ANOTHER PERFECT DAY

TO PUT YOURSELF OUT THERE

TO BELIEVE IN POSSESSIONS

TO ACCOMPLISH SOMETHING GREAT
TO ENABLE PEOPLE TO RISE.
WE ARE MAHINDRA

A global, innovation-led, federation of companies offering a wide range of products, services and possibilities to people everywhere.
Our story began in 1945 with two men on a mission – JC and KC Mahindra
Driven by the core idea that people will succeed if given an opportunity, we introduced Utility Vehicles to Indian roads.
IN THE 7 DECADES SINCE, WE HAVE SEEN MANY TRANSFORMATIONAL CHANGES...
But we remain grounded to our core idea...
WE CHALLENGE CONVENTIONAL THINKING

AND INNOVATIVELY USE OUR RESOURCES

TO DRIVE POSITIVE CHANGE

BY GOVERNING WITH A CONSCIENCE
CORE PURPOSE

We will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to rise.

CORE VALUES

Professionalism | Good Corporate Citizenship
Customer First | Quality Focus | Dignity of the Individual

Driving Positive Change

Accepting No Limits

Governance

Alternative Thinking
RISE GIVES US MEANING AND PURPOSE.

IT INSTILLS IN US AMBITION AND ATTITUDE.

TO ACHIEVE WHATEVER WE SET OUR MINDS TO

IT ASSERTS WHO WE ARE, HOW WE OPERATE, WHAT WE BELIEVE IN AND OUR COLLECTIVE ASPIRATION

TO BE A GLOBALLY ADMIREd BRAND
This is where we are today…

240,000+ EMPLOYEES

$20.7 BILLION

100+ COUNTRIES

11 SECTORS

22 INDUSTRIES
Our 11 SECTORS are

AEROSPACE & DEFENCE
AFTERMARKET
AGRI BUSINESS
AUTOMOTIVE
FARM EQUIPMENT
FINANCIAL SERVICES
HOSPITALITY
INFORMATION TECHNOLOGY
PARTNERS
REAL ESTATE
TWO WHEELERS
The 22 INDUSTRIES we are present in...

- AEROSPACE
- AFTERMARKET
- AGRI BUSINESS
- AUTOMOTIVE
- BOATS
- CLEAN ENERGY
- CONSTRUCTION EQUIPMENT
- CONSULTING
- DEFENCE
- FARM EQUIPMENT
- HOSPITALITY
- INFORMATION TECHNOLOGY
...that contribute towards SHAPING MOST MODERN ECONOMIES
WE ARE LEADERS IN MANY OF OUR BUSINESSES

INDIA’S LARGEST UTILITY VEHICLE MAKER

WORLD’S LARGEST TRACTOR COMPANY, BY VOLUME

RURAL & SEMI-URBAN INDIA’S LARGEST NON-BANKING FINANCIAL COMPANY

AMONG INDIA’S TOP 3 THIRD-PARTY LOGISTICS SERVICE PROVIDERS

AMONGST TOP 5 IT SERVICE PROVIDERS FROM INDIA

NO. 1 HOSPITALITY COMPANY OUTSIDE THE USA

INDIA’S NO. 1 MULTI-BRAND CERTIFIED USED-CAR COMPANY
WE ARE DRIVEN BY INNOVATION

DO MORE WITH LESS
Our endeavour is to always take frugal steps to achieve mighty wins

DO IT TOGETHER
We succeed by proliferating ideas through collaboration

DO IT FOR ALL
We fuel growth through inclusive and accessible innovations
…AND THAT’S HOW WE RISE TO THE FUTURE

We are intensifying efforts to globally create a promising tomorrow through innovation and technology.

Think Bigger | Act Bolder | Challenge Conventions

#FUTURise
BY FOCUSING ON FOUR KEY AREAS ...

MOBILITY

URBANISATION

FARM TECHNOLOGY

INFORMATION TECHNOLOGY
WE ARE CREATING WORLD - CLASS PROPERTIES
BUSINESS PRESENCE IN 100+ COUNTRIES

>49% revenue*
outside India

*Based on Convenience Consolidation
including Tech Mahindra
WITH 55 MANUFACTURING FACILITIES AROUND THE WORLD

- FRANCE
  - Peugeot Scooters

- ITALY
  - Mahindra Europe Automobili Pininfarina
  - MGRD

- FINLAND
  - Sampo Rosenlew

- SOUTH KOREA
  - Ssangyong Motors

- JAPAN
  - Mitsubishi Mahindra Agricultural Machinery

- INDIA
  - Twenty Facilities

- MEXICO
  - CKD Plant

- BRAZIL
  - CKD Plant

- AFRICA
  - Mahindra South Africa

- TURKEY
  - Hisarlar, Erkunt

- BANGLADESH
  - CKD Plant

- AUSTRALIA
  - Mahindra Australia

Note: The plants listed on the map above include integrated manufacturing & CKD operations.
OUR NEURAL NETWORK OF INNOVATION SPANS ACROSS 11 COUNTRIES

- **USA**: Urban & Electric Mobility, Automotive & Farm Technology, Digitalisation, AI & IoT
- **UK**: Digitalisation, Smart Cities, Electric Vehicle Technology
- **FRANCE**: Two Wheeler Technology
- **ITALY**: Automotive Engineering & Design, Advanced Electric Vehicle Technology
- **FINLAND**: Farm Technology
- **SOUTH KOREA**: Automotive Technology
- **JAPAN**: Farm Technology
- **SPAIN**: Electric Vehicle Technology
- **TURKEY**: Farm Mechanisation
- **INDIA**: Connected Cars, Electric Vehicles, Aerospace & Defence, Autonomous Tractor Technology, Smart Cities & Clean Energy, Digitalisation, AI & IoT
- **AUSTRALIA**: Aerospace
- **ITALY**: Automotive Engineering & Design, Advanced Electric Vehicle Technology
WE ARE GROWING RAPIDLY

**Group Revenue Split FY18**
- Automotive: 39%
- IT: 24%
- Farm Equipment: 16%
- Financial Services: 7%
- Others: 14%

**Mahindra Group Revenue**
(in US$Bn)
- FY12: 15.4
- FY13: 16.2
- FY14: 16.5
- FY15: 16.9
- FY16: 17.8
- FY17: 19.0
- FY18: 20.7

*This is a full summation of Gross Revenues and other income of all The Mahindra Group companies taken together for FY18*
...AND INCREASING IN VALUE

Mahindra Group Market Capitalization**
(in US$ Bn)

**Market capitalisation values are calculated as per the US$ exchange rates of the last day of every financial year.
OUR CULTURE – DRIVEN BY A SET OF ENDURING VALUES – HAS ALWAYS BEEN OUR KEY DIFFERENTIATOR
WE SEEK PEOPLE WHO...

CHALLENGE CONVENTIONS

BRING ALTERNATIVE THINKING TO THE WORKPLACE

DRIVE POSITIVE CHANGE IN THE LIVES OF CUSTOMERS AND COMMUNITIES
AND IN TURN, WE PROVIDE...

RECOGNITION FOR OUTPERFORMANCE

ABUNDANT LEARNING OPPORTUNITIES

AN EMPOWERING ENVIRONMENT
IN EVERYTHING WE DO, WE Rise for Good
“It’s not about how big we become but how we become big.”

Anand Mahindra
Chairman, Mahindra Group
THAT MEANS…

Believing in our people
Serving communities
Adhering to high governance standards
Caring for the planet
Business for good
WE ARE MAKING AN IMPACT

1st Indian company to announce an Internal Carbon price of $10.

Over 370,000 girls educated through project Nanhi Kali

Mahindra Group has planted 16.4 mn trees since 2007

The Mahindra Group owns 9 ZWL (Zero Waste to Landfill*) plants & 1 ZWL holiday resort

*certification provided by Intertek
DOING GOOD MAKES GOOD BUSINESS SENSE

DRIVING RURAL PROSPERITY
GREEN LIVING SPACES
FINANCIAL INCLUSIVITY
CLEAN ENERGY
GREEN MOBILITY
We want to be a globally admired brand…
FEATHERS IN OUR CAP

23rd on the Fortune Change The World List
Mahindra & Mahindra | Fortune Change The World List, 2018

India's Best Companies to Work for
Five Companies under the Mahindra Group | Great Place to Work Institute, 2018

Creating Shared Value for Farming Community
Mahindra Farm Equipment | GNFC Porter Prize, 2018

Best Company for CSR
Tech Mahindra | HYSEA, 2018

Innovator of the Year
Mahindra & Mahindra | TIME India Awards, 2017

8th Best Indian Brand
Mahindra | Interbrand, 2017

Corporate Citizen of the Year
Mahindra & Mahindra (Project Nanhi Kali) | Economic Times Awards, 2017

CII National Award for Excellence in Energy & Water Management
Six Mahindra Plants | National Energy Efficiency Circle Competition, 2017
We are thrilled about the road ahead…
Thank you

Visit us at www.mahindra.com

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