Mahindra Logistics announces the second edition of Catapult – a platform for startups

Logistics

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Entries to apply for Catapult 2.0 is open till November 30, 2021

Mumbai, November 25, 2021: Mahindra Logistics Ltd (MLL), one of India's largest third-party logistics (3PL) solution providers announced the second edition of Catapult. This exciting platform for startups will be accepting applicant invites till November 30, whereas the evaluation process will begin from December 1-30, 2021.The premier day is scheduled for April 30, 2022.

The second edition of Catapult will focus on identifying technology solutions in the logistics and supply chain and mobility space. The technological areas of focus include: Artificial Intelligence (AI), Machine Learning (ML), Blockchain, Internet of Things (IoT), Robotics and Automation, Virtual reality (VR) and Augmented Reality (AR), Drones, Big Data and Analytics, Low-Cost Hardware/ Connectivity/ GPS Based Solutions and E-Mobility Solutions.

Rampraveen Swaminathan, Managing Director and CEO, Mahindra Logistics Limited, said, "At MLL, our purpose is accelerating commerce,

empowering communities to Rise – and technology is an important foundation that we have harnessed over the years to achieve this. Through Catapult, we are offering a unique platform that supports, enables, accelerates, and empowers the logistics startup community to Rise. Catapult aims to transform the Indian supply chain and mobility sector and co-create future-ready tech-powered solutions with the Indian startup ecosystem."

The first edition of Catapult received an overwhelming response from over 300 startups from the supply chain and mobility ecosystem. After a robust evaluation process, 16 startups were shortlisted for the Cohort. The Cohort participants then collaborated with Mahindra companies on some real-world use-cases for a period of three months to develop market-ready solutions.

For further information and to apply, please visit

www.mahindralogistics.com/catapult

About Mahindra Logistics

Mahindra Logistics Limited (MLL) is an integrated third-party logistics (3PL) service provider specialising in supply chain management and enterprise mobility (people transport solutions). Founded more than a decade ago, MLL serves over 400+ corporate customers across various industries like automobile, engineering, consumer goods and e-commerce. The company pursues an 'asset-light' business model, providing customised and technology- enabled solutions across the supply chain and people transport operations. MLL is part of the newly created Mobility Services Sector of the

Mahindra Group.

For more information, visit www.mahindralogistics.com

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership positionin farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/news-room

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