All New Mahindra Scorpio awarded the Golden Peacock for Innovative Product/Service

Auto

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Mumbai:The All New Mahindra Scorpio was awarded the coveted Golden Peacock Award for Innovative Product / Services in the Automobile segment in Kolkata recently. Dr. Arun Jaura, Sr. VP Product Development, Mahindra & Mahindra and Mr. B. Bhaumik, VP, New Product Development, received the award and citation at the hands of Dr. Ola Ullsten, Prime Minister of Sweden and Chairman, World Council for Corporate Governance. Present on the occasion was Dr. Madhav Mehra, Founder of Institute of Directors (IOD) and President, World Council for Corporate Governance. From the Mahindra team, those present included Mr. S. Sreekanth, Senior GM, Materials Management, Mr. Rajiv Mehta, DGM New Products, Mr. Ravi Mirajkar, DGM, Scorpio TCF, Mr. Naresh Patil, DGM-Head Ingenious Drive and Mr. Anand Gawade, Styling Studio.

The All New Scorpio with its 43 innovative features is based on extensive customer feedback and reiterates Mahindra's commitment to the customer's latent and expressed requirements.

A delighted Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra, said, 'The All New Scorpio is the most powerful set of wheels in its class and reinforces the vehicle's technology-driven growth as a world-class vehicle. Its state-of-the-art external and internal features are chiselled on the template of changing customer needs, taking its Car-Plus positioning to the next level in terms of comfort and convenience.'

The Peacock Award for Innovative Product / Services is awarded to the most innovative product as determined by the satisfaction of customer's long term unarticulated needs, and which shows a quantum jump in the exploitation of current technology to achieve maximum customer satisfaction at minimum cost.

IOD is a registered non-profit apex body of corporate directors committed to improving the competitiveness of Indian Business and Industry through Total Quality strategies.

Mahindra & Mahindra has also been awarded the coveted Golden Peacock Award for Excellence in Corporate Governance 2006.

About The Mahindra Group

The US $3.8 billion* Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top five tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. The Group has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade,

Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution. The Group employs over 30,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly plants in the United States. It has made strategic acquisitions across the globe including Stokes Group (UK) and Jeco Holding AG (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies.

Tags :

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