

Ref no: M&M/SEC/2026-27/031

20<sup>th</sup> May 2026

**National Stock Exchange of India Limited**  
**Scrip Symbol: M&M**

**BSE Limited**  
**Scrip Code: 500520**

**Sub:** Appointment of Senior Management Personnel of the Company

**Ref:** Regulation 30 (*read with Schedule III*) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI LODR Regulations")

---

Dear Sir/Madam,

With reference to the captioned subject, we wish to inform you of the appointment of Ms. Purnima Lamba as the Chief Brand Officer, effective from 1<sup>st</sup> September 2026, who shall also form part of Senior Management of the Company.

The details as required under regulation 30 read with Para A (7) of Part A of Schedule III of SEBI LODR Regulations read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30<sup>th</sup> January 2026 are given hereunder as **Annexure A** along with a Press release issued in this regard.

This intimation is also being uploaded on the Company's website at <https://www.mahindra.com>

Yours sincerely,  
**For Mahindra & Mahindra Limited**

**Sailesh Kumar Daga**  
**Company Secretary**  
**FCS: 4164**

Encl. as above

**Annexure A**

Sr. No.	Details of Events that need to be provided	Appointment of Ms. Purnima Lamba as part of the Senior Management of the Company
a)	Reasons for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment as the Chief Brand Officer and forming part of Senior Management of the Company
b)	Date of appointment/ <del>re-appointment/</del> cessation (as applicable) & term of appointment/ <del>re-appointment</del>	1 <sup>st</sup> September 2026
c)	Brief profile (in case of appointment);	<p>Ms. Purnima Lamba is joining Mahindra Group as Chief Brand Officer, effective 1<sup>st</sup> September 2026.</p> <p>In this pivotal leadership role, Purnima will shape and steward the Mahindra Group's corporate brand and communications strategy. She will lead the development and execution of a compelling brand narrative that aligns with the Group's values, vision and business ambitions. She will oversee brand consistency across diverse business verticals, to ensure alignment with Mahindra's purpose-driven identity and drive initiatives that enhance brand salience in both traditional and digital ecosystems.</p> <p>Purnima joins us after an illustrious global career spanning around 25 years at Unilever, where she held senior leadership roles across India, UK and Netherlands. Throughout her journey, she has consistently driven measurable business impact, supported by her strong communication skills, strategic thinking, bold creativity and deep consumer insight. Her expertise in building tech-enabled beauty experiences and pioneering digital media models has been instrumental in strengthening brand presence and expanding global footprint.</p> <p>Purnima holds a BSc and MSc in Management from the London School of Economics and Political Science. From her entrepreneurial beginnings to leading some of the world's most iconic beauty brands, her career reflects a journey of transformation, innovation, and cultural intelligence. Her ability to elevate brands, inspire teams and translate insights into impact makes her an ideal leader to further strengthen the Mahindra Brand.</p>
d)	Disclosure of relationships between directors (in case of appointment of a director);	Not applicable
e)	Information as required pursuant to Circular of BSE Limited with ref. no. LIST/ COMP/ 14/2018-19 and Circular of National Stock Exchange of India Limited with ref. no. NSE/CML/2018/24, dated 20 <sup>th</sup> June 2018.	Not applicable

**Press Release****Mahindra Group Appoints Purnima Lamba as Chief Brand Officer****Appointment reflects the Group's focus on building a purpose-driven, future-ready corporate brand**

**Mumbai, May 20th, 2026:** Mahindra Group today announced the appointment of Ms. Purnima Lamba as Chief Brand Officer, effective September 1, 2026.

In this pivotal leadership role, Purnima will shape and steward the Mahindra Group's corporate brand and communications strategy. She will lead the development and execution of a compelling brand narrative aligned with the Group's values, vision and business ambitions. She will also oversee brand consistency across Mahindra's diverse business verticals, ensure alignment with the Group's purpose-driven identity, and drive initiatives that enhance brand salience across traditional and digital ecosystems.

**Dr. Anish Shah, Group CEO & MD, Mahindra Group said:** *"We are pleased to welcome Purnima Lamba as Chief Brand Officer. Her global experience, strategic thinking, bold creativity and deep consumer insight make her an ideal leader to further strengthen the Mahindra brand. As we continue to build a compelling brand narrative aligned with our values, vision and business ambitions, Purnima's ability to elevate brands, inspire teams and translate insights into impact will be invaluable. I wish her the very best in this key leadership role."*

Purnima joins Mahindra Group after an illustrious global career spanning around 25 years at Unilever, where she held senior leadership roles across India, the UK and the Netherlands. Throughout her journey, she has consistently driven measurable business impact, supported by strong communication skills, strategic thinking, bold creativity and deep consumer insight.

Her expertise in building tech-enabled beauty experiences and pioneering digital media models has been instrumental in strengthening brand presence and expanding global footprint.

Purnima holds a BSc and MSc in Management from the London School of Economics and Political Science. From her entrepreneurial beginnings to leading some of the world's most iconic beauty brands, her career reflects a journey of transformation, innovation and cultural intelligence. Her ability to elevate brands, inspire teams and translate insights into impact makes her an ideal leader to further strengthen the Mahindra brand.

**About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 324000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.



**Mahindra & Mahindra Ltd.**  
Mahindra Towers,  
Dr. G. M. Bhosale Marg,  
Worli, Mumbai 400 018 India

Tel: +91 22 2490 1441  
Fax: +91 22 2490 0833  
[www.mahindra.com](http://www.mahindra.com)

Learn more about Mahindra on <https://www.mahindra.com/> X and Facebook: [@MahindraRise](https://www.facebook.com/MahindraRise)  
For updates subscribe to <https://www.mahindra.com/newsroom/press-release>

**Media Contact Information**

**Swati Khandelwal**

Senior VP & Head, Group Communications Mahindra Group.

Email: [khandelwal.swati@mahindra.com](mailto:khandelwal.swati@mahindra.com)