

We attended MMFS's CPC, branch, and tractor dealer visits, where the management showcased Project Udaan, the MTezz app, and the Samur.AI stack. Tech-driven processes have reduced in-principle approvals to under 20min and end-to-end TAT from 8–10 days to 1–2 days. Key takeaways: 1) Wheels onboarding reached 100% on MTezz in 1QFY27, enabling digitized lead management, improved FOS productivity, strong tractor traction with 32% NTC customers (vs 20% industry), and moderating reposessions (2–3%). 2) Twin CPCs (Airoli and Hyderabad) and Samur.AI have halved costs, while scorecard underwriting and vernacular AI bots have improved collection efficiency (from 70% cash to 75% digital), while managing doubled contract volumes with flat headcount. 3) Branch capacity has shifted from back-office processing to cross-selling 8 financial products. MMFS remains well-placed for sustainable growth, supported by gains in operating leverage, asset quality, and distribution efficiency. We retain BUY and Sep-27E TP of Rs450, implying FY28E PBV of 2x.

Digital initiatives gaining ground

Project Udaan has transitioned MMFS into a standardized, digital-first lending platform. Wheels origination is now 100% on MTezz (integrated with digital KYC, VAHAN, and Account Aggregators), reducing first-offer TAT from 7–8 days to under 20min and login-to-disbursement from 10–12 days to 1–2 days (~85% of cases). Underwriting leverages 13,000+ BRE rules and 30 years of proprietary data to deliver firm POS offers for underserved buyers (32% NTC vs 20% industry), driving >45% tractor disbursement growth. Twin CPCs complete 200–300+ checks in 2–3 hours, while Samur.AI verifies ~70% of files across unstructured and vernacular records, halving cost per file and trimming CPC headcount from ~880 to ~460 despite higher volumes. Collections have shifted from 70% cash to 75–77% digital (new e-mandates at 85–90%), with vernacular AI bots helping manage doubled active contracts over two years with a flat workforce.

Reshaping branches into lean sales hubs

Operational centralization through the CPC architecture has transformed MMFS's ~1,300 branches into lean sales and cross-selling hubs (~2.5 staff per branch; branch network already PAT-positive). Freed from routine processing, branch personnel and cashiers now carry active sales targets across ~150k–200k walk-ins, expanding distribution across eight products, led by insurance (~Rs9.5bn premium in FY26), doubled FD mobilization over two years, and personal loans (Suvidha and PL Next). This shift accelerated growth in non-interest income, with fee and commission revenue growing ~40% yoy in 1QFY27. Further, the impending merger of the housing finance subsidiary will add ~300 branches, providing operating leverage as MMFS extends its centralized underwriting, digital workflows, and cross-sell model across the enlarged franchise.

Structural transformation underway; reiterate BUY

Project Udaan and Samur.AI are creating structural advantages for MMFS by compressing TAT, strengthening underwriting, and enabling branch-led cross-selling to improve operating leverage and fee income. Backed by dealer conversion and productivity gains, we reiterate BUY with Sep-27E TP of Rs450 (implying FY28E PBV of 2x).

Target Price – 12M	Sep-27
Change in TP (%)	-
Current Reco.	BUY
Previous Reco.	BUY
Upside/(Downside) (%)	32.7

Stock Data	MMFS IN
52-week High (Rs)	415
52-week Low (Rs)	270
Shares outstanding (mn)	1,390.2
Market-cap (Rs bn)	471
Market-cap (USD mn)	4,911
Net-debt, FY27E (Rs mn)	NA
ADTV-3M (mn shares)	4.1
ADTV-3M (Rs mn)	1,728.4
ADTV-3M (USD mn)	18.0
Free float (%)	71.1
Nifty-50	23,063.1
INR/USD	96.0

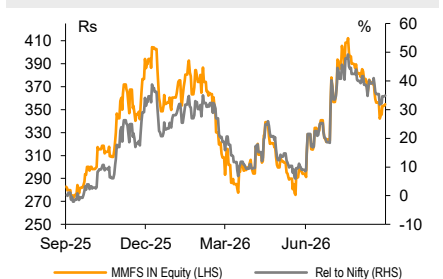
Shareholding, Jun-26

Promoters (%)	52.5
FPIs/MFs (%)	9.5/31.5

Price Performance

(%)	1M	3M	12M
Absolute	(10.5)	9.1	20.1
Rel. to Nifty	(6.0)	13.6	30.5

1-Year share price trend (Rs)



Mahindra Finance: Financial Snapshot (Standalone)

Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Net profits	23,450	27,822	36,428	43,898	52,018
AUM growth (%)	16.6	12.1	16.4	17.1	18.4
NII growth (%)	11.2	18.7	15.7	17.4	16.8
NIMs (%)	6.5	7.1	7.3	7.3	7.3
PPOP growth (%)	14.0	28.3	18.6	18.9	17.9
Adj. EPS (Rs)	19.0	20.0	26.2	31.6	37.4
Adj. EPS growth (%)	33.2	5.4	30.9	20.5	18.5
Adj. BV (INR)	160.4	178.2	199.2	224.4	254.4
Adj. BVPS growth (%)	9.1	11.1	11.8	12.7	13.3
RoA (%)	1.9	2.0	2.3	2.4	2.4
RoE (%)	12.4	12.5	13.9	14.9	15.6
P/E (x)	17.9	16.9	12.9	10.7	9.1
P/ABV (x)	2.1	1.9	1.7	1.5	1.3

Source: Company, Emkay Research

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Exhibit 1: Valuation metrics

				PBV (x)			PER (x)			ROA (%)			ROE (%)			Book value (Rs/sh)			EPS (Rs)		
	CMP/TP (Rs/sh)	Upside	Mkt Cap (Rs bn)	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E	FY27E	FY28E	FY29E
At current market price	339	33%	471.3	1.7	1.5	1.3	12.9	10.7	9.1	2.3	2.4	2.4	13.9	14.9	15.6	199	224	254	26.2	31.6	37.4
At target price	450		625.6	2.3	2.0	1.8	17.2	14.2	12.0	2.3	2.4	2.4	13.9	14.9	15.6	199	224	254	26.2	31.6	37.4

Source: Company, Emkay Research

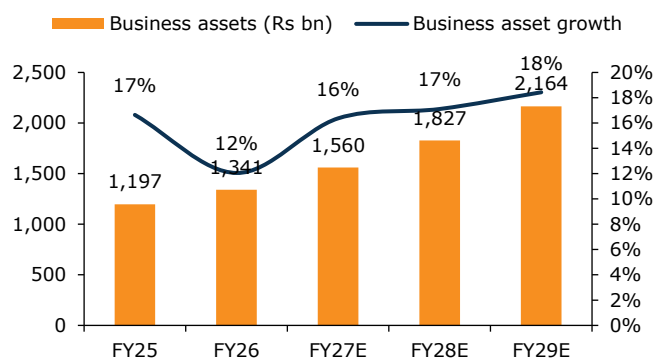
Exhibit 2: MMFS – SOTP-based valuation

Entity	Metrics	Mar-28E	Valuation methodology	Implied multiple (x)	Valuation (Rs mn)	Ownership	Value (Rs mn)	Rs per share
Standalone	Net worth (Rs mn)	299,848	ERE	1.8	539,848	100%	539,848	389
MRHFL	Net worth (Rs mn)	15,887	PB	1.0	15,887	98%	15,633	11
MIBL	PAT	1,500	PE	15	22,500	100%	22,500	16
MMIMPL	AUM (Rs bn)	450	% of AUM	5%	22,500	51%	11,475	8
Others								
Total							589,456	424
HoldCo discount on non-wholly owned subs				25%			2,869	2
Fair value - Mar-27E							586,588	422
No of shares (mn)							1,390	
Target price - Sep-27E (Rs)							450	

Source: Company, Emkay Research

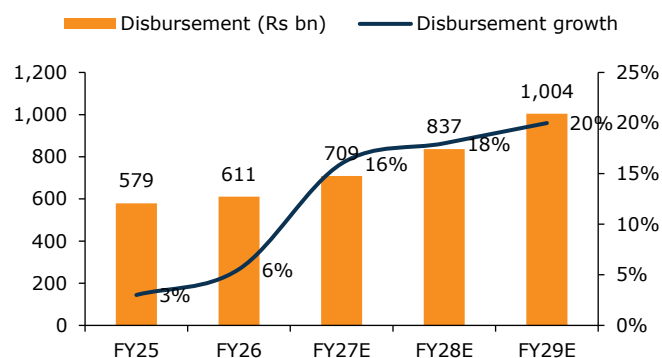
Story in charts

Exhibit 3: We expect AUM CAGR of 17% over FY26-29E



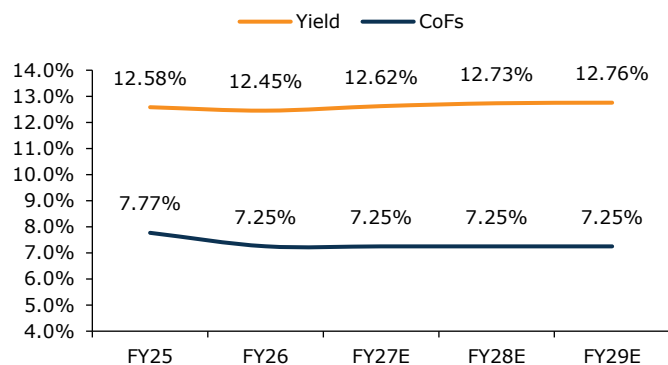
Source: Company, Emkay Research

Exhibit 4: Disbursements to remain strong across the product segment



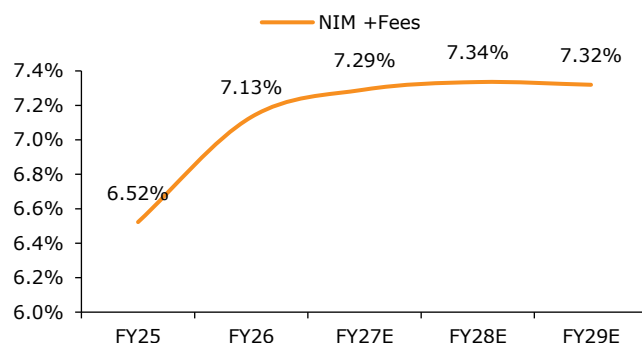
Source: Company, Emkay Research

Exhibit 5: Yield improvement led by changing asset mix



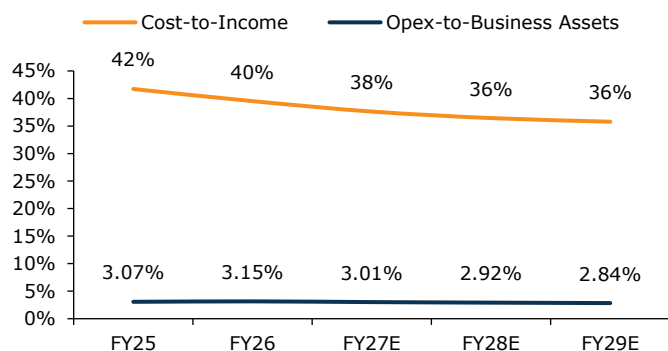
Source: Company, Emkay Research

Exhibit 6: Margin improvement led by moderating COFs, changing asset mix, and improving fee income



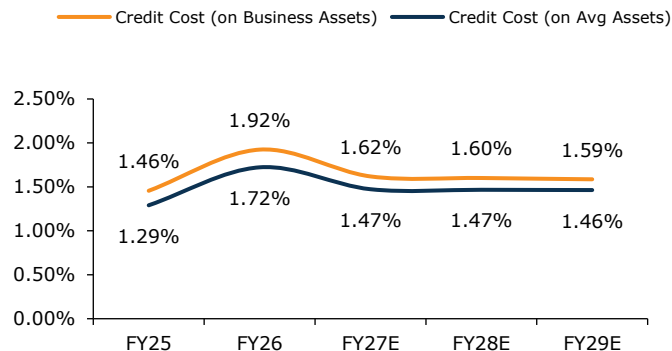
Source: Company, Emkay Research

Exhibit 7: Broadly stable opex ratio



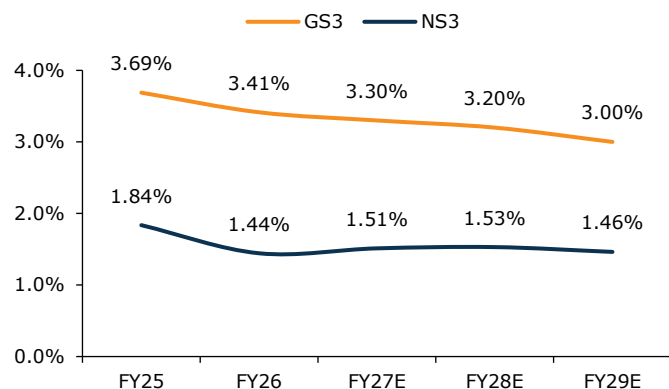
Source: Company, Emkay Research

Exhibit 8: Credit cost to remain range-bound at ~1.6%

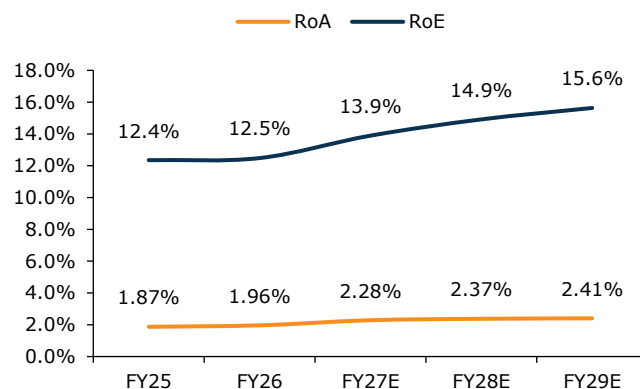


Source: Company, Emkay Research

This report is intended for Team White Marquee Solutions (team.emkay@whitemarquesolutions)

Exhibit 9: Asset quality improvement led by prudent underwriting

Source: Company, Emkay Research

Exhibit 10: Margin improvement and stable credit cost to result in ROA/ROE expansion

Source: Company, Emkay Research

This report is intended for Team White Marquee Solutions (team.emkay@whitemarquesolutions)

Mahindra Finance: Standalone Financials and Valuations

Profit & Loss					
Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Interest Income	153,314	172,117	196,572	230,382	270,447
Interest Expense	78,983	83,921	94,491	110,515	130,383
Net interest income	74,331	88,196	102,082	119,867	140,064
NII growth (%)	11.2	18.7	15.7	17.4	16.8
Non interest income	7,433	12,886	14,170	15,757	18,243
Total income	81,764	101,082	116,252	135,624	158,307
Operating expenses	34,113	39,944	43,737	49,423	56,638
PPOP	47,651	61,139	72,515	86,201	101,670
PPOP growth (%)	14.0	28.3	18.6	18.9	17.9
Provisions & contingencies	16,179	24,412	23,486	27,118	31,659
PBT	31,473	36,726	49,029	59,082	70,011
Extraordinary items	0	0	0	0	0
Tax expense	8,022	8,904	12,600	15,184	17,993
Minority interest	-	-	-	-	-
Income from JV/Associates	-	-	-	-	-
Reported PAT	23,450	27,822	36,428	43,898	52,018
PAT growth (%)	33.3	18.6	30.9	20.5	18.5
Adjusted PAT	23,450	27,822	36,428	43,898	52,018
Diluted EPS (Rs)	19.0	20.0	26.2	31.6	37.4
Diluted EPS growth (%)	33.2	5.4	30.9	20.5	18.5
DPS (Rs)	6.5	7.5	5.2	6.3	7.5
Dividend payout (%)	34.2	37.5	20.0	20.0	20.0
Effective tax rate (%)	25.5	24.2	25.7	25.7	25.7
Net interest margins (%)	6.5	7.1	7.3	7.3	7.3
Cost-income ratio (%)	41.7	39.5	37.6	36.4	35.8
PAT/PPOP (%)	49.2	45.5	50.2	50.9	51.2
Shares outstanding (mn)	1,235.0	1,389.6	1,389.6	1,389.6	1,389.6

Source: Company, Emkay Research

Asset quality and other metrics					
Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Asset quality					
GNPL - Stage 3	44,140	45,780	51,496	58,480	64,931
NNPL - Stage 3	21,560	18,970	23,173	27,485	31,167
GNPL ratio - Stage 3 (%)	3.7	3.4	3.3	3.2	3.0
NNPL ratio - Stage 3 (%)	1.8	1.4	1.5	1.5	1.5
ECL coverage - Stage 3 (%)	51.2	58.6	55.0	53.0	52.0
ECL coverage - 1 & 2 (%)	1.0	1.0	1.0	1.0	1.0
Gross slippage - Stage 3	-	-	-	-	-
Gross slippage ratio (%)	-	-	-	-	-
Write-off ratio (%)	1.5	1.5	1.5	1.4	1.4
Total credit costs (%)	1.5	1.9	1.6	1.6	1.6
NNPA to networth (%)	10.9	7.7	8.4	8.8	8.8
Capital adequacy					
Total CAR (%)	18.3	18.9	17.5	16.6	15.6
Tier-1 (%)	15.2	16.7	15.5	15.1	14.6
Miscellaneous					
Total income growth (%)	14.6	23.6	15.0	16.7	16.7
Opex growth (%)	15.4	17.1	9.5	13.0	14.6
PPOP margin (%)	4.3	4.8	5.0	5.1	5.1
Credit costs-to-PPOP (%)	34.0	39.9	32.4	31.5	31.1
Loan-to-Assets (%)	85.7	88.0	88.7	89.5	90.3
Yield on loans (%)	13.8	13.6	13.6	13.6	13.6
Cost of funds (%)	7.8	7.3	7.3	7.3	7.3
Spread (%)	6.0	6.3	6.3	6.4	6.3

Source: Company, Emkay Research

Balance Sheet					
Y/E Mar (Rs mn)	FY25	FY26	FY27E	FY28E	FY29E
Share capital	2,470	2,779	2,779	2,779	2,779
Reserves & surplus	195,650	244,808	273,951	309,069	350,684
Net worth	198,120	247,587	276,730	311,848	353,463
Borrowings	1,110,880	1,203,350	1,403,286	1,645,393	1,951,376
Other liabilities & prov.	46,480	28,116	29,521	30,998	32,547
Total liabilities & equity	1,355,480	1,479,053	1,709,537	1,988,238	2,337,386
Net loans	1,162,140	1,301,601	1,517,066	1,778,803	2,109,596
Investments	104,000	68,204	75,024	82,526	90,779
Cash, other balances	55,360	73,405	79,113	85,834	92,922
Interest earning assets	1,321,500	1,443,210	1,671,203	1,947,163	2,293,297
Fixed assets	8,770	9,393	10,332	11,366	12,502
Other assets	25,210	26,450	28,002	29,709	31,588
Total assets	1,355,480	1,479,053	1,709,537	1,988,238	2,337,386
BVPS (Rs)	160.4	178.2	199.2	224.4	254.4
Adj. BVPS (INR)	160.4	178.2	199.2	224.4	254.4
Gross loans	1,196,730	1,340,960	1,560,478	1,827,487	2,164,354
Total AUM	1,196,730	1,340,960	1,560,478	1,827,487	2,164,354
On balance sheet	1,196,730	1,340,960	1,560,478	1,827,487	2,164,354
Off balance sheet	0	0	0	0	0
Disbursements	579,000	611,180	708,969	836,583	1,003,900
Disbursements growth (%)	3.0	5.6	16.0	18.0	20.0
Loan growth (%)	17.2	12.0	16.6	17.3	18.6
AUM growth (%)	16.6	12.1	16.4	17.1	18.4
Borrowings growth (%)	20.5	8.3	16.6	17.3	18.6
Book value growth (%)	9.1	11.1	11.8	12.7	13.3

Source: Company, Emkay Research

Valuations and key Ratios					
Y/E Mar	FY25	FY26	FY27E	FY28E	FY29E
P/E (x)	17.9	16.9	12.9	10.7	9.1
P/B (x)	2.1	1.9	1.7	1.5	1.3
P/ABV (x)	2.1	1.9	1.7	1.5	1.3
P/PPOP (x)	0.0	0.0	0.0	0.0	0.0
Dividend yield (%)	1.9	2.2	1.5	1.9	2.2
Dupont-RoE split (%)					
NII/avg AUM	6.7	7.0	7.0	7.1	7.0
Other income	0.7	1.0	1.0	0.9	0.9
Securitization income	0	0	0	0	0
Opex	1.4	1.4	1.3	1.3	1.3
Employee expense	1.7	1.7	1.7	1.6	1.6
PPOP	4.3	4.8	5.0	5.1	5.1
Provisions	1.5	1.9	1.6	1.6	1.6
Tax expense	0.7	0.7	0.9	0.9	0.9
RoAUM (%)	2.1	2.2	2.5	2.6	2.6
Leverage ratio (x)	5.9	5.7	5.5	5.8	6.0
RoE (%)	12.4	12.5	13.9	14.9	15.6

Quarterly data					
Rs mn, Y/E Mar	Q1FY26	Q2FY26	Q3FY26	Q4FY26	Q1FY27
NII	20,122	21,116	23,045	23,913	24,128
NIM (%)	6.7	7.0	7.5	7.5	7.3
PPOP	13,530	14,989	15,403	17,216	17,559
PAT	5,295	5,693	8,104	8,730	8,987
EPS (Rs)	3.81	4.10	5.83	6.28	6.47

Source: Company, Emkay Research

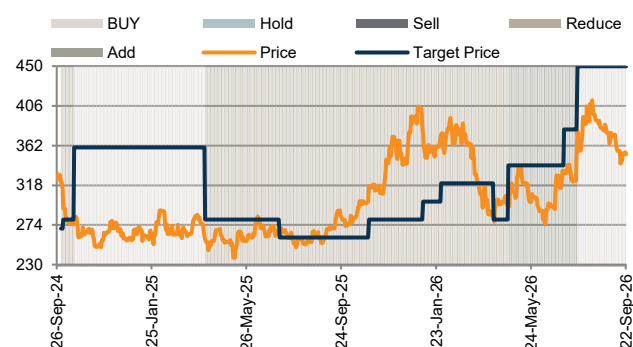
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RECOMMENDATION HISTORY - DETAILS

Date	Closing Price (Rs)	TP (Rs)	Rating	Analyst
22-Jul-26	378	450	Buy	Avinash Singh
05-Jul-26	334	380	Add	Avinash Singh
25-Apr-26	294	340	Add	Avinash Singh
06-Apr-26	281	280	Reduce	Avinash Singh
17-Mar-26	320	320	Reduce	Avinash Singh
29-Jan-26	374	320	Reduce	Avinash Singh
06-Jan-26	374	300	Reduce	Avinash Singh
29-Oct-25	317	280	Reduce	Avinash Singh
06-Oct-25	284	260	Reduce	Avinash Singh
23-Jul-25	259	260	Reduce	Avinash Singh
07-Jul-25	268	260	Reduce	Avinash Singh
20-Jun-25	263	280	Reduce	Avinash Singh
05-Jun-25	263	280	Reduce	Avinash Singh
23-Apr-25	263	280	Reduce	Avinash Singh
10-Apr-25	251	280	Reduce	Avinash Singh
03-Apr-25	258	280	Reduce	Avinash Singh
27-Feb-25	274	360	Buy	Avinash Singh
29-Jan-25	263	360	Buy	Avinash Singh
06-Jan-25	264	360	Buy	Avinash Singh
05-Dec-24	279	360	Buy	Avinash Singh

Source: Company, Emkay Research

RECOMMENDATION HISTORY - TREND



Source: Company, Bloomberg, Emkay Research

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ADD	5-15% upside
REDUCE	5% upside to 15% downside
SELL	>15% downside

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