THE MAHINDRA GROUP

Was founded in 1945 as a steel trading company and in 1947, the Group entered auto manufacturing to bring in the iconic Willy’s Jeep (under license) on to Indian roads. The founders, K.C and J.C. Mahindra, believed that introducing new modes of transportation held the key to India’s prosperity, so one of their first goals was to build durable, rugged vehicles that could handle the rough Indian terrain. In the 1950s and 60s, the Group diversified into businesses like Steel, Tractors, and more. Over time the Group consolidated its position in Automobiles, Tractors and Steel and entered promising sectors like IT, Hospitality, Financial Services, Components, Aerospace and Logistics, led by the goal of providing products and services that support prosperity.

Today the Group is a $16.9 billion global corporation employing more than 200,000 people across the globe. The Group’s flagship company, Mahindra & Mahindra, is a leader in the tractor and utility vehicles space.

TEN SECTORS. MANY COMPANIES. ONE PURPOSE.

We aim to make “Mahindra” one of the 50 MOST ADIMRED global brands by 2021.

A brand that empowers people to RISE to their dreams and achieve their full potential.
We are helping establish the largest identity management program in the world for the Government of India.

Results
- 600 million Unique Identification Numbers (Aadhaars) by 2015.
- Increased trust between public and private agencies and citizens
- Empowering the poor to access services

We are the largest non-banking financial services provider in rural India with over two million customers.

Results
- Funding for vehicles, construction equipment, personal loans and homes
- Employment of over 9000 local people to facilitate customer service and trust
- Over 3 million customers served

We make family holidays fun and affordable for thousands of families and individuals every year.

Results
- 45 stunning resorts
- Over 180,000 member families
- Unrivalled market leadership in the vacation ownership space

We designed the first multi-utility tractor in India in answer to our customers’ usage patterns.

Results
- AE50 Outstanding Innovation Award from the American Society of Agricultural and Biological Engineers, 2007
- The Shaan is the subject of a Harvard Business Review case study on innovation

Key Group Websites
- www.mahindra.com
- www.techmahindra.com
- www.mahindrafinance.com
- www.clubmahindra.com
- www.smotor.com
- www.mahindraforgings.com
- www.mahindralifespaces.com

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Awards and Recognition
- The only Tractor company in the world to have been awarded the Deming Prize and the Japan Quality Medal
- One of Forbes Global 2000 most Powerful Companies of the World
- Mahindra Reva in the top 50 Most Innovative Companies of the World in the Fast Company ranking, 2013
- M&M Board of Directors ranked as one of “India’s Best Boards” in the Economic Times-Hay Group survey 2014
- Ranked No.10 globally in the Hay Group “Best Companies for Leadership” ranking

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