ANOTHER PERFECT DAY TO RISE.
WE ARE MAHINDRA

Mahindra is a diverse group of companies, where we embody one spirit – Rise. This spirit pushes us, our partners, and our stakeholders, to chart frontiers beyond the current realm of possibility.
**THE BANYAN TREE** is a metaphor for not just our business model, but also for who we are and what we stand for:

**ACCEPTING NO LIMITS**
Like the branches that spread infinitely, we surpass boundaries in achieving our Core Purpose.

**ALTERNATIVE THINKING**
We do this by thinking alternatively and being unconventional in our approach, like the aerial roots that extend from the branches to the ground, instead of growing underground as usual.

**DRIVING POSITIVE CHANGE**
As a result, our endeavours help us positively impact all our stakeholders, just like the Banyan tree that provides shade to everyone.

**GOVERNANCE**
All of this is made possible through our governance, which is our core strength, just like the trunk is to the tree.

**CORE VALUES**
All in all, Professionalism, Good Corporate Citizenship, Customer First, Quality Focus, Quality Focus, and Dignity of the Individual lie at the core of our ethos. These are our roots that nourish us.
OUR VISION

By 2021, we aspire to be among the 50 most admired brands in the world. With an inspiring history, an unshakable set of values, and a clear sense of purpose, we aspire to reach our goal by enabling people everywhere to Rise.

OUR KEY BRAND MESSAGES

Innovative

With an ambition to achieve whatever we set our minds to, and to drive positive change, we bank on innovative use of all our resources.

Global

Since our genesis, we've been growing presence across the world through partnerships, a diverse and multinational workforce, and by integrating ourselves with global communities.

Cares

From shaping change in the lives of our customers, to helping build communities that we are a part of, to nurturing the planet, in everything we do, we strive to do good.
BUILDING THE PRESENT.
RESHAPING THE FUTURE.

Our operations in key industries form the foundation of every modern economy. We’re empowering enterprises across sectors and borders, with tools that will drive them towards growth.

UNITED BY ONE PURPOSE.
TO ENABLE PEOPLE TO RISE.
WE HAVE A BUSINESS PRESENCE IN 100+ COUNTRIES WITH 49% REVENUE FROM OUTSIDE INDIA

(Our business presence is marked in red on the map below)

WE HAVE 55 MANUFACTURING FACILITIES AROUND THE WORLD

FRANCE 🇫🇷
One Manufacturing Plant

ITALY 🇮🇹
Two Manufacturing Plants

FINLAND 🇫🇮
One Manufacturing Plant

INDIA 🇮🇳
Twenty Manufacturing Plants

SOUTH KOREA 🇰🇷
Two Manufacturing Plants

JAPAN 🇯🇵
One Manufacturing Plant

USA 🇺🇸
Seven Manufacturing Plants

AFRICA 🇬🇧
Twelve Manufacturing Plants

TURKEY 🇹🇷
Four Manufacturing Plants

AUSTRALIA 🇦🇺
Two Manufacturing Plants

BRAZIL 🇧🇷
One Manufacturing Plant

MEXICO 🇲🇽
One Manufacturing Plant

CHINA 🇨🇳
One Manufacturing Plant

Tractors & Farm Machinery
Automotive
Electric Vehicles
Two Wheelers
Others

USA
R&D Facilities for Electric Mobility with GenZe, along with Automotive & Farm Technologies, Digitalisation, AI & IoT

UK
R&D Facilities for Digitalisation, Smart Cities & Electric Racing Technology

ITALY
R&D Facilities for Automotive Engineering & Design, & Advanced EV Technologies with Pininfarina
OUR R&D FACILITIES ARE SET UP ACROSS 10 COUNTRIES

- Australia
- Finland
- India
- Italy
- Japan
- South Korea
- Spain
- Turkey
- UK
- USA

Australia, Finland, India, Italy, Japan, South Korea, Spain, Turkey, UK, and USA
Innovation is key to accelerate into the future. And #FUTURise is our creative expression that binds all our innovation stories across the Group. A portmanteau of ‘Future’ and ‘Rise’, it means ‘to bring in the future’. By accepting no limits and thinking alternatively, our aim is to create innovations that drive positive change in the world.

**Mobility**

- **Mahindra Electric**
  India’s pioneer in electric vehicle (EV) technology and the only OEM with the largest deployed fleet of EVs, is transforming mobility for the future.

- **Mahindra Racing**
  Formula E, the All-Electric Racing Series is serving as a catalyst to accelerate EV development with our ‘Race-to-Road’ vision.

**Urbanisation**

- **Mahindra World Cities**
  One of India’s top real estate developers is transforming cities into integrated hubs for smarter living.

- **Mahindra Susten**
  A leading player in India’s solar energy space, Susten is creating smart and sustainable solutions for Renewable Energy.

**Farm Tech**

- **Trringo**
  India’s first tractor and farm equipment rental business is making farm technology more accessible to the Indian farmer.

- **Mahindra AgTech Centre at Virginia Tech, USA**
  The research centre is Mahindra’s endeavour to advance farm mechanisation by introducing newer technologies like fruitpicking robots, to farmers.

**IT**

- **Community Action Platform for Energy**
  An advanced analytics platform is helping to make energy cheaper and more sustainable in the city of Milton Keynes, UK.

- **Indian Blue Book**
  India’s most trusted vehicle valuation and pricing guide that scientifically derives benchmark market prices. The Indian Blue Book uses an analytical engine to logically deduce an accurate pricing index.
Rise for Good

It’s not about how big we become, but how we become big. That’s why all our efforts are focused towards driving positive change across the spectrum.

Empowering Our Own

- Employee Social Options (ESOPs) is our longest running employee volunteering programme towards environment, healthcare and education initiatives.
- Training women middle managers for future leadership roles through the Women Leaders Programme.
- Shaping future leaders from within the Mahindra Group workforce, through an online as well as brick-and-mortar setup – the Mahindra Leadership University.

Rejuvenating the Planet

- At Mahindra, it now takes 63% less energy to produce a vehicle and 33% less energy to produce a tractor (as compared to the last 8 years).
- At present, there are 7 Zero Waste to Landfill certified plants across the world, 5 of which belong to Mahindra.
- We are the 1st global company to sign EP 100, a commitment to double our energy productivity by 2030, and the 1st Indian company to announce our Internal Carbon price of $10.

Serving The Community

- We have educated nearly 300,000 girl children from economically disadvantaged families through Nanhi Kali.
- We are skilling the youth across domains through Skills For Market Training (SMART), and offering vocational training and employment through Mahindra Pride Schools.
- We are supporting the agri industry through Mahindra Urban Agriculture Grant Programme and Women In Agriculture Scholarship with National Future Farmers of America (FFA)

Business For Good

- Many of our businesses have goodness at their core.
- Our green businesses, across sectors – electric vehicles, micro irrigation, steel recycling and solar energy – have generated a revenue of US$ 400 mn.
- As one of India’s largest solar energy companies, we are driving a clean energy revolution and have generated over 2,064 GWh of solar power, till date.
- Mahindra Finance lends much needed financial services to farmers, unemployed youth, traders who don’t usually qualify for loans.
FY 18 has been a tremendous year for all of us at Mahindra. The secular growth despite environmental volatility, has helped us generate the highest revenue as a group.

*This is a full summation of Gross Revenues and other income of all the Mahindra group companies taken together for FY18*

**Market capitalisation values are calculated as per the US$ exchange rates of the last day of every financial year**
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