

Andrey Purushottam appointed CEO of Mahindra's Media and Entertainment Venture

Brand

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Mumbai Mahindra & Mahindra announced the appointment of Andrey Purushottam as Chief Executive Officer (CEO) of its Media and Entertainment Venture. The venture will initially produce mainstream commercial movies for Indian and international audiences and will subsequently move into related spaces.

Mr. Purushottam joined Mahindra. His previous role at Mahindra & Mahindra was as the Executive Vice President - Corporate Strategy and the Head of the Office of Strategy Management (OSM) for the Mahindra Group. As the OSM Head, he was responsible for the formulation, execution and monitoring of business strategies across the Mahindra Group.

An MBA from IIM Ahmedabad and B. Tech from IIT Delhi, Andrey has had a distinguished career spanning 21 years in general management, business strategy, advertising, marketing and media, in India and abroad. Before Mahindra, Mr. Purushottam has worked in organizations such as Hindustan

Lever, Lintas, Asiacontent.com and Starcom India.

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won 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. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer- centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three

assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (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.

Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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