



Bajaj Finance Limited



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Business Strategy

Financial Information





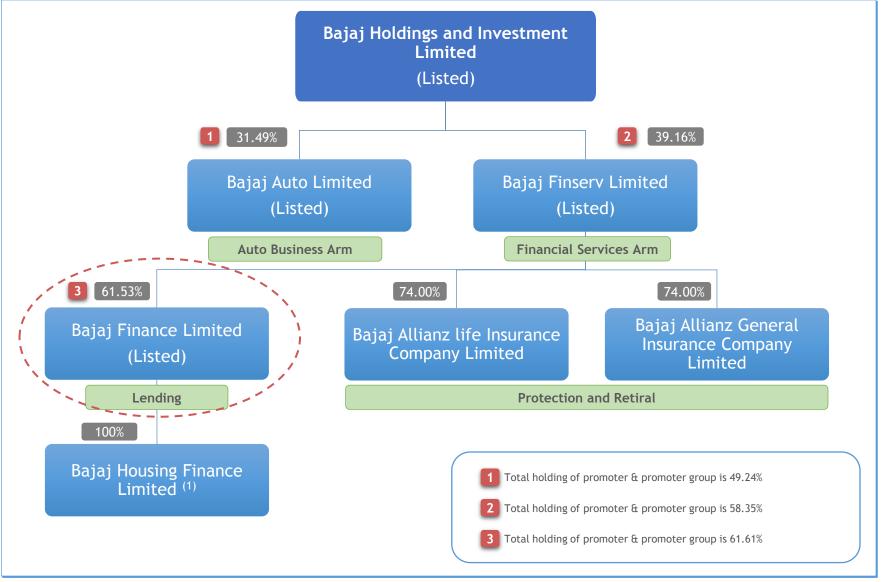
Overview and Competitive Strengths

Business Strategy

Financial Information

Annexures





Above shareholding is as of March 31, 2015

Note: 1. W.e.f Nov 2014. It has a 100% subsidiary named Bajaj Financial Securities Limited which does not have any operations

Board of Directors



Shri Rahul Bajaj Chairman	 He has been the Chief Executive Officer of erstwhile Bajaj Auto Limited and was awarded the 'Padma Bhushan' by the President of India in March 2001 He has 46 years of experience, among others, in auto and financial services 	D.S. Mehta Independent Director	 A fellow member of both the Institute of Chartered Accountants of India and the Institute of Company Secretaries of India He has been associated with the Bajaj Group of companies since 1966 and has more than 50 years experience in corporate law, taxation, finance and investment
Nanoo Pamnani Vice Chairman and Independent Director	 He has 40 years of experience in the banking, auto and financial services sector He has held several senior level positions in Citibank 	D.J. Balaji Rao Independent Director	 52 years of experience in project and industrial engineering, banking and financial services sector
	 Took charge as MD of Bajaj Finserv Limited in 2008 Has several years of experience in areas in business strategy, marketing, finance, investment, audit, legal, and IT related functions and in the auto and financial services sectors 	Omkar Goswami Independent Director	 Holds a master's degree in Arts (Economics) from the Delhi School of Economics and a Doctorate in Philosophy from Oxford University. He has 27 years of experience inter alia in Corporate Sector
Sanjiv Bajaj Vice Chairman	 Won the EY Entrepreneur of the Year 2014: Financial Services Award Appointed as Managing Director until March 31, 2020. 22 years of experience in consumer lending industry 	Dipak Poddar Independent Director	 He was the Managing Director of Bajaj Finance from April 1987 to March 2008
Rajeev Jain Managing Director	 In his previous assignments, he has worked with GE, American Express and AIG. He has vast experience of managing diverse consumer lending businesses viz. auto loans, durables loans, personal loans and credit cards 	Ranjan Sanghi Independent Director	 He has been associated with the Company since its incorporation He has 47 years of experience, inter alia, in finance, marketing and automobiles
Madhur Bajaj Director	 Recipient of the 'Vikas Rattan' Award from the International Friendship Society of India, for enriching human life and outstanding achievements He has 29 years of experience inter alia in auto, consumer durables and financial services sector 	Rajendra Lakhotia Independent Director	 He has 42 years of experience inter alia in automobiles and tourism sector He has been associated with the Company since its incorporation
Rajiv Bajaj Director	 He has worked at the erstwhile Bajaj Auto Limited in several areas and has been the MD of Bajaj Auto Limited since April 2005 He has more than 24 years of experience in auto and financial services sector 	Dr Gita Piramal Independent Director	 Holds a master's degree in Arts (History) and a doctorate degree in Philosophy (Business) from the University of Mumbai She is associated with several trade and industry organisations, non-profit organisations and educational institutions

Accomplished and stable board

Key Senior Management Team

BAJAJ FINSERV

Pankaj Thadani Chief Compliance Officer	 Over 28 years of experience, earlier CFO of Bajaj Finance Joined Bajaj Finance from Corporate Database - an equity research firm. Prior to that, he worked in Bajaj Auto Ltd, Eicher and Mico Bosch in leadership roles 	Deepak Reddy Vice President - Mortgages and Loan Against Shares	 Responsible for the mortgages business and the Loan Against Shares portfolio Earlier with American Express, Standard Chartered
Rajesh Viswanathan Chief Financial Officer	 Joined Bajaj Finance from Bajaj Allianz Life Insurance where he was the CFO for 8 years Has varied experience having working previously with KPMG in the Middle East in their Bahrain Assurance practice and prior to that in DSP Merrill Lynch and Mahindra and Mahindra in India 	Ashish Sapra Senior Vice President - Relationship Mgmt.	 Leads the cross sell business Earlier with American Express, HSBC
Abhishek Jain President - Commercial Lending	 Strong experience in the Commercial Banking Space and has managed large client relationships, sales teams. Earlier with Standard Chartered, ABN Amro Bank 	Deepak Bagati Business Head - Business Loans	 Responsible for managing and growing the unsecured line of business for the firm Earlier with Yes Bank, HDFC Bank, ONICRA, Mahindra and Mahindra and Modi Xerox
Chief Operating Officer Devang Mody President Consumer Business	 Infotech Responsible for the Consumer Lending vertical except for that includes Consumer Durables, Digital Products and Lifestyle Finance, Cross Sell, Credit Cards and Salaried Personal Loans and Salaried Home Loans. Earlier with AIG, GE Money, E&Y 	Atul Jain Chief Collections Officer	 Manages the collections vertical in Bajaj Finance Key driver in the collections vertical for the last 5 years
Rakesh Bhatt	 Responsible for Technology, Operations, Customer Experience and Quality. Joined Bajaj Finance from AIG where he was the Vice President and Head of Technology Over 20 years experience, he has held leadership positions at GE Money, Reliance Industries and 3i 	Diwakar Pundir Chief Commercial Credit	 Responsible for managing the underwriting framework across all non-retail businesses Earlier worked with Citigroup, ICICI, Tata Steel
Rajeev Jain Managing Director	 Appointed as Managing Director until March 31, 2020 22 years of experience in consumer lending industry In his previous assignments, he has worked with GE, American Express and AIG. He has vast experience of managing diverse consumer lending businesses viz. auto loans, durables loans, personal loans and credit cards 	Bharath Vasudevan Chief Risk Officer	• Chief Risk Officer and also heads the Horizontal Center of Excellence for Analytics

Over 30 member deep management team structure

Executive Summary of Strengths



Strong Brand and Promoters	 Promoted by erstwhile Bajaj Auto Ltd. Post the de-merger of Bajaj Auto Ltd, the shareholding in the Company was vested with Bajaj Finserv Ltd One of the most well-known and respected brands in India
Diversified lending business model	 Diversified product lines with emphasis on cross sell Profitable mix of consumer, SME, commercial, rural lending and fee based product distribution Mix of secured and unsecured assets
Strong distribution reach	 161 consumer lending branches spread across India 232 location presence in Rural lending business through branch & ASSC⁽¹⁾ model Financing through more than 10,500 stores across consumer durable, Digital & Lifestyle products financing businesses Financing through more than 3,000 2W-3W Dealer/ASCs⁽²⁾/Sub-dealers in 2W-3W financing business
Robust Financial Performance	 FY11-15 AUM CAGR of 44% FY11-15 PAT CAGR of 38% FY15 RoAE⁽³⁾ and RoAA⁽⁴⁾ of 20.4% and 3.3% respectively
Experienced & deep senior management structure	 Senior management team members from leading BFSI firms Management structure allows scalability
High technology orientation and robust risk management	 Focus on technology and analytics for improving productivity and customer service Contemporary loan origination system, strict monitoring framework and systems to ensure high standards of on- boarding, credit quality and portfolio performance
Strong Credit Rating	 Strong credit ratings enabling the Company to borrow funds at highly competitive rates Credit rating of AA+/Stable by CRISIL and AA+(Stable) by ICRA for Long term NCD program, Lower Tier II bonds and A1+ by CRISIL and ICRA for short term debt program. Fixed deposits are rated as FAAA/Stable by CRISIL and MAAA/Stable by ICRA. Cash credit/working capital demand loan and long term bank facilities are rated AA+/Stable by CRISIL and short term bank facilities are rated A1+ by CRISIL

A strong platform for profitable growth

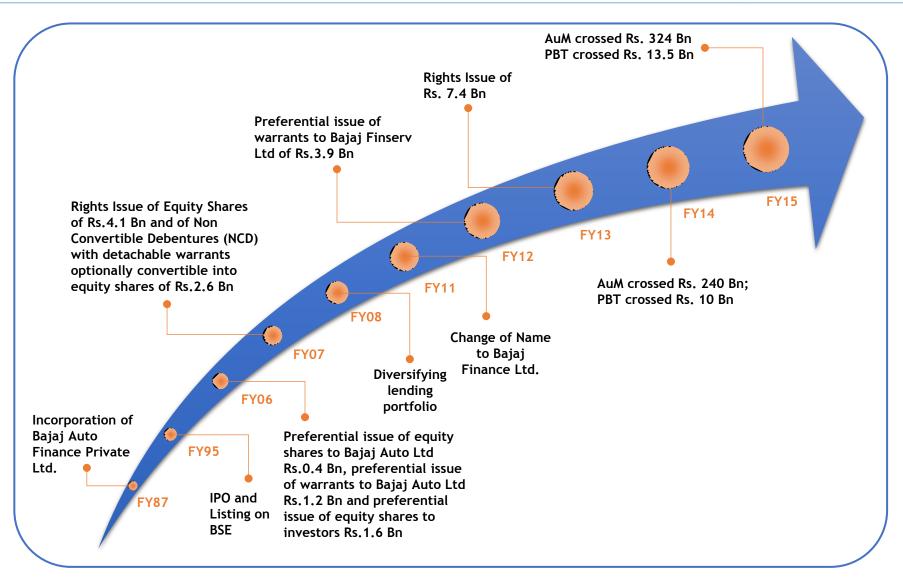
1. ASSC refers to Authorized Sales and Service Centers; Notes

2. ASC refers to Authorized Service Centre

7 3. Defined as PAT/(Opening Networth + Closing Networth)/2; 4. Defined as PAT/(Opening receivables under financing + closing receivables under financing)/2

Our Journey Thus Far





Successfully delivered the transformation journey in last 8 years

What do we stand for?



Our diversified financial services strategy envisages an optimal mix of risk and profit to deliver a sustainable business model

The business construct is to deliver a sustainable ROA⁽¹⁾ & ROE in the medium term



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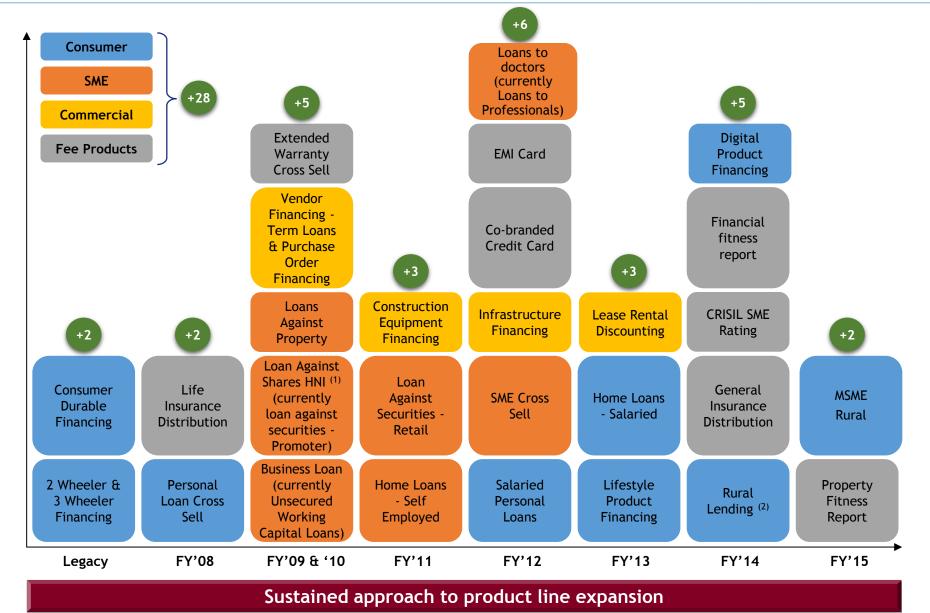
Rs. Bn	FY11	FY12	FY13	FY14	FY15 ⁽¹⁾	CAGR (FY11-15)
Assets under management (AUM)	75.7	131.1	175.2	240.6	324.1	44%
Total Revenue (A)	14.1	21.7	31.1	40.7	54.2	40%
Finance Costs (B)	3.7	7.5	12.1	15.7	22.5	57%
Net Interest Income (NII) (A-B)	10.4	14.3	19.0	25.0	31.7	32%
Operating Expenses (2)	4.6	6.7	8.5	11.5	14.3	33%
Loan Losses and Provisions	2.0	1.5	1.8	2.6	3.90	17%
Profit before tax	3.7	6.0	8.7	10.9	13.6	38%
Profit after tax	2.5	4.1	5.9	7.2	9.0	38%
Ratios	FY11	FY12	FY13	FY14	FY15	
Return on avg. receivables under financing ⁽³⁾	4.4%	4.2%	4.1%	3.6%	3.3%	
Return on avg. equity ⁽⁴⁾	19.7%	24.0%	21.9%	19.5%	20.4%	
Earning per share (Basic) - Rs.	67.5	110.8	135.7	144.8	179.9	
Net NPA	0.80%	0.12%	0.19%	0.28%	0.45%	
NPA provisioning coverage	79 %	89 %	83%	76%	71%	

Strong financial performance over the last 5 years

Notes 1. Consolidated; 2. Defined as employee benefits expense + depreciation and amortization + other expenses; 3.Defined as PAT/(Opening receivables under financing + closing receivables under financing)/2; 4. Defined as PAT/(Opening Networth + Closing Networth)/2 10

Product Launch Journey

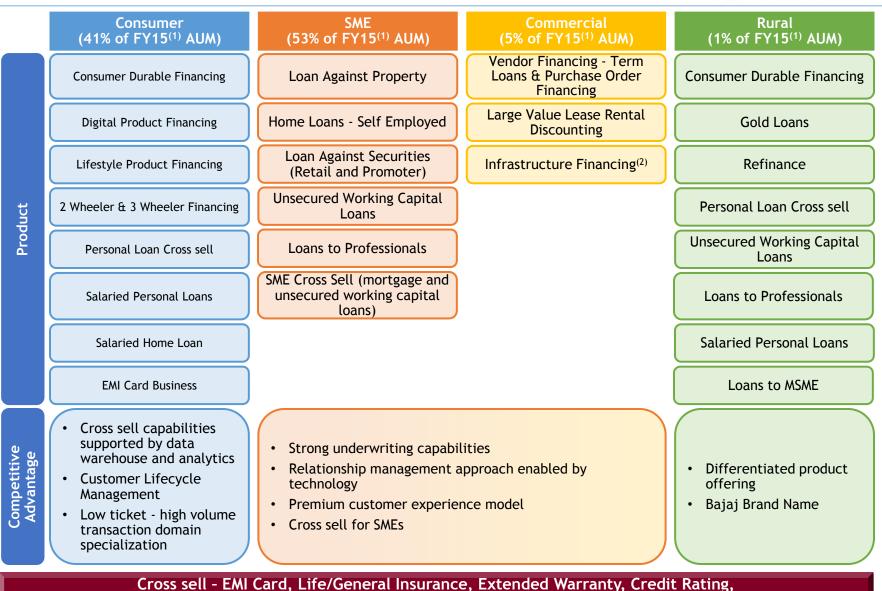




Note : 1. HNI refers to High Networth Individuals 2. Rural lending includes gold, consumer durable, refinance, personal loans cross sell, doctor loans (launched in FY14), 11 salaried loans in FY15

Diversified Business Model

BAJAJ FINSERV



Property & Financial Fitness Report

Note: 1. As at year end; 2. Paused

Strong Distribution Reach and Customer Franchise BAJAJ

Assets Under Management (Rs Bn)						
Business Line	FY13 ⁽¹⁾	FY14 ⁽¹⁾	FY15 ⁽¹⁾			
Consumer Lending	71.4	93.3	132.0			
SME Lending	84.0	128.5	171.4			
Commercial Lending	19.8	18.3	17.4			
Rural Lending	-	0.5	3.3			
Total AUM	175.2	240.6	324.1			

Geographic Presence	
Business Line	FY15 ⁽¹⁾
Urban	161
Of which Consumer Lending branches	161
Of which SME Lending branches	119
Rural	232
Of which Rural branches	50
Of which Rural ASSCs ⁽²⁾	182

# of new loans disbursed ('000s)	
Select Product Lines	FY15 ⁽¹⁾
Consumer durable	3,579
Lifestyle finance	80
Digital finance	293
2W & 3W	560
PLCS	169
Salaried Loans	38
SME	31
Rural finance	131

Distribution	
Product Line	FY15 ⁽¹⁾
Consumer durable product stores	7,000+
Lifestyle product stores	1,150+
Digital product stores	2,650+
2W-3W Dealer/ASCs ⁽³⁾ /Sub-dealers	3,000+
SME - Direct sales agents	700+
Rural consumer durable product stores	1,500+

Deep distribution, stable acquisition and growing balance sheet

Notes

Provisioning Norms



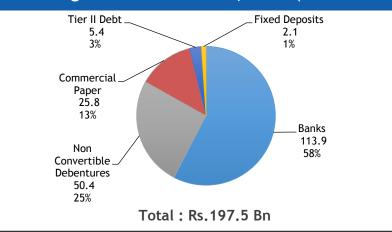
Bajaj Finance provides a general provision of 0.40% on all standard assets (0.50% on Mortgages) against RBI's requirement of 0.25% (from FY16 0.30%) **Bajaj Finance Provisioning** н **Consumer Lending SME Lending Commercial Lending RBI Norms** provision coverage provision coverage provision coverage н Consumer Durables : For FY15 Home Loan / Loan **Construction Equipment** ٠ • • н against Property: Financing : • 6 months and <= 24 months - 10% - 3 - 5 months overdue -I. – 4 - 5 months - 15% 75% – 4 -5 months - 15% >24 months and <=36 months - 20% on I. - 6 - 12 months - 25% - 6 - 9 months - 30%secured & 100% on unsecured portion - Above 5 months - 100% 1 • >36 months and <=60 months - 30% on • 2 and 3 Wheeler : - 13 - 18 months - 40% - 10 - 12 months - 60% I. secured & 100% on unsecured portion - 18 - 24 months - 60% - 3 - 5 months 30% Above 12 months 100 % 1 • >60 months - 50% on secured & 100% on - 6 - 12 months - 60% Above 24 months -Auto Component Vendor • L. unsecured portion 100% Financing : - Above 12 months - 100% н • Loss assets - 100% • Working Capital Loans : - 6 - 12 months - 10% н Personal Loan Cross Sell: For FY16 Т – 3 - 5 months - 70% – 12 - 18 months - 20% - 3 - 5 months - 55% н 5 months and ≤ 21 months - 10% Above 5 months - 100% – 18 - 24 months - 30% Above 5 months - 100% 1 >21 months and \leq =33 months - 20% on • Loan against Securities : Above 24 months-100% L Salaried Personal Loan : secured & 100% on unsecured portion Above 5 months - 100% Graded provision on - 3 - 5 months - 70% I. • >33 months and <=57 months - 30% on secured portfolio - Above 5 months - 100% 1 secured & 100% on unsecured portion • >57 months - 50% on secured & 100% on н unsecured portion L. • Loss assets - 100%

NPA provisioning norms are stringent than RBI norms

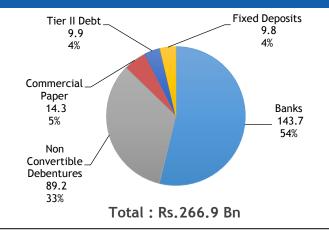
Borrowings Profile and ALM



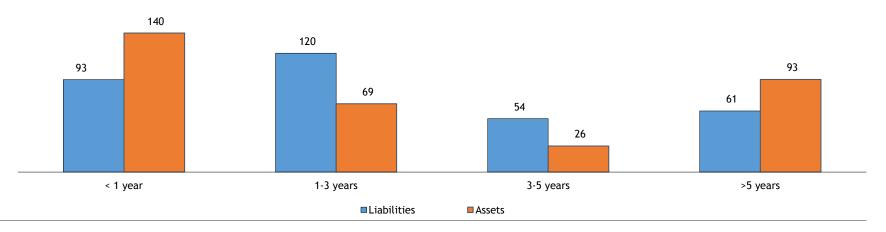
Borrowings⁽¹⁾ - As at March 31, 2014 (Rs.Bn and %)



Borrowings⁽¹⁾ - As at March 31, 2015 (Rs.Bn and %)



Structural ALM as at March 31,2015 (Rs Bn)



Judicious mix of borrowings to achieve optimal cost of funds while balancing liquidity and concentration risks



Overview and Competitive Strengths

Business Strategy

Financial Information

Annexures

Business Strategy



Focus on

- Diversified & profitably growth through its distinct Consumer, SME, Commercial & Rural Verticals
- Differentiated product offerings
- Deep geographic distribution

Leverage large and growing customer franchise

Focus on technology and analytics to further improve productivity and reduce risks

Continue to attract, train and retain talent

Broad base liability mix

Product Line Strategy



Consumer	Sales Finance (Consumer Durable, Digital & LSF) Large customer acquisition engine using E2E point of sale connectivity on cloud platform 2 & 3 Wheeler Finance Vertically integrated captive financing model Personal Loans Cross Sell 100% cross sell to existing customers Salaried Personal Loans Affluent salaried customers	Salaried Home Loans Large consumer asset pool 100% existing customer model 	Cross Sell Fee Products Financial Fitness Report Co-branded Credit Card EMI Card Life Insurance Health Insurance Extended Warranty Property Fitness Report
Consumer	connectivity on cloud platform 2 & 3 Wheeler Finance • Vertically integrated captive financing model Personal Loans Cross Sell • 100% cross sell to existing customers Salaried Personal Loans		 Co-branded Credit Card EMI Card Life Insurance Health Insurance Extended Warranty
Consumer	 Vertically integrated captive financing model Personal Loans Cross Sell 100% cross sell to existing customers Salaried Personal Loans 		Life InsuranceHealth InsuranceExtended Warranty
Consumer	Personal Loans Cross Sell 100% cross sell to existing customers Salaried Personal Loans 		Health InsuranceExtended Warranty
	 100% cross sell to existing customers Salaried Personal Loans 		Extended Warranty
	Salaried Personal Loans		
	 Affluent salaried customers 		Property Search Service
	EMI Card business		
	Closed loop plastics business with acceptance at over 10,500 stores		
	 Focus on customer wallet expansion by expanding store & product coverage 		
	Working Capital Loans to SME	LAP & Home Loans to SME	Cross Sell Fee Products
	SME customer acquisition channel	Lending New & existing clients with high focus	Crisil Rating
	 Decentralized credit underwriting model on cloud platform Sales & collect portfolio management model 	on existing franchiseOffer full set of mortgage loans	 Financial Fitness Report Life & Health Insurance
S	· Sales & collect portrolio management model		Property Fitness Report
	Loans to Professionals	Loan against securities	Property Search Service
	Focus on prudent and dedicated customers	Focus on operational efficiency	
al		Vendor Financing	
Commercial		Industry vertical focused Term loan & Purchase order financing	
Ĕ		Infrastructure Financing	
ŭ		corporate & project financing	
	Consumer Rural	MSME Rural	Cross Sell Fee Products
		 Offer Working capital & Loan against property to MSME customers in Rural locations 	 EMI Cards Life & Health Insurance
2	 Offer set of retail products using hub & franchise model State wise geo coverage model 		 Life & Health Insurance
	Consumer Rural	MSME Rural	

A Few Differentiators



Consumer	SME	Commercial	Rural
 Last mile connectivity through cloud platform at over 10,500 stores EMI card franchise of over 3.5 million Direct cash collection model for unbanked rural customers Low ticket high velocity collections capability 'Digital Grid' capability for Salaried Personal Loan and Salaried Home Loans business Property Fitness Report for mortgage customers Financial Fitness Report for retail customers 	 Flow based underwriting for SME businesses on cloud platform Flexi loans to SME customers - Flexibility to prepay and withdraw Fast approval turn around time End to end online Working Capital loans business Property Fitness Report for Mortgage customers Financial Fitness Report for SME clients 	 Mid market focus Specialised industry vertical Domain expertise 	 Branch based multi product distribution 'Authorised Sales & Service Centres' (ASSC) model EMI Card franchise Low ticket, high velocity collections capability

- One customer view
- Centre of Excellence for Analytics across Sales, Pricing, Risk, Marketing, Collections and Service
- Dedicated customer service platform
- Best Employer in BFSI by Great Places To Work (GPTW) & AON Hewitt for 2 consecutive years



Overview and Competitive Strengths

Business Strategy

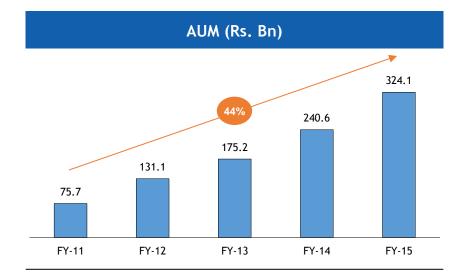
Financial Information

Annexures



Strong Growth Trajectory





 Net Interest Income (NII)⁽¹⁾ (Rs. Bn)

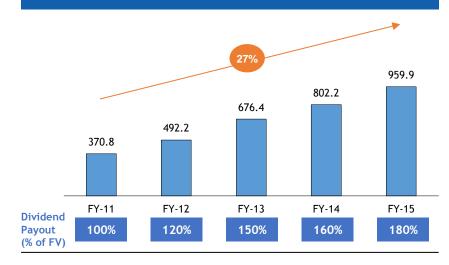
 32%
 25.0

 19.0
 14.3

 10.4
 14.3

 FY-11
 FY-12
 FY-13
 FY-14

Book Value Per Share (Rs./Share) and Dividend Payout



Profit After Tax (Rs. Bn) and Basic EPS (Rs.)



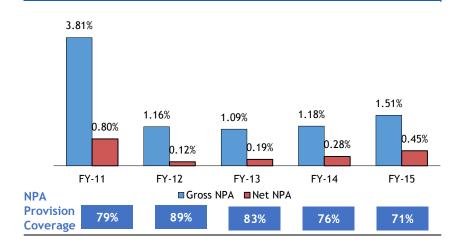
Robust Financial Performance



46.9% 44.5% FY-11 FY-12 FY-13 FY-14 FY-15

Cost to Income Ratio⁽¹⁾ (%)

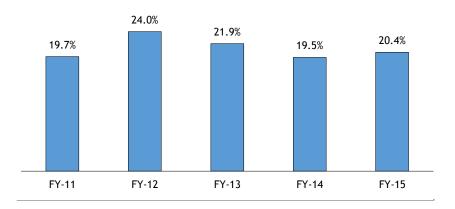
Asset Quality - Gross NPA and Net NPA



Return on avg. receivables under financing⁽²⁾



Return on Average Net worth⁽³⁾



Note:

1. Defined as operating expenses / Net interest Income

2. Defined as PAT/(Opening receivables under financing + closing receivables under financing)/2

Defined as PAT/(Opening net worth + closing net worth)/2. Fund raise through rights issue of Rs.7.4 BN was completed in March 2013

3.



Overview and Competitive Strengths

Business Strategy

Financial Information

Annexures

23

Statement of Profit and Loss



Particulars (Rs. Million)	FY11	FY12	FY13	FY14	FY15 ⁽¹⁾
Revenue from operations	13,923.3	21,630.2	30,937.2	40,314.2	53,818.0
Other income	138.0	88.9	176.5	419.1	364.8
Total Revenue	14,061.3	21,719.1	31,113.7	40,733.3	54,182.8
Expenses:					
Employee benefits expense	1,447.2	1,903.5	2,451.5	3,408.1	4,507.3
Finance costs	3,710.1	7,461.8	12,056.8	15,732.4	22,482.7
Depreciation and amortization	96.4	117.7	151.4	291.9	356.0
Loan losses and provisions	2,046.1	1,543.8	1,817.5	2,578.1	3,845.6
Other expenses	3,062.8	4,670.1	5,920.5	7,811.2	9,421.7
Total Expenses	10,362.6	15,696.9	22,397.7	29,821.7	40,613.3
Profit before tax	3,698.7	6,022.2	8,716.0	10,911.6	13,569.5
Total tax expense	1,229.1	1,957.8	2,802.9	3,721.5	4,590.7
Profit for the year	2,469.6	4,064.4	5,913.1	7,190.1	8,978.8

Balance Sheet



Particulars (Rs. in Million) ⁽¹⁾ As on As on As on As on As on Mar 31, 2011 Mar 31, 2012 Mar 31. 2013 Mar 31. 2014 Mar 31, 2015 EQUITY AND LIABILITIES Shareholders' funds 366.3 413.2 497.8 497.5 500.0 a) Share Capital 13,214.8 19,709.3 33,172.6 39,411.1 47,497.1 b) Reserves and Surplus 213.2 c) Money received against share warrants 0.0 0.0 0.0 0.0 33,670.4 13,581.1 47,997.1 Shareholders' funds 20,335.7 39,908.6 Non-current liabilities 28,540.6 64,078.6 75,030.8 104,777.6 182,735.1 a) Long-term borrowings b) Other long-term liabilities 159.3 285.4 419.6 573.5 1,357.7 c) Long-term provisions 189.0 322.5 646.1 1,104.7 1,520.8 Non-current liabilities 28,888.9 185,613.6 64,686.5 76,096.5 106,455.8 **Current liabilities** 24.689.1 27.945.6 20.801.4 54,727.8 43,139.0 a) Short-term Borrowings b) Trade payables 1,517.3 1,826.1 1,689.5 1.959.2 2,690.4 c) Other current liabilities 16,058.6 13,840.9 45,025.1 41,868.5 47,000.9 484.1 632.0 928.8 d) Short-term provisions 1.260.1 1.672.3 **Current liabilities** 42,749.1 44,244.6 68,444.8 99,815.6 94,502.6 328,113.3 Total 85,219.1 129,266.8 178,211.7 246,180.0

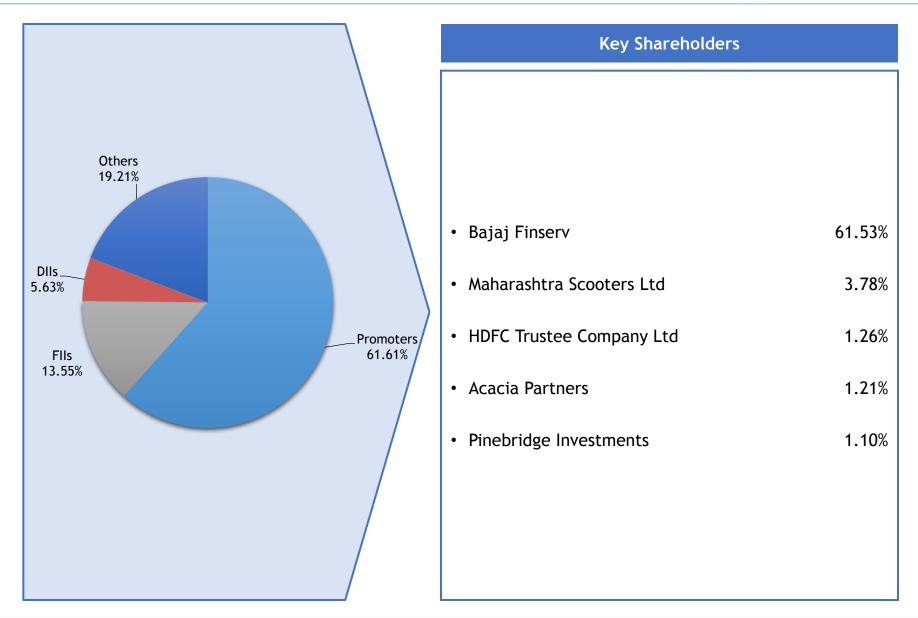
Balance Sheet (cont'd)



Particulars (Rs. in Million)					
	As on Mar 31, 2011	As on Mar 31, 2012	As on Mar 31, 2013	As on Mar 31, 2014	⁽¹⁾ As on Mar 31, 2015
ASSETS					
Non-current assets					
a) Fixed Assets	1,026.0	1,387.9	1,762.1	2,198.7	2,491.8
b) Goodwill on consolidation					32.7
c) Non-current investments	56.1	54.8	52.6	0	1,470.9
d) Deferred tax assets (net)	649.4	691.6	903.7	1,391.6	2,122.8
e) Receivables under financing activity	39,320.0	65,692.1	95,481.9	138,524.2	181,196.7
f) Long - term loans and advances	545.3	724.4	862.5	1,124.4	899.7
g) Other non current assets					2.4
Non-current assets	41,596.8	68,550.8	99,062.8	143,238.9	188,217.0
Current assets					
a) Current investments	0	0	0	282.1	1,792.0
b) Receivables under financing activity	33,397.8	57,138.8	71,954.5	91,185.3	130,797.8
c) Cash and bank balances	8,716.7	598.3	4,164.0	7,768.1	2,208.7
d) Short - term loans and advances	1,200.6	2,218.7	2,348.4	2,918.4	3,439.2
e) Other current assets	307.2	760.2	682.0	787.2	1,658.6
Current assets	43,622.3	60,716.0	79,148.9	102,941.1	139,896.3
Total	85,219.1	129,266.8	178,211.7	246,180.0	328,113.3

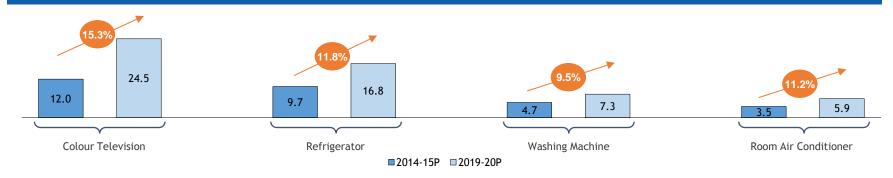
Shareholding Pattern - March 31, 2015





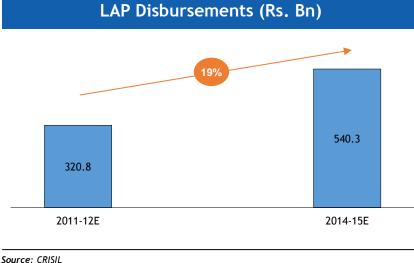


Segment-wise demand for household appliances (MM Units)

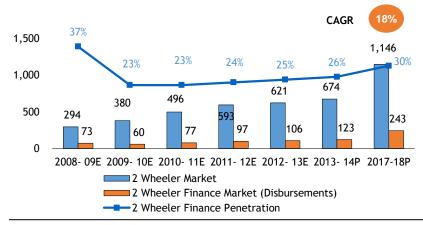


Source: CRISIL

CAGR from 2014-15P to 2019-20P



Two wheeler finance disbursements and finance penetration (Rs. Bn, %)



Source: CRISIL

Two Wheeler Finance Disbursement CAGR 2012-13 to 2017-18P

CAGR from 2011-12E to 2014-15E