# ‘The Mahindra Classics’ Campaign Commemorates Rich Automotive Heritage of the Mahindra Group

*Auto*

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**Mumbai, July 3, 2020:** Mahindra & Mahindra Ltd., a part of the USD 19.4 billion Mahindra Group, today unveiled a new brand communication campaign and logo - 'The Mahindra Classics', to commemorate the rich automotive heritage of the Mahindra Group and its deep connection with, and contribution to, seven decades of India’s automotive history.

It is the story of our nation’s soul, the country’s spirit of enterprise and India’s growing global stature. Ever since the first vehicle rolled off Mahindra's assembly lines back in 1949, Mahindra’s SUVs have traveled through time, commemorating both the past and the present. Our SUVs have always stood their ground, from protecting the freedom of this great nation with purpose-built military vehicles since the 1950s, to becoming an exploration and lifestyle icon since the 1970s.

Since 1969, Mahindra vehicles built in India have also been exported to other countries around the world. These Classics have created new roads by being

authentic symbols of the spirit of adventure like no other. Young, adventurous India today is a true reflection of the spirit of Mahindra Classics.

According to **Veejay Nakra, CEO - Automotive Division, Mahindra & Mahindra Ltd.**, "The Mahindra Classics campaign is our tribute to the rich automotive heritage of Mahindra. This campaign will help people relive their fond memories with brand Mahindra. It will also provide them with a glimpse of our journey - how we started and what we are today. We wish to narrate the stories of how people who have owned Mahindra SUVs have experienced their vehicles, like no one has done before."

**Mr. Nakra** further elaborated, "The Mahindra Classics are the embodiment of our legacy and our spirit of blazing a trail where no one has been before. Not many vehicles in India share the same emotional connect and iconic status as our vehicles do."

The campaign further aims to narrate and propagate stories of how people who have owned Mahindra SUVs, have explored a life that few had attempted to live before. The campaign will be amplified across all major social media platforms such as Facebook, Instagram and Twitter, and will engage in a very interesting and unique way with consumers. It will invite them to participate in quizzes and win prizes, share their stories and be a part of this exclusive heritage campaign.

**About The Mahindra Classics Campaign**

‘The Mahindra Classics’ campaign will bring our heritage to life through stories and multiple new initiatives, interviews, and much more.

The campaign will be launched with the unveiling of “The Mahindra Classics” logo, followed by an engaging thematic communication. The campaign will showcase exciting stories from the past and encourage the community of Mahindra fans & owners to share their very own nostalgic memories with these automotive legends. The campaign will also include stories involving Mahindra SUVs that have been immortalized through movies, popular culture & landmark events.

Video Link: https://youtu.be/mOGEJ7XRRIg

**Please use the following hashtag and handles for social media updates:**

**#TheMahindraClassics**

**@Mahindra_Auto**
**@MahindraRise**

**About Mahindra**

The Mahindra Group is a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world’s largest tractor company, by volume. It also enjoys a strong presence

in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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