The values that are embedded in the working culture of M&M are the ones laid down by the Founders.

The Company holds great promise and is poised to grow in the future driven by our talented manpower.

By respecting the dignity of the individual, we motivate and encourage them to have faith in themselves.
Chairman Mr. Keshub Mahindra has been elevated to Chairman Emeritus of the Mahindra Group. In an exclusive interview with ME, he traces his eventful six-decade journey with the Group.

Mahindra Reva Electric Vehicles Pvt. Ltd., the new world-class green manufacturing facility in Bengaluru, is part of the Mahindra Group’s vision for the ‘Future of Mobility’.

As always, M&M Group sectors had plenty happening by way of new launches, innovative initiatives, international ventures and more…

Mahindra Reva Electric Vehicles Pvt. Ltd., the new world-class green manufacturing facility in Bengaluru, is part of the Mahindra Group’s vision for the ‘Future of Mobility’.

The last quarter witnessed a slew of honours and awards being bagged by Mahindra Group companies, products and people.

M&M Group employees reached out to the less fortunate across the country through a series of caring initiatives.

Please write in to corporate.communication@mahindramail.com to give feedback on this issue.

Associate Editors: Zarina Hodiwalla, Darius Lam

Edited and Published by Roma Balwani for Mahindra & Mahindra Limited, Gateway Building, Apollo Bunder, Mumbai 400 001.

Editorial and Design Consultants: Corporate Communication Services

For employees of the Mahindra Group and for private external circulation only, through the Mahindra Group.
Dear Readers,

We have a very special issue of ME for you this time just as our beloved Chairman Mr. Keshub Mahindra becomes the Chairman Emeritus of the Group.

Mr. Mahindra has given ME a rare and exclusive interview, in which he takes a look back at his six decades at Mahindra. His vision has built Mahindra into the hugely respected and successful federation of companies that it is today.

As all of you already know, Mr. Mahindra is the last of a generation of giants in Indian industry and has always been the living embodiment of the values on which the Mahindra Group was founded. You will be truly inspired by his words of wisdom and unbridled optimism for the future of our Group.

The excitement continues with our story on the opening of the state-of-the-art Reva electric vehicle plant in Bangalore. This new facility gives our Sustainability initiative a huge boost. It uses a host of environmentally friendly technologies to manufacture cars that do not have any emissions. It is also the very first automotive plant in India to receive Platinum certification from the Indian Green Building Council. Mahindra is clearly walking the talk when it comes to sustainability.

We also report on other landmark moments including the opening of Mahindra Two-Wheelers’ new research & development centre in Pune, and the first flight of the GA10 aircraft made by our Australian aerospace subsidiary, GippsAERO.

Don’t forget to read our in-depth interview with Ramesh Iyer of Mahindra Finance, in which he details that company’s successful initiatives in rural credit disbursal.

We truly hope you enjoy this issue of ME and look forward to your feedback.

Regards,

Mr. Keshub Mahindra, who has become the Chairman Emeritus of the Group, has given ME a rare and exclusive interview where he takes a look back at his six decades at Mahindra. His vision has built Mahindra into the hugely respected and successful federation of companies that it is today.
Looking back over your six decades at Mahindra, what are the important moments and events that stand out in your memory?

It is virtually impossible to reply to your query for how does one find expressions adequate enough to reflect in a few words, the thoughts and actions of many decades? The philosophy of economic development adopted after attaining independence was for the public sector to attain the commanding heights of the economy and the private sector was strangulated with draconian laws pushing the country to a miserable annual growth rate of 3.5%!

This was until the financial crisis of the late ‘80s which compelled the reforms of the early ‘90s. It was in this period that M&M’s character was shaped. The ability to operate in a hostile environment without succumbing to the temptations of the ‘Licence Raj’ moulded the ethics and values on which our business is conducted. There is no compromise in this regard.

How did the Mahindra Group deal with the opening up of the Indian economy in the early 1990s?

Reforms opened India to the world and the world to India. In spite of many misgivings, the true spirit of India’s entrepreneurship and innovation came to the front and Indian business, by and large, met the challenges of global competition. The economy grew by over 8% per year and the future was full of promise.

Like most businesses, we evaluated our own business streams and attempted to understand the need to learn global practices and develop talent in the Company to meet the challenges of tomorrow. Our strength is our people. We believe that by encouraging people to think beyond, their power is limitless; by empowering people to act and work together, the results attained are beyond expectations. By respecting the dignity of individuals, we motivate them and encourage them to have faith in themselves.
Can you tell us more about the values that you have embedded into this organisation?

The values that are embedded in the working culture of M&M are basically the ones laid down by the Founders of the Company. They are simple. Words in themselves have little meaning until they are reflected in your actions. What has been a great source of pride and delight for me is the unsullied reputation for integrity and principled action that our Group of companies enjoy, in spite of an increasingly murky environment.

We have an open culture which leads to employee empowerment, unleashing the human potential, as we move ahead in our journey towards excellence. In applauding their performance, I thank everyone for their devotion to the value system under which the Company operates.

What are your goals for the Mahindra Group over the next few years?

The structures are in place. The Company holds great promise. It is now poised to grow in many diversified fields and is equipped with resources and manpower possessing the necessary talent to develop technology and use it to benefit society at large. Our sense of social responsibility drives us towards this objective.

More broadly, what key issues does the country need to address, in order to accelerate its pace of growth?

The national economic news over the past few months has been disappointing with many predicting GDP growth for the year to be as low as 5%! This is totally unacceptable in relation to our needs, as at this rate of growth we would not be able to harness the funds that are needed to eradicate some of the inequities and inequalities that exist in our society.

To obtain inclusive growth, the government and the corporate sector need to work together to lift this rate to a minimum of 8% per year. I expect our Company to play a leading role towards this effort. The next few months are expected to be difficult; the global economic scene is not encouraging, while we at home find a solution to combat inflation and spur growth at the same time. Recent reforms announced by the government are welcome. Our political fragility adds to our woes and the ability of the government to govern will be determined by its ability to manage coalition politics.

There will be many challenges and opportunities. The strength and talent of our human capital holds immense promise, as does our ability to face those challenges and take advantage of the opportunities.

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**Lifetime Achievement Award from EFI**

Mr. Keshub Mahindra, Chairman Emeritus of the Mahindra Group and President Emeritus of the Employers Federation of India (EFI), was awarded the Lifetime Achievement Award by the EFI, at its National HRM Summit in Mumbai, on October 11, 2012.

The award recognizes Mr. Mahindra’s stellar contributions to the cause of improving employer-employee relations over the past decades, as well as his many initiatives in the area of employee welfare.

Mr. Keshub Mahindra receives the Lifetime Achievement Award from the Employers Federation of India (EFI)
Sophisticated, Environment-friendly REVA Plant Set Up in Bengaluru

The world-class green manufacturing facility of Mahindra Reva Electric Vehicles Pvt. Ltd. in Bengaluru, was recently inaugurated by Anand Mahindra, Chairman and Managing Director, Mahindra Group.

On the same occasion, he also unveiled the Mahindra Group’s vision for the ‘Future of Mobility’, which includes manufacturing vehicles that are Clean, Convenient, Connected, Clever and Cost Effective.

This new facility is a part of the Group’s vision and is the first automobile manufacturing facility in the country to receive Platinum Certification from the Indian Green Building Council.

The Future of Mobility

The new manufacturing facility has been designed with sustainability as its guiding principle, based on the Panchabhutas, or five elements of nature – air, space, fire (energy), water and earth. Besides, it has been designed to conserve around 22,000 litres of diesel per year and reduce CO₂ emissions significantly. It is equipped with sophisticated eco-friendly amenities that redefine automotive manufacturing and it follows rigid green guidelines, right from re-use of construction waste to utilization of solar energy in the car manufacturing process.

‘Born Green’ is an operating philosophy that Mahindra Reva is committed to and consists of a conscious effort to minimize environmental impact in all its business areas. Thus, every car built in the new plant will be ‘born green’ possessing one of the lowest ‘dust to dirt’ (a term denoting a vehicle’s entire lifecycle) carbon footprints of any car in mass production.

The plant has been developed in accordance with the standards set by the Indian Green Building Council (IGBC-India), a universally accepted benchmark for the design and operation of high-performance green buildings.

A Host of Environment-friendly Initiatives

Safeguarding of the Panchabhutas, or five elements of nature – air, space, fire (energy), water and earth is promoted through the following initiatives and more…

Air

- Improved fresh air ventilation
- Entire factory premises have been declared a ‘No Smoking’ zone
- Eco-friendly, green housekeeping practices
- Use of low VOC paints

Water

- A rainwater harvesting facility with the capacity to save up to 48 thousand litres of water
- An RO water treatment facility with the capacity to recycle 500 LPH of drinking water
- A 2000 LPH water softening plant
- A 25,000-litre sewage treatment plant for reuse of water for gardening purposes
- A drip irrigation system
- 30% savings in potable water through usage of low flow rate faucets
Green Focus

**Fire (Energy)**
- 35% of the plant load will be handled by solar energy, to prevent 53,000 kg of CO2 emissions, as well as save 22,000 litres of diesel every year
- Energy-efficient HVAC systems have been installed
- High efficiency glazing has been used for the windows
- The factory is lit with 100% LED lights
- The stockyard for parking and charging of electric vehicles is equipped with 312 charging panels
- A structure for parking of employee cars is equipped with 16 charging panels

**Earth**
- The earth is safeguarded by a ‘soil erosion prevention’ system
- Eco-friendly green housekeeping practices include waste segregation and a recycling system
- Natural landscaping
- Reuse of over 75% of construction waste
- High recycle content and use of locally available material for construction

**Space**
- Noise insulation features
- Breakout spaces, aerobic exercise areas and on-site gym

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This new Reva plant reflects our view of the future of mobility. It will manufacture vehicles that are Clean, Convenient, Clever and Cost Effective.

– Anand Mahindra, Chairman & Managing Director, Mahindra Group

This new plant uses sustainable manufacturing technologies with 35% of its energy supplied by the Solar park in the factory and is the first automobile plant in India to receive Platinum rating from the Indian Green Building Council.

– R Chandramouli, Chief of Operations, Mahindra Reva

Mahindra Reva is at the forefront of electric vehicle technology just as electric vehicles are emerging as a serious alternative to traditional fossil fuel powered vehicles.

– Dr. Pawan Goenka, President, AFS, M&M Ltd.

We are focused on developing an entire electric vehicle ecosystem including vehicles, charging infrastructure and battery leasing to make these vehicles viable in the long term.

– Chetan Maini, Chief Technology Officer, Mahindra Reva

This new facility will produce cutting edge electric vehicles powered by the latest lithium ion battery technology that offers an enhanced range and high performance.

– Rajan Wadhera, Chief Executive - Technology, Product Development and Sourcing (TPDS), M&M Ltd.

This state of the art, environment-friendly facility demonstrates that Mahindra is at the cutting edge of vehicle technology in India. It has a capacity of 30,000 vehicles per annum.

– Pravin N Shah, Chief Executive, Automotive Division, M&M Ltd.

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Future Ready R&D Facility Inaugurated in Pune

The new Mahindra Two Wheelers Limited (MTWL) Research and Development Centre in Pune was inaugurated by Anand Mahindra, Chairman and Managing Director, Mahindra Group, on July 4, 2012.

This future ready centre, the third largest of its kind in India, enables Mahindra Two Wheelers to undertake in-house design and development of engine technology for its scooters and motorcycles. It is a step towards fulfilling the company’s commitment to utilizing technology-driven innovation, in order to emerge as a serious player in the highly competitive two-wheeler market in India. The facility has won recognition from the Department of Science and Industrial Research (DSIR).

GA10 Successfully Completes First Flight

May 1, 2012, saw GippsAERO, the Australian aircraft manufacturer and subsidiary of the Mahindra Group, successfully complete the first flight of its new aircraft, the GA10 – the first single turbo-prop to be designed and developed in Australia. This 10-seater, multi-role aircraft is based on the very successful GA8 AIRVAN utility aircraft. It is powered by a Rolls Royce 250 turbo prop engine and fits a unique niche in the market. It will suit a wide range of applications from passenger and freight work to air survey and surveillance roles.
Thought Leadership

**Anita Arjundas**, CEO, Mahindra Real Estate Sector and Chairperson, ASSOCHAM SEZ Council, spoke at the 8th Assocham International SEZ Convention, held in Delhi earlier this year. She called for an urgent need for SEZ policy changes, in order to revive it.

**Sangeeta Prasad**, CEO, MWCDL, Chennai, was convenor for the CII Tamil Nadu Zone Physical Infrastructure Panel for 2012-13. The Panel will work towards drawing up a roadmap for the development of the physical infrastructure in the state. She was also the Keynote Speaker at Spectrum 2012, an editorial initiative by Architect & Interiors India, which focused on the roles and responsibilities of various stakeholders with regard to sustainability. Sangeeta also spoke on ‘Building Smart in the 21st Century’ at the South India Real Estate Conference and contributed an article on ‘Smart Clients’ to the FCCI Business Digest.

**Sanjay Sinha**, Head Infrastructure, MWCJ, presented the company’s approach towards planning and designing of infrastructure facilities at the recent CII National Conference on Renewable Energy & Climate Change 2012, held in Jaipur. MWCJ was showcased as a case study for sustainable practices.

Mahindra Racing Secures 2 Spectacular Double Podiums at Misano Double Race Weekend

Mahindra Racing riders Riccardo Moretti and Miroslav Popov created history yet again at the CIV Italian Championship. In Round 6, Moretti finished 1st and Popov was 2nd, whereas in Round 7 Popov finished 1st and Moretti followed in 3rd place. Mahindra is currently on top of the Manufacturer’s Standings with 151 points - ahead of contenders like Aprilia and Honda.

“It’s great to see Team Mahindra Racing conquer the circuit at Misano!” said Anand Mahindra, Chairman & Managing Director, Mahindra Group, about this spectacular performance.

“The fact that it was another double podium is the icing on the cake and we hope to see the team’s incredible success continue right through to the last round.”

During the 6th round, Riccardo Moretti started with a qualifying position of fourteenth, but caught up with the competition and surpassed them, winning his fourth race of the season. In the 7th round, Miroslav Popov rode an amazing race and crossed the line first from among the 125GP riders. The Czech youngster showed incredible potential in this race – his second race with Mahindra.
Mahindra Finance:
A finger on the pulse of the rural market

What appears to many from the outside to be a CSR initiative of disbursing credit to the rural market has been very successfully demonstrated to be a highly profitable and sustainable business model.

The Financial Services Sector has shown a very close linkage to the Rise pillars in all its three businesses. In fact, the value proposition for all three businesses comes from the Rise philosophy.

ME met with Ramesh Iyer, Managing Director, CEO – Financial Services Sector & Member of the Group Executive Board (seen at right), to gain an insight…

ME: Can you give us a brief idea of the evolution of Mahindra Finance, right from the initial focus on rural India to the present day?

RI: Mahindra Finance was registered as a non-banking financial company (NBFC) in 1991 and commenced business operations around 1994–95. It started as a Captive Finance Company, extending wholesale finance to dealers and today it is a leading NBFC. Our focus has always been on retail financing and we have strategically increased our network across India, providing services to customers through our own employees recruited locally and trained for the purpose. Today we have developed relationships with various auto manufacturers and have already broad based our product offering, which range from financing of two-wheelers, commercial vehicles and construction equipment, to financing of pre-owned vehicles.

ME: Congratulations on a stellar performance over the past one year. Can you give us an idea of the growth experienced by Mahindra Finance in various segments? Did you make forays into any new areas over the past year?

RI: Our strategy of penetrating deeper into the market and developing relationships with various manufacturers has helped us maintain continuous growth. During F-2012, in particular, we registered a higher growth rate, since this was the year we increased our penetration into the Light Motor Vehicle segment to Maruti, new and old commercial vehicle financing and new and old construction equipment financing.

This growth can also be attributed to our high collection efficiency and high quality assets. With our very strong rural penetration we are in a position to reach customers and ensure timely collection of our dues.

We have also developed adequate and appropriate skill sets required for re-possession and disposal of vehicles from defaulters. With a strong legal department, we handle collection of dues from non-performing customers, as well as recovery of bad debts from defaulting customers.

The other important factor that helps us maintain high margins and profitability is the ability to ensure a low cost of borrowing. We have resorted to an excellent product mix on the borrowing side, which helps ensure appropriate supply of funds, well matched with the period of loans, at the best borrowing cost from the market.

In view of our high quality assets and adequate margins, we have been well rated by CRISIL and currently enjoy an AA+ rating/Stable and also an A1+ rating for our long term borrowings. Our Fixed Deposits have been well received by retail customers and we currently have about 10% of our borrowings coming from this scheme.

ME: Your success is a clear indicator of the fact that you have a finger on the pulse of the rural market. What are the factors necessary to achieve success in rural India?

RI: We have continuously been adding branches in different parts of the country and are very pleased that we are one of the NBFCs with the highest network of 615 branches – covering about 80% of India’s districts. We have so far serviced around 2 million customers spread over 1.50 lakh villages.

Capturing inputs, developing products & services based on this feedback and delivering them at the customer’s door step are, in our opinion, key requirements for achieving success in rural India. There are various challenges that one does encounter while operating in these markets. These could be due to natural calamities, economic conditions, political reasons, regulatory changes, or even operating challenges such as cash collection. At every step, one needs to keep a very close...
watch on such developments and the organisation must have the ability to bring about the policy and process changes that are required to be able to handle such emerging challenges.

It is also quite important for the organisation to be able to incorporate such changes into the business model and enable employees to execute them promptly. We have invested substantially in training our people and have 5 training academies across the country. Employees at different levels get trained at these academies to develop their capabilities in order to improve their performance and future employability. We have also invested in the technology space and have continuously focused on innovative solutions for better customer service, better control and continuous reduction of transaction costs.

**ME:** You have recently entered into a JV with the RaboBank Group, USA. Why this shift from the rural Indian market? Also, what is the strategy employed by you for your US foray?

**RI:** Our US venture which is a joint venture with De Lage Landen Financial Services Inc., a wholly-owned subsidiary of the RaboBank Group is doing extremely well. In its first year of operations, we crossed USD 162 million on the balance sheet. The venture has been profitable from year one. The strategy here is to work closely with Mahindra USA and extend wholesale finance to Mahindra Tractor dealers, as well as provide retail finance to tractor buyers. The strategy is to follow M&M’s footprint into various geographies. We would look at setting up projects in South Africa, Korea, China and Sri Lanka, and at an appropriate time we will get into these markets, either on our own or with JV partners.

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**Mahindra Finance: An Exciting Journey**

If we look at the journey from 1995 to date, it has been a very exciting one for us at Mahindra Finance. Starting as a Captive Finance Company, we have now grown to become a major enabler or a gateway to rural India for the financing of vehicles and tractors. Employees have been our strength and we have adopted a customer-centric approach. Financial inclusion has been something that we have been practising from the year of our inception. This has led to the development of products and services for rural customers, which has made Mahindra Finance a leading NBFC in this market. Our ability to understand customer needs, a very strong branch presence and robust technology support have enabled us to expand into two other major businesses of Insurance – Distribution and Rural Housing Finance.

**Mahindra Insurance Brokers Limited**

Mahindra Insurance Brokers Limited is a broking company distributing both Life and General insurance products in the semi-urban and rural markets. With our customer knowledge we have been able to provide inputs to various insurance companies and have, over a period of time, developed co-branded insurance products. From inception, this business has shown very aggressive growth and contributes significantly to Mahindra Finance profits. It is a 100% subsidiary of Mahindra Finance.

**Mahindra Rural Housing Finance Limited**

Based on feedback from various customers in the rural segment, the need for credit support was envisaged. Mahindra Home Finance is a joint venture between Mahindra Finance (87.5%) and National Housing Bank (12.5%). This would be one unique instance where the regulators have taken a 12.5% stake and play three different roles, namely investor, regulator and also a refinancer of the assets of the Company providing debt. This is a very unique business model where products are designed based on customer cash flow and loans are extended for a period of up to 7 years for room expansion, room addition, etc. Customers do not have a fixed monthly income stream, but come from different small business and agricultural backgrounds. The success of the business lies in designing products and services based on customer inputs and then delivering the final product at their doorstep. The business has been growing aggressively from its inception and is very well appreciated by various agencies like investors, bankers, regulators, etc. as being a unique initiative.

**A Helping Hand from Mahindra Finance**

Ramesh Iyer shares an example of how Mahindra Finance has helped transform the life of a person in rural India.

- **Customer’s Name:** Vatsalabai Budha Gavari
- **Location:** Village at post Daynae Tal Chanchwad, Nasik District, Maharashtra
- **Asset:** Mahindra Tractor 475

  “I had three acres of land and used to sow grapes on the land,” says the customer. “My entire crop failed due to disease in one particular year. I was unable to pay my EMIs and became a defaulter. Mahindra Finance’s local representative met me and understood my condition. He, along with the local dealer, helped me purchase a thresher. By attaching the thresher to my tractor, I could resume earning my living, pay EMIs and also earn enough for my family.”
**CORPORATE NEWS**

**Keshub Mahindra Elevated to Chairman Emeritus at 66th AGM**

**Anand Mahindra Appointed Chairman of Mahindra Group**

The 66th Annual General Meeting of Mahindra & Mahindra Limited was held on August 8, 2012, at the Birla Matushri Hall, Mumbai.

It witnessed Mr. Keshub Mahindra addressing shareholders for the last time as the Chairman of the company. A Director for 64 years at M&M and Chairman for 48, he announced his official resignation as Director and Chairman of the Mahindra Group and handed over the baton to Anand Mahindra.

“This is a moment in history, a very emotional moment,” said Bharat Doshi, Executive Director & Group CFO, speaking about how the industry veteran had taught the company to be compassionate towards employees, as well as taught ethics and how business decisions should be taken during the socialist period, post-independence period, marginal liberalization or globalization.

Keshub Mahindra will now take charge as Chairman Emeritus of the Mahindra Group. Shareholders presented him with flowers, gifts and a shawl as a token of their appreciation and gratitude.

**Thought Leader Award for Rajeev Dubey**

Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board, M&M Ltd., was presented with the ‘Thought Leader Award (Human Resources)’ during the Global Change Management Forum, held in Mumbai, on June 30, 2012.

The Jury and Council of Board Members of the Global Change Management and Leadership Forum conferred this award on Rajiv Dubey, in recognition of his being a ‘futurist’ who is recognized among his peer mentors for innovative ideas and has demonstrated the confidence to promote or share those ideas as actionable, distilled insights.

The awards were a part of the Global Change Management forum hosted by the Thought Leaders International, the Asian Confederation of Business, Stars of the Industry Group and the World HRD Congress, with the theme Mastering Change in a Hyperactive Business Environment”.

The gala award ceremony brought several Thought Leaders and Change Management Professionals under one roof.
CORPORATE NEWS

On Show at the M&M AGM

An attractive display of AFS products was put up at the 66th AGM, held at Birla Matushri Hall on August 8, 2012.

Mahindra Delegation Visits Japan

A high level business delegation, led by Chief Minister Mr. Narendra Modi, visited Japan from July 22 – 27, 2012. The Mahindra Group was represented by Harsh Kumar, Managing Director, Mahindra Intertrade Ltd. and Member, Group Executive Board.

Mahindra Group companies may consider investment options in the Dholera Special Investment Region (SIR) which will be spread over 900 sq.km. (~ 90,000 hectares), or along the DMIC corridor, 37% of which will pass through Gujarat.
Automotive

Maxximo Mini Van VX Launched

The Maxximo Mini Van VX multipurpose diesel van is the latest offering on the technologically superior Maxximo platform and the first sliding door offering from M&M. Equipped with best-in-class comfort and safety features and powered by the advanced C2 CRDe fuel-efficient diesel engine, it is all set to redefine the entry-level contract carriage segment in India. This stylish diesel van is competitively priced at Rs. 3.70 lacs (Ex-Showroom Ahmedabad, BS3).

The Maxximo is now the only platform in the minivan category which has two offerings – the existing semi-hard top variant targeted at the stage carrier market and the newly launched hard top sliding door variant, the Maxximo Mini Van VX, which caters to the low-end contract segment.

Mahindra Sona Opens New High-tech R&D Centre

Dr. Pawan Goenka, President, AFS, inaugurated the new R&D and Test Centre at Mahindra Sona Limited (MSL), on August 27, 2012, in Nashik. A Technology Symposium on the theme ‘Emerging Technology Trends for Propeller Shafts’ was organised on the occasion.

A team of dedicated engineers and technicians will design, develop and validate propeller shafts and clutches at this world-class R&D and Test Centre, which is recognized by the Department of Scientific and Industrial Research, Government of India.

The first phase of this R&D and Test Centre covers 3500 sq. ft. and a range of sophisticated test equipment has been installed to test and validate the full range of shafts used in passenger cars, SUVs, light trucks and heavy commercial vehicles up to 49T. MSL senior management, including J. V. Prabhu and Gaurav G. Motvane, Exec. Director, updated Dr. Goenka on MSL’s new technology and product developments. Along with its technology collaborator IFA Rotorion, the Mahindra Sona team also showcased new-generation, light-weight propeller shafts.
**AWIM Master Teacher Training Workshop 2012**

A World In Motion (AWIM) Master Teacher Training Workshop 2012, was conducted at AS Plant-I, Nashik, on July 7, 2012, by Saurabh Chitnavis. It focused on the JetToy and the Gravity Cruiser, two new AWIM challenges that M&M will introduce in Nashik schools this year. The JetToy challenge is already being practised in 14 cities across India.

The workshop witnessed participation from 32 teachers from 22 Nashik schools, along with 30 M&M volunteers.

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**‘New Look Verito’ Unveiled**

The ‘New Look Verito’, an all new avatar of Mahindra’s stylish Verito Sedan, was recently unveiled. It has undergone a major makeover to become more elegant and contemporary, with 23 new changes and features, including improved ergonomics, redesigned interiors and exteriors and a range of safety features, which have taken the sedan to the next level in terms of style, convenience and comfort. However, its core strengths remain intact: the efficient Renault 1.5 LDCi diesel engine / Renault 1.4 L MPFi petrol engine, best in category body width and 510 litres of boot space.

The New Look Verito, available in two petrol variants (G2 and G4) and three diesel variants (D2, D4 and D6) starts at an attractive price of Rs. 5.27 lacs (ex-showroom Delhi for Petrol, BS4) & Rs. 6.26 lacs (ex showroom Delhi, for Diesel, BS4). It is available in a wide range of eight attractive colours.

Further, the distinctive ‘Verito Man’ campaign is helping to propagate the concept of responsible motoring - the need of the hour on Indian roads!

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**XUV500 Customers Scorch the BIC Racetrack**

M&M provided its XUV500 customers with a rare opportunity to experience the thrill of the world famous Buddh International Circuit (BIC) track in Greater Noida, at the inaugural edition of its ‘XUV500 Torque Day’, earlier this year.

Through a unique contest, one hundred XUV500 Purple Club members gained a chance to unleash their vehicles on the BIC track and celebrate the performance of the sought-after XUV500.

Five passionate XUV500 fans, selected from a contest on Facebook, got to experience fast flying laps of the circuit with Gaurav Gill, three times National Champion and Asia-Pacific Rally Championship winning driver and Lohitt Urs, winning Indian National Rally Championship driver.
BATTING FOR HONOURS AT AQ GRAND FINALE

June 30, 2012, witnessed auto enthusiasts from across the Mahindra Group fight the final battle in the AQ war! After grueling battles across 10 sectors, the final four teams emerged to clash at the Grand Finale. Rajeshwar Tripathi, Chief People Officer, AFS, welcomed the gathering. External quiz master, Dyu D’Cunha entertained the crowd while taking the teams through tough, automobile-based rounds. The Chief Guests were Ulhas Yargop, President – IT Sector and Dr. Pawan Goenka, President – AFS. Other senior management representatives were also present. TechM emerged winners, FES (CE) was the 1st Runner-up and AD was the 2nd Runner-up.

SSANGYONG MOTOR’S NEW PRODUCT BLITZ

Ssangyong Motor recently unveiled the Chairman H New Classic and New Chairman W models. The Chairman H New Classic offers greater luxury, as well as highly sophisticated detailing. The New Chairman W CW 600 (3,200 cc) comes with an SVIP trim – in keeping with sensitivities related to oil prices and environmental issues and feedback from VIP customers for a low emission sedan.

Ssangyong Motor held its annual Global Distributor Conference in Busan, Korea. Focus areas were sharing business vision and business objectives, as well as strategic actions to expand exports and encourage cooperation. Distributors showed great interest in the significantly improved competitiveness of Ssangyong vehicles in the global market.

Ssangyong Motor unveiled its new premium SUV, the Rexton W, at the 2012 Busan Motor Show. With its modern, sophisticated look and powerful engine, the Rexton W - the third generation of the company’s Rexton family of SUVs - continues the legacy of Ssangyong’s flagship Rexton SUV. The e-XDi200 LET (Low End Torque) diesel engine offers high fuel efficiency and quiet NVH, along with higher performance and reliability.
Auto Sector Annual Sales Conference 2011-2012

The annual Auto Sector Sales Conference, held in Pune, was attended by over 500 people, including teams from Sales, Customer Care & Marketing. It witnessed presentations by senior AS executives, including Pravin Shah and Arun Malhotra, on the achievements of FY12. Entertaining role plays by Area Office members depicted key initiatives of the past year. A glittering awards function in the evening honored top AS performers.

On Day 2, Dr. Pawan Goenka, President, AFS, unveiled the theme of the conference ‘RISE - Choona Hai Aasmaan’ through an audio visual. A series of presentations by Vijay Nakra, VP - Sales, Sanjoy Gupta, VP - Customer Care and the Zonal Heads, set the vision and roadmap for FY13. The audience also got a glimpse of various enablers that would be critical to achieving the target of over 5.66 lac vehicles, which translates into an aggressive growth target of 29% in FY13. Guest Speaker Dr. P.N.N. Iyer delivered a thought-provoking discourse on key tenets of sales & service for the year ahead.

The most important goal of these presentations was to enhance relationships, in order to build camaraderie amongst the AS teams.

Mahindra Chakan Plant Abuzz with Action

Mahindra Vehicle Manufacturers Limited (MVML) Chakan, inaugurated the Employee Value Proposition (EVP) Zone, in July 2012, to give its team an opportunity to ‘Live the Mahindra Experience’. EVP is a set of offerings provided by the organization to employees, in return for their skills, experience and capabilities.

The newly built Centre of Excellence (COE) at ITI Manikdoh was inaugurated by Rajeev Dubey, President. Group HR, Corporate Services & Aftermarket Sector, M&M Ltd. It will give students exposure to better facilities, as well as an extensive curriculum.

The Reach Out Communication Meet for Officers and Associates saw the MVML team being addressed by the senior leadership.

Vijay Dhongde, CEO, MVML, Sairam Vedapudi, Sr. GM - Mfg. and Vinod Pherwani, Head of Operations, CE, rolled out the 1000th EarthMaster on May 16, 2012.
Mahindra Adventure Announces Adrenaline Pumping Season 2

The Mahindra Adventure calendar for the upcoming season was unveiled in May 2012. A unique concept to showcase the tough and rugged DNA of Mahindra vehicles, Mahindra Adventure functions as an umbrella brand to take the concept of ‘Adventure/Driving Experience’ to a larger audience. It will unleash a series of events throughout the year in the form of Great Escapes, Challenges and Multi-Day Escapes. Also new is the concept of an all-India off-road championship with an ‘Off-Roading Trophy’. Great Escape participants who opt to participate in this ultimate off-road challenge will be judged and selected.

The Mahindra Adventure team has stormed into the motor sports arena by teaming up with three-times National Champion and Asia Pacific Rally Championship winning driver, Gaurav Gill and Indian National Rally Championship winning driver, Lohitt Urs. Well-known rally driver Sunny Sidhu and seven times Raid de Himalaya Champion Suresh Rana, have also been signed up. Mahindra Adventure is now all set to enter official teams in some of India’s most popular motorsport events.

The popularity of Mahindra Adventure can be gauged by its fan base on Facebook which has crossed 6.3 lakhs. To further strengthen its dominance in the digital space, the Mahindra Adventure team has unveiled their e-magazine titled ‘Get Lost’, India’s first digital magazine focusing on adventure.

Mahindra ‘Monastery Escape 2012’

The ‘Monastery Escape 2012’ was held under the Mahindra Adventure umbrella brand, from July 27 to August 5, 2012. Twenty vehicles, including the XUV500, Thar and Scorpio were driven from Delhi to Leh and back via some of the most treacherous passes in the Himalayas, traversing over 3000 kms. in ten days. Pitched as the ‘Drive of a Lifetime’, it lived up to its name and captured the imagination of adventure seekers across the country. The event was run to the standard of a good motorsport event and participants were also able to enjoy the mountains, thanks to regular, well planned halts.

Felicitations at Zaheerabad Plant

Sixty-eight Zaheerabad employees who have completed 25 years of service in the company, were presented with Long Service Awards for the year 2012. At a ‘Man of the Month’ felicitation program 24 winners of the last six months were felicitated.
Farm Equipment

FES Nagpur Bags Challengers Trophy

The Farm Equipment Sector (FES) Nagpur team recently won the ‘Challengers Trophy’, a part of the national Green Manufacturing Excellence Award 2012, instituted by M/s Frost & Sullivan. FES bagged the top position in the ‘Automobile Industry’ category.

At the award ceremony, special mention was made of the Division’s safety record of 11 accident-free years, as well as of the 39.45 lakh units of power saved due to innovative ideas and the drastic reduction in CO2 emission. The support extended by the Nagpur Plant to suppliers undertaking sustainability initiatives under the ‘Greening of Suppliers’ project was also appreciated.

MSSL is India’s Top Grape Exporter

Mahindra ShubhLabh Services Limited (MSSL) topped the list of grape exporters from India during the 2012 season. MSSL exported 4960 MT (385 containers) of grapes, against around 4700 MT exported by the nearest competitor. This represents a volume growth of over 300% over the last season (Season F’11 exports: 1610 MT), with this season’s volume being 22% higher than the previous best of 4100 MT in 2009. This significant growth was achieved through a relentless focus on quality and cultivation practices, expanding the customer base in Europe and entering markets like Russia and the Baltic States.

The ‘Khet se Khaliyan Tak’ initiative, started last year to improve the business connect with farmers, helped growers improve yields by 30% over the previous season. This has resulted in higher volumes of exportable produce for MSSL, as well as increased farmer prosperity and stronger ties between the company and the farmer.

FES Nagpur Rolls Out 5,00,000th Tractor

FES Nagpur created history on March 16, 2012, with the rolling out of the 5,00,000th tractor, in the presence of K G Shenoy, Plant Head, Nagpur, G. Murali, Sr. GM - Manufacturing and all Nagpur Plant employees.

The plant started production on September 14, 1996, with only five tractors per day and the 4,00,000th tractor was rolled out after fourteen years. However, the journey from four lakh to five lakh tractors was accomplished within a span of just one-and-a-half years. Currently, the Nagpur plant boasts of the capacity to manufacture 250 tractors per day, with plans on the anvil to increase this figure to 300 tractors per day.
Mahindra Bhoomiputra 265 DI MKM Power Plus with Robolift Hydraulics Launched

The Farm Equipment Sector has introduced the powerful, fuel-efficient and versatile Mahindra Bhoomiputra 265 DI MKM Power Plus tractor series in the states of MP, UP Gujarat and Rajasthan.

The 35HP Bhoomiputra 265 DI Power Plus has a fuel-efficient MKM engine, with unique KA technology that regulates engine timing in real time as per the changes in engine rpm. The tractor offers good PTO power at 540 rpm and is compatible with all commonly used agricultural implements like the rotavator, cultivator, harrow and leveller. It is an ergonomically designed tractor, offering a comfortable driving experience. Other features include multidisc oil immersed brakes, dual acting power steering and large tyres.

New Mahindra 395 DI Super Turbo Tractor Launched

FES recently launched the new Mahindra 395 DI Super Turbo Tractor with Turbocharger technology in Uttar Pradesh. It is a powerful, reliable, fuel-efficient and versatile 39HP new age tractor with turbocharger technology. This technology pumps extra air into the engine, leading to enhanced power with optimum fuel consumption, which leads to superlative performance in both agri and haulage applications.

Other product features, include multidisc oil immersed brakes, dual acting balanced power steering, large tyres, reverse CRPTO, a dry air cleaner and an open and comfortable sitting area for the driver.

HZPC Netherlands Team Visits Mahindra Seed Potato Operations

HZPC, the world’s leading seed potato company from The Netherlands, has been associated with the Mahindra Seed Potato Division since 2008. In February 2012, Mr. Jappie van Dijk, Quality Manager, HZPC, had guided Mahindra growers on quality seed potato production and post harvest aspects.

To further strengthen the collaboration, a team led by Mr. Adrianus Huibert Stekelenburg, Product Manager, HZPC, visited India in April 2012. The HZPC team shared their experiences of how farming in The Netherlands has advanced to high productivity levels and set up protocols for trials of new HZPC varieties in India.
New Paint Shop and Transmission Assembly Plant at FES, Nagpur Plant

Dr. Pawan Goenka, President, AFS, inaugurated a Sheet Metal Paint Shop and a Transmission Assembly Plant at Farm Division’s Nagpur Plant on April 17, 2012, in the presence of Bishwambhar Mishra, Chief Executive, Tractor & Farm Mechanization Business and Construction Equipment, FES, Sudhir Pathak, Sr. VP - Manufacturing and Supply Chain Management, FES, and other senior officials and elected representatives of the Nagpur Plant.

Both the newly inaugurated facilities have world class equipment, housed in state-of-the-art civil structures. The project team, the Nagpur local team and the asset management team worked closely together to make sure the project was completed on time and all deliverables were met with a ‘First Time Right’ approach.

Employee Value Proposition Launched at Nagpur Plant

“CAPable People, REAL Experience” has become the talk of the Nagpur team after the gala launch of the ‘EVP – Employee Value Proposition’ on August 6, 2012.

K G Shenoy, Plant Head – Nagpur PU, unveiled the ‘Sons of the Soil – Nagpur Mahindraites’ banner which had pictures of Mahindra Nagpur’s employees who have touched the summit of success in different fields. Other highlights were the ‘Pathway to Excellence’ which showcased different ‘enablers’ which have helped the ‘Sons of the Soil’; a series of Enablers stalls, showcasing unique contributing initiatives; and a ‘Wheel of Fortune’ to gauge employees’ awareness. Recordings of Nagpur employees sharing their views on Mahindra’s culture ran simultaneously and employees were encouraged to share stories of their ‘Living the Mahindra Experience’. This innovative EVP launch epitomised team work, a people-oriented approach and living the ‘Rise’ philosophy.

F12 Ankur Felicitation Ceremony

The start of F12 saw 44 talented engineering graduates and marketing post-graduates (Ankurs) being inducted into the FES Sales, Customer Care and AppliTrac functions. They received in-depth training during a robust year-long training plan, coupled with Phase-wise assessments and critical feedback and guidance from experienced mentors.

On July 5, 2012, 33 of these Ankurs were confirmed in the presence of Bishwambhar Mishra, Chief Executive, FES. On the occasion, some of the Ankurs shared their experiences about the transition from college to corporate life.
Khula Manch

Khula Manch – a two-way communication forum for cell members – was held at the Rudrapur and Kandivili Plants. Sudhir Pathak, Sr.VP - Mfg. SCM & CME, appreciated the efforts of cell members across all plants.

Driving a Winning Performance

In F09 the FES Sales & Marketing HR team evolved and introduced an approach termed PunarNava to develop its high performance team and enable them to become invincible. This Sales reinduction program successfully covered 160 officers in 15 batches.

To align the program inputs with the 5-star competency framework, PunarNava was recently relaunched as ‘Driving Winning Performance’ (DWP). The first DWP module was launched exclusively for Territory Sales Manager by Bishwambhar Mishra, Chief Executive, Tractor and Farm Mechanization, FES. The objective of this program is to impart core technical competencies that will enable officers to drive excellence and achieve outstanding results in their respective domains.

Living the Employee Value Proposition

The ‘Employee Value Proposition’ (EVP) creates a visible brand differentiation for employees. A key enabler for EVP is ‘Living the Mahindra Experience’, which encourage employees to understand and practice Mahindra Experience behavior in the daily work environment. The FES Sales & Marketing HR Team thus created a ‘learn with fun’ environment through a Mahindra Experience Online Housie game, which actively helped people to get familiar with enabling behaviors, in order to live the Mahindra Experience.

Third Edition of QC Competition at Swaraj

Swaraj Division organised the third edition of its Quality Circle Competition, ‘QC SPARDHA 2012’, on June 10, 2012, in Mohali. It witnessed participation from 15 teams from Swaraj Division, including SEL and SAL. The winning QCs were:

Winner: EDEAVOUR QC, Plant 1; First Runners-up: One QC from SEL and two QCs from Plant 1; Second Runners-up: One QC each from Plant 2, Foundry and SAL.
SECTOR BRIEFS

Mahindra Tractors in Action in Turkey

A series of BTL activities was conducted in Turkey during the month of April 2012.

Metra, M&M’s Distributor in Turkey, put up an eye-catching product display at Turkey’s third largest Agri fair, held in Diyarbakir, from April 11-15, 2012. A highlight was the Distributor’s 5X5 scheme: 5 years limited warranty and 5 years finance for Mahindra tractors. An encouraging response was received.

In order to build confidence in Mahindra Tractor products, the Mahindra team conducted a ‘Train the Trainer’ program in Turkey. The program included product training, sales training based on the Mahindra Sales System, installation and demonstration training. It was attended by the Metra Sales & Service team and Dealers.

Metra conducted a joint activity with Diyarbakir Agri University to display the performance of Mahindra tractors in difficult soil conditions. Prof. Abdullah, a well known and respected figure in this region, witnessed this activity and appreciated the tractor’s performance (ploughing & fuel consumption).

Demos Across South East Turkey

To prove the superior performance of Mahindra Tractors, Metra started its 1st phase of field demonstrations and road shows in the South-East region of Turkey. In the past, the ‘00’ Series of Mahindra tractors has been used in this region.

Demonstrations started from April 19 and continued till May 2, covered eight major locations – Aktepe, Lice, Sanliurfa, Sason, Kijiltepe, Virancehir & Akçakale – in the four states of Diyarbakir, S.Urfa, Batman and Mardin in South-East Turkey.

During these demonstrations the superior performance of Mahindra tractors was proved time and again. While ploughing, Mahindra tractors were able to excavate enormous rocks, simultaneously displaying their draft control abilities, which were highly appreciated by the crowd witnessing the demos (some of whom were prospective customers).

In-depth Training in Tchad

In March 2012, maintenance and tractor driving training was imparted by Mahindra Tractors representative, Rohit Chaubal, to 122 operators in Sarh, Tchad, and 168 operators in Bongor, Tchad. This was the first time that training was conducted on such a large scale in Tchad. Among the topics covered were diverse tractor functions and operating tractors with different implements.
A Series of Tractor Service Camps in Bangladesh

In a new initiative, Mahindra Tractors’ Bangladesh Distributor Karnaphuli Ltd. conducted five ‘Sustho Tractor Sustho Chalok’ camps in the Narsingdi, Bogra and Dinajpur regions, to service Mahindra tractors, as well as to provide drivers with medical check-ups.

These camps were aimed at enhancing existing customer satisfaction levels and creating scope for better tractor service, since service diagnostics and product awareness through local mechanics would go a long way in strengthening customer bonds and making them feel that the Karnaphuli Ltd. team is always present to support them.

Initiatives during these camps included developing customer and driver awareness about basic tractor maintenance and motivating customers to opt for original parts to ensure trouble-free tractor operation.

Mahindra Crop Care Awareness Campaign

In an effort to drive positive change, May 2012 saw the Mahindra Crop Care business team conduct Farmers Meetings in a number of villages in Maharashtra, to apprise farmers about the latest farm technology and products. With a focus on the “Khet Se Khaliyan Tak” concept, process and result demonstrations were carried out to showcase the efficacy of these products in actual field conditions. Dealer and distributor meetings were conducted to impart training on these products and their usage.

The Mahindra Agri business has also taken up an initiative to introduce the latest products which are less hazardous to the environment. An awareness drive was conducted in Nashik and covered a series of villages. The Crop Care team from Maharashtra imparted training to farmers at farmer meetings and through demonstrations, with active help from local Channel Partners.

25th Satya Training Program at FES Kandivili

The 25th Satya Training Program for Cell Members was conducted at FES Kandivili, in May 2012. V. D. Kulkarni, External Faculty - TPM, conducted the initial few training sessions, after which E&T pillar members took the initiative in imparting in-house training. A total of 622 cell members have received this training thus far and have given it an excellent rating.
At the first Mahindra Powerol Technicians Meet in Ludhiana, in May 2012, technicians from around Punjab were briefed about Powerol’s future plans. Technicians presented RISE stories, which proved their commitment towards customer centricity. Senior technicians were felicitated for their long-term association with Powerol and Outstanding Achievement awards were presented.

In association with its Kenyan partner, Yansam East Africa Limited, Mahindra Powerol participated in the 15th Build Expo Africa 2012 exhibition in Nairobi. The encouraging response has prompted Powerol & Yansam to plan Contractors & Consultants Meets in Nairobi and Mombasa. Powerol has supplied over 200 gensets for Airtel Kenya, has received an order to supply gensets for the World Bank in Kenya and has set up a new branded showroom in Sameer Business Park.

To gain a significant presence in the African continent, Mahindra Powerol recently appointed Claric 2709 in Johannesburg as its distributor for the SADC region. To announce its entry into South Africa, Mahindra Powerol and Claric participated in the Power & Electricity Africa Exhibition in Johannesburg, where Powerol generators received a tremendous response.

The first ‘Retail Institutional Customer Visit’ to Kandivili Plant witnessed key institutional customers from Rajasthan visiting the plant to understand Powerol’s capabilities and gain a first-hand look at how the zero defect engines are assembled. They provided suggestions and feedback in an interactive session with the senior management. Mr. Palaniappan, Sr. VP & Business Head, felicitated the customers and shared Mahindra Powerol’s future plans.

To support its range of HUPS and inverters, Mahindra Powerol is launching two new television commercials that have been designed to bring smiles to consumers’ faces and register Mahindra Powerol strongly in their minds.
SECTOR BRIEFS

A Series of MQW Training Programs

A series of training programs was organized at FES Kandivli by the Business Excellence and MIQ teams and coordinated by the Business Excellence Team. The programs received excellent overall ratings and CAPS scores.

• A training program on ‘Achieving Excellence through MQW’ was conducted by Anjanikumar Choudhari, Director – MIQ and Samir Khachane, Dy. GM – MIQ.

• A training program on ‘Application of New 7 QC Tools’ was organised for 28 participants from FES non-manufacturing functions and from group companies by Anil Sachdev, Sr. VP & Principal Counsellor, TQM.

• A training-cum-workshop program on ‘Daily Work Management & Standardization’ was conducted for FES participants by Deepak Chhibba, Senior Advisor – MIQ and Samir Khachane Dy. GM – MIQ.

Rudrapur Plant Gets Social

The Young Mahindra Council (YMC) was recently inaugurated at Rudrapur Plant by the Plant Head. The YMC has identified domains like knowledge sharing, fun activities, sports, canteen, cultural and social activities. There are six energetic Council Members and Amit Tyagi, Head HR, will be the Plant Coordinator.

Satisfaction Survey for Canteen Staff

The first internal satisfaction survey for canteen employees was conducted by Sattish Ghogre, Sr. VP - ER&D and the ER&D PU team, to understand the needs of the canteen staff. This initiative saw good participation and was appreciated by the Canteen team. The survey showed a 90.9% satisfaction level. The canteen’s cooking area received the top score of 98.31.
After-Market

MFCSL Chandanagar Workshop Opens

The opening ceremony for the Mahindra First Choice Services Ltd. (MFCSL) workshop in Chandanagar, was held with great pride and happiness on July 14, 2012. This is the second workshop in Hyderabad.

Addressing a press conference, Rajeev Dubey, (President - Group HR, Corporate Services & After-Market) and Member of the Group Executive Board, M&M Ltd., said: “MFCSL multi-brand outlets are designed to serve as one-stop shops for any car which needs to be serviced and repaired. This is part of the strategy to address the after-market requirements of car owners craving for local service outlets.”

New Mahindra First Choice Dealerships

**Autoleads, Kathua, Jammu & Kashmir**

The showroom of Autoleads, the Mahindra First Choice Wheels authorised dealership in Kathua, Jammu & Kashmir, was recently inaugurated by Harminder Singh Rangar, Zonal Manager - North, Mahindra First Choice Wheels.

**Akash Automobiles, Ranchi**

Akash Automobiles, Mahindra First Choice Wheels’ authorised dealership in Ranchi, was recently inaugurated by Utpal Sengupta, National Head - Network & Business Development, Mahindra First Choice Wheels.

**Garg Automotives, Delhi**

Garg Automotives, Mahindra First Choice Wheels’ authorised dealership in Delhi, was recently inaugurated by Rajeev Dubey, (President - Group HR, Corporate Services & After-Market) and Member of the Group Executive Board, M&M Ltd.

IMS @ Mahindra First Choice Services Ltd – A Successful Voyage

At Mahindra First Choice Services Limited, the IMS journey began in 2011. Business processes were identified in discussion with Functional Heads and a total of 124 processes were identified and documented, as per SIPOC methodology, and approved by the Anchor, Process Owners and CEO. Thus, a comprehensive IMS framework for process rollout was created - easily accessible to corporate and outlet employees. MFCSCL is now an Integrated Management System certified organization, with certification completed for four locations – the Corporate Office and Workshops in Pune, Thane and Nashik.
Hospitality

Club Mahindra Expands

**In Mahableshwar**

Mahindra Holidays & Resorts India Limited (MHRIL) has added Club Mahableshwar Sherwood to its growing list of resorts. Visitors can now enjoy a holiday in the hills, soaking up stunning scenery, whilst biting into freshly picked strawberries - 4500 feet above sea level!

**In Jaisalmer**

Mahindra Holidays & Resorts India Limited (MHRIL), recently acquired ’Royal Courts Jaisalmer’, a 74-room resort, by purchasing 100% Equity Share Capital of M/s. Divine Heritage Hotels Private Limited. Thirty-five rooms of this 74-room property were already part of the Club Mahindra network. With this acquisition, Club Mahindra offers over 200 rooms in Rajasthan.

Real Estate

**Mahindra Lifespaces AGM**

Mahindra Lifespace Developers Limited held its Annual General Meeting on July 24, 2012, at the Y. B. Chavan Center, Mumbai. The company delivered a creditable performance for the year 2011-12. The Board of Directors recommended a dividend of 60% on the Equity Share Capital.

**Q1 Results Announced**

Mahindra Lifespace Developers Limited announced its Q1 results on July 24, 2012. The Company reported a Standalone Operating Income of Rs.104.13 crores for the quarter, as compared to Rs. 81.45 crores in Q1 F12. PAT for the quarter was Rs.29.31 crores – a 72% increase as compared to Q1 F12. The company’s Consolidated Operating Income for the quarter was Rs. 120.93 crores. Consolidated PAT, after minority interest, was Rs. 19.31 crores for the quarter ended June 2012, as compared to Rs. 14.26 crores for the quarter ended June 2011, registering an increase of 35%.
SECTOR BRIEFS

Mahindra Real Estate Annual Conference

The Mahindra Real Estate Annual Conference, titled ‘Springboard’, was held in Tungi, Maharashtra. It was attended by a large gathering of Mahindra Real Estate employees. The theme for the conference was ‘Passion to Perform’. It witnessed a host of activities – such as the sharing of best practices and highlights of the previous year’s performance – in order to draw up a blueprint for the way forward. The event witnessed a talk by Mark Inglis, the world’s only double amputee to scale Mt. Everest. It also showcased employee talent and featured plenty of entertainment.

Events at Mahindra World City, Jaipur

US Commerce Secretary John Bryson led an Infrastructure Trade Mission to Mahindra World City, Jaipur, along with a delegation of top-level managers representing US firms from the energy, transportation and infrastructure sectors.

Ratan Textiles started operations from May 2012 on a site in the Handicraft Zone at MWC, Jaipur. This Government-recognized export house is engaged in the manufacture of made-ups, home furnishings and handmade paper products.

ICICI Bank has set up its northern hub in the Domestic Tariff Area at Mahindra World City, Jaipur. This facility started operations from June 2012.

Laxmi International Export started operations from June 2012, in the Handicraft Zone of MWC, Jaipur. The production facility has in-house capabilities for wood seasoning and chemical treatment to make the wood moisture-free with eco-friendly chemicals.

Ground-breaking ceremonies for three companies were held at MWCJ during the last quarter.

- Kirat Crafts, a producer of high-quality wooden furniture held the ground-breaking ceremony for its new manufacturing unit at its site in the Handicraft SEZ.
- Jaipur Crafts held the ground-breaking ceremony for its new manufacturing plant at its facility in the Handicraft SEZ. The unit will provide employment to over 400 people.
- Orvi Creations, manufacturer and exporter of diamond cutting tools and leading producer of natural stones in India, performed the ground-breaking ceremony for a new decorative tile manufacturing plant at its facility in the Handicrafts SEZ.
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SECTOR BRIEFS

Feature-rich Aqualily Website Goes Live

The refurbished Aqualily website went live on May 22, 2012. It lets visitors take a virtual tour of the sample villa and apartment, has a distance navigation chart on Google maps and is also Search Engine Optimized. Visit www.mahindraaquality.com to see the new look.

This is further to Aqualily undergoing a major repositioning exercise, whereby the new marketing blurb for the project has transitioned into ‘Many Happy Returns from Premium Lakeview Residences’. The repositioning effort was the result of a deep understanding of customer perceptions and framing a path to match their expectations.

News from Mahindra World City, Chennai

Glass Homoeopathic Healing Centre, a holistic homeopathic clinic, has started operations at The Canopy, as part of the initiative to involve entrepreneurs from the community at MWC, Chennai. The clinic is run by Dr. Aishwarya Gopalakrishnan, a resident of Sylvan County.

Lear Automotive India Private Limited will be setting up a manufacturing facility in the Domestic Tariff Area at Mahindra World City (MWC), Chennai. Spread over seven acres, the facility will manufacture seating systems for automobile majors in the region, such as Ford and BMW.

JSP Hospitals (a unit of the Deepam Group of Hospitals) will set up a 30-bed specialty hospital, spread over 15,000 square feet. This facility, which will provide an array of medical services, will be a critical component in providing quality health care to the community at MWC and nearby catchment areas.

American Axle & Manufacturing Holdings Inc. (AAM) inaugurated its Chennai Manufacturing Facility (CHMF) at the DTA in Mahindra World City, Chennai. The facility will manufacture a family of front and rear axles for commercial vehicles. In addition to locations in the United States, AAM also has a presence in numerous countries around the globe.

Ingersoll Rand, a world leader in creating and sustaining safe, comfortable and efficient environments, laid the foundation stone for its new 11-acre manufacturing plant at MWC, Chennai, in April 2012. The new facility is part of the company’s overall growth strategy to drive technology, innovation and product development, in order to serve local customers.

Mahindra World City, Chennai and Infosys co-hosted the first edition of the ‘Champions Trophy’, an inter-company cricket tournament at the Infosys campus.

Over 34 teams participated in the tournament. Infosys lifted the Champions Trophy by beating Cap Gemini in a nail-biting final.

Apartments at Splendour Handed Over

Apartments at Splendour, Bhandup (W), Mumbai, were handed over to their happy new owners...
SECTOR BRIEFS

Two Wheelers

New Mahindra Rodeo RZ Launched

Mahindra Two Wheelers launched the all-new Mahindra Rodeo RZ in June, 2012, under the flagship Power Scooters brand. This stylish, feature-packed scooter is set to storm the Indian scooter market. It boasts of an advanced Z-Series engine that delivers best-in-class pick up and a new Dual Curve Digital Ignition (DCDI) System that gives a superlative mileage of 59.38 kmpl (ARAI certified).

For more details and expert views log on to http://www.mahindrarodeorz.com/product.aspx#scrollthebuzz

Maximum YouTube Channel Views for Mahindra Scooters

As on September 7, 2012, channel views on YouTube for Mahindra Scooters have crossed the 882,523 views mark, leaving the competition behind with 611,290 views.

2nd Fireside Chat is a Big Success

To establish a regular and informal channel of communication within the organization, Mahindra Two Wheelers organized the 2nd Fireside Chat on August 17, 2012. It focused on ‘Alternative Thinking’ and witnessed a freewheeling discussion among ten participants from across the Division, led by P. S. Ashok, Sr. VP – R&D, MTWL. Participants put forward their thoughts and suggestions regarding the strategic objectives of the organization for the next quarter.

Motor Sports

5,00,000+ Fans on Facebook

The Mahindra Racing community crossed the 5,00,000 fan mark on Facebook. The fan following for Mahindra Racing is the largest amongst all MotoGP team pages on Facebook and is growing rapidly. The fans are kept engaged and feel connected with the brand through novel experiences like LIVE rider chats, exclusive pictures, race videos, exciting contests and race blogs. One cannot miss the proud sentiments fans express on being associated with the first Indian team to compete in the MotoGP championship.

The fan page keeps up with the level of excitement that Mahindra bikes bring on the track!
Information Technology

C P Gurnani Appointed MD, Tech Mahindra

On August 10, 2012, C. P. Gurnani (CP) was appointed Managing Director of Tech Mahindra by the Tech Mahindra Board. Vineet Nayyar was re-designated the Executive Vice Chairman.

CP has been the Whole Time Director & CEO of Mahindra Satyam since 2009 and played a pivotal role in the three-year transformational journey of the company. Earlier, he headed Global Operations, Sales & Marketing, as well as the Competency and Solution businesses at Tech Mahindra.

“From establishing Tech Mahindra as the undisputed leader in telecom to charting Mahindra Satyam’s three-year transformational turnaround in the most trying of circumstances, CP’s journey as the turnaround CEO is now complete and I congratulate him as he takes on this additional critical responsibility. I am confident that he will continue to outshine in all that he sets out to do,” said Anand Mahindra, Chairman & Managing Director, Mahindra Group and Chairman, Tech Mahindra.

CP Decodes ‘Do the Next 2015’!

June 25, 2012 witnessed C P Gurnani unveiling the way forward for Mahindra Satyam and Tech Mahindra.

He explained that ‘Do The Next 2015’ was the company’s internal rallying cry that underscores the team’s ambition to achieve definitive milestones and aspirations by 2015.

New Role for Edward Pretty

Mahindra Satyam recently announced the appointment of industry veteran Edward ‘Ted’ Pretty as Chairman of its Australian and New Zealand operations. Ted will drive the strategy for Mahindra Satyam and Tech Mahindra across operations and expedite rapid expansion and create deeper relationships. His experience will also facilitate expansion plans in the region.

Tech Mahindra Announces New Partnerships

With ZTEsoft

Tech Mahindra has announced a strategic partnership with ZTEsoft to offer customers the best of both worlds - Telecom focused IT Consulting & System Integration services, as well as the only homegrown Telecom B/OSS Suite currently available in the global market!

With Aeris Communications

Tech Mahindra has announced a strategic partnership with Aeris® Communications, a cellular carrier built exclusively for machine-to-machine communication.

This partnership will hugely expand Tech Mahindra’s ability to offer the leading M2M platform to cellular operators globally.

Global CoE Launched in Pune

Tech Mahindra, Mahindra Satyam and BMC Software have launched the Global Center of Excellence (CoE) at Tech Mahindra’s facility in Pune. It will focus on developing solutions leveraging BMC’s Business Service Management (BSM) portfolio and Cloud Lifecycle Management solutions. This center will enable co-innovation and delivery of joint offerings.
Mahindra Satyam & Aspire Zone Foundation: Strategic Global Partnership

Mahindra Satyam has entered into a Strategic Global Partnership with Aspire Zone Foundation, Qatar, to create end-to-end and innovative venue and event management systems (VEMS). The partnership allows Aspire Zone Foundation to continue to demonstrate Qatar’s emergence as a leader in global sports technology. The VMES platform developed by Mahindra Satyam and Aspire Zone Foundation is an integrated suite of applications that spans various functional areas of venues and event management. Aspire Zone Foundation will own the intellectual property rights to the product and Mahindra Satyam will provide application development and system integration services, along with professional support.

Tech Mahindra, Mahindra Satyam and CA Technologies Enter Global Partnership

April 24, 2012, saw Tech Mahindra and Mahindra Satyam announce the signing of a Global Framework Agreement (GFA) with CA Technologies, a global IT management and security software and solutions company. The GFA is aimed at building a business model in which shared and managed services can be provided to new and existing customers through a joint and strategic approach. The Mahindra CA Research Centre in Pune, set up by Tech Mahindra and Mahindra Satyam, will enable co-innovation and delivery of joint offerings.

Tech Mahindra Organises Management World 2012

The Tech Mahindra Forum, ‘Management World 2012’, held in Ireland, brought together over 3,500 professionals to rethink the business of communications and define how to add value in the connected life. Leaders across the telecom ecosystem debated case studies, shared innovative projects and participated in TM Forum training. Microsoft and Tech Mahindra jointly showcased prepackaged solution offerings created for Wireless Broadband ISPs and MVNO/E in the Telecom IT Applications space.

Mahindra Satyam Centre in France

Mahindra Satyam has announced the setting up of an exclusive delivery centre for Aerospace and Defense in Toulouse, France. This is a part of the company’s larger strategy of expanding its European footprint, with a focus on strengthening relationships with regional Aerospace and Defense businesses.

Sydney Operations Expanded

Mahindra Satyam and Tech Mahindra announced a merger between the two companies in March 2012. This will create hundreds of new jobs over the next three to five years at their Australian headquarters in Sydney. The additional staff will be employed in highly skilled IT infrastructure and project management roles in North Sydney and Chatswood.

Mahindra Satyam Opens New Delivery Centre in Fargo, North America

Mahindra Satyam has announced the opening of its new delivery centre in Fargo, North Dakota. It will be developed as a near-shore delivery location, offering innovative solutions in Business Processes, Infrastructure Management Services and IT Services. Mahindra Satyam will share space with Cargill’s Global Business Services Center in Fargo.
5th M&M Group Admin. Managers’ Meet

The 5th Group Admin. Managers’ Meet was held in Hyderabad on July 6-7, 2012, under the aegis of Mahindra Satyam. The theme for the Meet was ‘IT in Support of Admin’.

A wide range of issues of mutual interest were discussed and the best practices being followed by various Group companies were highlighted by participants.

Mahindra Satyam and TechM on DOT Committee

Mahindra Satyam and Tech Mahindra have joined the committee for formulation of National IPv6 Deployment, on invitation from the Department of Telecommunications, Ministry of Telecom (Government of India). The two companies are also leading the working group on Application Services in IPv6.

TechMighties Meet with Anand Mahindra

On May 23, 2012, TechMighties at Noida gained an opportunity to interact and engage with Anand Mahindra, Chairman & Managing Director, Mahindra Group, at the newly inaugurated SEZ campus.

Anand Mahindra spoke of the times he had spent at Harvard and the significance of stimulating conversations. He compared universities and corporates and drew parallels between the two, citing quality, brand and reputation. He threw open a topic for discussion: ‘Why was the Facebook IPO significant?’ An interesting discussion followed.

Action time at Mahindra Satyam

- The ‘Starting Over’ program commenced with a bang with the launch of a portal at the Customer Experience Centre by Rajyalakshmi Rao, Director, Mahindra Satyam. This is a unique initiative to tap the latent talent pool of women who have taken a break and are looking for an opportunity to re-enter the workforce. It invites them to join the team at the Customer Experience Centre. The launch of this portal establishes a direct link for applicants from around the world to reach the company. More information is available at: https://startingover.mahindrasatyam.com/
- Sujitha Karnad, Sr. VP - HR & QMG (IT Services), represented Tech Mahindra at the Mumbai HR Summit 2012 - an international convention for HR professionals, hosted by the Institute of HRD, in May 2012, in Mumbai. The event witnessed distinguished HR professionals discussing current and emerging trends in technology for HRM effectiveness. Sujitha shared her views on Technology in Talent Management.

Gastronomical Delights @ MSat, South Africa

In a unique customer connect initiative, the MSat team organized an event for customers at the ‘Taste of Punjab’ restaurant in Sunninghill, Johannesburg. It focused on teaching customers how to cook an Indian meal. Over 60 customers and their families attended the event, during which chefs of the restaurant taught them to prepare some delicious and authentic Indian dishes.
Defence

Triple Tube Launchers from MDNS

Mahindra Defence Naval Systems Pvt. Ltd., which was earlier a subdivision of Mahindra & Mahindra Ltd. supplying specialised equipment to the Indian Navy, DRDO and Ordnance Factories, was hived off as a 100% subsidiary company from June, 1, 2012.

Prior to this hive off MDNS supplied its first set of Triple Tube Torpedo Launchers capable of launching light weight (~300 Kgs) anti submarine torpedoes. These launchers are scheduled to be fitted on frontline frigates of the Godavari class in the Indian Navy. The supplied weapon system has the capability for torpedo storage and launching through an external umbilical connection, using either shipborne or portable data setting devices. The system can electronically provide tactical data inputs to the torpedo prior to launch, to facilitate the weapon in reaching and attacking the submarine during its autonomous run.

Mahindra Special Services Group Shares Expertise

_Mahindra Special Services Group team members shared their expertise at a series of meetings, interviews and conclaves, within India and overseas…_


- **Manish Advani**, CMO, was a key speaker at the India CMO Conclave 2012, held in Mumbai in May 2012. He spoke on ‘Whatever are our strategies – We are addressing INDIA: Learn those key aspects that will change the outlook we define our budgets and ROI’.

- **Dinesh Pillai**, CEO Mahindra SSG was interviewed by Hollie Slade in Global Security Finance Magazine, UK, on 16 May, 2012. He spoke about MSSG’s comprehensive approach that allows the firm to offer a complete solution, giving it a significant advantage over other competitors.

- **Col. Deepankar Chaudhary**, Senior Consultant (seen at extreme right) was invited to speak at the Indian Fire, Security and Integration Summit 2012, organized in Mumbai. The Summit witnessed a coming together of industry players, to gain a perspective on growth opportunities present in the fire, safety and security products market in India.
Mahindra Partners

**Mahindra Logistics’ 2nd Business Partners Awards 2012**

Mahindra Logistics (MLL) held its 2nd Business Partners Award Ceremony in Mumbai, to reward the company’s business partners for their performance. Each of the Gold Business Partners was presented with a memento.

This year the Best Performing Driver Awards were introduced and presented to five drivers, as MLL believes that drivers are the real heroes in this industry. The 2nd edition of ‘10,000 Kms. on Indian Highways’ by Ramesh Kumar was unveiled by Zhooben Bhiwandiwala and Nalin Mehta. The book’s foreword has been written by Pirojshaw Sarkari – CEO, Mahindra Logistics. The event fostered an environment of mutual, inclusive growth.

**People Awards and Incentive Program at Mahindra Logistics**

Mahindra Logistics Ltd. (MLL) held its first People Awards and Incentive Program in May 2012, in Dubai. About 100 top performing employees attended the program, during which 32 employees were recognized and awarded for their exceptional contributions during F12.

**Mahindra Logistics Creates Its Own Trajectory**

MLL shares a relationship of being a ‘partner’ with its customers, rather than a service provider. In the industry verticals served by MLL, logistics is a critical business activity. Hence, the brand positioning “The Core Of Your Business”.

The achievement of this ‘core’ purpose will come through another powerful guiding force – RISE! Using this core concept, MLL has developed a distinct and unique visual identity and communication platform for the brand.

The new brand positioning was internally launched by placing a series of brand advertisements in business and trade magazines and showcasing a video message from Pirojshaw Sarkari, CEO, followed by a brand film.

**Mahindra Partners Senior Leadership Conclave**

Mahindra Partners Senior Leadership Conclave, held in July 2012, in Goa, brought the Division’s Leadership team together for discussions on the latest events, breakthroughs, trends and business strategies, as well as to bond with each other.

The conclave also featured a McKinsey workshop on mega trends in the Indian economy as well as in the global economy, a session on Forex by Mr. Chandrasekhar, EVP - Corporate Finance and Investor Relations, an innovative business simulation game and plenty of fun.
Mahindra Partners Awards

Mahindra Partners Division recently launched Division-level awards in different categories. A four-member jury evaluated the nominations and selected the following winners:

- **Portfolio Company of the Year**: Mahindra Intertrade Ltd.
- **Promising Company of the Year**: Mahindra EPC Services Pvt. Ltd.
- **Best Portfolio Company to Work For**: Mahindra Retail Pvt. Ltd.
- **RISE Company of the Year**: Mahindra Logistics Ltd.

Major Project for MEPC

Mahindra EPC (MEPC) bagged a contract worth Rs. 200 crores for executing a 22.4 MW Solar Photovoltaic Project in Bikaner District, Rajasthan, from Fonroche Energies, the third biggest French solar energy player in the market. MEPC, which is working on the Jawaharlal Nehru National Solar Mission (JNNSM), Phase-1, Batch-II, has a market share of 14% in this mission. This is a breakthrough year for MEPC as it has increased its order book to 50 MW, the largest order book as of today in the Solar EPC space in India.

Sharing Expertise

Parag Shah, Managing Partner, Mahindra Partners, (seen at extreme left) was invited to be a panelist at Aon Hewitt’s Annual Conference, ‘Around the World with Total Rewards 2012’. He participated in a panel discussion on the future of total rewards.

Parag Shah also presented a paper at the CII session held at the Intersolar exhibition in Germany – the world’s largest solar exhibition with over 66,000 visitors from 160 countries. The paper focused on the Solar Opportunity in India and covered various opportunities, challenges and way forward in the Indian solar market.
MACE as a Knowledge Partner

Mahindra Consulting Engineers Ltd. (MACE) has conceptualized the ‘Bounteous Karnataka’ initiative for the development of a sustainable agri business across agricultural and allied sectors in the State.

This initiative was well appreciated by the State Government. Other State Governments too evinced interest in replicating the same in their states. The initiative has also received international accolades.

The MACE team of B. Suresh, President & CEO and Whole Time Director and C.S. Narayanan, Vice President, visited the Kingdom of Saudi Arabia, in June 2012. They were privileged to meet His Excellency Dr. Fahd Bin Abdulrahman Bin Sulaiman Balghunaim, Minister of Agriculture, Kingdom of Saudi Arabia (KSA), to discuss ways of developing sustainable agri business strategies in KSA and exploring prospects for replicating the “Bounteous Karnataka” agri business model in KSA, after relevant modifications.

The Hon’ble Minister for Agriculture thereafter expressed a desire for MACE to take the suggested initiative forward in KSA.

New Mahindra Odyssea Boat Launched

Mahindra Odyssea’s new boat, the Odyssea 35 Diesel is all set to hit the high seas in the coming season. This new diesel boat offers a high level of customization - colour, engine, entertainment and flooring options.

2nd Project with ITC Inaugurated

Mahindra Logistics inaugurated its 2nd project with ITC, in the Personal Care segment, in Haridwar. ‘Man of the Month’ awards were also distributed to employees who performed very well in the ITC (PPB) Printing and Packaging business, started during the first round of operations.

Partying with Beanstalk

Beanstalk, Mahindra’s toystore chain, has ventured into the business of birthday party planning - to transform children’s dreams about their birthday parties into realities. Beanstalk’s Birthday Party Division offers end-to-end birthday party solutions with an exhaustive catalogue of themes, ranging from Spiderman, to Barbie, Ben10...and more.

Mahindra Solar Sets New Benchmarks

Mahindra Solar One has received US Exim Board approval for its 30 MW project (JNNSM Phase 1B bidding). The US Exim Board approved $35 million for Mahindra Suryaprakash, a subsidiary of Mahindra Solar One, for undertaking this project.
Professional Recognition
Sushil Rathi, Vice President, SCM Business, Mahindra Logistics, was unanimously elected the President of the Service Chain Forum, an industry body for all professionals in Service Chain Management.

Mahindra Retail on New Platforms
Mahindra Retail (MRPL) is geared up to gain a manifold increase in its retail footprint across India by end-2012. The past quarter has seen the company open seven new Mom & Me and two new Beanstalk stores.

Mom & Me recently launched its first mobile application - a pregnancy guide for a soon-to-be mother, which hand-holds her through each day of her pregnancy with information approved by medical experts (http://is.gd/momandme). Mahindra Retail has also launched an E-commerce platform for Mom & Me stores (http://www.momandmeshop.in), as well as for Beanstalk stores (http://www.beanstalkshop.com).

In addition, the company has signed up its first few franchise stores which will soon add to the growing list of Mom & Me stores. On Mother’s Day, a quarterly maternity magazine, Mother’s World, was launched by the Mom & Me team to provide assistance, tips and guidance for early parenthood, as well as for soon-to-be parents.

Supernova Program Launched
Mahindra Retail recently launched ‘Supernova’, a recognition & development program for its store staff. In the grand finale of the event, the winners in the categories of Best Customer Relationship Executive, Best Advisor, Best Floor Manager /Asst. Store Manager, Best Store Manager and Best Stores (National & Regional) were announced.

Second Screenwriters Lab Kicked-off
After the tremendous success of the inaugural Mumbai Mantra/Sundance Institute Screenwriters Lab 2012, the team has kick-started the outreach for their next Lab. They have received a stupendous response not just from India but from Indian screenwriters across the world! The mission of the Mumbai Mantra initiative is to sow the seeds for a creative revolution in the media and entertainment space that will resonate universally.
Mahindra Finance

Mahindra Finance Sponsors Shanmukhananda Sabha Diamond Jubilee Celebrations

The Shanmukhananda Fine Arts & Sangeetha Sabha, a Mumbai-based charitable trust, celebrated its Diamond Jubilee on July 17, 2012. To mark the occasion, the Sabha conferred seven ‘Diamond Awards’ on people, who by dint of devotion to duty and exceptional commitment to their field of specialization, have added to the reservoir of goodness of our ancient land.

Mahindra Finance sponsored this prestigious event, in order to reinforce our Rise values to the external world. Branding materials were specially created for this occasion (around the brand pillars of Rise) and adorned vantage points at the venue. The company also put up a kiosk to ensure interaction with the audience.

Meet Mahindra Retail’s Braveheart!

An unusual incident recently revealed how the Mahindra ‘Rise’ concept is practiced in the daily lives of employees.

One afternoon, Ravi Kiran, Store Manager, Madhapur, found that 11 people were stuck in an elevator at a mall. One of them had slipped into the 18-foot deep shaft and injured his leg. Ravi took charge, got the mall management to switch off the elevator, provided people inside the lift with drinking water and pacified them. With the help of housekeeping, he sent a ladder down the shaft and meanwhile called an ambulance helpline.

When the elevator was brought low enough for people to crawl out, Ravi gathered all his courage and stood between the elevator and the ground about five feet below and helped to safely evacuate people. Hats off to Ravi Kiran, who became the hero of the day by saving the lives of 10 people, while risking his own!

Fun Time at Mahindra Conveyor Systems

Mahindra Conveyor Systems’ annual bash was a fun-filled evening organized at the new factory premises in Pirangut, Pune – with a carnival theme, fun games and interesting stalls to engage employees and their families.

On the occasion, a special award was presented to the 5S team of Messrs. Rao, Yadav, Kate and Karale.
SECTOR BRIEFS

Systech

**GippsAERO Signs Up with Soloy for North American Assembly**

GippsAERO recently signed a partnership agreement with Soloy Aviation Solutions, at Oshkosh in USA, as per which Soloy will provide assembly and technical support to GippsAERO, for all North American orders.

**Business Development Partnership for GippsAERO and Groom Aviation**

GippsAERO has announced a partnership with Groom Aviation, a US-based company that develops strategic business solutions for aviation companies in order to minimize risk and create a high customer focus. GippsAERO’s flagship product, the GA8 Airvan, an 8-seater utility aircraft, has seen considerable success globally and with new dealers on board in the USA, is now setting its sights on the largest aviation market in the world. Groom Aviation will assist GippsAERO to develop an effective strategy to penetrate the market and maximize sales in both North and South America.

**PLUS 1 – A Productivity Improvement Initiative**

Mahindra Engineering Chinchwad kicked-off the ‘Plus 1 – Productivity Improvement Initiative’ in May 2012. This initiative helps employees to pinpoint bottlenecks in their work flow, spot solutions and script solutions. Thereafter, the Plus 1 team facilitates the implementation of these ideas. The initiative was a resounding success, with 138 ideas being received.

**New Presses at MUSCO Stampings**

Three 500-ton presses and one 800-ton press were recently installed at MUSCO Stampings’ Nashik Plant.

**GippsAERO Website Goes Live**

GippsAERO’s new website has gone live, enabling visitors to keep up-to-date with the latest news from GippsAERO/Mahindra Aerospace, view the company’s range of products, apply for positions with the company and much more!
QUALITY FOCUS

Action Aplenty at Mahindra Institute of Quality

A new Post Graduate Diploma in Quality Management for Service has been introduced at the Mahindra Institute of Quality (MIQ).

MQW Cycle 4 Assessments were completed at 23 Group Companies, of which six companies have been assessed for the first time.

A felicitation function was organized at MIQ for MYB certificate winners from MHRIL.

In a period of four weeks in June 2012, the MIQ team conducted training on product & process quality improvements at 12 ACC Plants, covering 234 Officers.

Deepak Chhibba and S. S. Narayan from MIQ conducted a two-day course titled ‘Meeting Competitive Challenges’ for 30 Senior Managers from 15 Swaraj suppliers.

Deepak Chhibba conducted Supply Chain Training for the Swaraj Sourcing Team.

Training Time
M&M Wins Dun & Bradstreet – Rolta Corporate Award 2011

M&M won a Dun & Bradstreet – Rolta Corporate Award 2011 in the Automobile category. These awards seek to recognize and felicitate India’s leading companies from various sectors, with the awards event being closely tied to the publication, India’s Top 500 Companies.

Kapil Sibal, Minister of Human Resource Development, Communications & Information Technology, Government of India, presents the award to P. N. Shah, Chief Executive, AS, M&M Ltd.

Dr. Pawan Goenka Receives ‘CV Man of the Year’ Award

Dr. Pawan Goenka, President, AFS, was presented with the ‘CV Man of the Year 2012’ award at the annual Apollo CV Awards 2012, on May 3, 2012, in recognition of his extensive contributions to the automotive industry in India and globally.

Sridhar Chari, Editor, CV Magazine, spoke of Dr. Goenka’s leadership qualities and of how he had spearheaded various innovative achievements at M&M’s automotive sector in the past year, which was one of the toughest for the automotive industry.

“It is an honour to have been chosen for this recognition by CV Magazine,” said Dr. Goenka. “I dedicate this accolade to Mahindra, for providing me with a vast canvas to play with and to all my colleagues who have worked tirelessly, accepting no limits. It is a tribute to the spirit of RISE which Mahindra stands for and represents through its products and services.”

BCC Civic Award for M&M

The Bombay Chamber of Commerce selected M&M as a winner in the Bombay Chamber Civic Awards 2011-12, in the Social Development Category. The award ceremony took place on June 22, 2012, during the Chamber’s AGM.

SABRE Award 2012 for Roma Balwani

Roma Balwani, Sr. VP – Group Communications, M&M Ltd., is the first Indian PR Professional to receive the prestigious SABRE Award for Outstanding Individual Achievement 2012, in the inaugural year of this award being instituted for individuals. She was amongst three award recipients in this category.

“The increasingly complex and global nature of business demands an increased rigour from communications professionals. The SABRE Award this year recognized individual contributions to the area of corporate communications and we are very pleased to present this award to Mrs. Balwani for her stellar work over the past year,” said Arun Sudhaman, Partner & Managing Editor at The Holmes Report, London, United Kingdom.

The award was presented at the annual Asia-Pacific Awards dinner in Hong Kong, on September 26, 2012.
AFS HR Practices Win Laurels

M&M’s Automotive and Farm Equipment Sectors (AFS) won First Prize for the Reward & Recognition Framework, as well as a Special Jury Award for its Employee Connect and On-Boarding Practices, at the second Automotive HR Conclave, organised by the Society of Indian Automobile Manufacturers (SIAM), in association with Automotive Component Manufacturers Association of India, Federation of Automotive Dealer Association and National HRD Network, in Mumbai.

Srinivas Mekala, Sr. Manager – Human Resources, receives the First Prize for the FES Reward & Recognition framework.

John D’Sa, DGM - Employee Care, receives the Special Jury Award for FES’ Onboarding and Employee Connect practices.

AS, Igatpuri Plant Bags Vanshree Award

The AS Plant, Igatpuri, was presented with the Social Forestry Department of Maharashtra’s State-level Vanshree Award for its excellent work towards protecting the planet against the effects of global warming.

Quality Award for MIQ

Rajinder Singh of MIQ was awarded the Best Paper Certificate at the ANQ Congress. He is seen receiving the award from Lotto Lai, Chairman, Hong Kong Society.

Esops Star Performers

The MSSCL Bhopal team was declared the Gold Winner and MIL Vadodara team was declared the Silver Winner in the Esops Star Performers Awards 2012 in the ‘Factory Location (1-50) employees’ category. In the ‘Non-Factory Location’ category Mahindra Retail bagged the Silver Winner Award.
Best Kaizen Award – The AS Nashik Plant bagged the First Prize in the Supervisor/Manager Category, at the 19th Kaizen Conference, organized by CII. The winning team of Sagar Vishe (PIPM), Pratik Manekar (Scorpio TCF), Vikrant Ghule (Scorpio TCF) and Makarand Vikhe (PIPM), presented a case study on ‘Defect elimination of wrong badges fitment on Scorpio & Xylo variants’. This is the 7th consecutive time that the Nashik Team has bagged the CII Kaizen/Cluster Award.

CII Awards – The AS Nashik Plant team received the 2nd Prize at the CII West Region – SHE Conclave 2012, held in Mumbai, on April 20, 2012. The award criteria included a plant visit by Dr. Agnihotri, Corporate Head – EHS, TCS Group and Prakash Dhargalkar, Corporate Head – EHS, L&T, to gauge employee involvement in SOH&E activities, training methodology and more.

The Zaheerabad Plant bagged a CII National Award for Excellence in Energy Management – 2012 for its Energy Conservation initiatives and its last three years’ Energy Management and Energy Efficiency performance. The Plant has been graded as an ‘Excellent Energy Efficient Unit’. Dr. Ajay Mathur, Ex. Director General, BEE, Ministry of Power, Government of India, presented the award. Anupam Patil, Sr. Mgr, Digital Manufacturing, MVM, is seen at centre with the award.

Excellence Award – AS Zaheerabad Plant was awarded the Jawaharlal Nehru Silver Rolling Trophy for Excellence in Industrial Productivity for the year 2010 – 2011, by the Federation of Andhra Pradesh Chambers of Commerce and Industry. V. S. Vekatraman, VP – Operations, received the trophy from Shri K. Kiran Kumar Reddy, Hon’ble Chief Minister of Andhra Pradesh.

Excellence Award for MRV – CME Team

The MRV – CME team of Shankar Rangarajan, Hudson Thomas and KM Sarma won the Excellence Award for Innovation and Creative Automation, in the 2nd edition of the Excellence Awards for Innovation and Creative Automation, held in Pune, on April 27, 2012. The CME Team also bagged a Special Jury Award in the Productivity Category for its project on ‘Frugal Kitting Concept in XUV 500 TCF Door Sub Assy Line’. Hudson Thomas (right) is seen receiving the award from Mohan Godse, Vice President, Endurance Group.

MATQUIZ 2012 Winner

Kishor Narewadi, SCPC - Demand Fulfillment & Logistics, FES, teamed up with Zubin Sethna of Vivekanand College to bag the Winner’s Trophy in MATQUIZ 2012, the IIM quiz competition that tests domain knowledge of materials management.

Quiz Winners

Mahindra Satyam’s team of Vinayak Kulkarni and Arpita Mirani won the 3rd spot at the Think Quest corporate quiz in Pune – jointly organized by Life Republic, an integrated township project and The Times of India. Kulkarni and Mirani were also chosen for the ‘Creative Thinking’ award and Abhisek Mishra and Avinash CV of Tech Mahindra won the ‘Lateral Thinking’ award.
A Series of Swaraj Victories

National Best Kaizen Award

The Swaraj Division team bagged the ‘Best Kaizen Award’ at the 19th Kaizen Conference organised by the Confederation of Indian Industry in Pune. Team Swaraj, represented by H S Baweja, Sr. Manager, LMS, Plant 1 and Ankit Nathani, Operator, Plant 1, beat stiff competition from teams from over 27 leading companies.

Swaraj Plants 1 & 2 Successfully Clear JIPM Assessment

Swaraj Division, Plant 1 and Plant 2 successfully cleared the first stage JIPM Assessment conducted by Japanese Assessors, Masayoshi Sugiura and Prof Hisayoshi Matsuyama, on May 30 and 31, 2012, respectively. The assessors evaluated both plants on TPM indices based on productivity, quality, cost, delivery, safety and morale.

The clearance of this rigorous assessment is a major milestone along Swaraj’s journey towards manufacturing excellence.

Swaraj Tops Customer Satisfaction Study for Second Time

Swaraj Division topped the annual Customer Satisfaction Study conducted by TNS India, for the second time in a row. Swaraj also set a new benchmark by achieving a score of 106 in the Customer Satisfaction Index (CSI), 105 in the Sales Satisfaction Index (SSI) and 105 in the Product Satisfaction Index (PSI).

Dual Awards for Mahindra Two Wheelers

Power Brand 2012

In a recent research survey of 20,000 brands, Mahindra Two Wheelers Ltd. (MTWL) made it to the second edition of ‘Power Brands 2012’ - a comprehensive list of the 100 most powerful brands in India. MTWL was one of the select few to be mentioned in 18 categories.

ARAI ‘Best Customer’ Award

During the Automotive Research Association of India (ARAI) Annual Day celebration on June 14, 2012, MTWL won the Best Customer Award in the Placements category - in recognition of its passion to strive for the best and its zeal to maintain a competitive edge in the market by recruiting the best talent in the country. This award was shared with Cummins India Ltd.
Awards for CanvasM

CanvasM Technologies Ltd. won the Best CMO Awards in two categories at the CMO Asia Awards 2012. The company’s application FightBack (www.fightbackmobile.com), won an award in the category ‘Use of IT for a Social Cause’ and Saral Rozgar (www.saralrozgar.com), CanvasM’s platform to provide end-to-end solutions for blue-collar workforce needs, won an award in the category ‘Best Use of CSR Practices in IT Industry’.

CanvasM also won the National Telecom Award for FightBack. This value-added service helps fight crime against women. It uses mobile and internet technology and integration with social networking sites to raise SOS alerts in case of an emergency.

Honours for Mahindra Satyam

ISG Award

Information Services Group (ISG), a leading technology insights, market intelligence and advisory services company, announced the winners of the 2012 Australia New Zealand (ANZ) Paragon Awards on April 3, 2012, in Sydney. These awards recognise leadership and best practices in sourcing and service management. Mahindra Satyam and its client Russel Investments won the ‘Best Sourcing Relationship in Business Process Outsourcing’ award.

NHRD INSPIRE 2012

Mahindra Satyam won the National HRD Network’s ‘NHRD INSPIRE 2012’ award for employing best practices under Performance Management, Rewards and Recognition (IT/ITES). The National HRD Network is an association of professionals committed to promoting the HRD movement in the country. These awards strive to recognize people practices which have made a difference and can be adopted by other organizations.

ITs AP Award

Mahindra Satyam bagged the ITs AP award for being the third-best IT/ITEs exporter from Andhra Pradesh. Dr. C. Rangarajan, Chairman of the Prime Minister’s Economic Advisory Council, presented the award to M.V. Sridhar Maturi, VP – HR, Mahindra Satyam, at the 20th Annual ITs AP awards function in Hyderabad.

Top Rank for Tech Mahindra

Tech Mahindra has been ranked as the No.1 Telecom Software Service Provider by Voice & Data (V&D), India’s leading communications magazine. In the latest V&D100 Annual Survey, Tech Mahindra leads the Indian telecom software services market in FY 12, with a 20.9% market share. This award is considered the hallmark of the Indian Telecom & IT Industry.

Amit Sharma, Regional Director, CanvasM Technologies Ltd, receives the CMO Asia award from Mr. Arun Arora, Chairman - Edvance Pre-schools Pvt. Ltd. and Mr. Donovan Neale-May, Executive Director - CMO Council.
Mahindra Intertrade Wins Silver Award

Mahindra Intertrade Ltd. was the proud winner of the Silver Award in the Greentech HR Awards 2012, for outstanding achievements in ‘Innovation in Employee Retention Strategies’. The screening process concluded with a presentation in New Delhi, chaired by Mr. Bhaskar Chatterjee, IAS, Director General, Indian Institute of Corporate Affairs, Government of India.

MIL Receives ‘Portfolio Company of the Year’ Award

Mahindra Partners Division organized a senior leadership conclave in Goa, from July 26-28, 2012, during which Division-level awards across all its portfolio companies were announced. Mahindra Intertrade was the proud winner of the ‘Portfolio Company of the Year’ award.

Mahindra Retail Named ‘Retailer of the Year’

Mahindra Retail was named ‘Retailer of the Year’ at the prestigious CMO Asia Retail Excellence Awards 2012. These awards were hosted by the Asia Retail Congress and the Chief Marketing Officer (CMO) Council.

High Score for Mahindra Hinoday

Mahindra Hinoday Ind. Ltd. – Foundry Division received an award for excellence in product development for the XUV 500 in ADI. The award ceremony was held on May 26, 2012, in Prague.

GippsAERO is Employer of the Year 2012

GippsAERO received the prestigious ‘Employer of the Year’ title at the awards night sponsored by Advance Tafe, on May 31, 2012.

ISO Certification for Mahindra Lifespaces

On May 23, 2012, Mahindra Lifespaces Developers Limited was awarded ISO 14001:2004 certification from Bureau Veritas, after the company’s management system was audited and found in accordance with all requirements, in respect to the design, development and construction of residential and commercial properties.

ISO 50001 Certification for Navyug Special Steel

Navyug Special Steel Pvt. Ltd. (formerly MUSCO, Khopoli) has been recommended for ISO 50001 Certification for its Energy Management System, by TUV Nord. It is the first unit within the Mahindra Group to obtain ISO 50001 certification for its Energy Management System.
A Slew of Awards for MVML

MVML bagged the Asia Pacific PLM-TcMfg Innovation Award in June 2012, for its innovative use of Product Lifecycle Management (PLM) technology in business. MVML’s case study showcased the implementation of Tecnomatix in establishing the manufacturing plant in Chakan. The award was presented at the Siemens Asia Pacific Client Executive Event in Indonesia. Anupam Patil, Sr. Mgr, Digital Manufacturing, MVM, is seen at centre with the award.

MVML’s IT team bagged the prestigious international iCMG Global Excellence Award 2012 in the category Technical - IT infrastructure. This award witnessed a huge number of nominations from 27 countries. Udayan Banerjee, CTO – NIIT and Abhishek Lal, COO – Neterson Tech., are seen presenting the award to B. Venkatakrishnan, Head - MVML IT.

The MVML team brought home laurels by winning the prestigious Shristi Good Green Governance Award 2011. Murlidhar Chandrakant Bhandare, Honorable Governor of Odisha, presented this award to Dinesh Amrutkar, Manager - Utility and Vinay Bedekar, Manager - Environment, MVML, on Earth Day, April 22, 2012.

MVML bagged Second Place in the Productivity Category for its project on ‘Pre Squaring Fixture for M&HCV Chassis’ in the 2nd edition of the Excellence Awards for Innovation and Creative Automation, held in Pune, on April 27, 2012. The M&HCV Project team of Vishal Ghodekar, Surendra Mer and Pranit Ingole received the award.

The MVML team bagged an impressive tally of 8 Gold and 3 Silver Awards at the Quality Circle Forum of India (QCFI), held in Pune, on June 2, 2012. The forum was a mini convention for case study presentations on improvements made in different categories.

Honours for Mahendra Bhalerao

Mahendra Bhalerao, CFO, Mahindra Yueda (Yancheng) Tractor Co. Ltd. (MYYTCL), was awarded the May Day Labour Medal, in recognition of the turnaround of MYYTCL, which resulted in a profit, in a difficult external environment of rising commodity prices and a selling price control regime. The medal was presented by the Head, Labour Union, Jiangsu province, in Nanjing, China.

SAFEGE Innovation Award for MACE

B. Suresh, President & CEO and Wholetime Director, Mahindra Consulting Engineers Ltd. (MACE), attended the Senior Executives Global Conference of SAFEGE Consulting, in March 2012, during which two awards for Global Competition were instituted - for human challenges and for innovation & diversification. MACE presented its work on the Karnataka Agribusiness project, in the Innovation & Diversification category – and the project was adjudged the winner in this category.
AWARDS FOR EXCELLENCE

Mahindra Finance Victories

Mahindra Finance ranked in the 'Top 50' amongst companies with over 1000 employees, as well as 5th in the Financial Services Sector, in India's 'Best Companies to Work For' study conducted by the Economic Times, in association with the Great Places to Work Institute.

EMI+, the Business Newsletter of the Financial Services Sector, has been awarded a Certificate of Merit at the ICE (In-house Communication Excellence) Awards. What makes this a special achievement is that EMI+ was selected from amongst 675 entries, to receive one of 60 such Certificates of Merit.

Mahindra Finance received two IPE-BFSI (Institute of Public Enterprise – Banking, Financial Services and Insurance) awards, endorsed by the Asian Confederation of Business and supported by Stars of the Industry Group in association with Thought Leaders International.

- Mr. V. Ravi was awarded the ‘Best CFO Award’ for 2012.
- Mr. Khalid Abdul (seen at right, above) was awarded the Young Achiever Award.

Mahindra Finance was chosen as the 1st Runner-up for the 'Best Learning Organisation of Asia 2012' by the L&OD Roundtable.

Three TLA-CIO (Thought Leader - Best CIO) awards were bagged, in the following categories:

- Leveraging IT for Business Performance – MRHFL
- Mobile IT innovation of the Year – MRHFL
- Best CIO Award – Suresh A.S.

Mahindra Finance bagged four CLO Awards, at a ceremony organised by the World HRD Congress in Mumbai:

Best Talent – Best Learning Leader: Sheril J. D’Souza; Best Talent – Best Training Manager: Gaurav Bhardwaj; Best Talent – Young Learning Leader: Mohammed Khizer Omer; Best-in-Class Technologies – Best Simulation Solution (Chakravyu): Bruhad Buch.

Mahindra Finance received a Certificate from Attero Recycling – the world’s first CER project on E-Waste Management – for contributing 4.2 ton kgs of IT equipment for recycling.
Systech Lends a Hand

- MUSCO Stampings volunteers organized an Eye Check-up Camp in Adgaon, as well as distributed spectacles and organized cataract operations for inmates of Premdan Home in Adgaon.
- The MUSCO Rudrapur team organized a blood donation camp and also donated desks, benches, a desktop computer and fans to the Maharajpur Village primary school.
- MUSCO Khopoli conducted an educational program titled the Green School Program at which representatives from the Centre for Science and Environment - New Delhi educated representatives from a number of schools on the concept of a ‘green school’.
- Mahindra Hinoday launched the ‘Suraksha Salyog’ safety workshop to scale up safety in industries around the Bhosari Plant.
- Mahindra Hinoday’s Magnetic Products Division conducted a safety training workshop for small scale industries in Bhosari Industrial Estate.

A Spectrum of Greening Initiatives

World Environment Day was observed by companies across the Mahindra Group with a variety of initiatives … the planting of saplings, pledging of the environment-conservation oath, cleaning drives, an Anti Polythene Bags campaign, unveiling of an Environment Wall, a ‘Go Green Campaign’, poster competition, the installation of solar street lights in nearby villages and more.

Mahindra Finance Team Proves That They Care

The Mahindra Finance team undertook a series of corporate social initiatives:
- Delhi volunteers conducted a health camp for 320 people.
- Kolkata volunteers donated an ambulance to the Liver Foundation, West Bengal.
- Thane volunteers donated an ambulance and other items to Mamta Foundation, Pune.
- Cochin volunteers provided schoolbags to 50 children in the reserve forest of Wayanad and also organized a health check-up camp for around 200 families.
- Tamil Nadu volunteers organized tree plantation drives at Oasis Trust in Khammam and donated rice bags, flour bags and snacks to children there.
- Ahmedabad volunteers organised a health camp for 200 students with free medicines and a hygiene kit.
- Raipur volunteers donated an ambulance to Ekta Charitable Trust Shankar Nagar and stationary to a municipal school.
- Rajasthan volunteers donated food and material to LUV Kush Orphanage, Jodhpur.
Tech Mahindra Foundation in Action!

With the help of MSat/TechM volunteers, the Hyderabad Leadership Council conducted a creative workshop for children of the Sadhana Institute for the Mentally Challenged, as well as a unique Fun Auction which resulted in the collection of Rs.1,00,200 for the institute.

TechM recently partnered with Sakal Social Foundation for Project Disha, to drive employment among underprivileged youths though a Job Fair in Pune. The project was able to offer 780 jobs in two days!

Sixty-five children from Tech Mahindra Foundation’s partner NGOs had a wonderful opportunity to be coached by NBA (National Basketball Association) coaches at a workshop arranged by JOSH and TMF in Pune.

Under its school support programme, the Tech Mahindra Foundation supports the Aseema Charitable Trust, Mumbai. A recent success story is that of 18-year-old Ashish Gaikwad, who received a 100% scholarship from Subhash Ghai for a film-making course. Ashish is seen with his mother and his mentor Amol Gupte, receiving the scholarship from Subhash Ghai.

ESOPs Initiative Launched

The ESOPS initiative was launched at Mahindra Navistar, Pune (right) as well as at Mahindra Vehicle Manufacturers, Chakan.

Mahindra Satyam & Bombardier India Center Fund Science Lab

Mahindra Satyam, in collaboration with the Bombardier India Centre funded a Science Laboratory at the Government Pre University College in Madiwala. It was inaugurated by Mr. Charbel Bachaalani (Senior Director, Outsourcing and Engineering Services) and Ms. Celine Sage (Director, Human Resources) from Bombardier.

FES Kandivli in Social Action

CSR initiatives by the FES Kandivli team included a sharing session for associate NGOs to plan activities in F13; a Cancer Fear-free Campaign for women in Kandivli; a ‘Seva Sahayog’ campaign to distribute schoolbags, school books and stationary to needy students; the donation of educational aid to 886 tribal students studying in residential schools run by NGO Vanwasi Kalyan Ashram; a Blood Donation Camp; and a motivation program for women.

Even more FES Esops activities included an Anti Tobacco Rally by the Rudrapur team and a cancer awareness campaign and Health Check-up at Basko Village, Jaipur, by the Jaipur volunteers.
Caring Initiatives from Mahindra Logistics

Mahindra Logistics Limited (MLL) undertook a series of corporate social initiatives such as free eye check-up camps in Bangalore and Hyderabad for drivers and other employees. The MLL team also organized lunch and games for 100 orphan children of Christ Faith Home, Chennai, through employee contributions. Other MLL initiatives included the planting of 600 trees in association with M&M and a tree plantation drive in the factory premises. On World Environment Day, AFS trucks displaying environmentally-relevant messages went around Mumbai to spread environment awareness. MLL received a Certificate of Appreciation from the United Nations Environment Program (UNEP) for this initiative.

Swaraj Team Lends a Hand

Under the ‘Swaraj Shiksha Abhiyaan’ initiative to promote primary education, the Gujarat-based Swaraj Sales Esops Team and the Swaraj Dealer Network, distributed notebooks to underprivileged students. Shri Narendra Modi, Chief Minister of Gujarat, distributed 6000 notebooks to 3000 students, during the PRAVESOTSAV (promoting school enrolment) programme of the Govt. of Gujarat.

Sawaraj employees also undertook seven ‘say no to tobacco’ awareness rallies and two health camps for lactating mothers in neighbourhood villages.

Zaheerabad Plant Helps Out

The Zaheerabad Plant team organised eye-checkups for 2806 people from 17 villages and 8 tandas. One hundred and forty-eight people underwent eye surgery and 1868 pairs of spectacles were distributed.

On the education front, the team has adopted one Scheduled Caste Girls Hostel and one Zilla Parishad School.

Real Estate Sector Does Its Bit

The Mahindra Lifespaces Delhi team organized a programme titled ‘Save the Earth’ at Mount School and conducted an environmental awareness programme at a village school.

Chennai volunteers organized eye check-ups for employees at the Iris Court project site, in association with doctors from Sankara Nethralaya. They also conducted a tree plantation drive at Veerapuram Panchayat School.
CORPORATE SOCIAL RESPONSIBILITY

Mahindra Chakan Plant Gets Proactive

Mahindra Vehicle Manufacturers Limited (MVML), Chakan Plant, observed ‘World Blood Donor Day’, by organizing a blood donation camp, in coordination with Jehangir Hospital, Pune.

Volunteers also visited the St. Anthony’s Home orphanage in Pune, where they interacted with the children and provided basic amenities.

An antenatal camp was organized at the Kuruli Village Gram Panchayat dispensary, in which doctors from Dinanath Mangeshkar hospital were invited to participate.

Team members also cleaned the premise of an old age home, made a pathway in the garden and interacted with the elderly inmates.

Mahindra Navistar to the Fore

In association with Grant Medical Foundation’s Ruby Hall Clinic, Pune, Mahindra Navistar Engines Pvt. Ltd. (MNAL), Chinchwad, conducted a Blood Donation camp. This activity witnessed nearly 80 employees doing their bit for a noble cause. Nearly 55 environmentally-conscious MNOs planted about 70 saplings near the MNAL Chinchwad office. MNAL employees also volunteered to support Akanksha Foundation as part time teachers.

Mahindra Holidays Makes a Difference

After listening to the speech made by Muthukumar K. on global warming, guests and ESOPS volunteers at Beach Coast resort took an oath to clear away plastic bags lying in the shoreline area.

Other initiatives were the cleaning of a stream that runs besides the MHRIL resort by the Dharamshala team; a cleanliness drive at Naukuchiatal Lake Side Children’s Park by volunteers from the Club Mahindra Resort, Dancing Water, Naukuchiatal; and the celebration of World Health Day at Club Mahindra, Fort Kumbhalgarh.

More Esops Initiatives

- Auto Sector, Haridwar volunteers donated a volleyball net, ball and poles to Rajkiye Junior High School.
- Mahindra Two Wheelers, Pithampur volunteers created awareness about the dangers of using tobacco through an after-work rally, distribution of pamphlets on the dangers of tobacco usage and taking of an oath to stay away from tobacco.
- Swaraj Foundry Division, Chandigarh volunteers organized a blood donation camp in association with the Government Medical College and Hospital.
- Mahindra Retail volunteers celebrated Mother’s Day at the home for the aged, run by the ‘Little Sisters of the Poor’.
- Mahindra Holidays’ Madikeri team organized a seminar on occupational hazards at the District Government Hospital, as well as a Domestic Fire Fighting demonstration and an awareness talk on Domestic Fire Safety for women.
@anandmahindra. Drove the Mahindra Scorpio during the Leh Ladakh expedition with the Super Car Club. Thoroughly Enjoyed it.
Gautam Singhania

i never thought my heart would skip a beat for any Indian SUV. and then i saw@MahindraXUV5oo. if only it came with parachute brakes! :-(
Retweeted by Mahindra XUV500

@anandmahindra: Congratulations to Mahindra Rodeo RZ for winning the Gulf Dirt National Championship at Jodhpur. http://www.bikedekho.com/.../shamim-khan-steers-the-new-mahindra......
Mukesh Kumar

We share our Founders’ day with nation’s Founder’s birthday. By sheer coincidence, M&M received its certificate of incorporation on 2 Oct ‘45
Anand Mahindra

“@MahindraRacing: Sunny skies in #Sepang greet the winners of#FaceofMahindraRacing.”..ohh...wish i could be there now!! #MotoGP
Sumit Singh Lodhi

@clubmahindra Team Members are extremely customer focused; You just asked the question and ”Yes” is the answer. Hospitality at it best. :-)
Rohit Garg

Who’ll be crowned #AQ champion in 2013? Excitement builds! Season 4 begins Nov 24th on NDTV 24x7. SVP @mahindraaq @ndtv pic.twitter.com/ac8ZAKNS
Siddharth Patankar

@Life_spaces becomes the 1st #real estate company in #India to be rated A+ in its GRI #sustainability report
Mahindra Lifespaces
Mahindra Lifespaces Developers Ltd. released its triple bottom-line focused Sustainability Report on October 16, 2012. Titled ‘Sustainable Urbanisation’, this report is based on the Global Reporting Initiative (GRI) framework and has been assessed at A+ as per the GRI’s Sustainability Reporting G3 Guidelines - indicating the highest level of transparency and voluntary disclosure.

Mahindra Lifespaces is the first company in the Real Estate Sector in India to publish a GRI compliant Sustainability Report. It highlights the Company’s economic, environmental, social and governance performance across all aspects of the business and organization. This is in keeping with Mahindra Lifespaces’ consciousness of the need to strike a harmonious balance between the inevitable need for urbanization, the responsibility towards sustainability, and a healthy bottom line. This ‘Business with a Purpose’ focus is aligned with the Mahindra brand’s Rise philosophy of driving positive change through alternative thinking and accepting no limits.

“We recognize that urban growth is inevitable; but it needs to be tempered by a strong responsibility towards scarce resources and environmental conservation,” said Ms. Anita Arjundas, Managing Director & CEO, Mahindra Lifespaces Developers Ltd & Member of the Group Executive Board.

“We are proud to be the first organization in the real estate industry in India to have embraced the triple bottom line approach to sustainability and to present the first GRI A+ rated Sustainability Report of Mahindra Lifespaces.”