Mahindra celebrates World Environment Day

Brand

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Mumbai: To commemorate World Environment Day, Mr. Rajeev Dubey, Chairman of the Sustainability Council & President (HR, After-Market and Corporate Services), Mahindra & Mahindra planted a neem sapling at Mahindra Towers, Mumbai.

This is part of the Mahindra Group's initiative, Mahindra Hariyali, which aims to plant a million trees across the country by October 2008. Mr. Dubey also launched the Mahindra Hariyali website which provides information related to this Group-wide initiative.

Speaking on this occasion, Mr. Rajeev Dubey said, 'The Mahindra Group is committed to sustainable growth and the triple bottom line – Profits, People and Planet. Planting one million trees under Mahindra Hariyali is part of this initiative.'

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.

The Reputation Institute has ranked the Mahindra Group in its Top 200 list of the World's Most Respected Companies.

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