

MANY COMPANIES
ONE PURPOSE



250,000+
EMPLOYEES

11
SECTORS

100+
COUNTRIES

22
INDUSTRIES

Mahindra
Rise.

Our story begins in 1945, with two men on a mission.



Mr. J. C. MAHINDRA



Mr. K. C. MAHINDRA



THE MISSION

driven by the core idea that people will succeed if given an opportunity - was to bring the iconic Jeep onto Indian roads.



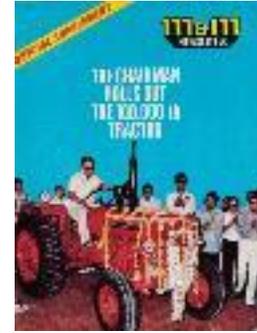
A SNAPSHOT OF MAHINDRA'S MILESTONES



The iconic Willy's Jeep comes to India for the very first time, brought in by M&M



We pioneer Farm Mechanisation & launch our first tractor



We become Market Leader & 100,000 tractors are flagged off by Mr. Keshub Mahindra



We set up Maxi Motors Financial Services, (now Mahindra Finance) to finance Mahindra vehicles



Mahindra Scorpio is launched, credited to have shaped the SUV market

1945

We set up Mahindra & Mohammed and officially commence steel trading as a company



1949

We go public and listed on BSE



1955-56

1961

Mahindra UGINE Steel Co (MUSCO) is incorporated (now Sanyo)



1962

1980s

Joint Venture with British Telecom (now Tech Mahindra)



1986

1991

Club Mahindra is born, providing holidays on a timeshare basis



Project Nanhi Kali is born, providing primary education to underprivileged girl children



1996

2002

MAHINDRA'S MILESTONES



We set up Mahindra International, a truck & bus business through a JV with Navistar International and International Truck & Engine Corporation (ITEC), USA



We set up the Aftermarket business

We reposition from Mahindra, to Mahindra Rise, our new identity is based on our philosophy

Rise.



Unveiling of Pininfarina Battista, world's 1st all-electric hypercar



XUV 700 and new SUV logo unleashed



The 1st Mahindra World City is set up in Chennai – a step in creating sustainable urbanisation

2002

2003

2005

2007

2008

2009

2010

2018

2019

2020

2021

We set up Mahindra Shubhlabh Services Ltd. to export quality grapes



Our acquisition of Punjab Tractors (now Swaraj) consolidates our market leadership



Mahindra Tractors wins Japan Quality Medal (JQM) as a recognition of innovation and quality



The PE & Corporate VC arm of the Mahindra Group is born, with a USD 1bn+ fund to invest in businesses that shape the future



We acquire Gipps Aero, Australia and Aerostaff, entering the aerospace sector



The iconic Jawa comes back to India, brought in by M&M subsidiary, Classic Legends



Mahindra launches the new Thar to Rave reviews and wide acclaim

A person in a light-colored jacket and dark pants stands on a rocky mountain peak, holding a trekking pole. The background shows a vast mountain range under a hazy, golden sky. The word "Rise." is written in a large, light green, sans-serif font across the upper middle of the image.

Rise.

Rise gives us meaning and purpose.
It instils 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.

CORE PURPOSE

BRAND PILLARS

**ACCEPTING
NO LIMITS**

**ALTERNATIVE
THINKING**

**DRIVING POSITIVE
CHANGE**



Together, our core purpose, brand pillars and core values form the House of Mahindra
the foundation and framework of our being



CORE VALUES

Professionalism | Good Corporate Citizenship

Customer First | Quality Focus | Dignity of the Individual

SHAPING INDUSTRIES TRANSFORMING LIVES

World's Largest Tractor
Company by Volume



No.1 Hospitality Company
outside of the USA



India's No .1 Multi-Brand
Certified Used-Car Company



Pioneer in Building Smart Cities in
India through Mahindra World Cities



Only Indian OEM in Formula E
All-Electric Car Racing Championship



We're
**spearheading
and paving
new paths**

We are...

Among India's
Top 5 IT Service Providers



Amongst India's Largest
Solar EPC Companies



India's biggest Large
Commercial Vehicle Maker



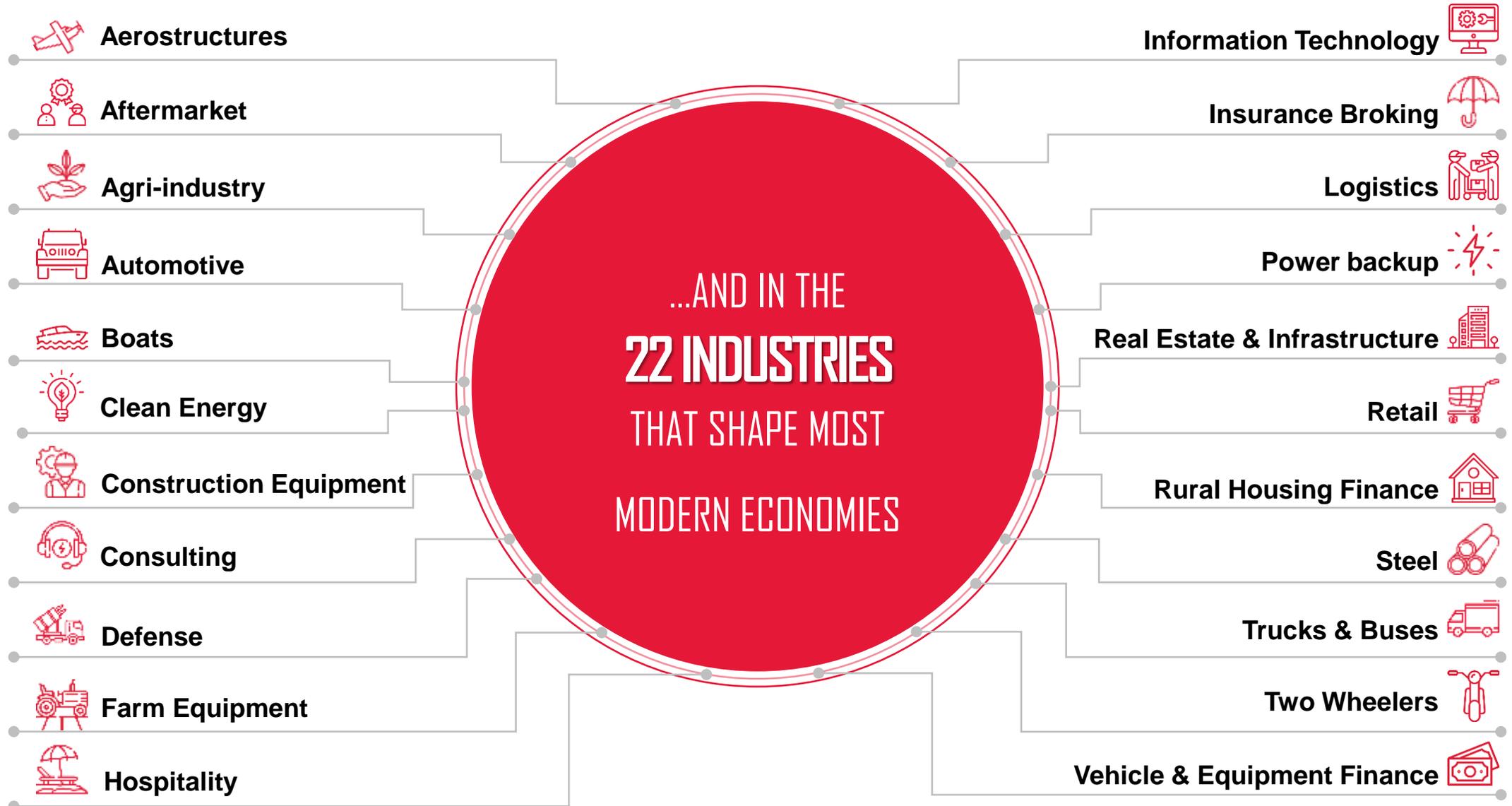
Among India's Largest Third-Party
Logistics Service Providers



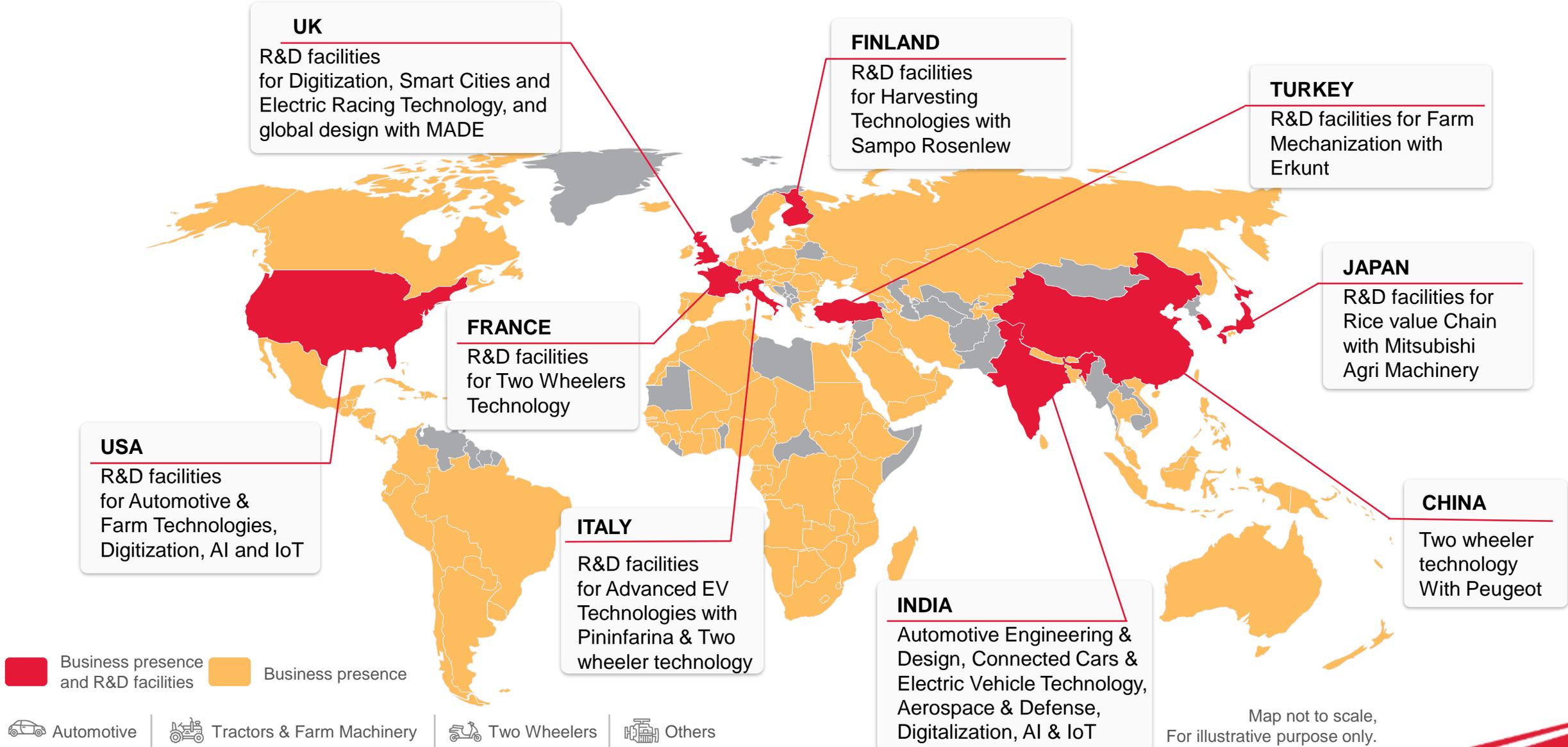
World's 1st All-Electric
Hyper car - Pininfarina Battista



THE MAHINDRA GROUP – AN OVERVIEW



GLOBAL FOOTPRINT



GLOBAL FOOTPRINT



The group has business presence in **100+ countries** with **50% revenue from outside India**

68

Manufacturing facilities around the world

-  Farm Equipment
-  Automotive
-  Electric Vehicles
-  Two Wheelers
-  Others

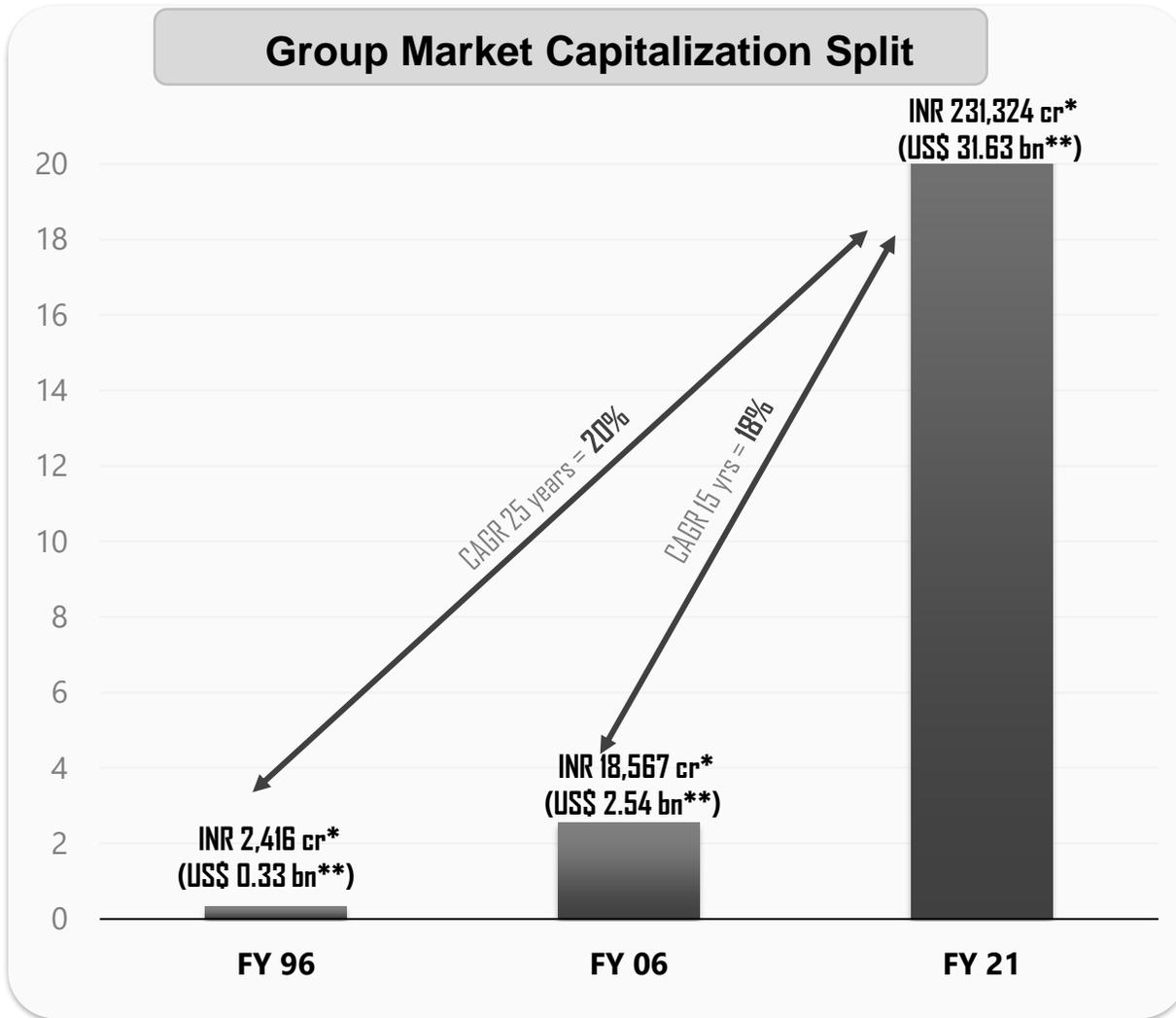


Our R&D facilities are set up in **21 centers across 9 countries**

China, Finland, France, India, Italy, Japan, Turkey, UK, USA

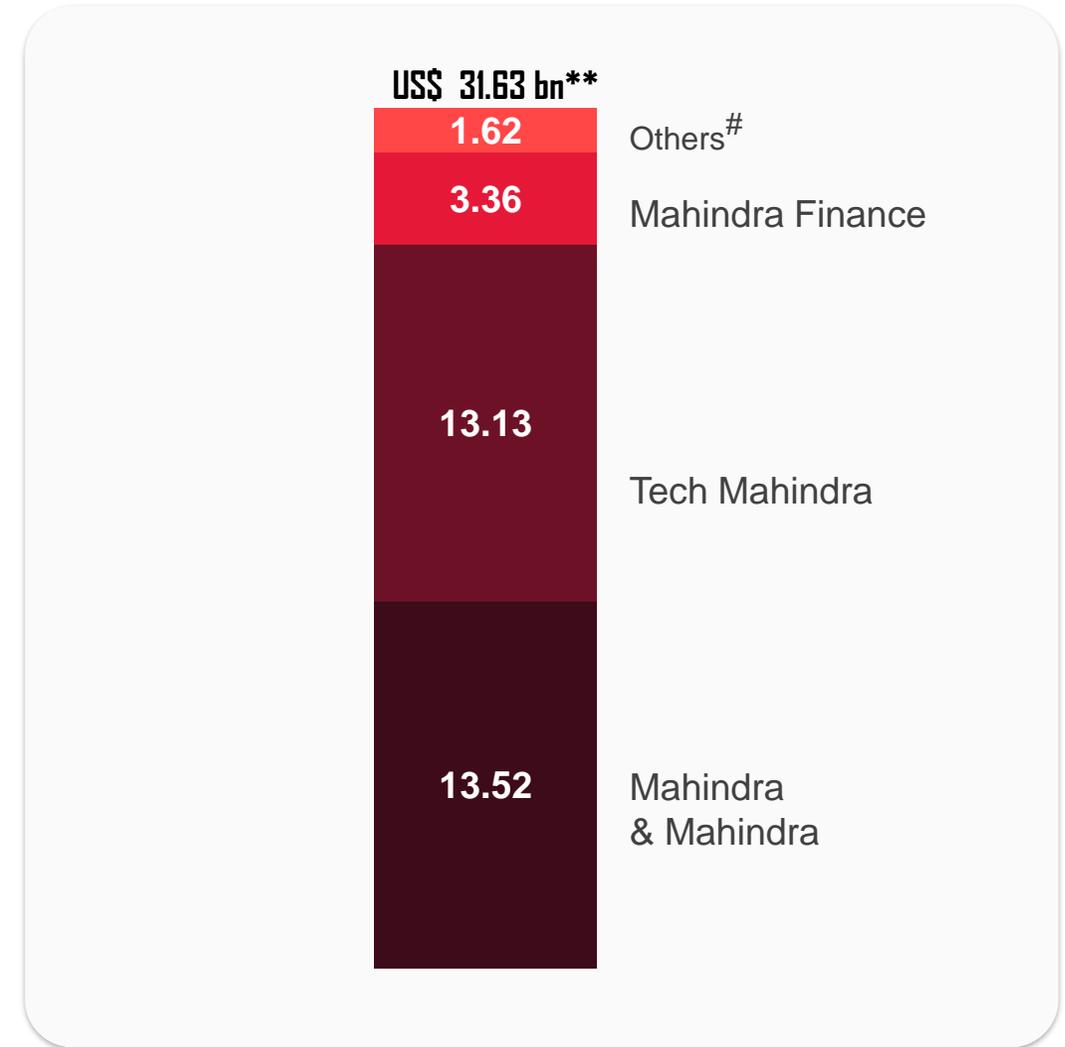
41	INDIA	   
02	ALGERIA	
01	AUSTRALIA	
01	BANGLADESH	
01	BENIN	
01	BRAZIL	
01	CHAD	
01	CHINA	
01	FINLAND	
01	FRANCE	
01	INDONESIA	
01	JAPAN	
01	KENYA	
01	MALI	
01	NIGERIA	
01	SOUTH AFRICA	
01	SRI LANKA	
01	TUNISIA	
03	TURKEY	
02	UAE	
04	USA	 

GROUP MARKET CAPITALISATION – FY21



*Price as on 31 March of corresponding fiscal year

**US\$ 1 = INR 73.137

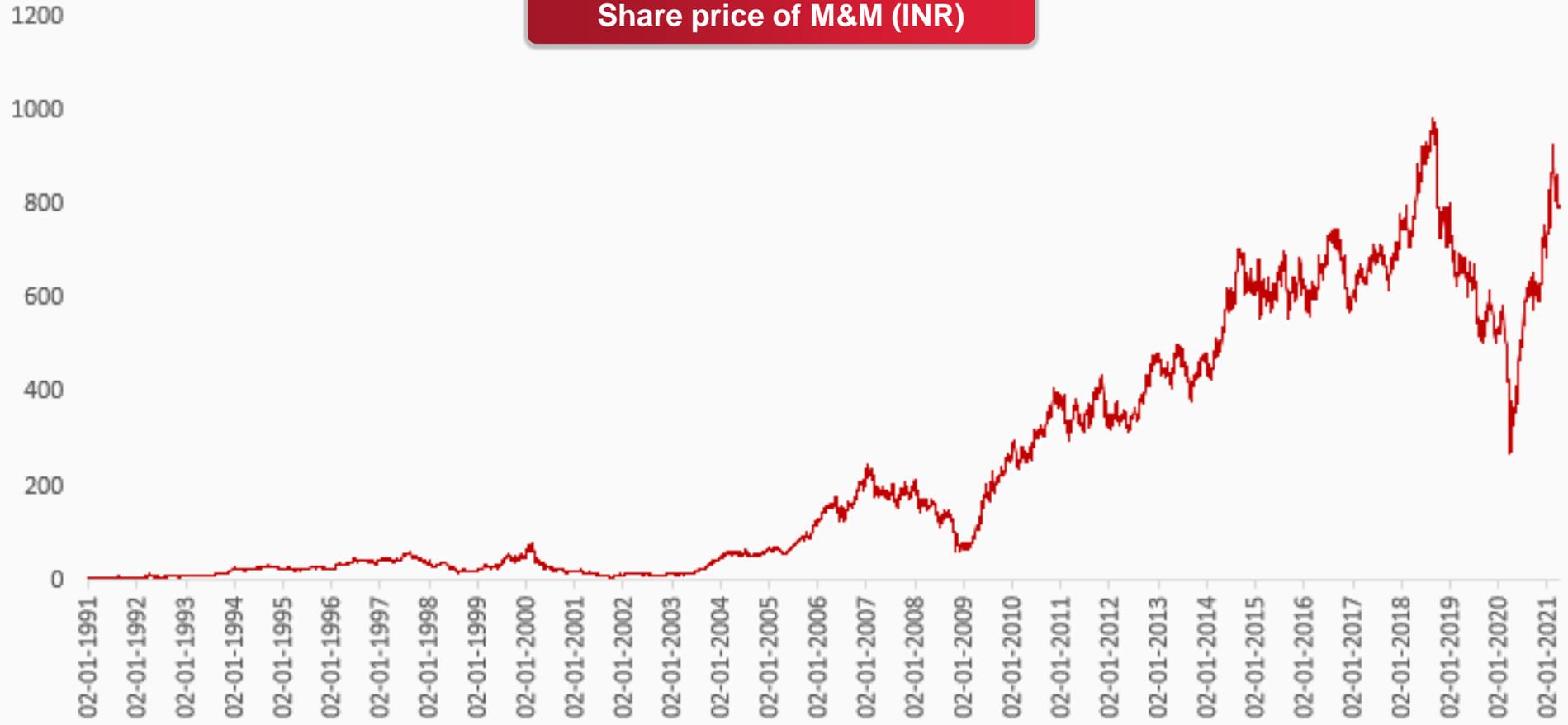


Others include Mahindra Logistics, Mahindra Holidays, Mahindra Lifespaces, Swaraj Engines, Mahindra EPC

MAHINDRA GROUP JOURNEY OF VALUE CREATION

₹ 1000/- invested in 1991 would have become more than ₹ 1.6 Lakhs today
Over 157 times return in last 30 years at a **CAGR of 18.4%**

Share price of M&M (INR)



GROWTH DRIVERS...OUR GEMS

We have identified certain unlisted businesses in our portfolio which could generate tremendous value. We would allocate the right resources to scale up these 'Gems'.



Susten

Technology led utility scale solar dev-co with intl EPC experience



Rural Housing Finance

Small ticket rural housing loans, large field force & customer-oriented products



Powerol

Telecom genset provider with strong distribution; Scaling up through high KVA gensets



Accelo

India's leading steel solution provider with foray into auto re-cycling through Cero



Agri

Trusted provider of Agri inputs (seeds, crop care, irrigation) and high-quality fruits



Aftermarket

Leading used car player with end-to-end solution, vast franchisee network & strong online presence



Classic Legends

Launched historic brands in premium motorcycle segment; Strong start in market



Mobility

Full range mobility player with pan India presence & EV focus



Bristlecone

Specialist technology provider for supply chain, serving Fortune 500 customers

GOVERNANCE IS OUR **BEDROCK**

Growth, Governance & Social Focus



-  Board of Directors & Committees
-  Compliance
-  Promoting Stakeholder Interest
-  People & Diversity
-  Sustainable Growth



M&M: AAA rating for 6 years in a row, from four key Credit Rating Agencies



DEFENCE & AERO SECTOR

OVERVIEW

Mahindra Defence & Aero sector is the Group's foray into the Hi-Tech Defence & Aero industry

Govt focus on 'AtmaNirbhar Bharat' driving growth in the industry

Dedicated state-of-the-art facilities created and capabilities built to support indigenization of defence manufacturing

Only corporate house in India to have capabilities to support all 3 wings of Defence forces – Land, Naval & Air Force.

BUSINESS HIGHLIGHTS

Working on delivering 3 major programs:

- Armoured Light Specialist Vehicle – an indigenously designed & developed vehicle for Indian Army
- Integrated Anti-Submarine Warfare Defence Suite for the Indian Navy
- Airport Surveillance Radar project

Partnerships in place with renowned Global OEMs for Military Helicopters, Fighter Aircrafts and Drones



Land & Naval Systems

Armoured, Tactical & Specialist vehicles to the security forces in India as well as exports to UN peacekeeping forces. Also doing Assembly, Integration & testing of M777 Howitzers for Indian army.

Underwater naval systems for Indian Navy as well as global OEMs



Radars & Flight Simulators

JV with Telephonics, USA for Radars & Electronic Surveillance systems. Only private sector entity in India manufacturing & exporting Airborne radars

Advanced flight simulator based training for Indian Air Force pilots.



Aerostructures & Composites

A reliable partner in aerostructures supply chain manufacturing parts, sub-assemblies & flight critical assemblies for Global aircraft OEMs

Also supplying composite components for Indian Space missions



Homeland & Cyber Security

Largest private sector player in India providing emergency response systems services.

Also provide cyber security services to corporates.



AGRI BUSINESS

OVERVIEW

Mahindra's Agri sector comprises of two flagship entities: Mahindra Agri Solutions Ltd. (MASL) and Mahindra EPC Irrigation Ltd. (MEIL)

MASL offers high quality Agri inputs (seeds & Agri chemicals) and is a leading grapes exporter.

MEIL (EPC), a Micro-Irrigation player, is listed on major stock exchanges, with **54%** stockholding of M&M



Micro Irrigation

Robust product portfolio of Drip and Sprinkler irrigation systems.

4th largest industry player, 55%+ CAGR PAT growth in last 3 years

JV with Top Greenhouse, Israel for protected cultivation



Seeds & Seed potato

Robust in-house R&D for rice and vegetables seeds

Leading rice seeds player in Tamil Nadu & Telangana

JV with HZPC, Netherlands, for global seed potato varieties

State-of-art Aeroponics seed potato plant in Mohali, Punjab



Crop Care

60:40 JV with Sumitomo Corporation, Japan.

Access to products of 12+ Japanese Ago-chemical R&D companies

Launched 'B-Safe' sanitizers in a record time of 3 weeks



Fruit Exports

15 years of experience in fruit exports

Strong base of 800+ grape farmers in Nashik, Baramati and Sangli

State-of-art packhouse in Nashik, Maharashtra

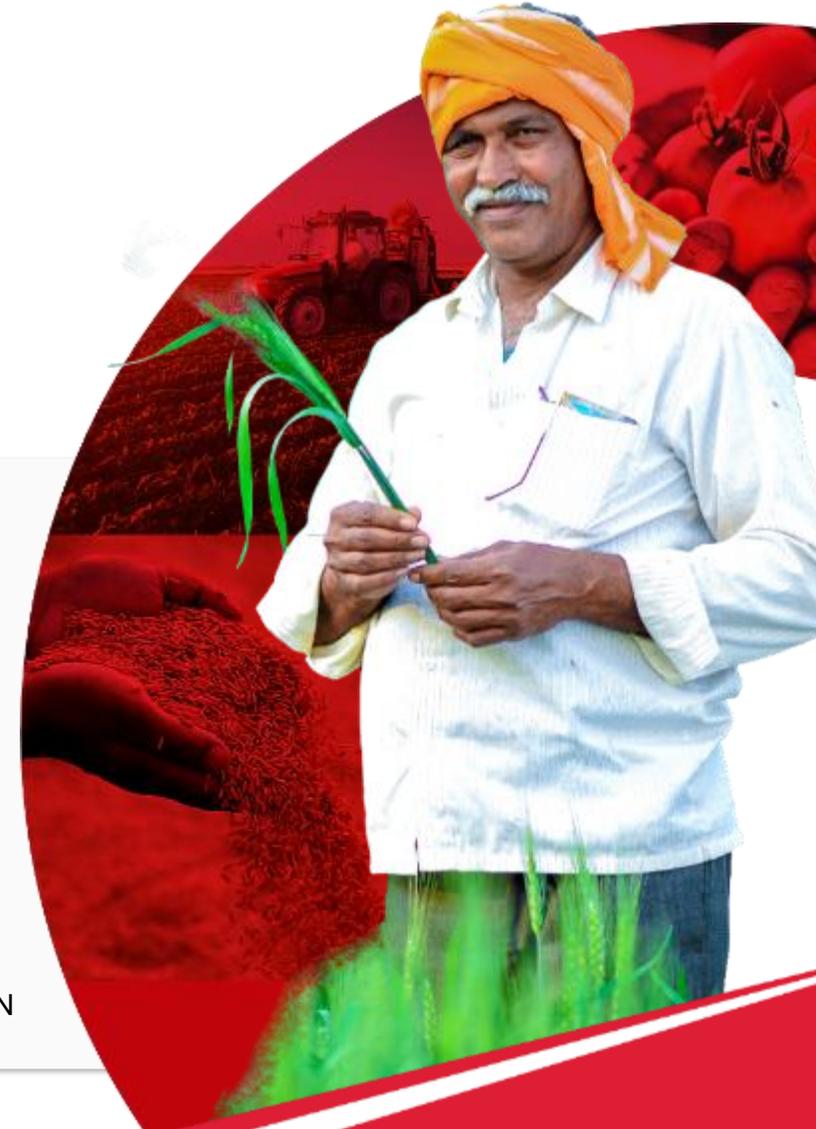
Acquired OFD BV, Netherlands in FY'17 to bolster presence in EU & CN

BUSINESS HIGHLIGHTS

Achieved topline of **₹ 1374** Crs in F21

JVs with international partners for global technologies in crop care, seed potato and protected cultivation.

Business footprint in 19 Indian states for Agri inputs, presence in 5 continents for global fruit distribution



AUTOMOTIVE BUSINESS

OVERVIEW

Automotive Sector is part of the M&M Ltd contributing **56%** of total M&M Revenue

Among **Top 3 Players in India** in segments in which we play – **PV, CV, Electric**

Full Range Automotive Player with presence in **5 distinct** business streams

Exports to **35+ Countries**

BUSINESS HIGHLIGHTS

F21 Consolidated Turnover*: **₹ 25990 Cr**

F21 Sales Volume : **350k+ vehicles**

Despite industry volatility, maintaining Operating Margins between **11%-14%** since FY13

Ranked #2 in Forrester's* Customer Experience Index study for Automobiles in 2020-21



Passenger Vehicles

Authentic, Capable SUVs maker with unmissable presence **since 1949**

Global presence in 50+ Countries – Pininfarina (Italy), MANA, MSA etc.

Thar - Winner of 19 Awards; Declared Car of the Year at the 2021 Autocar Awards



Commercial Vehicles

Presence across **3Wh, SCVs, Pick-ups, LCVs, MHCVs, Construction Equipment**

Dominant Player in Pick-ups (2T – 3.5T) with **59%** market share

Strong up-country presence with **55%+** rural share of business



Electric Vehicles

Largest EV player in India with close to 40k EVs on road. Market Leader (60% MS) in e3Wh

Completely **in-house design**, development and manufacture of EV products with low voltage powertrains

Partnerships with leading ecommerce companies for electrifying their fleets



FARM EQUIPMENT BUSINESS

OVERVIEW

Farm Equipment Sector is part of the M&M Ltd contributing **41%** of total M&M Revenue

Purpose is to democratize technology for small landholders across the world

Maintaining Domestic Tractor Market Leadership over 3 decades with **38.2%** Market Share in F21

Global presence in **59** countries with strong in-market presence in USA, Turkey and Japan

BUSINESS HIGHLIGHTS

F21 FES Standalone Turnover : ₹ **18,433 Cr**

F21 FES Consolidated Turnover : ₹ **24,792 Cr**

Despite industry volatility maintaining Standalone profit margins of **18-20%** in last 5 years



Tractors

Range of 15 to >100 hp; selling across 3 brands domestically – Mahindra, Swaraj & Trakstar
Global presence through Mahindra, Mitsubishi and Erkont brands

No. 3 in the U.S. market in the below 100hp category¹



Farm Machinery

Farm mechanization solutions are available across crop growth cycle with varying levels of penetration

Leveraging Global Technologies through our Centres of Excellence at -

- Mitsubishi Agri Machinery for Rice Value Chain
- Sampo for Harvesting
- Hisarlar for Farm Implements



Krish-e

Farming As a Service: Krish-e

- Krish-e is increasing farmers' income per acre through the power of Agronomy, Mechanisation and Digitisation
- Krish-e offers technology driven services that are progressive, affordable and accessible across the complete crop cycle.
- Services include agronomy advisory through demonstration plots & digital apps, advanced farm equipment rentals and new-age precision farming solutions
- 52 operational centres across 15 states as on June '21

SWARAJ

Reliable, Powerful, Authentic



Mahindra

Pioneering technology



TRAKSTAR DLX
TRACTOR JO BADAL DE LIFE KA TRACK



¹ Based on 2019 data

FINANCIAL SERVICES

OVERVIEW

Largest NBFC in Rural and Semi-urban India

Highest ratings for short term & long term instruments by major rating agencies

Global presence, with key investments in USA (MFUSA) and Srilanka (Ideal Finance)

BUSINESS HIGHLIGHTS

Assets with ₹ 85601* Cr in F21 with YoY growth of 5%

Robust pan India presence with **1800+ branches**



Financing

Caters Farmers, Small traders, Self employed, Salaried, Small and Medium Enterprises and Neo-entrepreneurs

A unique earn & pay model with customised repayment options and speedy loan approvals

Loans available at attractive interest rates and least documentation

7.4 million customers across 3.8+ lakh villages



Insurance

Provides variety of risk covers related to Life Insurance and Non-Life Insurance

16.6 million customers

Networks in 40+ countries for reinsurance broking



Rural housing finance

Provides loans for purchase, renovation, construction of houses to individuals in the rural and semi-urban areas of the country.

Field investigation based credit scoring for customers with limited credit history, and limited or no documentation available

Flexible payment options to cater to erratic agricultural incomes

1.08 million customers across 14 states and 1 union territory



Mutual fund

A Joint Venture with Manulife, a global wealth and asset management company

Offers wide variety of investment solutions pan-India, with focus on semi-urban areas

Assets over ₹ 6000 Cr from 2.3+ lacs investors



HOSPITALITY

OVERVIEW

Mahindra Holidays & Resorts India Ltd (MHRIL) is part of Mahindra Group

MHRIL is the largest vacation ownership company in the world (outside USA)

Holiday Club Resorts Oy, a leading European timeshare company is a **fully owned subsidiary** of MHRIL

BUSINESS HIGHLIGHTS

Under Ind AS 115 (YoY – FY21 over FY20)

EBITDA – 18% (YoY) ; PBT – 37% (YoY)

Cash Position – Rs 940cr (as on 31st March'21)



Club Mahindra - India

Over 250,000+ member base

79 Resorts in India and across the World

With Room Inventory of ~4200 rooms

Over 1000+ experiences to offer to members



Holiday Club - Finland

Over 60,000+ member base

33 resorts and holiday homes across Finland, Sweden & Spain



Leisure Ecosystem

Club M Select: Member Experiences and Privileges Program

Horizon – 2000+ In-City Experiences

Network of 210+ Partner Hotels across India, Europe and Asia



INFORMATION TECHNOLOGY



OVERVIEW

IT represents the connected world for Mahindra Group, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise.

With Tech Mahindra and Bristlecone – Mahindra Group in IT Services provides digital transformation, consulting and business reengineering services and solutions.

- \$5.1+** Billion Enterprise
- 121,000+** Employees
- 90+** Countries
- 1,007+** Active Customers

BUSINESS HIGHLIGHTS FY'21

\$ 2.2 Bn Net New Deal Wins for Tech Mahindra

40% Digital Revenue at Tech Mahindra

Bristlecone is the leading provider of AI-powered application transformation services for the connected supply chain

Bristlecone's capabilities include SAP Solutions, Platform Solutions, AI & Analytics, Connected Technologies and Modern Engineering

Tech Mahindra the only Indian company in the '2021 Global 100 Most Sustainable Corporations' by Corporate Knights

Tech Mahindra ranked amongst the Top 15 Global IT Services Brand by Brand Finance in 2021

Bristlecone ranked amongst the Top 10 Leaders in Supply Chain



Tech Mahindra PORTFOLIO COMPANIES

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-

*SOFGEN is now TechM Banking Products

BRISTLECONE

MOBILITY SERVICES

OVERVIEW

Purpose: 'Transforming India by Connecting People, Places and Assets'

Delivering industry-first solutions through sustainability, innovation and technology

Sunrise sector with all 3 businesses being potential Billion \$ candidates

BUSINESS HIGHLIGHTS

Among India's **largest** 3PL solutions providers specializing in supply chain management

Full range enterprise mobility player (B2B, B2B2C, B2C)

1st and **largest** organized used car player with India's #1 auto auction portal (eDiig), used car pricing engine (IndianBlueBook) and vehicle inspection service (Autoinspekt)



Mahindra
LOGISTICS

Transport as a Solution (TaaS)

MLL: Amongst **leaders** in warehouse management with **16+** million sq. ft of warehouse space

10,000+ cargo vehicles deployed every month

Porter: Online goods transport marketplace with **10 Mn+** rides in 6 cities since being founded in 2014



First Choice
India's No. 1 Multibrand Used Car Platform
carandbike

Vehicles as a Solution (VaaS)

MFCW: **Leading** end-to-end enterprise and retail solutions for used cars

Carandbike: **Leading** auto portal with **13 Mn+** unique view



MERU
alyte

Mobility as a Solution (MaaS)

Meru + Alyte: Pan-India **EV-led** presence with **70,000+** vehicles (300+ EVs) delivering **7+ Mn** personal rides per year

Zoomcar: Pioneer brand in shared mobility and self-drive rental segment with **10,000+** cars



PARTNERS

OVERVIEW

- Our vision: Accelerated value creation through a diversified global portfolio of emergent businesses driven by constant innovation, prudence and creative business models
- Mahindra Partners has invested in and nurtured over 20 businesses across sectors such as healthcare, clean-tech, renewables, consumer retail, industrials and logistics
- We provide our portfolio capital, operating expertise & strategic guidance
- Focus Areas: Growing our existing portfolio in clean-tech, consumer retail, healthcare and industrials

MAJOR BUSINESSES



Sustainability & Clean-tech



Industrials & Manufacturing



Consumer & Retail



Healthcare



Services



BUSINESS HIGHLIGHTS

Portfolio Companies: **16**

Employees: **3,000+**

Revenue: **USD 800 MN**

IPOs: **1**

Unicorns: **1**



REAL ESTATE

OVERVIEW

Mahindra Lifespace Developers Ltd. ('MLDL') is the real estate and industrial infrastructure arm of Mahindra Group

Mahindra and Mahindra Ltd. has a **51.5%** stake in MLDL



Residential developments

Modern, multi-family apartments in urban, residential communities

Value homes that enable health and wellbeing



Industrial Cities and Clusters

Large format Industrial Cities that provide integrated infrastructure for transnational and Indian companies in the manufacturing and services sectors

- Domestic Tariff Areas, Special Economic Zones and co-located residential zones
- Developments in public-private partnership with state industrial bodies

Strategically located Industrial Clusters in proximity to high growth corridors

BUSINESS HIGHLIGHTS

Development footprint spanning **25.7 million sq. ft.** of residential projects across seven Indian cities; and over **5000 acres** of integrated developments and industrial clusters

A pioneer of environment-friendly, sustainable developments in India; one of the few developers in India with a 100% certified portfolio



TWO WHEELERS

OVERVIEW

Mahindra has invested in two Iconic Two-Wheeler Brands

BUSINESS HIGHLIGHTS

PMTC has leadership in the 50cc segment – Kisbee is the best-selling scooter in France, and the #1 **50cc scooter** in the EU. New Metropolis continues as the flagship with a strong demand.

In 2020, PMTC sold **75,430 units** across the world, with a revenue of **151.4 Mn Euros**[^], a growth of 28% over 2019.

In the current year, as of YTD June, PMTC volumes have been **+14.8%** above the previous year. The demand continues to be robust, but semiconductor chip shortage and transportation issues are affecting the supplies.



PEUGEOT

Peugeot Motorcycles is the 2W side of the legendary French auto brand.

Peugeot is the world's oldest 2W Brand and celebrated 210 years in Oct 2020.

It is a pioneer in EVs having made its foray into the segment in 1996.

PMTC is headquartered at Mandeure, in the east of France with active sales operations in 50+ countries & manufacturing in China, India and Vietnam (CKD partner) besides France.

Mahindra Two Wheelers Europe acquired a 51% stake in PMTC in 2015, and the balance stake in December 2019 making it a 100% Mahindra subsidiary.

Classic Legends became the second largest player in its segment (**250-500 cc**) within twelve months of inception

The company operates pan-India with a footprint of **100+ dealerships**. The network is slated to double its size in FY 21



CLASSIC LEGENDS

Classic Legends is 60% owned by Mahindra. Their portfolio of iconic motorcycle brands include Yezdi and the BSA. It is bringing these brands back and will eventually offer to its customers lifestyle options which contemporize the classic and are authentic

Jawa was founded in 1929 in Czechoslovakia. The motorcycle was produced and sold in India from 1961 to 1973. It was the fore runner to the Yezdi.

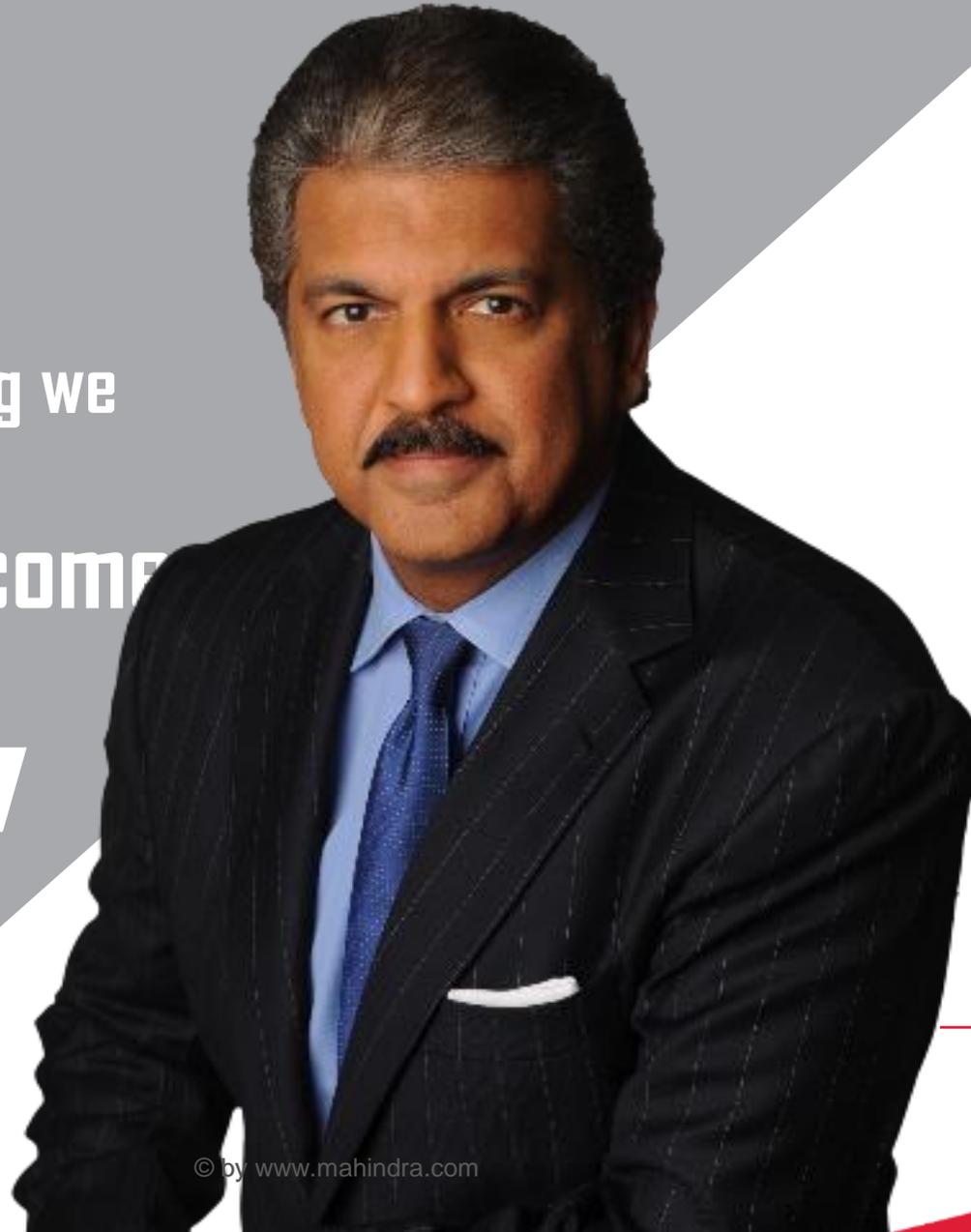
Classic Legends resurrected Jawa in Nov 2018 by introducing Jawa Classic and the Jawa forty-two and has recently added the Perak.



“

It's not about how big we
become
but how we become
big.

”



Anand Mahindra

Chairman, Mahindra Group

AND THAT'S WHY

**IN EVERYTHING WE DO, WE RISE FOR
GOOD.**





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.



Rise for Good



Empowering our people

MLU, Women Leadership and MIT – 54 women managers trained

ESOPS – 2,72,467
Employee hours in F21 across the group / 83,789 employee - hours from M&M



Serving community

Nanhi Kali – 4.7lakh plus
SMART – 1 lakh plus

500,000+ Youth Skilled through Mahindra Pride and Tech Mahindra Smart Programs

Mahindra Group donated 50 crore to PM Cares for COVID 1 relief fund



Rejuvenating the planet

16 Mahindra group companies have got their Science based targets approved by F21

19.08 million trees planted since 2007

22 locations across the group are Zero Waste to Landfill certified



Business for good

Our Green businesses have generated a revenue of 600+ million USD in F20 alone

1 million + metric tonnes of CO2 mitigated through our green businesses in F20

M&M Ltd became one of the 8 Global Transport OEMs in leadership band to receive “A” ratings in CDP climate change and water security

THE MAHINDRA GROUP – AN OVERVIEW

WE ARE PRESENT IN 11 SECTORS



AUTOMOTIVE



AEROSPACE & DEFENSE



MOBILITY SERVICES



AGRI BUSINESS



FARM EQUIPMENT



FINANCIAL SERVICES



HOSPITALITY



IT



PARTNERS



REAL ESTATE



TWO WHEELERS

OUR COMMITMENT TO THE ENVIRONMENT



1st company to commit to doubling energy productivity in the world



1st carbon neutral factory in the India. Mahindra Group committed to be carbon neutral by 2040



1st to reach zero waste to landfill at a factory in India (2nd in the world). 20 locations across the group certified.



1st to use a carbon price in India



1st to join Science Based Targets program in India



1st holiday resort to be 100% renewable energy powered in India (Kanha)



Investments in sustainability programs give superior economic returns and have high environmental and social impact



Solar energy, waste to energy, recycling of automobiles, micro-irrigation, electric vehicles and green buildings are examples of our green businesses



Mahindra is water positive overall. Future focus is on reducing fresh water use and also be water secure in each location



OUR 10 COMMITMENTS

Towards environment, social and governance (ESG)

1



Achieve **Carbon Neutrality** by 2040

2



Get 100% sites **Zero Waste to Landfill (ZWL)** certified

3



Continue being a **Water Positive** group

4



Use **100% Renewable Energy (RE-100)**

5



Attain **100%** improvement in **Energy Productivity (EP-100)**

6



Incorporate **Internal Carbon Pricing** in our business decisions

7



Plant **5 mn** trees per year under **Project Haryali**

8



Educate **1 mn** girl children per year under **Project Nanhi Kali**

9



Support 1m woman per year under **Woman Empowerment Initiative**

10



Set gold standard in **Governance, Compliance, and Disclosures**

DOING GOOD

MAKES GOOD BUSINESS SENSE

Today, several of our businesses have 'doing good' as their core value proposition.

DRIVING RURAL
PROSPERITY



FINANCIAL
INCLUSIVITY



CLEAN ENERGY



GREEN
LIVING SPACES



GREEN MOBILITY

MAHINDRA RISES TO FIGHT COVID-19

Unprecedented times require mankind to undertake extraordinary measures, stand and act in solidarity, like never before!

Every possible resource within the Mahindra Group is being actively and uniquely leveraged to help beat the Coronavirus pandemic, in India and internationally.



Produced and delivered **250,000** face shields and **350,000** face masks to frontline medical staff, police, Bombay Municipal Corporation and community members



Started production of **aerosol aspiration box** in India



Produced and Supplied 34,000 litres of disinfectants and sanitizers by quickly converting existing production facilities



Re-aligned frugal engineering capabilities to prepare a prototype of **low cost ventilators**, in just 5 days



Provided meals/ration packets to **210,000+** people. Since 30th March, **9000+** beneficiaries have received daily nourishment across 12 locations



50 of our resorts across India have been made available as **temporary care facilities** to the government



Free emergency cab service (Alyte) launched in 9 cities for doctors, nurses, single mothers, specially-abled individuals, and senior citizens. 5000+ registrations received in under 20 days. 1000+ customers served.



Crowdsourced and donated funds to drivers impacted by the location under HOPE (Helping Our People during Emergencies) relief-fund



Donated **₹50 crores** to the **PM CARES FUND**



Donated funds to **Maharashtra Chief Minister's Relief Fund, Deputy Commissioner's Office – Mohali and Thiruvalluvar District Collectorate**



Employee voluntary contribution of ₹2 crores towards the Mahindra Foundation COVID-19 relief fund

**PEOPLE,
PRODUCTS AND
SERVICES**

MAHINDRA RISES TO FIGHT COVID-19

Unprecedented times require mankind to undertake extraordinary measures, stand and act in solidarity, like never before!

Every possible resource within the Mahindra Group is being actively and uniquely leveraged to help beat the Coronavirus pandemic, in India and internationally.



RISE BEYOND BORDERS

 Initiated employee voluntary contributions to raise funds for COVID-19 relief work:

 Partnered with **nine major food banks** to raise **US \$110,000** in the USA

 Partnered with **Malaysia Digital Economy Corporation and Red Cross Society of China**

 Raising funds in **Philippines and Indonesia** also

 Producing and delivering **aerosol boxes, face shields and masks** in the USA

 **Collecting used laptops and PCs** to distribute to students from low-income households in the USA

TECHNOLOGY TO CONNECT CITIZENS AND GOVERNMENT

 Developed and deployed a block chain based **ePass solution** for state Governments to streamline validation and mobility or essential services

 Helped developed **Integrated Digital Health Platform** to provide remote access to healthcare

 **Dial 100 emergency services** and coordinate citizen services

 Supported **Ayushman Bharat** with service center capabilities to message queries from citizens.

 Collaborating to create **computational drug discovery models** to help find a cure for COVID-19

WE ARE DRIVEN BY **INNOVATION**



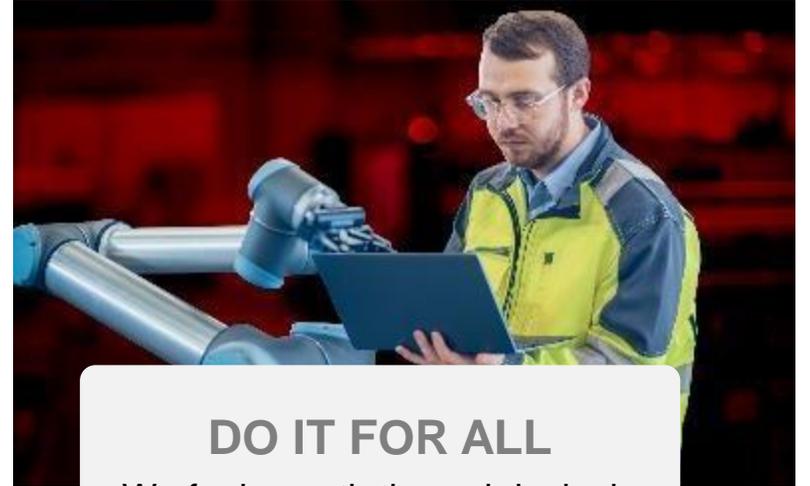
DO MORE WITH LESS

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

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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

#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 endeavor to advance farm mechanization by introducing newer technologies such as fruit-picking 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.

OUR LEADERSHIP

The people who spur us to our summit and inspire us to aim higher



Anand Mahindra

Chairman,
Mahindra Group



Dr. Anish Shah
MD & CEO,
Mahindra Group



Rajesh Jejurikar
Executive Director
Auto & Farm sector



SP Shukla
Chairman
Agri, Aerospace,
Defence and
Steel Sector



Amit Sinha
President
Group Strategy



Ashok Sharma
MD & CEO
Mahindra Agri
Solutions



Arvind Subramanian
MD & CEO
Mahindra
Lifespaces



Asha Kharga
Chief Customer
& Brand Officer



CP Gurnani
MD & CEO
Tech Mahindra



Hemant Sikka
President -
Farm Equipment



Kavinder Singh
MD (MHRIL) &
President (Leisure
and Hospitality
Sector)



Manoj Bhat
President and Group
Chief Financial Officer



Manoj Chugh
President -
Group Public
Affairs



Mohit Kapoor
General Counsel &
Group Technology
Officer



Naveen Raju
General Counsel
& Exec VP, Group
Legal



Parag Shah
Exec VP & Head,
Mahindra Accelo



**Rajeshwar
Tripathi**
CHRO, Auto &
Farm Sectors



Ramesh Iyer
Vice Chairman
& MD (MMFSL) &
President (Financial
Services Sector)



**Rampraveen
Swaminathan**
MD & CEO Mahindra
Logistics



Ruzbeh Irani
President
Group HR &
Communications



Veejay Ram Nakra
CEO Auto
Division



Velusamy R
Chief of Global
Product Development,
Auto Sector



Vinod Sahay
President & Chief
Procurement Officer



Vivek Agarwal
President, BFSI,
HLS, Corporate
Development, TechM

OUR EFFORTS ARE **GETTING NOTICED...**

2021



2nd on India's Best Companies to Work For
M&M | Great Place to Work Institute



One of the most Trusted Brands of India
M&M | CNBC-TV18



14th on India's Coolest Workplaces Survey
M&M | Business Today

2020



Among Top Innovators in India
M&M | Clarivate South & South East



Among 100 companies across Industries in emerging markets
M&M | DJSI Emerging Markets Index 2020



COVID Crusaders Award
M&M | Indo-American Chamber of Commerce



Asia's Best Carbon Disclosure Report
M&M | Asia Sustainability Reporting Award



ranked 17th among the '100 Most Sustainably Managed Companies' in the world | M&M | Wall Street Journal Global Sustainability Ranking



Recognised as one of India's Top Companies for Sustainability & CSR
Mahindra & Mahindra | Futurescape



Best e-Vehicles Manufacturer (Good Air Promoter)
Mahindra Electric | Good Air Summit



A close-up photograph of a hand holding a white, rounded rectangular card. The card is the central focus, containing text. The background is a light grey gradient. The hand is positioned on the left side of the frame, with fingers gripping the edges of the card.

Thank you

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We are built on the
bedrock of
strong values and good
people

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Anish Shah

Managing Director and CEO, Mahindra Group

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OUR LEADERSHIP

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**

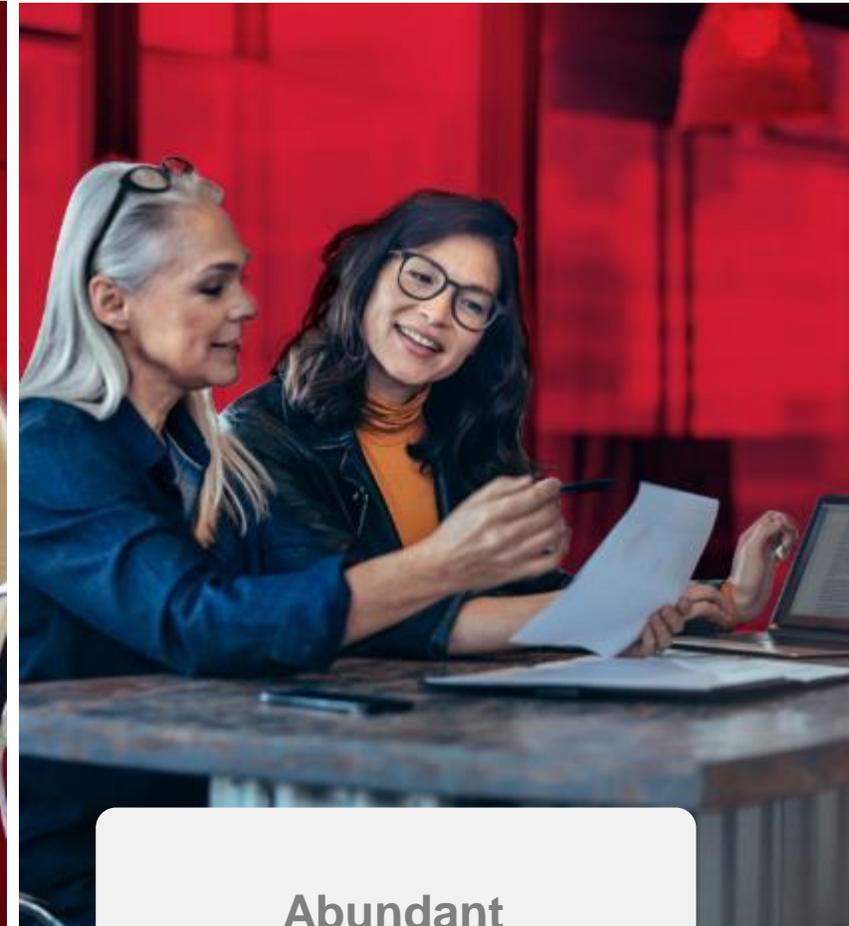
AND IN TURN, **WE PROVIDE...**



**Recognition for
Outperformance**



**An Empowering
Environment**



**Abundant
Learning
Opportunities**

Mahindra
Rise.

The logo features the word "Mahindra" in a bold, red, sans-serif font. Below it, the word "Rise." is written in a smaller, grey, italicized sans-serif font. The background is white with a red diagonal stripe in the bottom right corner.