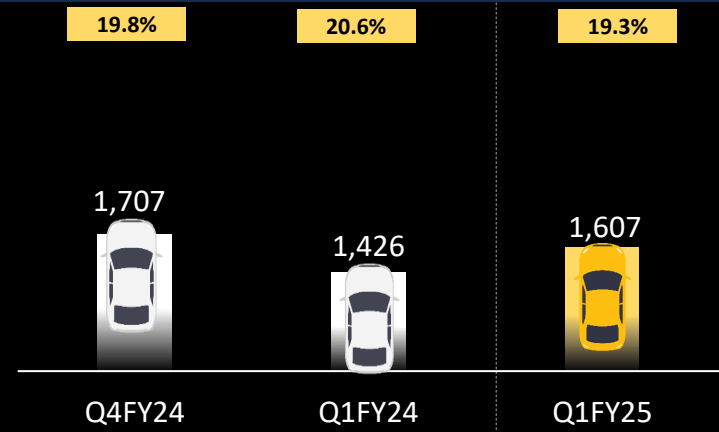
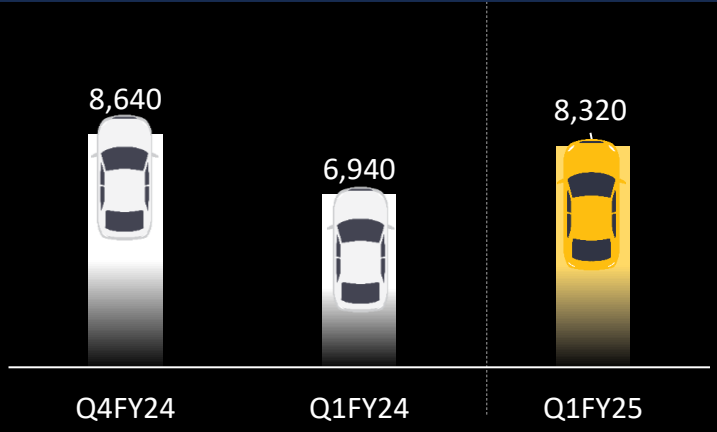
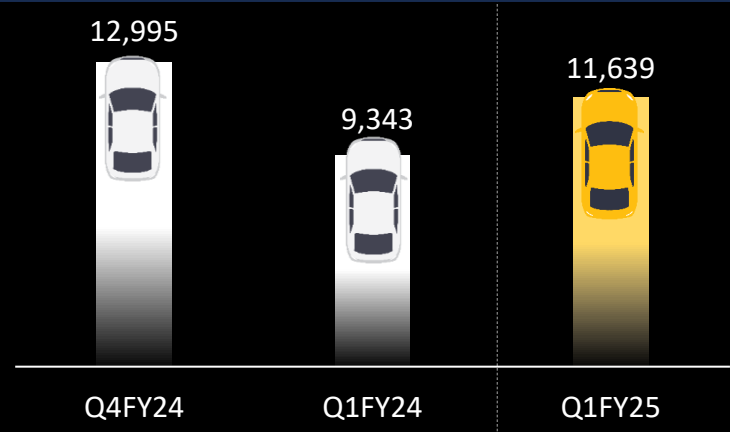


Key Performance Metrics

*Proforma Revenues

Reported Revenues

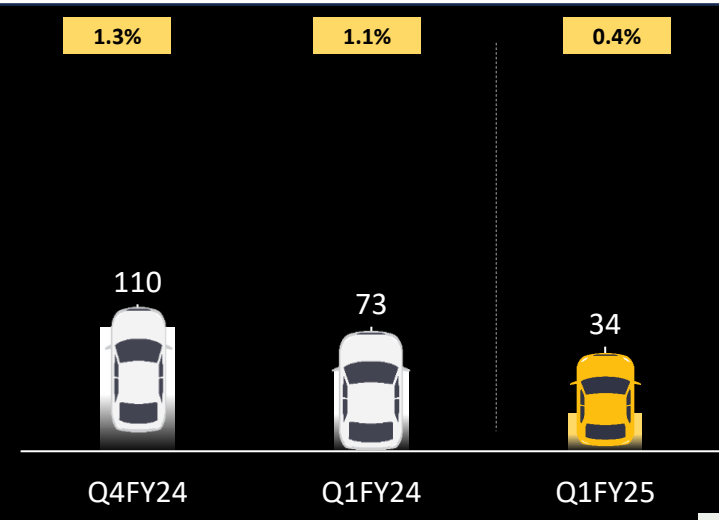
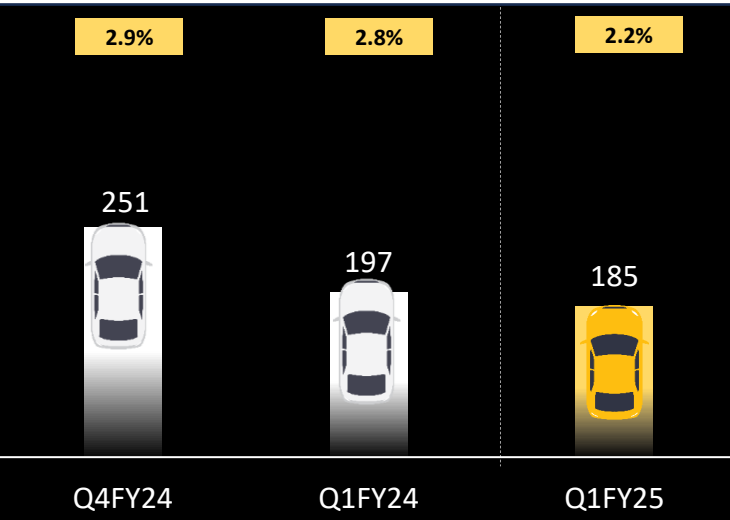
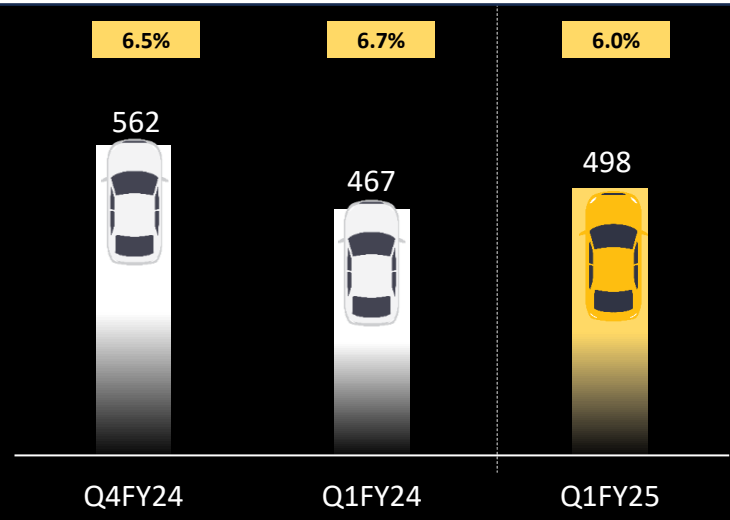
Gross Profit



EBITDA

Cash Profit after Tax#

Profit after Tax (After Exceptional Items)



Rs. in Mn

Margin %

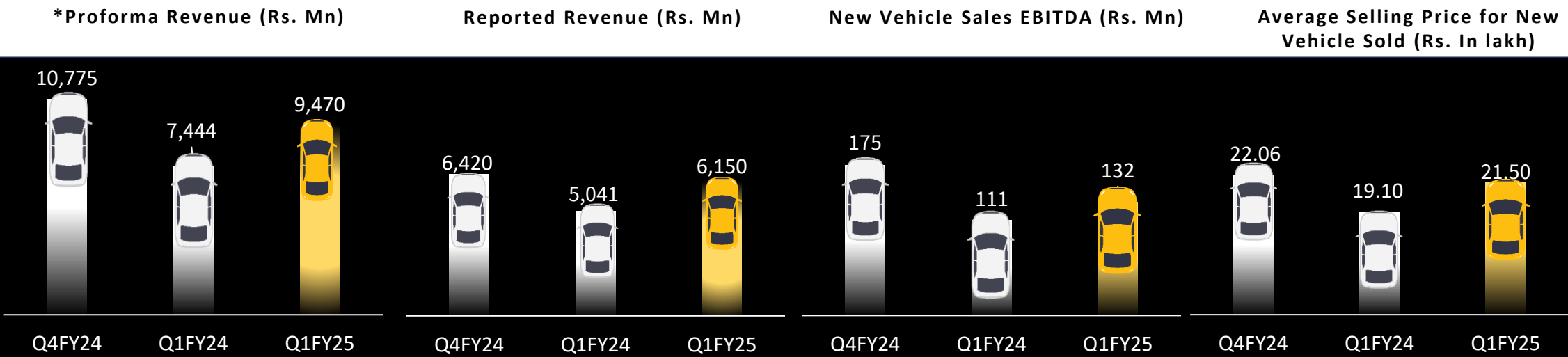
*Proforma Revenue = Reported Revenue + Value of Cars sold under Mercedes-Benz Agency Model less Agency Commission
% Gross Profit, EBITDA, Cash PAT and Profit after Tax Margins are calculated on "Reported Revenue" instead of "Proforma Revenue"

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

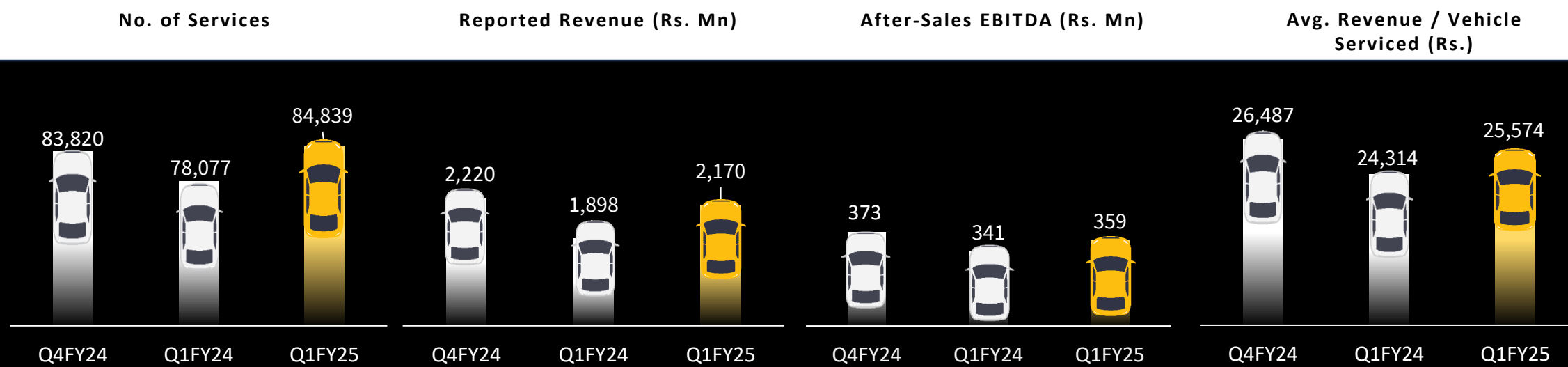


Vertical Wise Performance Highlights – Q1FY25

New vehicle sales & Allied Businesses



After-Sales business



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

Performance Highlights – Q1FY25

Existing Outlets

New Outlets*

Total

Rs. in Mn

	Existing Outlets	New Outlets*	Total
Proforma Revenue from operations	10,732	907	11,639
Gross Profit	1,529	78	1,607
EBITDA	503	-5	498
PBT	119	-72	47
Showroom count	58	8	66
Workshop count	50	5	55

- Expenses for newly opened outlets start a few months before the opening.
- Newly opened outlets take 3 to 4 quarters to reach their full potential.
- Gross margins percentage for the new outlets is lower than that of existing outlets primarily due to lower initial service revenues.
- Due to full-scale fixed costs the operating margins for the new outlets are currently not at par with the existing outlets
- With the recent investment in capex and inventory, the D&A and finance cost for the new outlets were on the higher side.

- New outlets are those which were not in operation for full quarter in previous year.
- Showroom and workshop count is as on 30th Jun'24



Consolidated Profit And Loss Account

Profit and Loss (Rs. Mn unless mentioned otherwise)	Q1FY25	Q1 FY24	YoY	FY24
Proforma Revenue from operations	11,639	9,343	24.58%	46,554
Revenue from Operations	8,320	6,940	19.89%	32,879
Other Income	13	24		96
Total Income	8,333	6,964		32,975
Cost of Goods Sold	6,726	5,537		26,463
Gross Profit	1,607	1,426	12.65%	6,512
Gross Profit Margin	19.31%	20.55%		19.81%
Expenses				
Employee Cost	580	509		2,167
Other Expenses	528	450		2,073
EBITDA	498	467	6.55%	2,272
EBITDA Margin	5.99%	6.74%		6.91%
Depreciation	290	234		1,013
EBIT	208	233	-10.71%	1,259
EBIT Margin	2.51%	3.36%		3.83%
Finance Cost	155	111		535
Exceptional Item Gain / (Loss)	6	23		29
Profit before Tax	47	100	-52.38%	695
Profit before Tax Margin	0.57%	1.43%		2.12%
Tax	13	27		123
Profit After Tax	34	73	-52.59%	572
Profit After Tax Margin	0.41%	1.05%		1.74%
Other Comprehensive Income	0	0		1
Total Comprehensive Income	34	73	-52.59%	573
Basic EPS (In Rs.)	0.77	1.77		13.82

Key takeaways from the Q1FY25 Performance:

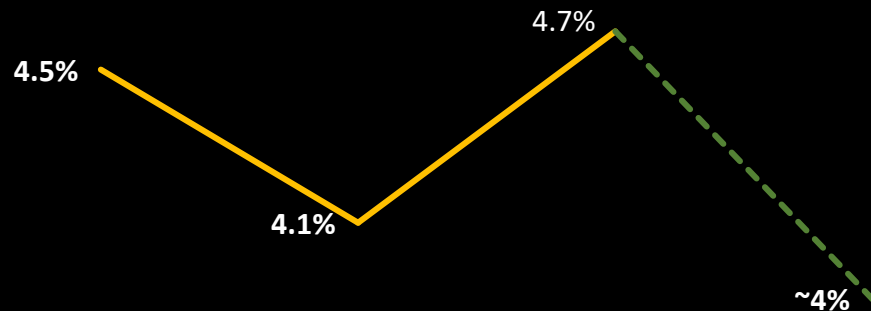
- The company posted satisfactory growth in both revenue and profitability from existing outlets. This was achieved inspite of temporary disruption in the PV market due to General elections.
- The company has reduced its new car inventory to approximately 41 days which is significantly lower than the industry average of 62-67 days and lower than last quarter for existing outlets. The company has foregone some margin to achieve this.
- The company has been able to operationalise all the new outlets in Q1 and Q2 well within the planned timeline and budgeted costs.
- Q1 results include the impact of operations from new outlets as explained in the previous slide.
- The company is working towards various cost rationalisation initiatives. Coupled with increase in revenue and co-location of facilities, the company intends to regain its stated financial objectives.
- The consumer offers given by the OEMs have started giving positive results across brands from August.
- Upcoming new car launches e.g the new Mercedes E class, MG Windsor, M&M Thar Roxx will further drive momentum over the next few months.



Cost Rationalization Plan | Operating Leverage

Personnel Expenses

% of Proforma Revenue



FY 2022

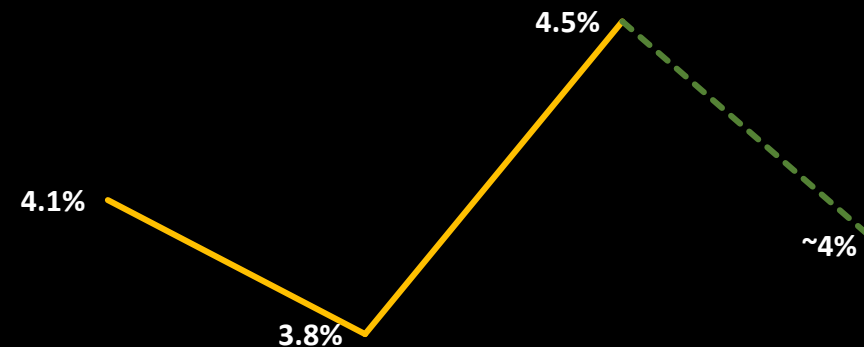
FY 2023

FY 2024

FY 2025 (Plan)

Other Expenses

% of Proforma Revenue



FY 2022

FY 2023

FY 2024

FY 2025 (Plan)



Reconciliation for Adjusted Profit – Q1FY25

Particulars (Rs. in Mn)	Q1 FY25 (Adjusted)	Effect of Ind AS	Q1 FY25 (Reported)	Q1 FY24 (Adjusted)	Effect of Ind AS	Q1 FY24 (Reported)	YoY (Adjusted)	YoY (Reported)
Revenue from operations	8,320	-	8,320	6,940	-	6,940	19.9%	19.9%
Other income	7	6	13	19	5	24	-63.4%	-45.3%
Total Income	8,327	6	8,333	6,959	5	6,964	19.7%	19.7%
COGS	6,726	-	6,726	5,537	-	5,537	21.5%	21.5%
Gross Profit	1,601	6	1,607	1,421	5	1,426	12.6%	12.6%
Expenses								
Employee benefits expense	572	8	580	509	-	509	12.4%	14.0%
Other expenses	723	-195	528	616	-167	450	17.4%	17.4%
Total expenses	1,296	-187	1,109	1,125	-167	959	15.1%	15.6%
EBITDA	305	193	498	296	171	467	2.9%	6.6%
Depreciation and Amortization Expense	134	156	290	99	135	234	35.4%	23.8%
EBIT	171	37	208	198	36	233	-13.3%	-10.7%
Finance Cost	93	62	155	62	49	111	48.2%	39.7%
Profit before exceptional items and tax	79	-25	53	135	-13	123	-41.8%	-56.4%
Exceptional items	16	-10	6	23	-	23	-29.6%	-73.8%
Profit before tax	63	-15	47	112	-13	100	-44.3%	-52.4%
Tax	17	-4	13	30	-3	27	-44.2%	-51.8%
PAT	46	-11	34	82	-9	73	-44.3%	-52.6%
Other Comprehensive Income	-	-	-	-	-	-		
Total Comprehensive Income	46	-11	34	82	-9	73	-44.3%	-52.6%



Reconciliation for Adjusted Profit – FY24

Particulars (Rs. in Mn)	FY24 (Adjusted)	Effect of Ind AS	FY24 (Reported)	FY23 (Adjusted)	Effect of Ind AS	FY23 (Reported)	YoY (Adjusted)	YoY (Reported)
Revenue from operations	32,879	-	32,879	33,824	-	33,824	-2.8%	-2.8%
Other income	79	17	96	90	31	121	-11.9%	-20.2%
Total Income	32,958	17	32,975	33,913	31	33,944	-2.8%	-2.9%
COGS	26,463	-	26,463	27,817	-	27,817	-4.9%	-4.9%
Gross Profit	6,495	17	6,512	6,097	31	6,128	6.5%	6.3%
Expenses								
Employee benefits expense	2,158	10	2,167	1,868	6	1,874	15.5%	15.6%
Other expenses	2,768	-695	2,073	2,399	-645	1,754	15.4%	18.2%
Total expenses	4,925	-685	4,240	4,267	-639	3,628	15.4%	16.9%
EBITDA	1,570	702	2,272	1,830	670	2,500	-14.2%	-9.1%
Depreciation and Amortization Expense	445	568	1,013	376	497	873	18.1%	16.0%
EBIT	1,125	134	1,259	1,454	173	1,627	-22.6%	-22.6%
Finance Cost	322	213	535	320	191	511	0.8%	4.6%
Profit before exceptional items and tax	803	-79	724	1,134	-18	1,116	-29.2%	-35.1%
Exceptional items	32	-3	29	121	-46	75	-73.7%	-61.4%
Profit before tax	771	-76	695	1,013	28	1,041	-23.9%	-33.2%
Tax	142	-19	123	183	7	190	-22.2%	-35.2%
PAT	629	-57	572	830	21	851	-24.2%	-32.8%
Other Comprehensive Income	-	1	1	-	-15	-15		
Total Comprehensive Income	629	-56	573	830	6	836	-24.2%	-31.5%



Landmark
You drive us

A red BYD Atto 3 SUV is shown from a front-three-quarter view, driving on a sandy beach. The car is kicking up sand from its tires, suggesting motion. The background is a dark, overcast sky and ocean. The car's front grille features the BYD logo and the text 'BYD ATTO 3' is visible on the front bumper.

Historical Performance

Detailed Financial Performance Highlights over the past 3 years

Consolidated Profit And Loss Account

Particulars (Rs in Mn)	FY 24	FY 23	FY 22	FY21
Vehicle Sales	24,377	26,369	23,799	15,216
After Sales Service & Spare parts & others	8,502	7,454	5,967	4,345
Revenue from Operations	32,879	33,824	29,765	19,561
Other income	96	121	126	102
Total Income	32,975	33,944	29,891	19,663
Cost of Goods Sold	26,463	27,817	25,117	16,474
Gross Profit	6,512	6,128	4,774	3,189
Gross Profit Margin	20%	18%	16%	16%
Employee Cost	2,167	1,874	1,532	1,077
Other Expenses	2,073	1,754	1,369	911
EBITDA	2,272	2,500	1,873	1,201
EBITDA Margin	7%	7%	6%	6%
Depreciation	1,013	873	698	625
EBIT	1,259	1,627	1,175	576
EBIT Margin	4%	5%	4%	3%
Finance Cost	535	511	352	378
Profit before exceptional items and tax	724	1116	823	198
Exceptional items	29	75	0	0
Profit before Tax	695	1041	823	198
Profit before Tax Margin	2%	3%	3%	1%
Tax	123	190	161	87
Profit After Tax	572	851	662	111
Profit After Tax Margin	2%	3%	2%	1%
Other Comprehensive Income	1	-15	8	13
Total Comprehensive Income	573	836	670	124
Total Comprehensive Income Margin	2%	3%	2%	1%

Consolidated Balance Sheet

Assets (Rs in Mn)	Mar-24	Mar-23	Mar-22	Mar-21
Non - Current Assets	6,538	5,632	5,414	3,636
Property Plant & Equipments	2,850	2,424	2,146	1,901
CWIP	18	32	38	7
Goodwill	508	478	478	232
Intangible assets	207	190	260	32
Right of use asset	2,372	1,993	2,089	1,096
Intangible assets under development	-	25	9	9
Financial Assets				
Investments	163	163	165	130
Loans	-	-	-	-
Other Financial Assets	209	170	150	126
Deferred Tax Assets (Net)	177	136	60	57
Other Non - Current Assets	35	21	18	21
Current Tax Assets (Net)	-	-	-	27
Current Assets	8,976	6,976	5,440	5,243
Inventories	5,681	4,484	3,299	2,888
Financial Assets				
(i) Investments	-	-	-	-
(ii) Trade receivables	1,307	1,036	642	558
(ii) Cash and cash equivalents	115	194	200	150
(iii) Bank balances other than (ii)	204	206	100	77
(iv) Loans	2	1	334	563
Other Financial Assets	550	457	284	276
Current Tax Assets (Net)	163	44	63	14
Other Current Assets	954	554	518	716
Total Assets	15,514	12,608	10,854	8,879

Equity & Liabilities (Rs in Mn)	Mar-24	Mar-23	Mar-22	Mar-21
Total Equity	5,420	4,716	2,482	1,824
Share Capital	206	198	183	183
Non-Controlling Interest	31	19	13	6
Other Equity	5,183	4,499	2,286	1,635
Non-Current Liabilities	2,974	2,378	2,415	1,597
Financial Liabilities				
(i) Borrowings	407	260	454	488
(ii) Lease Liabilities	2,205	1,807	1,864	1,028
Other Non-Current Liabilities	336	311	92	72
Deferred Tax Liabilities	27	-	6	9
Current Liabilities	7,120	5,513	5,956	5,458
Financial Liabilities				
(i) Borrowings	3,231	1,847	2,008	1,603
(ii) Trade Payables	1,142	1,169	1,449	1,002
(iii) Lease Liabilities	428	386	432	331
(iii) Other Financial Liabilities	75	101	347	50
(iv) Vehicle Floor Plan Payable	983	793	623	1,184
Other Current Liabilities	1,256	1,193	1,082	1,225
Current tax liabilities (net)	7	24	15	63
Total Equity & Liabilities	15,514	12,608	10,854	8,879

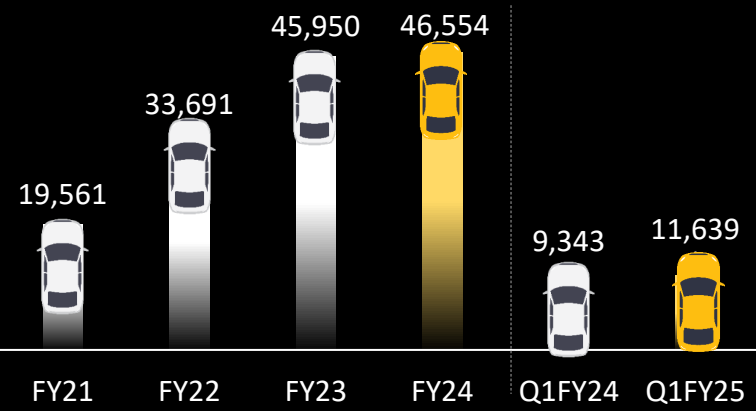
Consolidated Cash Flow Statement

Particulars (Rs. in Mn)	Mar-24	Mar-23	Mar-22	Mar-21
Net Profit Before Tax	695	1,041	823	198
Adjustments for: Non -Cash Items / Other Investment or Financial Items	1,513	1,360	966	967
Operating profit before working capital changes	2,208	2,401	1,788	1,164
Changes in working capital	-1,527	-1,450	-786	-734
Cash generated from Operations	681	951	1,002	430
Direct taxes paid (net of refund)	-273	-241	-238	-3
Net Cash from Operating Activities	408	710	764	428
Net Cash from Investing Activities	-1,133	-722	-339	-220
Net Cash from Financing Activities	646	5	-375	-334
Net (Decrease)/Increase in Cash and Cash equivalents	-79	-7	50	-127
Add: Cash & Cash equivalents at the beginning of the period	194	201	150	277
Cash & Cash equivalents at the end of the period	115	194	200	150

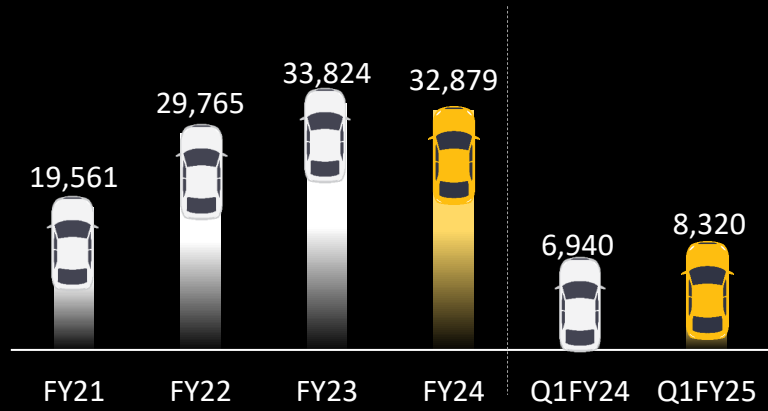


Key Performance Metrics

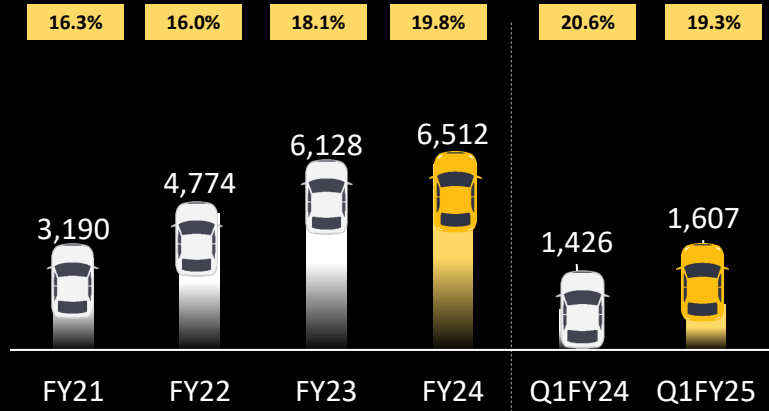
*Proforma Revenues



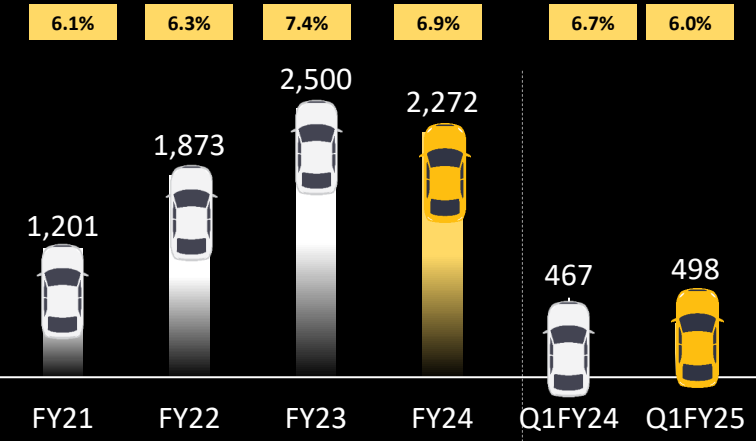
Reported Revenues



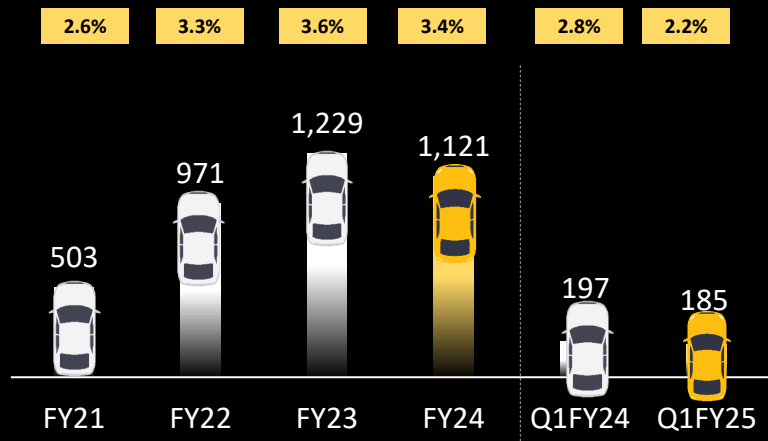
Gross Profit



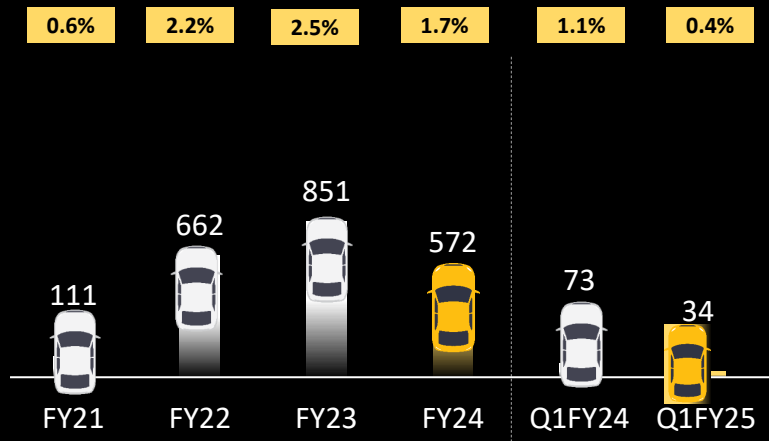
EBITDA



Cash Profit after Tax#



Profit after Tax (After Exceptional Items)



Rs. in Mn
Margin %

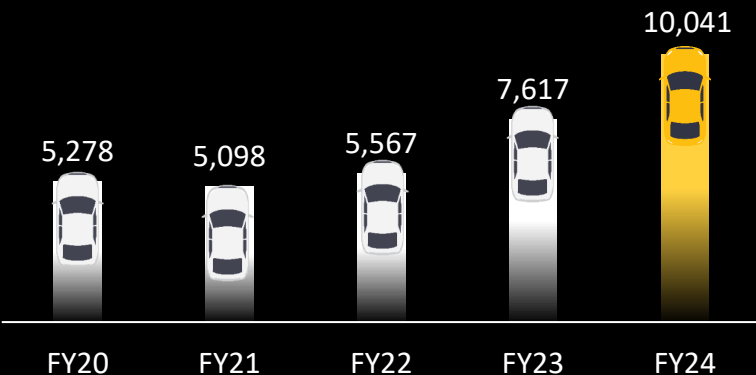
*Proforma Revenue = Reported Revenue + Value of Cars sold under Mercedes-Benz Agency Model less Agency Commission
From Q3FY24 onwards % Gross Profit, EBITDA, Cash PAT and Profit after Tax Margins are calculated on "Reported Revenue" instead of "Proforma Revenue" for all reported periods.

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

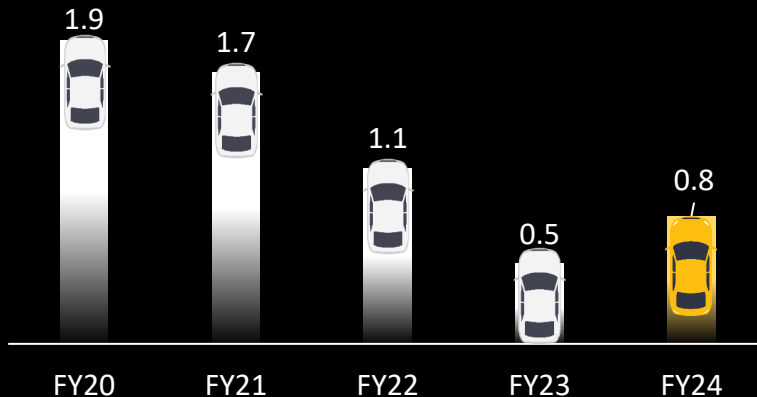


Key Performance Ratios

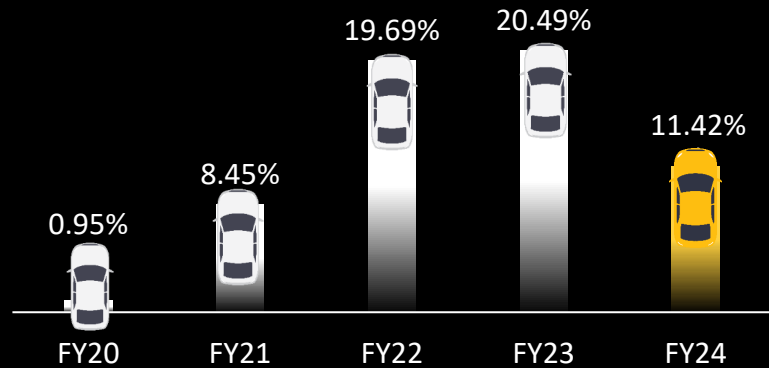
Capital Employed (Rs. In Mn)



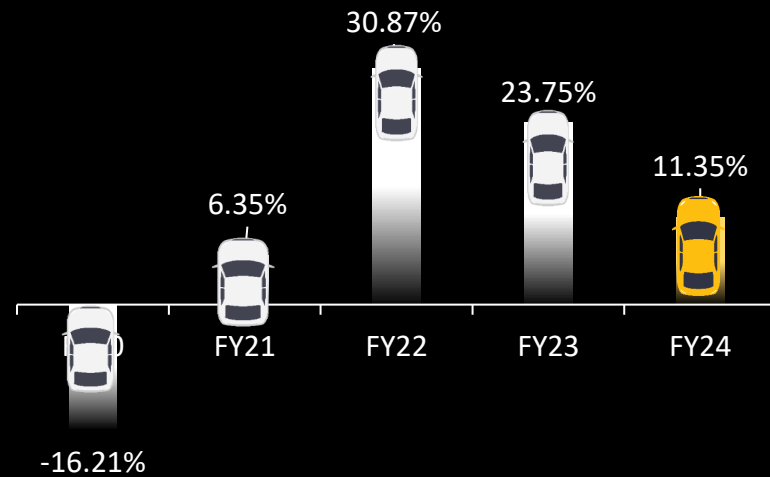
Debt* to Equity Ratio



ROCE



ROE



*Debt represents borrowings and vehicle floor plan payable less cash and cash equivalents and other bank balances



Landmark
You drive us



Annexures

Corporate Structure, Team Details, CSR & Marketing Initiatives



Board of Directors



Sanjay Thakker

Promoter, Chairman and Executive Director

Having accumulated extensive experience in the automobile industry for over two decades through his astute leadership. Acknowledged with the prestigious title of 'Business Leader of the Year' at both the 19th Global Edition and 4th Indian Edition of the Business Leader of the Year Awards, hosted by the World Leadership Congress and Awards



Aryaman Thakker - Executive Director

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



Gautam Trivedi - Independent Director

- Bachelors' degree in Commerce from Sydenham College, a bachelor's degree in law from Government Law College and MBA from University of Southern California, LA
- Previously served as Vice President at Reliance Industries Limited, CEO at Religare Capital Markets and as a MD at Goldman Sachs (Asia) LLC
- Co-founder and Managing Partner of Nepean Capital LLP
- He is also associated Nepean Capital , UFO Moviez India



Paras Somani - Executive Whole Time Director

- 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 VP-Sales and currently leads the Mercedes-Benz business at Group Landmark as well as handles Group HR. Also looks at the car care business. 20+ years of experience in sales and banking.
- Previously associated with Kotak Mahindra primus limited



Sucheta Shah - Independent Director

- MMS 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



Manish Chokhani - Independent Director

- MBA from University of London
- Associate of 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
- He is also associated with Laxmi Organic Industries & Shoppers stop



Mahesh Sardha - Independent Director

- CA, CS and a Law Graduate. 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.
- He is also associated with Fine Organic Industries, Guts service Design, Kesarjan Building Centre



Senior Management Team



Sanjay Thakker - Promoter, Chairman and Executive Director

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



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 Manager. Was associated with Autonation Corp in Fort Lauderdale, Florida, United States. Currently looks at Landmark Transformation Team and group marketing



Garima Mishra - Managing Director of AMPL (Volkswagen business), Jeep and Group Finance & Insurance

Background : MBA from Fore School of Management. 23 years of experience in automobile retail industry & 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



Paras Somani - Executive Whole Time Director

Background: A bachelor's degree in commerce from Saurashtra University & part of 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. Also looks at the car care business Has over two decades of experience in sales and banking. Previously associated with Kotak Mahindra Primus Ltd.



Rajiv Vohra – Director BYD and M&M

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



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



Harshal Desai - Director Sales Honda & MG Motors

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. She has 22 years of experience in setting up retail and factory infrastructure. She has been with Group Landmark since October 1, 1999



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 Raje – 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, designs India limited, Tara jewels limited & Benchmark Motors

Awards and Accolades | Q1FY25



Best Performance in Retail After Sales service in Gujarat & Madhya Pradesh



Best Performance in Service Quality , Customer Centricity & Overall Business in Gujarat



Landmark
You drive us

Landmark's Path to Marketing Excellence

Landmark sets its sights on prioritizing the customer at the heart of all initiatives. Company strives to retain current customers' loyalty and attract fresh ones. This multifaceted approach involves constructing a robust brand identity reflective of its principles, actively listening to customer feedback, and maintaining an ongoing commitment to improvement.

Recent Marketing Initiatives during the quarter:

- RathYatra Wishful Wheels Activation - Gujarat
- CPL Landmark's Cricket Team
- BYD Mass Delivery - Mumbai
- Landmark Drive – Experience Gateway
- Auto Display in Key Location

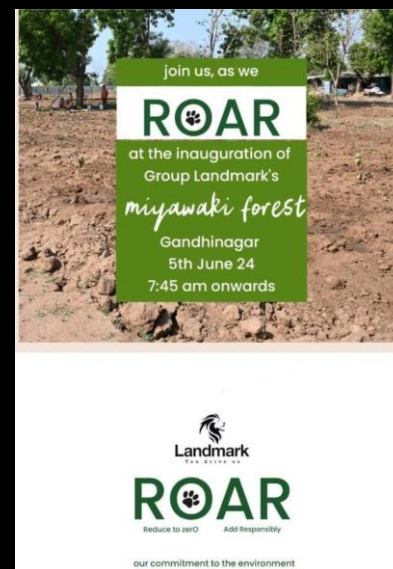


Building genuine, enduring relationships that grant a competitive advantage in the bustling business landscape

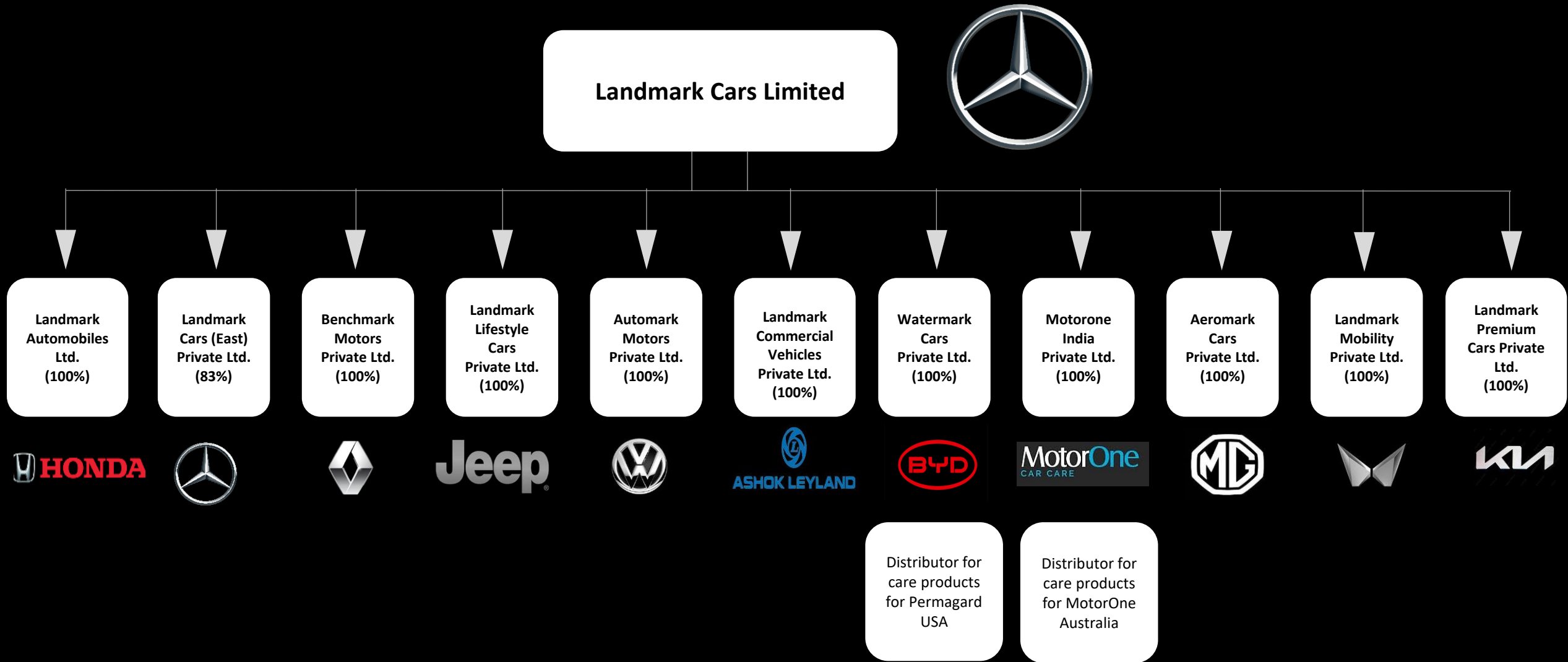


Net Carbon Zero Mission

- Group Landmark 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.
- The Group has already planted ~1,00,000 trees since 2016.
- The company pledges and is committed to fast track aggressively get onto the path of decarbonization.
- We endeavor to decarbonize 50% by 2030 and to be completely carbon neutral by 2035 - on Scope 1 & 2 emissions.
- The base line year taken in emissions is as reported in Annual Report 2022-23. The above would culminate through a mix of efficient usage of technology, tree plantation/afforestation and renewable energy.
- As we move towards net zero, we will be launching CSR project – **ROAR**
ROAR – Reduce to ZerO Add Responsibly



Corporate Structure



The Brand Names and Logos mentioned are the property of their respective owners and are used here for identification purposes only

Thank You



Landmark
You drive us

Landmark Cars Ltd.

CIN: L50100GJ2006PLC058553

Amol Raje

Company Secretary

Email id: companysecretary@landmarkindia.net

Investor Relations Advisors

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt Ltd.

CIN: U74140MH2010PTC204285

Shikha Puri / Jigar Kavaiya

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Tel No: +91 98192 82743 / +91 99206 02034

