



**Press Release
For Immediate Publication**

Mahindra brings Impact India's Lifeline Express to Wardha, Maharashtra

*Hon. Minister of Public Health & Family Welfare, Environment, Protocol, Sports & Youth Affairs, **Mr Suresh Shetty** inaugurates the Lifeline Express*



Shri Rajeev Dubey, Chairman, CSR Council, President (HR, After-Market and Corporate Services), M&M, lights the inaugural lamp, as **Shri Uday Phadke**, President, Finance, Legal & Financial Services Sector, M&M and Vice Chairman, Mahindra Finance, **Shri Sudhir Pathak**, Sr. Vice President - Manufacturing & Supply Management, Farm Equipment sector, M&M and Member CSR Council grace the occasion with their presence.

Wardha, January 3, 2010: The *Hon. Minister of Public Health & Family Welfare, Environment, Protocol, Sports & Youth Affairs, **Mr. Suresh Shetty*** inaugurated the Lifeline Express today at Wardha near Nagpur, Maharashtra in the presence of eminent dignitaries. **Mahindra's Automotive Sector** and **Mahindra and Mahindra Financial Services Ltd.** (Mahindra Finance) are bringing Impact India Foundation's Lifeline Express to Wardha. The Lifeline Express will treat patients at the Wardha Railway Station from the 4th - 24th of January 2010.

Shri Datta Meghe MP, Wardha, **Mr Anup Yadav** IAS D.M Wardha, **Mr Raj Shekharan**, Chief Finance & Administration Manager, Impact India Foundation, **Shri Rajeev Dubey**, Chairman, CSR Council, President (HR, After-Market and Corporate Services), M&M, **Shri Uday Phadke**, President, Finance, Legal & Financial Services Sector, M&M and Vice Chairman, Mahindra Finance, **Shri Sudhir Pathak**, Sr. Vice President - Manufacturing & Supply Management, Farm Equipment sector, M&M and Member CSR Council, and **Shri Lalit Verma**, Vice President, M&M, graced the occasion with their presence.



The Lifeline Express, the world's first hospital on rails, is an initiative against avoidable disablement. Avoidable disablement has been on the national agenda for decades, highlighted by the suffering of those in rural India where medical services are scarce or nonexistent.

The Impact India Foundation launched this project in 1991. The Life Line Express offers medical and surgical interventions to the differently abled in remote areas, free of cost. The hospital on rails consists of 5 coaches, fully air-conditioned and

equipped with the most modern gadgets.

The Mahindra sponsored Lifeline Express will treat patients with operable orthopaedic disabilities (post polio deformities), hearing related disorders, cleft lip, Dental and eye related operable disabilities.

“Mahindra is delighted to bring the Lifeline Express to Wardha. Last year, Mahindra’s Automotive Sector & Mahindra Finance had taken the Lifeline Express to Rangia, in Assam, where several thousand patients underwent medical check-ups, post which 594 surgeries were performed. This project is an excellent example of public – private partnership and I am confident that this *Train of Hope* will help eradicate avoidable disablement in Wardha,” said **Mr. Rajeev Dubey, Chairman of the CSR Council, Mahindra Group.**

The scheduled dates of the project are as under:

Type of Surgery	Screening at Acharya Vinoba Bhave Hospital Sawangi (Meghe)	Surgery at Wardha Railway Station	Eligibility for surgery
Cleft Lips	4-5 Jan, 2010	5-11 Jan 2010	No Age bar
Ear – Deafness	4-5 Jan, 2010	5-11 Jan 2010	No Age bar
Paralytic below waist causing Polio	12 Jan 2010	13-15 Jan 2010	Only for Children below 14 years
Dental Treatment	12 – 13 Jan 2010	14 – 16 Jan 2010	No Age bar
Eye – Cataract	16 – 17 Jan 2010	18 – 24 Jan 2010	No Age bar

Mahindra & Mahindra Limited, the Government of Maharashtra and Impact India Foundation, have come together to support this initiative. **Mr. Suresh Shetty** has expressed his wholehearted support for this project. The surgeons from Acharya Vinoba Bhave Hospital and their team are enthusiastic about volunteering their services for this humanitarian cause.

About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and has made an entry in the two-wheeler segment, which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.



The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08 and has also received the A+ GRI rating for the year 2008- 09.

For further enquiries, please contact:

Roma Balwani

Sr. VP & Head - Corporate Communication

Mahindra & Mahindra Ltd.

Tel: (+91-22) 2490 1441

Fax: (+91-22) 2490 0830

Email: balwani.roma@mahindra.com