By 2021, Mahindra aspires to be among the 50 most admired global brands, by enabling people everywhere to Rise.

Mahindra is a federation of many companies, but we are one brand.
With an inspiring history, an unshakable set of values, and a clear sense of purpose.

Today, Brand Mahindra is as important to our success as the quality of our products and services. It’s the emotional and intellectual foundation on which our customers and stakeholders base their decisions.

As its custodians, it is vital that we cherish, care and nurture Brand Mahindra. With this thought in mind, we present Brand Book 2.0.

Rise and help us Rise.
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01
MEET RISE.

Rise is our reason to be.
And our rallying cry.

Our philosophy.
And a call to action.
Us stretching our arms
Towards perfection.

Rise is who we are.
And together, Rise is what we do.
The Mahindra story began in 1945 with two men on a mission.

When J.C. and K.C. Mahindra met Barney Roos, the inventor of the rugged “general purpose vehicle”, and had a flash of inspiration:

“Wouldn’t this iconic vehicle, invincible and unconquered in World War II, be ideal for India’s terrain and its kutcha rural roads?”

The answer was the Willys jeep, the first utility vehicle produced under license in India.

Early pioneers of globalisation, the brothers collaborated with a wide range of international companies. Before long, Mahindra’s reach extended to steel, tractors, telecom and more.

As we accelerate in the 21st century, we will continue to pursue innovative ideas that enable people to Rise. We’ve come a long way, but our journey in becoming a top global brand has just begun.
From the runaway success of the XUV500 to entering businesses of tomorrow, like Solar Energy and Aerospace amongst others, we continue to Rise. Featured in the Forbes Global 2000 most powerful listed companies, Mahindra is expanding its global presence, operating in over a 100 countries.

Amongst our many endeavours, we are helping establish the largest identity management programme in the world. Under the Unique Identification Authority of India (UIDAI) initiative, every Indian will receive a unique 12-digit identification number. It will help citizens claim the services and support they need.

We’ve also taken our imagination to the fields, creating the Yuvraj 215. A small, fuel-efficient tractor with the same hydraulics as our larger tractors, it comes at a price competitive with buying and feeding a pair of bullocks.

And famously, we created the Bolero, India’s best-selling utility vehicle.

We’re proud that people from diverse backgrounds, occupations and lifestyles are all able to enjoy our products and services.
<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAHINDRA AFTERMARKET</td>
<td>Empowers used-car and service buyers by offering total transparency and world-class service levels at affordable pricing.</td>
</tr>
<tr>
<td>MAHINDRA AUTOMOTIVE</td>
<td>Challenges conventions to build award-winning vehicles that deliver unmatched quality and value for money.</td>
</tr>
<tr>
<td>MAHINDRA DEFENCE</td>
<td>Equips security forces with a range of armoured vehicles and defence systems that enable them to better protect the public.</td>
</tr>
<tr>
<td>MAHINDRA FARM EQUIPMENT</td>
<td>Builds equipment and provides services that help farmers thrive, and in the process promotes farm prosperity.</td>
</tr>
<tr>
<td>MAHINDRA FINANCIAL SERVICES</td>
<td>Helps change the face of rural India by helping Indians finance their dreams.</td>
</tr>
<tr>
<td>MAHINDRA HOSPITALITY</td>
<td>Rethinks the vacation paradigm by making premium holiday experiences accessible to more people.</td>
</tr>
<tr>
<td>MAHINDRA IT</td>
<td>Enables global businesses to become more productive through sustainable Information, Communication and Technology services.</td>
</tr>
<tr>
<td>MAHINDRA PARTNERS</td>
<td>Incubates new ventures and provides growth capital to bring our stakeholders diversified products and services.</td>
</tr>
<tr>
<td>MAHINDRA REAL ESTATE</td>
<td>Develops healthier, greener, more productive work and living spaces for people on the Rise.</td>
</tr>
<tr>
<td>MAHINDRA SYSTECH</td>
<td>Provides full service “Art to Part” solutions to original equipment manufacturers in the automotive and non-automotive space by integrating design, manufacturing and sourcing capabilities.</td>
</tr>
<tr>
<td>MAHINDRA TWO WHEELERS</td>
<td>Offers customers stylish and powerful scooters and motorcycles.</td>
</tr>
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We are many companies united by a common purpose: to enable people to Rise.
SOUL OF RISE.

What drives Brand Mahindra

Rise gives our brand meaning and purpose. It instills an ambition and attitude that we can achieve whatever we set our minds to.

It declares who we are, how we operate, what we believe in and our collective aspiration to be a globally admired brand.
Today is another perfect day to defy the world’s naysayers.
Today, we will think bigger than our size.
Today, we will refuse to accept limitations.
Today, we will not be held back by the past.
Today, we will focus on the future — and never, ever blink.
Today, we will break down another barrier.
Scarf at another convention.
And use alternative thinking.
To solve another previously unsolvable problem.
Today, we will accomplish something astounding.
And in the process, change someone’s life for the better.
Today, we will set an example for the world.
With boldness.
With confidence.
With relentless optimism.
Good Morning.
Today is another perfect day to Rise.
03
MIND OF RISE.

Brand Mahindra’s beliefs

Our beliefs stem from our Core Purpose and help guide our actions. They steer us towards our goal of becoming a globally admired brand, and the world’s No.1 in every industry we operate. Above all, they inspire us to create offerings that help our customers and society Rise.
We will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.

**CORE PURPOSE**

**BRAND PILLARS**

- Accepting No Limits
- Alternative Thinking
- Driving Positive Change

**CORE VALUES**

- Professionalism
- Good Corporate Citizenship
- Customer First
- Quality Focus
- Dignity of the Individual
ACCEPtING NO LIMITS
We will think big and look beyond conventional boundaries. We will encourage our people to be adaptable and agile, benchmark beyond global best-in-class, and take well-reasoned risks to deliver breakthrough products, services and solutions for our customers.

Rise by daring to disturb the universe.

ALTERNATIVE THINKING
We will apply alternative thinking and new approaches in our everyday work-life. We will seek out fresh, diverse perspectives and reward those who deliver alternative thinking. We will direct our intellect towards customer-focussed innovation and will use our ingenuity to add value to our stakeholders.

Rise with your ingenuity.

DRIVING pOSITIVE CHANGE
We will deeply understand the needs of our customers and offer them quality products and services that will not only delight them, but improve and transform their lives. We will put our customers at the centre of our business and build strong relationships with them. We will act with the highest standards of integrity. We will strive to bring about positive change in our own lives, and enable our customers and communities to Rise.

Rise by shaping destinies.
PROFESSIONALISM
We have always sought the best people for the job and given them the freedom and the opportunity to grow. We will continue to do so. We will support innovation and well-reasoned risk taking, but will demand performance.

GOOD CORPORATE CITIZENSHIP
As in the past, we will continue to seek long-term success, which is in alignment with the needs of the countries we serve. We will do this without compromising ethical business standards.

CUSTOMER FIRST
We exist and prosper only because of the customer. We will respond to the changing needs and expectations of our customers speedily, courteously and effectively.

QUALITY FOCUS
Quality is the key to delivering value for money to our customers. We will make quality a driving value in our work, in our products and in our interactions with others. We will do it ‘First Time Right’.

DIGNITY OF THE INDIVIDUAL
We will value individual dignity, uphold the right to express disagreement and respect the time and efforts of others. Through our actions, we will nurture fairness, trust and transparency.
A Sign of the Times

As we build our international presence and aim to be a globally admired brand, the way we visually and verbally communicate Rise clarifies and strengthens our unified image.

Mahindra’s new wordmark reflects its balanced and progressive growth as a brand. It balances the edge and the curve, the grid and the flow, the positive and negative spaces. It is progressive too, spirited enough to capture the essence of the brand, and open enough to assimilate newer businesses that might join Mahindra in the future.
THE APPEARANCE OF RISE.
Our Look & Feel system is a natural extension of our wordmark.

GRAPHIC DEVICE
The Ridge is our unique identifier. A sturdy upward shape in the setting of a Himalayan mountain range, it effectively conveys the idea of Rise.

COLOUR PALETTE
Fresh and exclusive, Pantone 186C is the primary Mahindra Red colour. Cool Grey is the complementary secondary colour. The tertiary distinguishing colours are used as accents.

PRIMARY
Energetic Red
Power, Energy, Action

SECONDARY
Cool Grey
Timeliness, Practical, Solid

TERTIARY
Sunrise Orange
Joyful, Friendly, Stimulating
Bark Brown
Growth, authenticity, Renewal
Horizon Dusk
Modern, Warm, Safe

TYPOGRAPHY
Modern, crisp and clean lines characterise Eurostile and Arial, our selected fonts that match the wordmark with their square shapes and rounded edges.

PHOTOGRAPHY
Our photography guidelines create both unity and differentiation amongst our companies and offerings, with specific and nuanced instructions for Corporate, Mobility and Non-mobility businesses (B2B and B2C).
BRAND VOICE

Someone who accepts no limits
Sounds like someone who loves life.
Relishes its challenges.
Who sees everyday as yet another chance to do more.
To see more. Live more.
To go the distance.
Who sees possibilities, not problems.
Breakthroughs, not barriers.
Who finds deep meaning in actions
And in the way ahead.
In a word, Rise sounds

Challenging.

Someone who thinks alternatively
Sounds like someone who’s resourceful. Inventive.
Who naturally thinks beyond the box.
Whose first instinct is not to find the right answer
But to question the question itself.
Someone whose creativity stems from solid strategic ground.
Who delivers when it matters.
And whose work is reliably on time, on tone.
In a word, Rise sounds

Ingenious.

Someone who drives positive change
Sounds like someone who sets the example.
Paves the road for us.
Who’s always ready for a conversation.
Who participates, motivates.
Who understands the power of the collective.
Inspires them with word and deed.
Who embodies the cause.
Lives the word.
And helps us scale new and previously unimaginable heights.
In a word, Rise sounds

Purposeful.
05
ACTIONS OF RISE.

Living Brand Mahindra
Rise means soaring above limitations. It means defying the odds. It means thinking alternatively and creating a better life for yourself, your family, your customers and the world.
ACCEPTING NO LIMITS
For the 2010 FIFA World Cup, Mahindra created an easy-to-use online Event Management System to coordinate every detail of the world’s largest sporting event, both locally and globally. The result: ticket sales of over 97%, accompanied by round-the-clock customer support, the first time such support was provided at a sporting event of this scale.

ALTERNATIVE THINKING
By closely studying the usage patterns of farmers, we conceptualised and created the first multi-utility tractor in India, a revolutionary design optimised for both farming and hauling. The Shaan tractor was awarded the 2007 AE50 Outstanding Innovation Award from the American Society of Agricultural and Biological Engineers and was also the subject of a Harvard Business Review case study on innovation.

DRIVING POSITIVE CHANGE
Through Mahindra Finance, India’s largest rural non-banking financial institution, we are providing important financial services to people in rural areas, helping empower them to take charge of their future. The institution has created thousands of new jobs and has served over 2.5 million customers.
Our customers are at the heart of Rise.
All that we do empowers them to overcome their own challenges.
To exploit their ingenuity and experience better lives. All that we do centres around enabling our customers to Rise.
Because when they Rise, so do we.

WE WILL
Never underestimate the power and potential of the individual.
Never take our customers’ passions for granted.
Never forget that our job is to enable others to live more productive lives.

WE WILL NEVER FORGET
That we don’t just sell products and services; we build relationships.
That we have a responsibility to our community and our environment.
That our actions can have a profound effect on the world around us.
That our customers are ambitious and optimistic — they want to be empowered to shape their own destinies.
You and Brand Mahindra

Our goal to be one of the 50 most admired global brands will only be achieved if we all share the same sense of purpose. That is why our most valuable asset is you. That is why you’re holding this book in your hands.

Use it. Live the words. Help our customers and us Rise.
Today, we will stand up and be counted. We will question the unquestionable and challenge the conventional. Today, we will Rise above our highest expectations. And today, we will ask others to do the same. Today, we will raise our gaze above our work, our departments, our businesses and look at the potential for the world. Today is our day to accept no limits. To think alternatively. To drive positive change. Today is our day to Rise.
THERE ARE THOSE WHO ACCEPT THINGS AS THEY ARE, AND THOSE WHO RISE. TO CHANGE, THEY RISE ABOVE DOUBT, RISE ABOVE FEAR, AND RISE ABOVE SKEPTICISM. THEY RISE FOR THEMSELVES, FOR THEIR FAMILIES, AND FOR THE COMMUNITIES THEY LIVE IN. THEY RISE BY THINKING BIGGER, BY REFUSING TO GIVE UP, BY ALWAYS MOVING FORWARD. THEY RISE BY NOT SUCCUMBING TO THE STATUS QUO, BY SEEKING POSITIVE CHANGE, BY THINKING DIFFERENTLY, AND BY ACTING BOLDLY. THEY RISE BY BEING RELENTLESS IN THEIR PURSUIT OF INNOVATION. THEY RISE ABOVE MISTAKES, ABOVE FAILURES, ABOVE FRUSTRATIONS, WHICH ARE SIMPLY PART OF THE GAME. THEY RISE ABOVE THE SHADOWS OF THE PAST, AND THE UNCERTAINTY OF THE FUTURE. THEY RISE ABOVE THE VOICES OF NEGATIVITY, AND THAT LITTLE VOICE IN THEIR HEAD THAT SOMETIMES TELLS THEM TO STOP. THEY RISE WHEN ALL THE CONVENTIONAL WISDOM TELLS THEM TO STAY WHERE THEY ARE, TO ACCEPT THE CARDS THEY’VE BEEN DEALT, TO BE HAPPY WITH THE WORLD AS IT IS. THEY RISE NOT JUST BECAUSE THEY WANT TO, BUT BECAUSE THEY FEEL THEY HAVE TO. THESE ARE THE PEOPLE OF MAHINDRA, AND THESE ARE THE PEOPLE WE SERVE. PEOPLE WHO RISE.