Many Companies, One Purpose

Rise.

We are a federation of companies bound by this purpose. Inspired by it, and our legacy & values, we aim to positively impact our stakeholders, communities and the world at large.

*Based on convenience consolidation including Tech Mahindra.
WHILE WE PUSH FOR BUSINESS EXCELLENCE, WE ACTIVELY WORK TOWARDS DRIVING POSITIVE CHANGE IN THE WORLD.

We're helping our stakeholders & communities to Rise.

- Educated 310,000 Indian girls from economically disadvantaged families, through project Nandhi Kali
- 1st global company to sign EP100 and commit to double energy productivity by 2030
- 348,000 employee hours spent, volunteering for community-building initiatives in FY18
- 16.28 mn trees planted across India, since 2007

We’re spearheading industries and paving new paths...

- World’s Largest Tractor Company by Volume
- Among India’s Top 5 IT Service Providers
- No.1 Hospitality Company outside the USA
- India’s No.1 Multi-Brand Certified Used-Car Company
- Pioneer in Building Smart Cities in India through Mahindra World Cities
- India’s Largest Rural Non-Banking Finance Company
- India’s Largest Electric Vehicle Maker
- First Ever Indian OEM to Launch Driverless Tractor Technology
- One of India’s Largest Utility Vehicle Makers
- Among India’s Largest Third-Party Logistics Service Providers
- Only Indian OEM in Formula E All-Electric Car Racing Championship
- World’s 1st All-Electric Hypercar – Pininfarina Battista
GUIDED BY OUR CORE PURPOSE, WE AIM TO BE AMONG THE WORLD’S TOP 50 GLOBALLY ADMIRE BRANDS.

Built on a strong foundation

COMMITTED TO Rise

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.

The Banyan Tree
is a metaphor for not just our business model, but also for who we are and what we stand for.

1. ACCEPTING NO LIMITS
Like the branches that spread infinitely, we surpass boundaries to achieve our Core Purpose.

2. ALTERNATIVE THINKING
We do this by having an unconventional approach, like the aerial roots that extend from the branches to the ground, instead of growing underground as usual.

3. 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.

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

5. CORE VALUES
Professionalism, Good Corporate Citizenship, Customer First, Quality Focus, and Dignity of the Individual. These represent the roots on which we are founded.
FUTURE + RISE = FUTURise. AN ACTION WORD THAT MEANS TO 'BRING IN THE FUTURE'.

Innovation

IT'S HOW WE #FUTURise

Because we constantly challenge the status quo, we're able to find alternative ways to innovate and drive positive change. An integral part of our DNA, innovation is a key driver of business success. This reflects in our creative expression, FUTURise. It is our culture, our ethos – where we innovate more with less, innovate together, and innovate for all.

Through our innovative endeavours, we continue to FUTURise...

MOBILITY

Mahindra Racing
Formula E, the all-electric racing series is a catalyst to accelerate electric vehicle development with our ‘Race-to-Road’ vision.

Pininfarina Battista
It’s the world’s 1st all-electric luxury hypercar that touches 0-60 mph in under 2 seconds – that’s faster than a current Formula 1 car.

URBANISATION

Mahindra World City
We are transforming cities into integrated hubs for smarter living, with intelligent water management, integrated energy solutions, and smart surveillance.

UP 100
Tech Mahindra, Mahindra Defence and UP Police have joined hands to create the world’s largest integrated response centre for the safety of citizens.

FARM TECHNOLOGY

DIGISENSE
We ensure farmers’ peace of mind and ease in farming with DIGISENSE, enabling live-tracking, geo-fencing, and vehicle diagnostics for tractors.

Mahindra AgTech Centre, USA
The research project is our endeavour to advance farm mechanisation by introducing newer technologies such as fruitpicking robots.

INFORMATION TECHNOLOGY

Makers Lab
Our IT R&D centres, Makers Labs, leverage augmented reality to offer futuristic solutions to our partner companies and customers.

GAIA
An intelligent, self-evolving open-source AI platform that is an evangelist in supporting business processes as well as delivering solutions for climate change.
IN WHATEVER WE DO, WE AIM TO MAKE LIVES BETTER. THAT’S WHY, DOING GOOD IS AS IMPORTANT TO US, AS DOING GOOD BUSINESS.

Compassion

IT’S WHY WE Rise for Good

Rise for Good is our desire in action – the desire to drive positive change among our stakeholders, in the community, and in the world.

EMPOWERING OUR OWN

ESOPs (Employee Social Options), our longest running employee volunteering programme, helps us cater to environment, healthcare and education initiatives.

We train women middle managers for future leadership roles through the Women Leaders Programme.

SERVING THE COMMUNITY

We’ve skilled 100,000+ students through SMART (Skills for Market Training) centres, and offer vocational training and employment through Mahindra Pride Schools.

We help the US agri industry through our Mahindra Urban Agriculture Grant Programme and Women in Agriculture Scholarship with National Future Farmers of America.

REJUVENATING THE PLANET

Our Igatpuri plant is India’s 1st carbon neutral facility, and we’ve committed to become a Carbon Neutral Group by 2040 (10 years ahead of the Paris Agreement).

At present, there are 9 zero-waste-to-landfill certified plants and 1 zero-waste-to-landfill certified resort within the Mahindra Group.

BUSINESS FOR GOOD

Our green businesses including electric vehicles, micro irrigation, steel recycling and solar energy, have generated a revenue of US$ 400+ mn in FY18 alone.

Our electric vehicles have covered 100 mn eKm, saving 11,000 metric tonnes of CO2 emissions – equivalent to having planted 500,000 trees.
Our portfolio includes global brands like Genze, Ssangyong, Hisarlar, Pininfarina, Erkunt Traktor, Bristlecone, Sampo Rosenlew, Peugeot Motorcycles, Holiday Club Resorts Oy.

Business presence in 100+ countries with 63 manufacturing facilities around the world

We have 60+ resorts across the world

Leveraging our network

Our neural network helps us meet our ambition—to take advantage of learnings from our several R&D setups across the globe, apply these to expand our global manufacturing and distribution footprint, and eventually, impact lives everywhere.

We have 200+ Tech Mahindra offices & 75 development centres across the world

Our neural network of innovation spans across 13 countries

Maps not to scale. Used for representational purposes only.
SINCE OUR INCEPTION, WE HAVE STOOD FOR THINGS THAT MONEY CAN'T BUY, THE MOST ESSENTIAL BEING: REPUTATION.

Our legacy shows that we’re built on GOOD GOVERNANCE

We follow structures and processes that ensure stability, accountability, rule of law, transparency, responsiveness, equity and inclusiveness, empowerment and broad-based participation. This is in alignment with UNESCO’s definition of Governance.

“It’s not just how big we become, but also how we become big.”  
Anand Mahindra  
Chairman, Mahindra Group

The accolades we’ve received are a recognition of our governance and ethics:

Best Corporate Governance in India  
Mahindra & Mahindra | Business Vision, 2019

India Corporate Governance & Sustainability Vision Award  
Mahindra Group | Indian Chamber of Commerce, 2019

Golden Peacock Global Award for Excellence in Corporate Governance  
Tech Mahindra | Institute Of Directors, Delhi, 2018

Among the Best Companies at Investor Relations  
Mahindra & Mahindra | Asia’s Best Companies poll by FinanceAsia, 2016

Overall Best Company in India for Corporate Governance  
Mahindra Group | Asiamoney Awards, 2016

Best for Shareholders’ Rights and Equitable Treatment in India  
Mahindra Group | Asiamoney Awards, 2016

ICSI National Award for Excellence in Corporate Governance  
Mahindra & Mahindra | Institute of Company Secretaries of India, 2015

Hence, we have clearly attributed policies on...

Environment & Pollution | Employee Relations | Whistleblower |
Dealing with Dealers & Customers | Security Insider Trading | Investor Grievances | Prevention of Sexual Harassment
EQUIPPED AND READY TO TACKLE CHALLENGING ENVIRONMENTS, WE ARE BUILT DIFFERENTLY. AND WE WILL CONTINUE TO RISE.

Our numbers show that we do GOOD BUSINESS

We’ve matured rapidly since our founding in 1945, and today, we are a US$ 20.7 bn global federation of companies. While our growth reflects in numbers, we see success just as much in the lives we’ve impacted in the process.

Group Market Cap FY19

Group Market Cap Split FY19 - [US$ bn]

Group Revenue FY19 [US$ bn]**

Group Revenue Split FY19 (US$ bn)**

*Since as on 31 March of corresponding fiscal year
US$ 1 = INR 69.32

**This is a full summation of Gross Revenue and other income of all the Mahindra group companies taken together for FY19

US$ 20.7 bn

IT 25%
Others 11%
Financial Services 7%
Farm Equipment 16%
Automotive 41%
Some of the accolades we’ve received:

- 8th Best Indian Brand
  Mahindra | Interbrand

- Among 2000 Largest Companies of the World
  Mahindra & Mahindra | Forbes 2000 list

- Brand of the Decade
  Tech Mahindra | BARC Asia

- Best Company for CSR
  Tech Mahindra | HYSEA

- Most Innovative Cybersecurity Company
  Tech Mahindra | Cybersecurity Excellence Awards

- Featured on ‘Change The World’ list (one of only two Indian companies)
  Mahindra & Mahindra | Fortune’s global ‘Change The World’ list

Our endeavours earn us

GOODWILL & ACCOLADES

It’s not just about the climb to the top. It’s about all the lives you have bettered, on your way up. For us, the awards we receive are not merely an end goal. They are a source of motivation – one that pushes us further to continue to shape industries, power growth and enable people to Rise.

- 4th on the Responsible Business Rankings
  Mahindra & Mahindra | Report by Futurescape

- Grand Award – Most Innovative Company
  Mahindra & Mahindra | CII Industrial Innovation Awards

- Shared Value Creator for Farming Community
  Mahindra Farm Equipment | GNFC Porter Prize

- India’s Best Companies to Work for
  Mahindra & Mahindra (Automotive & Farm Equipment Sectors),
  Mahindra Rural Housing Finance Ltd, Mahindra Insurance Brokers Ltd,
  Mahindra & Mahindra Financial Services Ltd, Mahindra Holidays & Resorts
  India Ltd | Great Place to Work Institute