

Mahindra
Rise.

**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 unshakeable 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. Our endeavour, therefore, is to be recognised as a brand that is **global**, a brand that is **innovative**, and a brand that **cares**.

As its custodians, it is vital that we cherish, care and nurture Brand Mahindra. With this thought in mind, we present Brand Book 3.0.

Rise and help us Rise.



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Today

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.





01A | MEET RISE. OUR HISTORY

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 licence 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.





01B | MEET RISE. OUR PRESENT

From the runaway success of the XUV500 to entering future-focused businesses like Solar Energy, Aerospace and Shared Economy, we continue to Rise.

To accelerate into the disruptive world of the future, we have made innovation our primary focus.

Innovation takes form in India's first smart truck – the Mahindra Blazo. We are also stepping up our efforts in co-creating the smart cities of tomorrow and making driverless tractors that increase farm productivity.

But that's not all.

Building a company that cares for its stakeholders is important to us. We are making a difference and impacting lives in the areas of education, sustainability, health and economic welfare. In fact, we have made this a way of being. Mahindra Finance is financing loans to underserved communities, and we continue to educate thousands of girls through project Nanhi Kali.



WE ARE
11 SECTORS. 21 INDUSTRIES. 150+ COMPANIES.
UNITED BY ONE PURPOSE.

| |
|--------------------------------|
| AEROSPACE & DEFENCE |
| AFTER-MARKET |
| AGRI BUSINESS |
| AUTOMOTIVE |
| FARM EQUIPMENT |
| FINANCIAL SERVICES |
| HOSPITALITY |
| INFORMATION TECHNOLOGY |
| PARTNERS |
| REAL ESTATE |
| TWO WHEELERS |

TO ENABLE PEOPLE TO RISE.

01C | MEET RISE. OUR BUSINESSES

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.

AEROSPACE & DEFENCE

Manufactures world-class aircrafts that fly in all continents. Also equips security forces with a range of armoured vehicles and defence systems.

AFTER-MARKET

Benefits used-car and service seekers by offering total transparency and world-class service at affordable pricing.

AGRI BUSINESS

Empowers farmers with the latest and most relevant advances in farm technology and agricultural know-how, with a vision to deliver farm prosperity.

AUTOMOTIVE

Challenges convention to build award-winning vehicles that deliver unmatched quality and value for money.

FARM EQUIPMENT

Builds high quality tractors and implements, and provides services to help farmers thrive and ultimately drive rural prosperity.

FINANCIAL SERVICES

Helps change the face of rural India by enabling Indians to finance their dreams.

HOSPITALITY

Rethinks the vacation paradigm by making premium holiday experiences accessible to more people.

INFORMATION TECHNOLOGY

Powers the connected world, offering innovative and customer-centric technology services and solutions for enterprises, associates and communities.

PARTNERS

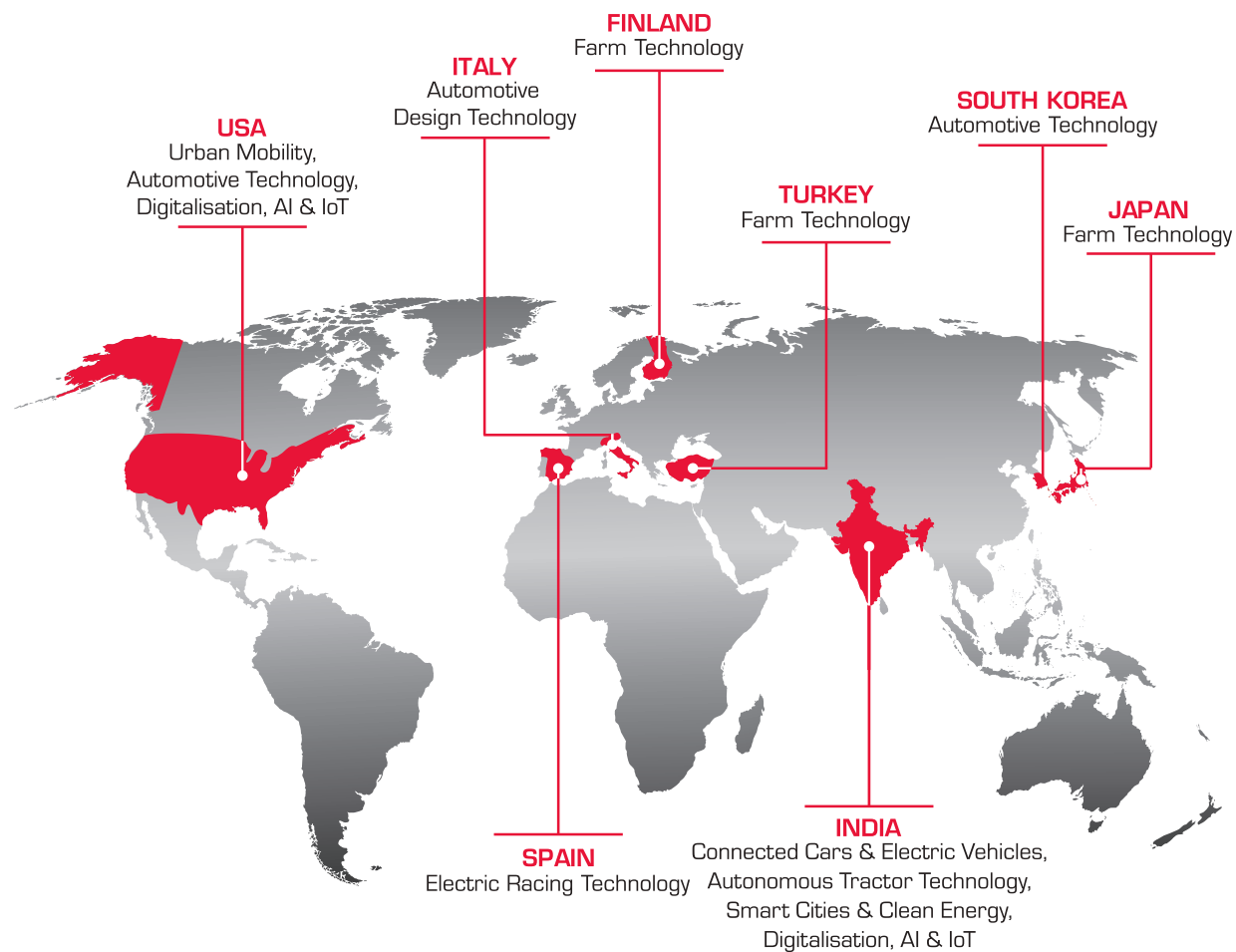
Incubates new ventures and provides growth capital to bring diversified products and services to stakeholders.

REAL ESTATE

Develops smarter, greener, and more productive spaces for urban living.

TWO WHEELERS

Offers customers stylish and powerful scooters and motorcycles.



NEURAL NETWORK OF INNOVATION

01D | MEET RISE.

OUR GLOBAL FOOTPRINT

Since our genesis in 1945, we've been connected with the world through partnerships, growing presence in multiple geographies, a diverse and multinational workforce, and the boundless ambition to integrate ourselves with global communities.

ASIA PACIFIC

Our automotive and farm equipment products reach the farthest corners of Asia through Mitsubishi Mahindra Agricultural Machinery (Japan) and SsangYong Motor (South Korea). We also finance rural prosperity; build sustainable cities; defend land, water and air; and drive prosperity through strategic partnerships with leading companies.

EUROPE

Our diverse businesses are playing a key role in supporting Europe's vibrant economy. Our subsidiaries, Sampo Rosenlew (Finland), Pininfarina (Italy), Peugeot Motocycles (France) and Hisarlar (Turkey), have been a part of Europe's automotive and farm equipment industries for several decades. Mahindra Racing competes with Europe's best in Formula E, and our IT business is at the forefront of the digital revolution.

MIDDLE EAST & AFRICA

We are committed to helping these markets realise their capabilities. Our Powerol generator sets are delivering reliable power supply to businesses and homes. Mahindra tractors are helping to raise agricultural productivity. While our vehicles and airplanes are bringing affordable mobility to people.

NORTH & SOUTH AMERICA

Our presence spans several industries including IT and mobility. GenZe, our electric two wheeler, is revolutionising urban mobility in the USA. Our IT business is a key service provider to many Fortune 500 companies. In South America, our products are driving positive change in the lives of consumers.

02

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.





02A | SOUL OF RISE. **MANIFESTO**

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.
Scoff 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 to Rise.



03A | MIND OF RISE. **CORE PURPOSE**

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.

03B | MIND OF RISE.

BRAND PILLARS

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.



03C | MIND OF RISE.

CREATIVE EXPRESSIONS

Rise manifests itself in two creative expressions that are evocative and purpose-driven. These expressions communicate stories relating to the three pillars of Rise.

FUTURise

FUTURise is a combination of *Future* and *Rise*. It means 'to bring in the future' and is the creative expression which binds all innovation stories within the Mahindra Group. Innovation is all about accepting no limits and thinking alternatively to ultimately drive positive change in the lives of our stakeholders. The key areas of innovation for the Mahindra Group are: Mobility, Urbanisation, Farm Tech and IT.

Rise For Good

Rise For Good is the creative expression of our desire to drive positive change among our stakeholders, in the community, and in the world. It embodies five areas of responsibility across the Group: Empowering Our People, Serving The Community, Rejuvenating The Planet, Governance and Business For Good.





03D | MIND OF RISE.

CORE VALUES

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

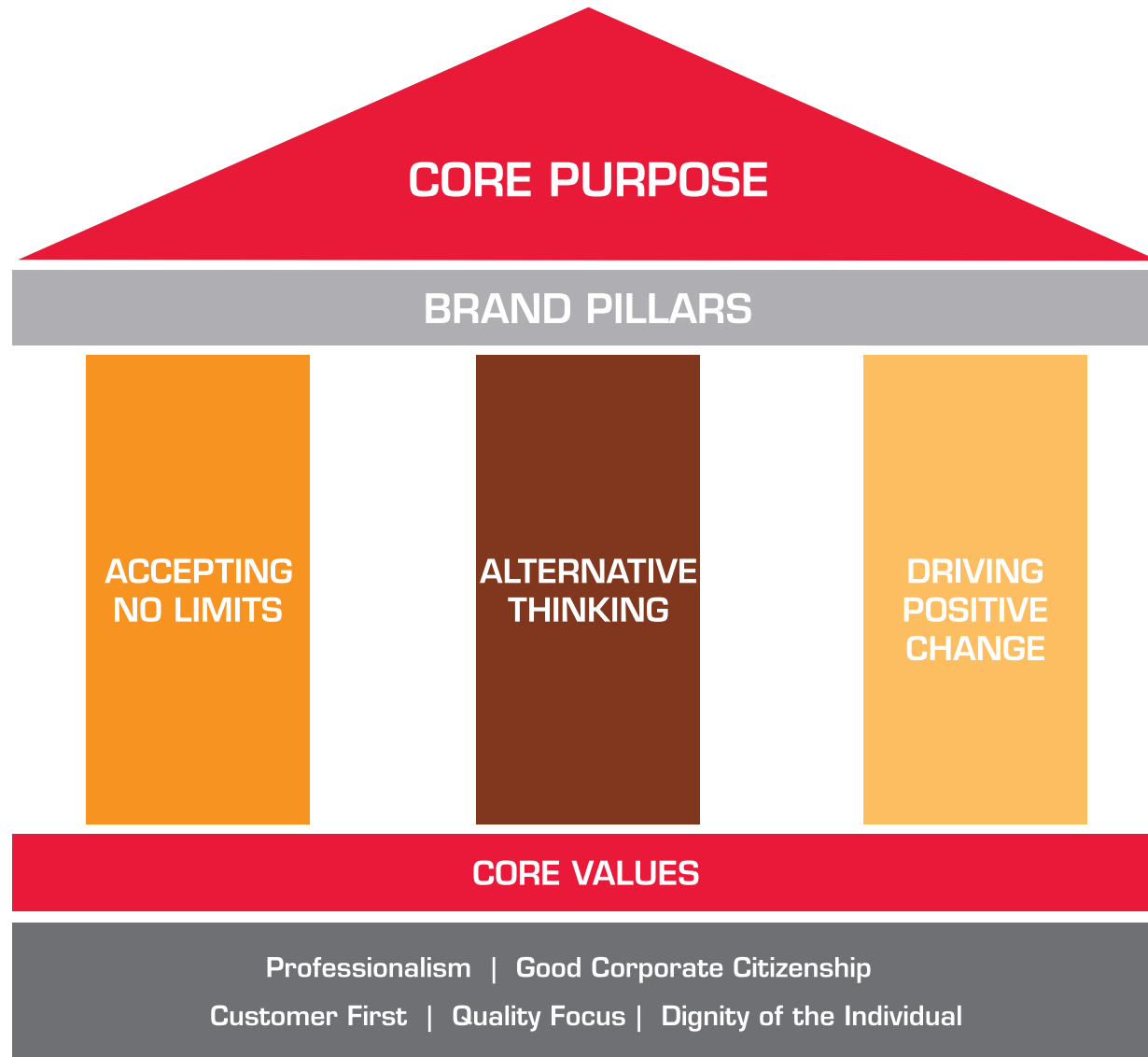
We exist and prosper only because of the customer. We will respond to the changing needs and expectations of our customers speedily, courteously and effectively.

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.



O3E I MIND OF RISE.

HOUSE OF MAHINDRA

Together, our core purpose, brand pillars and core values form the House of Mahindra – the foundation and framework of our being.

04A | BODY OF RISE. LOOK & FEEL

THE APPEARANCE OF RISE.

Our Look & Feel system is a natural extension of our wordmark.

Mahindra
Rise.

GRAPHIC DEVICE

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

OPTION 1



OPTION 2



COLOUR PALETTE

Fresh and exclusive, Pantone 186C is the primary Mahindra Red colour, while Pantone 7540C is the complementary secondary grey colour. The tertiary distinguishing colours are used as accents.

PRIMARY



Energetic Red
Power, Energy, Action

Pantone PANTONE 186C
Process coated CO M100 Y81 K4
RGB R227 G24 B55

SECONDARY



Cool Grey
Timeless, Practical, Solid

Pantone PANTONE 7540C
Process coated CO MO YO K70
RGB R109 G110 B113

TERTIARY



Sunrise Orange
Joyful, Friendly, Stimulating

Pantone PANTONE 152C
Process coated CO M51 Y100 K1
RGB R243 G144 B29



Bark Brown
Growth, Ambitious, Renewal

Pantone PANTONE 478C
Process coated C40 M86Y100 K30
RGB R124 G53 B32



Horizon Dusk
Modern, Warm, Safe

Pantone PANTONE 1365C
Process coated CO M29 Y72 K0
RGB R253 G188 B95

TYPOGRAPHY

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

E Eurostile Medium
Eurostile Regular
for all PRINT applications

A Arial Regular
Arial Bold
for all DIGITAL applications

OTHER WORDMARKS

FUTURise

is an action word, that means 'bring in the future'. It communicates that 'Mahindra is Innovative'.

#FUTURise

Rise For Good

is a call to action for internal and external stakeholders to drive positive change.

OPTION 1

Rise
for Good

OPTION 2

Rise for Good

BODY OF RISE.

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 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 Mahindra wordmark is displayed in a bold, red, sans-serif font. The letters are closely spaced and feature a distinctive design where the vertical strokes of the 'M', 'h', 'i', 'n', 'd', and 'r' are slightly offset from the horizontal strokes, creating a sense of movement and balance. The wordmark is centered horizontally on the page.



04B | BODY OF RISE.

BRAND VOICE

THE SOUND OF RISE.

Rise sounds like someone who is **Challenging, Ingenious and Purposeful**. Sourced from our Brand Pillars, these are our three voice principles that will guide and unite our verbal communication.

Someone who accepts no limits

Sounds like someone who loves life.

Relishes its challenges.

Who sees every day 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

RISE IN ACTION.

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.



05A | RISE IN ACTION.

#FUTURise

Our innovations challenge convention and are living examples of alternative thinking. Most importantly, they drive positive change in areas that are fundamental to every progressive society.

MOBILITY

We are India's only manufacturer with the widest range of Electric Vehicles (Evs). From the e2oPlus, a smart city car, to the GenZe range of e-bikes and e-scooters – we are co-creating a clean and green future.

URBANISATION

We are meeting the growing challenge of rapid urbanisation by building smart, integrated and sustainable cities of the future. The Mahindra World Cities are shining examples of our commitment.

FARM TECH

Our technologies are ushering in a new era in farming that uses greater mechanisation and precision. Driverless tractor technology, for example, will greatly enhance farm productivity.

INFORMATION TECHNOLOGY

Our solutions are creating connected experiences for a connected future. Like UP100 – the World's Largest Integrated Citizen Response Centre in the state of Uttar Pradesh, India – providing prompt emergency services for public safety and security.



Nanhi Kali
for the girl child

05B | RISE IN ACTION. **#RiseForGood**

We believe that it's not about how big we become, but how we become big. That's why in everything we do, we drive positive change in the lives of our stakeholders, in the communities that we are part of, and in the world.

SERVING THE COMMUNITY

We're relentless in our mission to educate the girl child, through project Nanhi Kali. And to empower the youth with technical training through Mahindra Pride Schools. We also contribute to the community by creating and promoting programmes in the space of art and culture.

REJUVENATING THE PLANET

Every year, we plant over one million trees through Mahindra Hariyali. Our water conservation initiative in Damoh, Madhya Pradesh, is ensuring availability of water and environment sustainability. We are also replenishing the forests of Araku, Andhra Pradesh, and creating livelihoods for its inhabitants.

BUSINESS FOR GOOD

Many of our businesses have goodness at their very core as well. Like Mahindra Finance, that is lending much needed financial services to farmers, unemployed youth, and traders who don't usually qualify for loans. And Mahindra Susten, one of India's leading solar energy companies, which is providing full-scale services for faster adoption of alternate energy.



Hariyali
by Mahindra



05C | RISE IN ACTION. **OUR 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.



06

YOU & RISE.

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.





06A | YOU & RISE. TODAY

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.

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