WHAT’S INSIDE?
MHEPL Launches CPCB II Certified Engine
Agri Division Enters into Joint Venture with HZPC
Mahindra USA Opens New Assembly & Distribution Center
Mahindra Two Wheelers Debuts in Uganda
Tech Mahindra is Now Connected to Mexico

MAHINDRA INSURANCE BROKERS:
A Decade of Helping Rural India to Rise
Mahindra Insurance Brokers Ltd. has diverse solutions to help rural Indians.

Significant awards, events and achievements.

Action and events across the Mahindra Group’s diverse business sectors.

An array of awards and accolades won by companies, people and products.

Diverse learning programmes and other people-focused events during the last quarter.

The in-depth focus on quality continued, with both domestic and overseas programs being organised.

Meet the Mahindra Group’s sustainability experts and more.

Companies across the Mahindra Group were quick to extend a helping hand...

Please write in to group.communications@mahindra.com to give feedback on this issue.
The culture of innovation that has run deep in the Mahindra Group since its very inception is typified at Mahindra Insurance Brokers Ltd. – as is illustrated in this issue’s cover story.

The past quarter saw innovation being celebrated at the 2nd Corporate Center Communication Meet and manifested through the launch of a new bus, a new four-wheeler and much more!

Dear Readers,

For a company that started life with a cheque of Rs. 50 lakh and all of 14 people, Mahindra Insurance Brokers Ltd. (MIBL) is today one of the shining stars in the Mahindra firmament. Indeed, MIBL has grown by leaps and bounds over the years, with a Profit After Tax (PAT) of Rs. 42 crore in FY 2014. But, beyond mere numbers, the true worth of this pioneering company lies in the profound impact it has had on the lives of so many in rural India. Our cover story in this issue traces the incredible growth trajectory of this company which has become a byword for insurance in India’s heartland.

2014 is turning out to be an exciting year for sports fans as the greatest sporting spectacle on the planet – the FIFA World Cup – kicked off in the spiritual home of football, Brazil. And although India may have been missing from the playing field, it was still very much there in the form of Tech Mahindra which made sure that the beautiful game reached millions across the globe with the help of its ground breaking IT solutions. Just to give you an idea of the role played by the company, it helped manage over $1 billion in assets, co-ordinated and transported more than 230,000 staff, volunteers and delegates from over 40 countries - including 10,000 daily trips in a fleet of 1,000 cars, buses, trucks and vans. It also enabled electronic ticket sales and accreditation for the event watched by 2.4 billion people across over 214 countries. Phew!

And, just in case you couldn’t experience the fun, flair and carnival spirit first hand, we bring you a selection of tweets from the Twitter timeline of our Chairman & Managing Director, Anand Mahindra, who was in the midst of all the action in Brazil.

Our Special Feature this time focuses on how Mahindra’s Farm Division is creating Farm Tech Prosperity for the Indian farmer with innovative products and technologies offered through its Samriddhi Centres. Rajesh Jejurikar, Chief Executive – Farm Equipment and Two Wheeler Division, tells us more about this incredible rural transformation.

The rest of the issue highlights product launches, sector news, awards and accolades and the fantastic work done by Esops volunteers across the Group.

We hope you enjoy this action packed issue!

Regards,

Darius Lam
A Decade of Helping Rural India to Rise

Badrinath Gujjar had a dream. The 22-year-old from Rajasthan’s Gungra Village dreamt of financial independence, of owning his own transport company and eventually buying a house. He took a loan from Mahindra Finance to buy a three-wheeler, which helped enhance his income and brought him a step closer to his dream. He even planned to purchase a second vehicle to meet the demands of his growing business. Life was definitely looking up for Badri and his family. But fate had other plans.

Within a month of purchasing the vehicle, this enterprising young man met with a fatal accident which left his family bereft. His 20-year-old wife, two young daughters and retired father suddenly found themselves without their main source of income.

“One fine day, all hell broke loose,” says Govind Ram, Badri’s father. “We had a family to feed, a loan to pay off and no source of income.” But providence intervened. While taking the loan from Mahindra Finance for his vehicle, Badri had also purchased Mahindra Loan Suraksha (MLS) insurance cover from Mahindra Insurance Brokers Ltd. (MIBL), which would free his family of any financial obligation should anything happen to him.

Badrí’s foresight proved to be a godsend for his family as Mahindra Finance waived the outstanding loan amount of Rs. 1,87,000 within days and also allowed the family to retain the three-wheeler.

For Laltu Gorai, Mahindra Loan Suraksha could not have come at a more opportune moment. This young woman from Ghatshila in Jharkhand was widowed at 18, when she lost her husband in a devastating accident which left her unconscious for 10 days. When she regained her health, she also found out she was pregnant. Without her husband and with a vehicle loan to pay off, she found herself adrift.

MIBL came to her rescue, advising her to approach the Gram Panchayat for a certificate declaring her marital status as she did not have any proof of marriage. On submitting the certificate, she was able to avail of the Loan Suraksha scheme under which the vehicle loan was covered. Mahindra Finance waived the loan and helped her invest 50% of the payout in her husband’s business and the remaining amount in a fixed deposit scheme in her two-month old daughter’s name.

“They are not just a financial company to me. They helped an 18-year-old widow with a daughter; at a time when nothing was going right in life. They have given me hope and courage to live,” says a grateful Laltu.

This pioneering payment protection solution was the brainchild of Dr. Jaideep Devare, the current Managing Director of Mahindra Insurance Brokers Ltd., and like all good ideas it struck him in the unlikeliest of places - 30,000 feet in the air.

“I was on a flight with an employee of Kotak Mahindra Old Mutual Life Insurance and we were discussing the issue of loan repayment, when the idea of loan protection came up. You could say that it was an epiphany of sorts. We decided to explore the feasibility of introducing this customised solution and our team conducted extensive market research and focus group discussions across the country to obtain an insight into customer needs,” reminisces Jaideep.

“Badri’s was the first instance of a family being protected through MLS. What started as a purely utilitarian solution had a very positive social impact. We were actually providing our customers with peace of mind and protection from the...
uncertainties of life. The fact that we have been able to provide these benefits to over two million families till date is a source of great pride for us,” he continues.

MLS is a customised insurance solution offered to Mahindra Finance vehicle loan customers, through which, in the unfortunate event of his or her death, the outstanding loan amount is waived and the vehicle can be retained by the customer’s family. MIBL co-created this unique solution along with Mahindra Finance and Kotak Mahindra Old Mutual Life Insurance. Moreover, it has been designed to adapt to prevailing conditions in rural areas.

“Very often, there is no doctor present in a village to issue a death certificate. To facilitate the process of claim settlement for the customer’s family, we worked with Kotak Mahindra to accept the proxy of a Panchayat or Sarpanch. It also addresses the issue of NPAs which arises if the vehicle is repossessed,” says Jaideep.

From Josh 100 to Jayotsav 1234

MLS is just one example of innovation from this pioneering company, which began life as a Corporate Agent under Mahindra Finance for Kotak Mahindra Old Mutual Life Insurance. A Corporate Agent can distribute insurance products of only a single insurance company.

“This was in 2002-2003 when the Insurance Sector in India was at a nascent stage, having just opened up in the year 2000,” says K.R. Pherwani, Principal Officer, Mahindra Insurance Brokers Ltd., who has been with the company since its inception. “We created products for Mahindra customers and distributed products of Kotak Life Insurance but the scope of business was fairly limited with hardly Rs. 3-4 crores of premium being generated. We increasingly began receiving feedback from customers that they needed more options from different insurance companies, and Non-Life insurance products, in addition to the Life Insurance we were currently offering.

This is when we decided to get into the Direct Broking business which would allow us to work with several insurance companies and also protect the interests of policy holders.”

However, this move was not without its challenges. “At that time, insurance companies did not look at us positively. The term ‘broker’ also had a negative connotation. But this gradually changed as we worked towards adding value for the customer. In fact, today senior leadership teams of various insurance companies approach us because of our extensive rural network, our professional team and our high standard of corporate governance,” he continues.

The proof is in the numbers. Mahindra Insurance Brokers began with a capitalisation of Rs. 0.50 crore and in September 2012, the company’s valuation stood at Rs. 520 crore. The premium generated has grown from Rs. 24 crore in F2005 to Rs. 825 crore last year, reflecting its strong growth trajectory.

“When we reached the Rs. 46-crore milestone in the second year, we had this drive to do something big. So we set ourselves a premium target of Rs. 100 crore. People thought this was outrageous and that we were crazy to think of such a number! But we think from the point of view of opportunity and potential, not incremental growth,” says Jaideep.
I want to congratulate MIBL for scripting one of the most impressive success stories in the entire Mahindra Group. Its business is the embodiment of our core Rise philosophy because it helps all its customers to make their lives better. When I read the stories of how MIBL’s insurance services saved its customers in their time of desperate personal or financial need, I felt truly proud to be part of an organisation that makes a difference to so many lives.

Anand Mahindra, Chairman and Managing Director, Mahindra & Mahindra Ltd.

“From the third year of our operations in financial year 2007, we introduced the concept of an ‘annual theme’ which would be a combination of a word and a number. The word symbolizes the focus for the year, and the number represents the aspirational premium in crores that we are targeting for that particular year. Since our premium generation goal at the time was to achieve Rs. 100 crore, we created the theme of ‘Josh 100’ with ‘Josh’ signifying our passion and enthusiasm. This theme was unveiled at our very first convention. That year, we achieved Rs. 93.5 crore premium. We then decided to continue with the ‘J’ series every year.”

“Each theme also features a tagline which is crowd sourced internally. We talk to our team in formal and informal settings and try to understand their aspirations and what drives them. So, for instance, in financial year 2007 our tagline was ‘Jeetenge Hum!’ In the next financial year, we came up with ‘Junoon 212’ with the tagline ‘Let’s Go For It’. ‘Junoon’ symbolises energy or vigour, while 212 symbolised our target premium in crores. 212° is also the boiling point of water, when it gets converted to steam. Together they imply that it takes ‘one degree of effort’ to convert water into steam. That year, we generated Rs. 155 crore of premium.

When we completed five years, our battle cry was ‘Jashan 365’ with the tagline ‘Make every day count’, as we wanted our customers to participate in our celebrations. The number also symbolised the fact that we wanted to achieve a target of generating 1 crore premium every single day. Last year, we reached Rs. 825 crore and this year our target is four digit growth. ‘Jayotsav 1234’ is our theme for this financial year, with the tagline being ‘Aspire. Arise. Achieve.’ We aim

MIBL today is amongst the top 10 profit generating companies in the Mahindra Group. The journey started with a bang, profitable and with dividend pay-outs from the first year of operation itself. MIBL has become an insurance broker which has made a difference in the lives of people in rural India, serving the underserved market and driving positive change. You have run the sprint. You now need to run the marathon.

Bharat Doshi, Chairman, Mahindra & Mahindra Financial Services and Non Executive Director, Mahindra & Mahindra Ltd.
to achieve a premium of Rs. 1234 crore with Jayotsav symbolising a celebration of 10 successful years,” he continues.

The ‘J’ factor has created incredible growth momentum for the company, charging up the MIBL family with a ‘can do’ spirit of excellence. This is reflected in the fact that MIBL has been a profit making and dividend paying company from day one. It started with a Profit After Tax (PAT) of Rs. 1.73 crore in its very first year of operations and also declared a dividend in the first year. A cash surplus and zero-debt company, it has a current net worth of Rs. 140 crore.

“We started with a cheque of Rs. 50 lakh and all of 14 people. Today, we number 650 people, with PAT of Rs. 42 crore in FY-2014. Our reach now extends to over 1 lakh villages across India. From innovative solutions like Mahindra Loan Suraksha, we have continued to diversify our offerings with solutions like Mahindra Arogya Suraksha for health insurance, in addition to our offering of motor insurance. In fact, we now say that to be healthy, wealthy and wise, please cover yourself for health, wealth and life,” says Jaideep, with more than a tinge of pride in his voice.

A Quantum Leap of Faith

LeapFrog was attracted to the Mahindra Group because of the extraordinary quality of its people and leadership, the integrity with which the Group has been built over decades and the innovative, large scale way in which it serves rural India, in a way that no one else can really match. When we invested in Mahindra Insurance Brokers Ltd., we saw an opportunity to partner with the Mahindra Group, to provide financial safety nets and financial springboards. We thought it was so exciting to be able to help millions of people achieve prosperity for their families and achieve stability and security in a way that they had historically never been able to do.

Dr. Andrew Kuper
Founder & CEO, LeapFrog Investments
those suffering from HIV/AIDS. We see great potential in this partnership as they offer access to investee companies in Africa which is similar in potential and scope to the Indian market.”

It has been my proud privilege to be associated with this amazing company since the time of its inception. I salute Jaideep Devare and his wonderful team for this absolutely outstanding performance and a highly successful journey over the last 10 years – with all the sweat, toil and tears of a start-up, but with a touch of magic right through.

Rajeev Dubey, Chairman, Mahindra Insurance Brokers Ltd. and President (Group HR, Corporate Services & After-Market Sector), Mahindra & Mahindra Ltd.

From a Million to a Billion

So, what’s the next chapter in this company’s incredible growth story?

“As far as India is concerned, our vision is to be the country’s No.1 insurance broker by 2015. We already occupy a leading position, and this dream is well within our reach. To give you an idea of how fast we are growing we serviced 1 million cases in the last financial year and have serviced 4 million cases cumulatively. Our ultimate goal is to reach the one billion mark,” says the man who heads the team which has scripted this success story.

When we started this business 10 years ago, both broking and insurance had negative connotations in the marketplace. But MIBL has built a business out of insurance broking and today, we are really proud of the company for achieving the same. Today, MIBL is a global business but there is one statistic that excites me the most and gives me emotional satisfaction. The company has insured thousands of lives but more than that, it has helped settle claims for thousands of lives. A true Rise moment.

Ramesh Iyer, Managing Director, Mahindra & Mahindra Financial Services Ltd., CEO, Financial Services Sector & Director – Mahindra Insurance Brokers Ltd.

But MIBL’s vision goes well beyond the horizon as it sets its eyes on the global market.

“We believe in constant reinvention. A few years ago we added the Commercial line of business to focus on non-Mahindra Group businesses. We also realised that if we wanted to be competitive and grow even bigger, we needed to evolve into a Composite broker which would encompass reinsurance broking as well. We have now got a licence for reinsurance broking which will allow us to spread our wings globally. We have already built relationships in over 25 countries,” says Jaideep about the company’s future plans.

MIBL is an excellent example of achieving stupendous business growth with a sterling financial performance to match. Equally remarkable is its achievement in upholding the Mahindra Group’s tradition of maintaining probity and a clean image, even while operating in industries which were traditionally not very well known for professionalism. In fact, it is MIBL’s and the Mahindra Group’s reputation for good governance which has been a key factor in attracting overseas investments and partners for steering its future growth.

Uday Phadke, Principal Advisor (Finance) – Mahindra & Mahindra Ltd. and Director – Mahindra Insurance Brokers Ltd.
Mahindra Finance is an asset finance company and the security is mainly the asset for which the financing has been done. We do not insist on any collateral security and sanction the loan based on the ability of the borrower to earn out of the asset financed. Hence, the main purpose of setting up Mahindra Insurance Brokers was to protect both the life of the borrower as well as the financed asset. Today, Mahindra Insurance has surpassed our expectations. The company has not only achieved its main purpose but has gone beyond and has provided the rural population with much needed insurance solutions.

V. Ravi, Chief Financial Officer, Mahindra & Mahindra Financial Services Ltd. and Director – Mahindra Insurance Brokers Ltd.

The main challenge facing the company is abysmally low awareness levels and keeping up with a continuously evolving regulatory regime. The greater use of low cost technology to bring in more disruptive innovation is also on the cards.

The Company recently unveiled its Vision 2020: To be the first Indian company amongst the Global Top 100 Insurance Brokers in Revenue by 2020.

For this pioneering company, the past – and the future – can perhaps be best summed up in three words, Aspire, Arise and Achieve. For Jaideep, this eventful journey has been personally satisfying as well. “It is incredibly fulfilling to be able to transform the lives of people and thereby drive positive change. Settling claims is the biggest learning for us,” he affirms. “Years later, when you see the same families rehabilitated, you feel really good that you were able to make a difference. In fact, I think we have been living the credo of Rise – Accept No Limits, Alternative Thinking and Driving Positive Change – since inception.”

For Govind Ram, Laltu Gorai and millions of Indians in India’s small towns and villages, these words will ring true for a long time to come.

Looking back, it’s been an unbelievable story. With a share capital of just Rs. 50 lakh to create a company that has been profitable since the first day of its inception, has paid dividend regularly and has now serviced four million customers. Month after month, quarter after quarter and year after year, even if the business cycle was up or down, even if the external environment was hostile, MIBL has continued to grow consistently.

Hemant Sikka, Chief Purchase Officer (Automotive and Farm Sectors) – Mahindra & Mahindra Ltd. and Director – Mahindra Insurance Brokers Ltd.
Driving Positive Change in the Lives of Customers

Rajesh Jejurikar, Chief Executive – Farm Equipment and Two Wheeler Division, Mahindra & Mahindra Ltd., talks about the Farm Equipment Sector’s new initiatives and diverse strategies introduced to Drive Positive Change in the lives of customers, as well as about the turnaround underway in the Two Wheelers business.

How is FES delivering on its promise of Farm Tech Prosperity for Indian farmers?

Around 65-70% of India’s population lives in villages, and has a high dependence on agriculture for a livelihood. The agriculture sector’s contribution to our GDP is around 14%, which clearly indicates that a larger proportion of our people are still not getting the full benefits of growth. Hence, the key driver of India’s growth story is greater productivity in agriculture.

As leaders in the Indian market, we are best placed to deliver FarmTech Prosperity and what better way to deliver RISE. Towards this, we are investing in innovative products with a high level of focus on agri implements, to help increase productivity and reduce time and effort involved.

Over and above the domestic strategy, our focus is on strengthening our position as the No. 1 tractor company globally by volumes. Hence, we are investing aggressively in a product strategy for international markets.

How are the Samriddhi centres adding value to farmers and the business?

Samriddhi centers are transformed tractor dealerships which offer Innovative Farming Technologies (IFT) with the help of Subject Matter Specialists to the farming community, to increase productivity and thereby enhance rural prosperity.

Samriddhi is a one stop solution for farmers, which helps address their agriculture related issues. Our dealers - through their tractor dealerships - are investing in providing holistic solutions to farmers, thereby enabling them to get a better field output.

Samriddhi, by its sheer design, is the natural custodian of acquisition and dissemination of knowledge. The Samriddhi Knowledge team has developed crop specific e-learning modules for the Tractor & Farm Mechanization teams to build their agri knowledge.

What are some of the other new initiatives that the Farm Division has implemented recently?

There are a variety of new initiatives which are being implemented by the Farm Division & Swaraj Division to enhance value for customers. One common initiative is inviting customers to our plants to interact with the leadership team. This becomes an invaluable source of insights and feedback which drives strategy and product enhancement.

These programmes are known as ‘Mahindra Milan’ and ‘Swaraj Satkar’ for their respective divisions. We also invite customers to take delivery of their tractors as they are rolled down from the line.

Our long term success will come from understanding our customers better. With a view to improving our understanding of the farmer, we have started an initiative called ‘Farmtrails’ for our employees. Farmtrails gives employees the opportunity to spend their weekend in the village with the farmer and experience his way of life. Employees share their insights on a Whatsapp group which helps proliferate their learning to a wider audience. We have also created a platform to enhance the crop knowledge of our front-end employees by introducing ‘e-learning Crop Modules’ on Rice, Cotton, Wheat, Sugarcane and Maize for Territory Managers and Customer Care Managers pan India.
We have recently started a customer initiative called the ‘Mahindra Studio’, where farmers and employees upload their photographs (selfies) with a Mahindra tractor.

We have undertaken several other business initiatives to improve cost structure and supply chain efficiency. Through ‘Crusade’ we have given top priority to delivering quality products and delightful experiences to our customers. All these initiatives will help us Drive Positive Change in the lives of our customers and enable them to RISE.

**How are the needs of the Indian farmer evolving in terms of tractors and farming solutions?**

We are beginning to see a radical change in adoption of technology and mechanization by farmers. A big driver is the shortage of labour and the need to increase farm productivity. Farmers are more knowledgeable today and hence are more willing to adapt to using implements like rotary tillers, harvesters and rice transplanters. They are breaking away from traditional practices and are ready to try the mechanization route. They are also looking at tractor and mechanization solutions which can be used for multiple applications, can operate for longer hours and are ergonomically designed for better comfort.

**Could you tell us more about your new ‘M-Star’ project?**

All of us at the Farm Equipment Sector are excited about the big launch of our new tractor: Essentially, a new tractor under the project ‘M-Star’, it is built on a completely new platform in the higher than 50HP segment with best-in-class technology. We have developed this product after meeting hundreds of customers and ensuring some rigorous testing. In fact, a lot of the points that we spoke of in the previous question have been incorporated in the MStar and the pilot batch of tractors placed with customers has received some WOW feedback.

We have deployed alternative thinking and created what we believe is a product which will redefine the industry and help us position ourselves as a company which pioneers technology. Watch this space for more.

**Tell us more about the turnaround underway in the Two Wheelers business. What are the key initiatives being implemented to speed up this turnaround?**

We do realize that the two wheelers segment in India is one of the most competitive segments. We have made an excellent start. We have a robust plan to grow the business and strengthen Mahindra’s position in the mobility segment. We have identified 6 key areas of focus to achieve this:

1. Build on and consolidate early success of the Centuro.
2. To successfully launch the new scooter and Mojo.
3. Go global with our brand and build a strong international presence.
4. Leverage team Mahindra’s rough and rugged brand DNA for the Two Wheelers business.
5. Enhance our reach by driving synergy with the Tractors & Automotive distribution channels.
6. Bring down material costs through sourcing synergy.
Keshub Mahindra Honoured with ASSOCHAM Lifetime Achievement Award

Keshub Mahindra, Chairman Emeritus, M&M Ltd., was recently honoured with the Lifetime Achievement Award from the Associated Chambers of Commerce and Industry of India (ASSOCHAM). This award recognises his stellar contribution to Indian industry over the past five decades.

“To be honoured for one’s lifetime of work is a rare and prestigious honour. I would like to thank ASSOCHAM for bestowing on me this award, which rightfully belongs to the over 180,000 employees of the Mahindra Group who have contributed to its growth and success in India and overseas,” said Keshub Mahindra.

“As an inspirational business leader, socially conscious philanthropist and visionary entrepreneur, Mr. Mahindra’s contribution to Indian business and industry is truly extraordinary. As a true doyen of Indian industry, he has not only helped build the Mahindra Group into a globally diversified multinational with a strong Indian ethos, but has also contributed to the development of a strong manufacturing sector in the country through active participation in several apex government committees and fora,” said Rana Kapoor, President, ASSOCHAM and MD & CEO, Yes Bank.

Keshub Mahindra served as President of ASSOCHAM in 1969-70, a period which saw its emergence as one of the most progressive and dynamic chambers of industry in the country. He is currently a member of the ASSOCHAM Apex Advisory Council.

The Award was received by Arun Nanda, Director, M&M Ltd. on behalf of Keshub Mahindra.

Anand Mahindra is First Indian to be Honoured with Harvard Medal

A
nand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd., is the first Indian to receive the prestigious Harvard Medal for his dedication, generosity and service to the University.

Harvard President Drew Faust, the Lincoln Professor of History, presented the medal to him at the Annual Meeting of the Harvard Alumni Association, held during Harvard’s 363rd Commencement Afternoon Program, on May 29, 2014.

Anand Mahindra is an alumnus of the University, graduating with Honours (Magna Cum Laude) from Harvard College, Cambridge, Massachusetts, in 1977. In 1981, he secured an MBA degree from the Harvard Business School, Boston, Massachusetts.

“To be honoured by one’s alma mater is a matter of great personal pride. Harvard has given me much more than just an education; it has expanded my world view and brought in a cross-cultural focus to my personal and professional life. This was also the impetus for establishing the Mahindra Humanities Centre at Harvard in 2010,” he said.

Commenting on the award, Jack Reardon, Executive Director, Harvard Alumni Association, said, “Anand Mahindra is a loyal and devoted alumnus of Harvard College and Harvard Business School. He has a deep interest in Harvard and understands the research efforts of the University that can make a positive difference to people around the world. He is a very deserving recipient of the Harvard Medal.”
CORPORATE NEWS

Mahindra & Mahindra Credit Rating Upgraded to AAA

Mahindra & Mahindra recently received a Credit Rating upgrade to AAA, the highest level, by India Ratings & Research, the domestic arm of global ratings agency, Fitch. The firm assigned a Long Term Issuer rating of 'Ind AAA' with a stable outlook to M&M.

This upgrade is the result of the company's resilience to economic cycles over the past 18 years, its strong market position, meaningful diversification activities, effective product development strategies and conservative financial policies.

Commenting on this development, Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd., said, "This improvement in our credit rating is a reflection of Mahindra's financial prudence over the years. It also recognises our ability to manage an increasingly volatile and complex business environment."

According to V.S. Parthasarathy, Chief Financial Officer, Group CIO, EVP – Group M&A & Member of the Group Executive Board, "The Ind AAA rating proves that M&M has remained stable despite adversities by focusing on the highest standards of governance and prudent business and financial metrics to ensure zero trauma. In the context of fears over the credit quality of banks' corporate loan books, the rating assumes significance as an independent reassurance of the Mahindra Group’s conservative and robust financial policies. Even as we celebrate this occasion, we are aware of our responsibility of protecting this rating in times to come."

Anand Mahindra Appointed to Board of US – India Business Council

Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd., has been appointed to the Board of the US – India Business Council (USIBC). As a Member of the Board of Directors he will help promote the policy advocacy priorities of the USIBC and advise members and senior USIBC staff on a wide range of topics.

“I am honoured to be appointed to the USIBC Board and look forward to contributing to the dialogue between the United States and India. The Board is committed to advancing the commercial ties between both countries by focusing on key areas, including the lifting of FDI caps in sectors like insurance and defense, energy security, tax policies, protection of intellectual property and immigration reform," said Anand Mahindra.

The appointment was announced following the USIBC's annual spring meeting. Anand Mahindra joins a prestigious list of CEOs and Executives on the board, including Ellen Lord, President & CEO, Textron Systems and Banmali Agrawala, President & CEO, South Asia, General Electric.

Celebrating Innovation @ The Center

The 2nd Corporate Center Communication Meet was held on June 6, 2014, in Mumbai, with the theme 'Celebrating Innovation @ the Center'. Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd., inspired the gathering with his forceful address on innovation and the Corporate Center's role in driving the innovation agenda forward.

The event followed an interactive format with role-playing and skits, interspersed with presentations by key leaders at the Corporate Centre, including Rajeev Dubey, President, (Group HR, Corporate Services & After-Market), S.P. Shukla, President – Group Strategy and Chief Brand Officer; V.S. Parthasarathy, Chief Financial Officer; Group CIO and EVP – Group MSA and Prince Augustin, EVP - Group Human Capital & Leadership Development.

The half-day event concluded with an innovative Townhall session, which saw select members of the audience interact with the leaders in a cafeteria setting.

Key leaders were present to address the gathering at the 2nd Corporate Center Communication Meet.

Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd., focuses on innovation.
Pawan Goenka Now Chairman of IIT-Madras Board of Governors

Pawan Goenka, Executive Director and President, Automotive and Farm Equipment Sectors, has been appointed Chairman of the Board of Governors at the Indian Institute of Technology, Madras (IIT-M), for a term of three years. He is an alumnus of IIT-Kanpur.

As Chairman, he will preside over all Board meetings, helping to promote the policy advocacy priorities of IIT-M. He will also advise the senior management on a wide range of issues.

"It is an honour and I am humbled to be appointed Chairman of the Board of Governors of IIT-Madras," said Pawan Goenka. He expressed his desire to work with the management to contribute towards the institute’s goals of building scientific and engineering excellence, incubating innovation and encouraging entrepreneurship.

Bharat Doshi Shares Expertise

Bharat Doshi, Director, Mahindra & Mahindra Ltd., delivered a speech on ‘Evolving Corporate Governance Practices in India’, at the Corporate Governance Conference organised by IIM Trichy. BSE was the Principal Sponsor.

First Investor Relations Council Meeting

Mr. V. S. Parthasarathy, CFO, Group CIO and Member of the Group Executive Board, inaugurated the first Investor Relations (IR) Council meeting on July 17, 2014.

India is a preferred investment destination and Investor Relations (IR) is becoming an important function across the Mahindra Group. Increasingly groups like Mahindra (a federation of companies) are being viewed as one entity. There are also common investors across group companies. Investors focus on how we as a group function together to bring value to their investments.

Further, communication to investors has also come to assume regulatory and governance overtones. Investor Activism has also increased. Hence, the creation of an ‘IR Council’ would be the next step in this integrated world of Investor Relations.

The IR council aims to create a knowledge forum for exchange of best practices, evolving messages in tune with Group vision, and standardizing messaging and investor presentation material.
New SsangYong Rexton ‘RX6’ Launched

A new model of the SsangYong Rexton, the RX6 – with 5-speed manual transmission, a 2.7L RX270 XDi engine and a host of other special features was recently launched. Its many high-tech and luxury features include premium leather upholstery, an electrical sunroof, an 8-way electrically adjustable driver’s seat with memory function, automatic headlights, rain sensing wipers and an intelligent 4x4 Torque on Demand (TOD) system. It is targeted at customers who desire high-end features and, at the same time, want to enjoy an authentic SUV performance with manual transmission.

Available at a price of Rs. 19.75 lacs (ex-showroom, Mumbai), the new RX6 model will be an addition to the existing Rexton range which has received a very good response in India – the Rexton was the No. 2 selling brand in the high-end SUV segment in FY 2013-14.

Auto Sector Annual Sales Conference 2014: ‘Yes We Will’

The Auto Sector’s Annual Sales Conference 2014 was held on April 24 - 25, 2014, in Mumbai. The theme was ‘Yes We Will’, indicating that outperformance in a challenging environment is the target for the year. A highlight of the event was the Firewalk which reinforced this theme.

Several members of M&M’s senior management addressed the gathering, including Dr. Pawan Goenka, Pravin Shah, Ramesh Iyer, Arun Malhotra, Vivek Nayer, Vijay Nakra, Sanjoy Gupta, Emrana Sheikh, Jagan Kurien, Ashish Malik and Rajesh Gupta.

Guest Speaker Anand Kumar, the founder of ‘Super 30’, energized the gathering with his inspiring address.
Limited Edition 'XUV500 Sportz' Launched

The limited edition 'XUV500 Sportz' was recently launched. It is a winning combination of aspirational styling, advanced technology, safety features, comfort and convenience.

This new offering aligns with the XUV500's leadership position in Indian motor sports and rallying and reflects Mahindra's 'sporty' DNA very well, as it is packed with premium features, with plush interiors and sporty exteriors. It is priced at Rs. 13.68 Lacs (ex-showroom Mumbai) and has already created an impact in the hearts and minds of consumers.

Vivek Nayer, Chief Marketing Officer, Automotive Division, Mahindra & Mahindra Ltd. with the stylish new XUV500 Sportz.

AFS Reaches Out

The AFS Reach Out Communication Meet was organised in Mumbai, on April 17-18, 2014. It was two days packed with action, including business reviews, performance analysis, planning for the year ahead and the presentation of the Rise Awards.

Guest Speakers included best-selling author Chetan Bhagat and Baba Kalyani, Ex-Chairman and Managing Director of Bharat Forge, who delivered thought-provoking addresses.

Glimpses of the AFS Reach Out Communication Meet.

MHEPL Launches CPCB II Certified Engine

Mahindra Heavy Engines (MHEPL) recently launched its first CPCB II (Central Pollution Control Board) certified engine for Genset applications. This engine was launched by Dr. Pawan Goenka, Executive Director & President - AFS and Rajan Wadhera, CE - Truck & Powertrain Division and Head MRV, along with Pankaj Sonalkar - Managing Director and the leadership team at the MHEPL plant.

CPCB II outlines the next level emission norms (after CPCB I), notified for implementation w.e.f. July 1, 2014. It mandates a significant reduction in engine exhaust emissions for diesel generators up to 800 kW (~1000 hp). MHEPL is expected to be an important beneficiary, as the company has the technological prowess to meet these stringent norms.

A jubilant gathering at the launch of MHEPL's first CPCB II certified engine for Genset applications.
Leveraging Technology at MHEPL

The Cylinder Block washing machine at MHEPL earlier consumed a lot of electricity as its 16 heaters needed to be switched on two-and-a-half hours prior to shift time to raise the temperature to the desired level. The heaters were switched on and off at pre-set times, using timers. Thus, there was unnecessary energy consumption even on holidays.

To overcome this issue, the team came up with the alternative solution of an SMS module, enabling the heaters to be operated at any time, from any place.

After installing this module, MHEPL has benefitted considerably in terms of both energy consumption as well as cost. The SMS module also helps during hectic production schedules by simply switching the heaters on whenever required.

Mahindra Truck & Bus Division Highlights

- **The MPower War Room** has been conceived to examine how well participants in the three batches of MPower, the Management Development Program for young transport entrepreneurs, have translated their learnings into business benefits and success stories. Here, their efforts to implement their learnings and take their family transport businesses forward will be recognised and rewarded.

  The MPower War Room Expert Jury Round was held on July 1, 2014, followed by the Grand Jury and finals from July 2. It witnessed 65 MPower participants presenting how their learnings from the program have helped them improve their family transport businesses.

- **The Boond Boond se Sagar Campaign** has been launched by the ICMR team, with the aim of attracting new cost reduction ideas from every employee, every month! This is part of the organization-wide focus on achieving cost leadership. Thanks to employees generating cost reduction ideas, the company has been able to implement numerous cost and weight reduction initiatives in its range of vehicles.

- **The Outperformers League (OPL)** is an exclusive platform that provides fleet owners with an opportunity to interact and share information with each other and other stakeholders in the trucking industry. Five such OPLs have been conducted for customers from Faridabad, Bengaluru, Indore, Kolkata and Thrissur – reaching over 250 customers!

  In a series of engaging sessions, industry experts like Capt. Yogesh Kundra – Supply Chain expert, Pradip C. Varaiya – Tyre Industry expert and Sushil Cherian – Logistics & Supply Chain expert, focused on trends and issues associated with the market load segment. They also provided tips on the maintenance and upkeep of tyres, leading to improvements in operational efficiency.
The Cosmo School Bus, a star performer, was ceremoniously launched in Mangalore by Mahindra Truck & Bus Division (MTBD) in the presence of 40 prospective customers. MTBD has successfully launched this bus in over 17 markets and nearly 2000 such buses are plying on Indian roads.

MTBD hosted its Annual Conference with the theme ‘Junoon Mahindra – Time to Win’ (for FY 14-15) in Goa, from April 12-14, 2014. Nalin Mehta, MD & CEO – MTBL and Rajan Wadhera, CE – Truck, Power Train Division & Head – MRV, presided at the conference, which was attended by 50 Dealers and 260 members of the Sales and Marketing Team.

Noted Olympian and sports personality, Milkha Singh (seen at centre) addressed the audience, urging the team to take on the challenges that come their way and face the biggies in the market!

Raghunath Medge, President of ISO certified organization, Nutan Mumbai Tiffin Box Suppliers Association, made a presentation on offering exquisite quality through service for customers and keeping the customer at the center of all decisions.

Action at MVML, Chakan

The 1,00,000th XUV 500 was rolled out at Mahindra Vehicle Manufacturers Limited (MVML), Chakan, on April 23, 2014, amidst great jubilation.

MVML organised its annual Reach Out Communication Meet on May 28, 2014. The senior leadership team shared F14 performance highlights and the focus areas for F15. The event also saw engrossing Success Story presentations from various teams. It closed with an awards ceremony followed by an evening party.
An Eventful Quarter at Ssangyong Motor

Ssangyong Motor celebrated its 60th anniversary and strengthened its presence in China, by holding a ‘Rising Dragon Cross China Tour’. Seventy Chinese journalists and dealers participated in this 2,694-km test drive tour, which began at the Great Wall on May 21, 2014 and ended at Lanzhou on June 3. It highlighted the excellent performance of Ssangyong vehicles, which incorporate outstanding 4WD technology.

The 2014 Global Marketing Conference, from May 28 - 30, 2014, was attended by 40 representatives and marketing managers from major distributors in Seoul. It included a test-drive and design survey of the upcoming compact SUV ‘X100’, as well as discussions on this year’s global marketing plans and brand strategies.

Ssangyong aims to successfully launch the X100 next year, based on feedback from the conference.

Ssangyong Motor held the 2014 Service Network Oneness Pep Rally in Gongju City, on June 15, 2014. The purpose of this event was to achieve this year’s Customer Satisfaction Index (CSI) goal and to strengthen communication between the company and its service network. It was the largest-ever rally, attended by about 1,600 executives and staff members from Ssangyong’s nationwide service network.

Ssangyong Motor invited 3,000 customers to the ‘I LUV Korando Festival’, held on Zara Island on June 21, to celebrate the 31st anniversary of the launch of the ‘Korando’ brand. The festival, with the theme of ‘Colorful Life’ featured a variety of programs and activities and was fully enjoyed by customers.

Ssangyong aims to enhance the value of Korando as Korea’s prestige SUV brand through the ‘I LUV Korando’ campaign, under the outdoor marketing brand titled ‘Ssangyong Adventure: Exciting RPM’. 
Annual Sales & Marketing Communication Meet:
‘2015 Mein No Talk Just Walk Karo 2,00,015 ka Dhamaka’

The Farm Division Sales & Marketing team organised its Annual Communication Meet in Mumbai on April 20, 2014, with the theme of ‘2015 Mein No Talk Just Walk Karo 2,00,015 ka Dhamaka’.

Ramesh Iyer from MMFSL spoke on extending his support through the MMFSL finance schemes for farmers. The F14 – Environment scan was then conducted to give a perspective on what went right during the year. Sunil Johnson, Sandeep Jaiswal and Vijay Sharma introspected about what could have gone right during the year.

Rajesh Jejurikar, Chief Executive, Farm Equipment & Two Wheeler Divisions, unveiled the annual Sales & Marketing theme ‘2015 Mein No Talk Just Walk - Karo 2,00,015 ka Dhamaka’ and inspired everyone present with his speech.

External speaker, Prof. Himanshu Rai, conducted a session on how employees should create ownership and accountability in themselves, behave like soldiers and continue achieving goals year on year.

Sanjeev Goyle then invited the winners of the ‘Your Idea Matters’ campaign on stage. They were felicitated by Rajesh Jejurikar and Bharatendu Kapoor. All the winners presented their ideas to the gathering.

Bharatendu Kapoor stated his expectations from the team present and Rajesh Jejurikar set the context and direction for F15.

The conference was followed by an awards ceremony hosted by Binwant Puri as Chulbul Pandey with his co-host Sangeeta Singh, who kept the audience engaged and entertained. Awards in the following categories were given to Sales, Channel and Customer Care teams from across the country:
- F14 Mahindra Premier League - Winner
- F14 Mahindra Premier League - Runner Up
- F14 Best Coach
- F14 Best Captain

The event concluded with an entertaining dance performance.
Mahindra’s Agri Division Enters into Joint Venture with HZPC

M&M Ltd.’s Agri Division recently signed a joint venture agreement with HZPC, Holland, in Chandigarh. Holland-based HZPC is one of the world’s leading companies in potato breeding, seed potato growing and seed potato trading. The joint venture company, which will offer the best quality seed potatoes to farmers within and outside India, will have Mahindra and HZPC holding 60 and 40 per cent equity respectively. The new company will construct a state-of-the-art facility to produce tissue culture plants and mini-tubers for farmers.

“To further grow this business, we will require special technology and will also need to put in some investments in the supply chain,” said Ashok Sharma, Chief Executive, Agri & Allied Businesses, M&M Ltd. “It is therefore a matter of great pride for us that we have signed this JV, with HZPC Holland being one of the leading and most advanced seed potato companies in the world. Not only will this help in our quest for delivering farmer prosperity through agronomy and better technology but it will also open up global markets, thus providing our farmers with better returns.”

“We are honored to associate with Mahindra’s Agri Business Division,” said Gerard Backx, CEO, HZPC, “We feel confident that this JV will help us provide high quality seeds and new varieties to seed potato growers in India and also open up export avenues for them. HZPC is a farmers’ company with a majority equity held by farmers. We have already sent 19 of the latest varieties from Europe for testing in India and are sure that some of them will go a long way in enhancing farmer productivity in the country.”

Vikram Puri, Vice President, Agribusiness, M&M Ltd., was also present at the signing ceremony.

Mahindra ShubhLabh Services Enters into Joint Venture with UNIVEG

Mahindra ShubhLabh Services Ltd. (MSSL), a subsidiary of M&M Ltd., has signed a joint venture agreement with UNIVEG, a Belgium-based Euro 3.2 billion fresh produce company, on April 14, 2014, in Mumbai. MSSL and UNIVEG hold 60 and 40 per cent equity respectively in the company.

The joint venture company will source high quality fresh produce for domestic consumption and set up a supply chain facility for its distribution across India.

Commenting on the joint venture, Dr. Pawan Goenka, Executive Director and President (Automotive & Farm Equipment Sectors), M&M Ltd. said, “In line with our vision of delivering Farm Tech Prosperity, Mahindra Shubhlabh was set up to help farmers increase their productivity and to enable them to obtain greater value for their produce. It is a matter of pride for us that we have today signed this JV with a global leader in fresh produce. It will enable both companies to leverage each other’s strengths thereby providing a win-win for farmers and end consumers alike. Going forward, we plan to strengthen our partnership by further improving the fresh produce supply chain through various interventions and investments across India.”

According to Hein Deprez, Executive Chairman & Major Shareholder, UNIVEG Group, “We consider this association the right mix of market presence and farmer connect. Mahindra’s reach, together with our proven technical expertise across 6 continents and 32 distribution centers in Europe, will be beneficial for all stakeholders.”
Pradeep Zoting is Chairman, NIPM, Nagpur

Pradeep Zoting, General Manager – Employee Relations and Development, Nagpur Plant, was appointed Chairman of the National Institute of Personnel Management (NIPM), Nagpur Chapter, on June 15, 2014.

In his first speech as Chairman, he elaborated on the challenges before the newly elected committee of the Nagpur Chapter - engaging HR and ER professionals in the activities of the Chapter, enhancing membership, setting up the office of the NIPM Chapter and organizing workshops on different subjects for HR/ER professionals. There are also plans to conduct seminars for both Management and Union representatives in order to create a conducive industrial culture in the Vidharbha Region.

Swaraj Tractors Launches the Swaraj 735 XT

Swaraj Division launched its new tractor model, the Swaraj 735 XT in Lucknow, in the presence of the Sales & Dealership team. This 40HP category tractor was unveiled by Rajiv Rellan, VP - Sales & Customer Care, who spoke about the crusade to make it a customer favourite. He also shared that the branding XT stands for ‘Xtra’ which promises customers extra power, extra comfort and extra performance!

The Swaraj 735 XT has been created especially for farmers who want enriched features like a side shift gear, power steering, Sensilift hydraulics and a dual clutch.

Supplier Upgradation at Swaraj

In line with the organization buzz word ‘Crusade’ the Sourcing & QE team at Swaraj has embarked upon upgrading its supplier base, thereby enabling the latter to deliver ‘first time right’ and ‘every time right’ products. A supplier upgradation program was held to develop a zero-defect mindset and establish quality processes, in the interests of all stakeholders, especially end customers.

Celebrations at Swaraj

May 13, 2014, was party time for Swaraj as the team celebrated an outstanding performance - surpassing F14 business targets and setting another billing and installation milestone of 1 Lac tractors, under the stewardship of Harish Chavan, COO.

Addressing the Communication Meet, Harish Chavan complimented the team on their business results and urged them to continue with more vigour in F14. Divisional Heads shared their strategies to excel. The winners of the Rise Award, the Excellerator Award and TGIF Rotating Trophy were warmly felicitated.

Thereafter, the gathering was entertained with an excellent performance of Hindi and Punjabi songs.
Khula Manch Sessions at Farm Division Plants

'Khula Manch' is a structured communication initiative, conducted to keep cell members updated on various activities within the organisation. Eventful Khula Manch sessions were recently organised at different Farm Division plants.


The Khula Manch at Nagpur Plant on May 21, 2014, witnessed good participation. Pradeep Zoting, General Manager, ER&D, welcomed the gathering. Madan Chavan who retired after 35 years of service was felicitated. Balakrishna Pattil appreciated the efforts of all who contributed towards signing the historical wage settlement agreement and towards maintaining cordial Industrial Relations.

At the well-attended Khula Manch at Zaheerabad Plant, on June 12, 2014, Balakrishna Pattil appreciated the efforts of all Cell Members who had worked hard and manufactured 18,117 tractors including 50 models in the span of 11 months in F'14. K.G. Shenoy and Krishnan Iyer shared the highlights of the year and deliberated upon future challenges.

TREND WATCH

Safety First

This column by Darius Lam, Associate Editor, focuses on automotive issues.

When it comes to road safety, India has the dubious distinction of recording the highest number of road accident deaths in the world. In 2012 alone, almost 140,000 people were killed and close to 500,000 were seriously injured or permanently disabled in road accidents. In fact, road accidents are the single largest killer of young people in the country and more than 4 lakh people have died in the last 10 years on national highways alone due to road accidents. Not only does this cause severe emotional trauma to lakhs of families each year, but it also causes an annual economic loss of at least 2.7% of India’s GDP.

These shocking statistics are the result of poor to non-existent driver training and testing, bad road user behaviour, corruption in the issue of licenses, flawed road design and engineering, weak enforcement of traffic laws, the lack of rapid trauma care and most importantly, a basic lack of safety awareness among road users. This is a problem that has grown more menacing over the years and has now reached the point where something needs to be done urgently to mitigate the issue.

In recognition of this fact, Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd., recently came out in support of a road safety advocacy group, the SaveLIFE Foundation. As part of this effort, he recorded a video message appealing for immediate measures to curb the high number of road accident deaths in India. Describing them as nothing less than an epidemic and asking the public to join him in the campaign for safer roads, Mr. Mahindra said, “Most of these deaths could have been prevented. With the right traffic technology, training and public policies, millions of lives can be saved.”

In the past decade, over 1 million people have been killed and close to 6 million have been seriously injured or permanently disabled in road accidents in India. The demands for better road safety and stronger laws have gained momentum after the unfortunate demise of several high profile people in recent years.

Experts agree that these road accident deaths could be significantly reduced through more comprehensive laws and their strict enforcement. With more people using vehicles in the coming years we all need to play a part in making roads safer and sharply reducing the number of accidents and fatalities over time.
Mahindra SA Puts Up Good Show at NAMPO

Mahindra South Africa (Mahindra SA) participated enthusiastically in the NAMPO Show in Bothaville, Freestate, South Africa, from May 13-16, 2014. The team put up an attractive product display in order to raise awareness of the Mahindra brand.

NAMPO is well established as Africa’s leading networking platform for agricultural matters and as one of the top agricultural shows in the world. This year, new technology and farming methods were presented by over 650 exhibitors.

Thanks to Mahindra SA’s eye-catching product display at NAMPO 2014, four units were sold, 120 leads were gathered, 10 deals are in progress and sales of a further 30-40 units look possible!

Mahindra USA Opens New Assembly & Distribution Center in Chattanooga, TN

Mahindra USA celebrated its robust growth with the grand opening of Southeast Mahindra, a dedicated Mahindra Authorized Distribution Center (MADC) in Chattanooga, TN, on June 24, 2014.

This new assembly and distribution facility, which includes a regional product sales and service training center, serves the growing Mahindra dealer network and customer base in the Midwest and Southeast regions. It accommodates the increased production demands generated by the expansion of the Mahindra tractor line in North America.

Southeast Mahindra is a joint project between Mahindra USA and long-time Mahindra dealer Chattanooga Tractor & Equipment, Inc., owned by Randy S. Topping. He will serve as President of Southeast Mahindra as well.

“Randy has made a significant commitment to Mahindra’s expansion by investing $3.5 million to build this new facility,” said Mani Iyer, President, Mahindra USA. “We value our partnership with Chattanooga Tractor and Equipment, Inc. and appreciate the loyalty, dedication and certainty in Mahindra this investment represents.”

“We recognise the importance of our relationship with partners such as Randy to the continued growth of the Mahindra brand. This distribution and training facility will greatly enhance our ability to efficiently serve our dealers’ needs,” said Cleo Franklin, Vice President of Marketing and Strategic Planning, Mahindra USA.

The new MADC is located inside Centre South (River Port) Industrial Park. It encompasses over 46,000 square feet of warehouse space with eight shipping docks and five overhead crane systems for production and it includes the nation’s fastest fiber optic internet. It also employs the latest testing and quality assurance technology in its training center.
New MFCS Workshops Opened

Three new Mahindra First Choice Services (MFCS) workshops have been opened. MFCS now operates 30 such workshops across 19 cities in 9 states.

In Pune

The fourth COCO Workshop in Pune was inaugurated in Pimpri, on June 10, 2014, by Vijay Kumar, President, Bajaj Allianz General Insurance Co. Ltd. and Y.V.S. Vijay Kumar, CEO, MFCS.

In Chennai

KLN Motor Agencies, the first MFCS franchisee in Chennai, was inaugurated on May 9, 2014, by Y.V.S. Vijay Kumar, CEO, MFCS.

LVM Motors, the second MFCS franchisee, was inaugurated on June 20, 2014, in Ranipet near Chennai, by Y.V.S. Vijay Kumar, CEO, MFCS (seen at centre) and L.M. Anbarasu of LVM Motors (seen at extreme left).

MFCWL Inaugurates Three New Stores

Towards growing its network further, Mahindra First Choice Wheels Ltd. (MFCWL) has added three new outlets - in Motihari (East), in Mumbai (West) and in Nashik (West).

“We are glad to expand our footprint as per our aim,” said Yatin Chadha, Sr.VP, MFCWL. “It’s a proud moment for us as we now have a network of 363 outlets. Each day we attempt to multiply our business in as effective a manner as possible.”
MFCS HR Leverages IT Platforms

Y.V.S. Vijay Kumar, CEO, MFCS and Neha Kharde, Sr. GM - Corporate HR, launched the E-recruitment module @ MFCS on April 30, 2014. This E-recruitment application ensures that all stakeholders in the recruitment process know what has happened, what is in progress and what is expected from them. It streamlines the entire process so that recruitment targets are met, average hiring costs are reduced and hiring time is cut down and it moves manual efforts to automation.

The Yellow Spanner Academy (e-series) was also launched on May 8, 2014. This state-of-the-art online resource for learning and professional development provides an opportunity for learners to enhance competence and gain insights to individual job roles and performance parameters. This learning platform currently hosts programs for the Works Managers on their job roles and responsibilities, as well as for Daily Works Management and Managers for conducting Performance Reviews.

Cricketing Fun!

The ‘Bindass Khel – After-Market Cricket League 2014’ was held on May 24, 2014, in Mumbai. This event marked the beginning of a new initiative aimed at exploring different areas of working together. Thus, team members from Mahindra First Choice Services and Mahindra First Choice Wheels decided not to play ‘against’ each other but played ‘with’ each other. Four teams were formed with players from both companies and all had fun, despite the scorching heat.

Team Stallions emerged winners, Team Wizards emerged Runners-up and Vrushal Sumbh emerged ‘Man of the Series’.

Helping to Beat the Heat in Orissa!

When temperatures soared to scorching heights of over 45 degrees in Orissa, the team at Mahindra First Choice Wheels Limited (MFCWL) came up with the idea of distributing free buttermilk in the areas of Sambalpur and Bhawanipatna. The idea was to provide some relief to those with parched throats, while connecting with the local people. The activity was undertaken in strategic locations, where corporate offices, government offices, the RTD, major bus stands and main markets are located.

The team served around 2000 people through this initiative and was also able to connect with them for free evaluations, test drives and generating enquiries.
Mahindra Two Wheelers Debuts in Uganda

April 14, 2014, witnessed Mahindra Two Wheelers Limited (MTWL) launch a range of two wheelers in Kampala, Uganda - two stylish motorcycles, the Arrow and Centuro and a powerful scooter, the Duro DZ.

MTWL has appointed Miracle Motors as its local distributor. The company has over five years of experience in importing, distributing and selling motorcycles, motorcycle spare parts and accessories throughout Africa and is jointly owned by the Lake Bounty Group of Africa and Miracle Cyclo Limited.

“Mahindra Two Wheelers is proud to partner with Miracle Motors. We are confident that their extensive knowledge of the local market will help us establish a strong presence in Uganda,” said Sandeep Singh, Sr. GM & Head - Exports, Mahindra Two Wheelers Limited.

Vijay Ravinath, CEO, Miracle Motors, expressed delight to partner with Mahindra Two Wheelers, which is steadily creating a niche for itself with differentiated product offerings. “We are confident that our network of dealers across Uganda and our state-of-the-art showrooms and workshops will ensure the best after-sales support and spares availability,” he affirmed.

New Mahindra Centuro Campaign Features Anti-theft Features

Mahindra Two Wheelers launched its new television commercial for its popular motorcycle, the Mahindra Centuro, on April 25, 2014.

This commercial is an engaging sequel to the Centuro launch film released last year. It features a woman trying to steal the Centuro with a duplicate key when the alarm gets triggered and she is confronted by the tough Centuro man, thus creating an interesting story around the brand and featuring the Centuro’s unique advanced features - the internationally patented Anti-Theft Alarm (with Engine Immobilizer) operated by the encrypted Remote Flip Key.

“Our highly impactful launch communication campaign last year generated high consumer demand for the award winning Mahindra Centuro,” explains Sarosh Shetty, Vice President – Marketing, Mahindra Two Wheelers. “It further accentuates the core values of being macho, tough and confident, that one expects in a Mahindra brand.”
Mahindra Centuro’s Anti-theft Feature Proves its Worth

Anti-Theft Alarm with Engine Immobilizer, an internationally patented feature on the Mahindra Centuro proved its worth when it succeeded in reuniting two Centuro owners - Longri I. Aier, a resident of Dimapur, Nagaland and Samay Singh, a resident of Rewari, Haryana - with their stolen motorcycles!

In Nagaland, the Anti-Theft Alarm with Engine Immobilizer deterred a thief from starting the motorcycle because of its loud noise. After trying everything possible, even manipulating the engine wires and locking system, the thief dragged the bike away and stole the golden ribs and the registration plate, before abandoning it due to the noise. Thereafter; the Dimapur police were able to locate the bike abandoned in a deserted location and handed it back to him.

“I am very happy to be reunited with my stolen motorcycle as it’s next to impossible to trace stolen bikes in this part of the country,” said Longri I. Aier. “I am glad to have purchased a Mahindra Centuro as the anti-theft mechanism deterred the thief from stealing my bike.”

In Haryana, the thieves tried everything possible from manipulating the engine wires and locking system of the Centuro they were trying to steal, to taking out the entire locking system - but they were unsuccessful thanks to the state-of-the-art anti-theft mechanism. Their desperate attempts finally alerted the guards in the building, resulting in the thieves abandoning the motorcycle and fleeing.

“I am glad to have purchased a Mahindra Centuro with its anti-theft mechanism as it has helped me from losing hard-earned money,” said Samay Singh.

Major Cost Control Initiatives at MTWL Pithampur Paint Shop

The MTWL Production Hall -1 team (Paint Shop & Weld Shop), a major cost player in the Pithampur Plant, has taken up the challenge of reducing the overall cost per vehicle, as well as operational costs, through varied cost control initiatives that have been introduced in the current Financial Year.

These initiatives have resulted in the following major savings (approx. 46.0 Lacs) achieved by the team in the first quarter of this Financial Year:

- Paint Cost - Rs. 27.56 Lacs
- High Speed Diesel - Rs. 14.7 Lacs
- Energy Cost - Rs. 3.16 Lacs

In addition, the team has improved the Shop capacity by over 22%, without any major investment, through hanger factor improvements and better utilization. All the required hangers have been designed and fabricated in-house and have been successfully implemented.

Currently, plastic parts painting for Scooters & Motor Cycles is being done at one line only for all assembly line requirements – resulting in major energy and manpower savings. The team has also made a road map for various initiatives to save another Rs. 2.4 crore in the next six months. In the previous financial year, the team, led by Prakash Verma, AGM - Manufacturing, did a remarkable job by successfully saving Rs. 10.44 crore through various initiatives. The team also won the national-level QCFI competition, the Par Excellence award and various awards for Safety and Housekeeping at the plant level. It will be competing at the international competition to be held in Sri Lanka in October 2014.

Enhancing Knowledge and Skills

MTWL has started an awareness program on ‘The Mahindra Way’ (TMW) of working. This program was inaugurated by Vijay Tuli – Plant Head, and conducted by Sudhir Laturkar.

Daily Work Management (DWM), Work Standardization and Quality Circle (QC) training is imparted to all employees, so that they may better understand Shopfloor working, changes in the company’s culture and quality parameters.
Major Milestones for Mahindra Finance

Mahindra & Mahindra Financial Services Limited (Mahindra Finance) has notched up several important achievements in recent months:

- **Growing Customer Base**: In FY’14, the company crossed the 3 million mark in cumulative customer contracts since its inception.
- **Widespread Reach**: As on May 31, 2014, Mahindra Finance’s extensive branch network spanned 25 states and 4 union territories in India, through 976 branch offices.
- **Fixed Deposit Customer Base**: The Fixed Deposit customer base crossed 2 lakh, with a live AUM of 4000 crores within the short span of four years. These deposits have been mobilized from 378 centers across the country and more are coming in.
- **High Rating**: India Ratings & Research (Ind-Ra) has upgraded Mahindra Finance’s Long-Term Issuer Rating from ‘IND AA+’ to ‘IND AAA’ with a stable outlook.
- **IT Certification Extended**: IT ISO20000:2011 certification has been confirmed and extended till April 11, 2017.

5th Mahindra Finance Dealer Council Meet 2014

The 5th Mahindra Finance Dealer Council (MFDC) Meet for M&M Auto Sector dealers was held on May 21, 2014, in Mumbai, to provide dealers with a platform on which to share their feedback with the company’s top management. The Steering Committee and Heads of different functions were present to address concerns pertaining to their respective departments.

Forty dealers from across the country shared concerns about the operational functions affecting their business performance and provided their inputs towards improving the same.

Ramesh Iyer, MD, Mahindra Finance, CEO - Financial Services Sector & Member of the GEB, shared his thoughts on the impact of recent election results on the business, current market challenges and the importance of synergy between Auto Sector dealers and Mahindra Finance in overcoming these challenges. He also shared his future outlook on the business and market.

Arun Malhotra, Chief Sales and Customer Care Officer, Auto Sector, addressed the gathering on market conditions and leveraging the rural reach of Mahindra Finance for mutual growth of both Sectors.

The team from Mahindra Insurance Brokers Ltd. (MIBL) launched their Insurance program ‘Ensure’ and highlighted its benefits for dealers as well as customers. Ensure is a comprehensive and customised motor insurance program, developed for the benefit of Automotive Sector customers, a large number of whom are in rural and semi-urban markets across India.

Ramesh Iyer also announced a special funding scheme for customers along with the showroom price, when insurance is done through the Ensure program. This announcement was very well received by the dealers.
**Sustainability Report Unveiled**

Mahindra Finance released its triple bottom-line focused Sustainability Report on March 28, 2014. Based on Global Reporting Initiative (GRI) guidelines, this report has received an A+ assessment as per the GRI - G3.1 guidelines, indicating the highest level of transparency and voluntary disclosure. It highlights the economic, environmental, social and governance performance across the organisation.

**M-Beats Launched to Bring M&M’s Music Lovers Together**

‘M-Beats’, a unique new employee engagement initiative at Mahindra Finance, was launched by Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd. This musical community, mentored by Ramesh Iyer, MD, Mahindra Finance, CEO - Financial Services Sector & Member of the GEB, seeks to bring together like-minded employees, called Music Buddies, from across the Mahindra Group and encourage them to pursue their passion for music, thereby enriching their work-life balance. Members will get the opportunity to network, discuss, blog, practice and perform at various internal and external programs. All music enthusiasts at Mahindra have been invited to join M-Beats through an online or offline registration process. Thus far, almost 300 Music Buddies from across the Group have signed up.

M-Beats presented its first musical performance on May 30, 2014, at Mahindra Towers. A series of very enjoyable musical performances were put up by 26 members, including Ramesh Iyer, Naresh Patil and Zhooben Bhiwandiwala. M-Beats’ Music Buddies came together again to celebrate World Music Day on June 20, 2014, with some very select performances.

**Mahindra Finance Sponsors ‘Malhar Rang’**

Mahindra Finance was one of the sponsors of the ‘Malhar Rang’ musical concert in Mumbai, which featured performances by renowned artistes like sarod virtuoso Ustad Amjad Ali Khan and veteran vocalist Ashwini Bhide Deshpande. There was a good turnout for the event, which was very well received.

There was good brand visibility for Mahindra Finance at vantage points at the event.

**Sharing Expertise**

Recent months have seen Dinesh Pillai, CE, Special Services Group, sharing his expertise regarding industrial security, home security and corporate fraud, in leading publications, such as the Financial Chronicle, the Hindu Business Line and A&S magazine. He also addressed the conference on ‘Technological Advancement in Security Systems - Secure & Safe Living’, which was organised by the Confederation of Indian Industry (CII) on April 25, 2014, in Chennai, where he shared some live examples of Internal Security Awareness.
Mahindra Racing’s Miguel Excels at Mugello Grand Prix

In a remarkable display of speed, reliability and race-craft skills Mahindra Racing’s Miguel Oliveira claimed a resounding 4th position in the Mugello Round of the Moto3™ World Championship. This performance further highlights the growing strength of the Mahindra MGP3O bike, on which Miguel picked his way through a big pack of riders. He started from 19th place on the grid and finished just 0.121 seconds behind the winner!

The race ended with three Mahindra bikes in the Top 10 (and 4 in the top 15!) with Alessandro Tonucci (Team CIP) and Brad Binder (Ambrogio Racing) finishing seventh and ninth respectively. Read more at: http://mahindraracing.com/Admin/NewsFiles/Mahindra-Racing--Italian-GP-Race-Report-01_06_14.pdf

Team Mahindra Racing on the Podium

Team Mahindra Racing achieved their 1st podium of Season 2014 in the Moto3™ World Championship at the Dutch TT, when rider Miguel finished 3rd on the podium among 34 riders after a strong ride from 13th on the grid. It was the best result of the season for Mahindra Racing, and a repeat of Miguel's first MGP3O podium in Malaysia last year. And is further proof of the growing maturity and strengthening challenge of the purpose-built Mahindra MGP3O Moto3™ racing machine.

Read more at: http://mahindraracing.com/Admin/NewsFiles/Mahindra%20Assen%20TT%20race%20report.pdf

FIA Formula E Championship Drivers Announced

Mahindra Racing has announced that Indian F1 driver Karun Chandhok and noted Brazilian driver Bruno Senna will be the team’s drivers for the inaugural season of the FIA Formula E Championship. The duo will represent Mahindra when they line-up on the grid at the start of the world’s first ever fully electric championship in Beijing later this year.

Read more at: http://mahindraracing.com/Admin/NewsFiles/Mahindra%20Drivers%20Announcement%20Edited.pdf

New Formula E Car Delivered

Mahindra Racing’s first Formula E car was delivered recently. This brand new car has been painted with the team’s new livery - a stunning combination of the Mahindra red and the colours of the Indian flag.

Read more at: http://mahindraracing.com/Admin/NewsFiles/Mahindra%20Drivers%20Announcement%20Edited.pdf
Mahindra Lifespaces Launches ‘Happinest’

On June 16, 2014, Mahindra Lifespaces Developers Limited (MLDL), launched Happinest - its new business vertical focused on quality housing at affordable prices. This launch is in keeping with the Mahindra Group’s philosophy of enabling people to Rise while driving positive change. It is targeted at the large, under-served home ownership market in India. Happinest is built on the three pillars of Trust, Better Living and Affordability. Happinest projects are aimed at families with a combined monthly income of Rs. 20,000 - Rs. 40,000. The first two projects will be launched soon at Avadi in Chennai and Boisar in Mumbai Metropolitan Region.

“Our commitment to sustainable urbanization is to be in businesses and develop projects that promote Culture, Connectedness and Community,” said Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd. “The Happinest initiative epitomizes the concept of ‘Shared Value’ where companies seek to do business in a manner which combines profitability with advancing the economic and social conditions of the communities in which they operate. I welcome this foray into the affordable housing space which is critical to India’s growing urbanization.”

“Happinest is our strategic endeavor to address the large, under-served home ownership market in India by using our manufacturing and innovation mindset to create mass solutions at affordable prices,” said Arun Nanda, Chairman, MLDL.

“Happinest stands for our intent to enable a cross section of Indians to fulfill their dreams of home ownership in a safe, secure and healthy environment,” said Anita Arjundas, MD & CEO, MLDL.

All Happinest projects will be environment-friendly and will continue to exemplify the green development philosophy of Mahindra Lifespaces.

Phase 3 Launched at Bloomdale

Proving that success stories have sequels, the keenly-awaited Phase 3 of Mahindra Lifespaces’ Bloomdale project in Nagpur was recently launched and received a splendid response. This phase has a choice of 1, 2 and 3 bedroom compact & premium apartments. The project offers large open areas for children and a clubhouse with exciting amenities to indulge every family member.

Bloomdale received an overwhelming response for its earlier two phases and over 350 families have already become a part of Mahindra Lifespaces through this project. Construction is on in full swing and possession of Phase 1 will commence from December 2014.

Fun-filled Customer Carnival

To mark the launch of the sales office and sample flat at Bloomdale Nagpur, the Mahindra Lifespaces team organised a fun-filled carnival at the site for customers.

Around 250 customers graced this occasion and joined the Mahindra Lifespaces team at MIHAN for the celebrations. This event gave customers and team members an opportunity to celebrate some happy moments of togetherness.

Redesigned Websites

Mahindra Lifespaces has redesigned its websites www.mahindralifespaces.com and www.mahindraworldcity.com. Both are now easy to navigate, are full of exciting imagery and have added features and refreshed information to better engage with visitors.
These new websites are part of the company's efforts towards constantly adding value to its customers by being seamlessly available and accessible on all devices and platforms, with a new era of handheld and mobile ethos. You are invited to visit these new websites and share your feedback with the Mahindra Lifespaces team.

An Invitation to Join Our Facebook Community

The Mahindra Lifespaces team recently celebrated crossing the 1 lakh milestone on Facebook. There has been an increase in following and engagement on Twitter and LinkedIn too—reflecting the growing interest across all Mahindra Lifespaces social media pages.

In addition to providing important project information, the Facebook page also offers useful tips to community members on improving their lifestyles and actively engages members through exciting offers and contests. The Mahindra Lifespaces team plans to continuously cater to and connect with existing customers, followers and people seeking career opportunities, with the aid of all social media platforms.

If you are still not part of our online community, join today!

Spring Board 2014 – Yes, We Can!

Mahindra Lifespaces 4th Spring Board—the annual Real Estate Conference—was attended by a large number of enthusiastic participants from across the company. It was also an occasion to mark the 21st birth anniversary of MLDL. Anita Arjundas, MD & CEO, MLDL, unveiled the logo for the same.

Spring Board 2014 had the theme “Yes, We Can.” While reliving the achievements of the past, it also emphasized the determination with which the organisation is moving into the future.

The participants were greeted with inspiring words from Arun Nanda, Chairman, MLDL, who shared valuable insights from his past experiences. Anita Arjundas, MD & CEO, highlighted the importance of an entrepreneurial mindset, which will be the key towards taking the organization to greater heights in the future.

News from Mahindra World City, Chennai

Force Motors Signed Up

Force Motors Limited has signed up in the Domestic Tariff Area at Mahindra World City (MWC), Chennai. Force Motors, formerly Bajaj Tempo, is an Indian manufacturer of three-wheelers, multi-utility and cross country vehicles, light commercial vehicles, tractors, buses and heavy commercial vehicles. This is the first time in the history of BMW that a supplier has been awarded the contract to assemble their engines.

Force Motors will set up a unit exclusively for assembling engines for BMW in India at MWC, Chennai.

VIP Visits

In May 2014, H.E. Wei Wei, Ambassador of the Peoples Republic of China to India, visited MWC Chennai. He was accompanied by senior officials and was given a tour of MWC, after which he said: “Mahindra World City is a landmark project and building more such cities would enhance infrastructure and help attract investments into the country.”


Action at Mahindra World City, Jaipur

MW CJ signed an agreement for an additional two acres of land in the Engineering SEZ with Gaston Energy, the Chinese lead battery manufacturer, on June 13, 2014. Gaston Energy plans to commence construction at their earlier three-acre land parcel at MWCJ’s DTA site, with operations scheduled to begin by January 2015.

This sees an emergence of a new trend—customers opting for a SEZ and DTA combination.
Mahindra EPC in Action

A Foray Into the Industrial Construction Domain

Mahindra EPC outbid other leading EPC players to secure an order for the construction and civil works of the Mahindra Samruddhi formulation plant, located in Ankleshwar, Gujarat. This is Mahindra EPC’s maiden order and it marks an important step along the company’s path towards becoming one of India’s leading players in the construction space.

Revolutionary Solar Solutions

Mahindra EPC added two revolutionary solar solutions – the Solar Generator and the DG - PV Hybrid system – to help its customers reduce their carbon footprint and save on operational costs too.

The Solar Generator is a plug and play 2kW system that allows customers to obtain power directly from the sun, at their convenience and within their premises. It comes with a battery back-up for energy to be stored for night use.

The DG - PV Hybrid system harnesses solar energy and optimises the use of DG - ensuring up to 40% diesel savings. This solution is already in operation at the M&M Engine Plant in Igatpuri, where up to 80% of the load of the Administrative Building is catered to by the Mahindra EPC solution.

Rooftop Projects

Mahindra Towers, Worli, will be the latest corporate house in Mumbai to have a solar PV installation on its rooftop and thus gain a renewable power source in its energy mix. This will enable the Mahindra Group to reduce its carbon footprint. Mahindra EPC has been given complete responsibility to design, engineer and install this solution.

Mahindra EPC has also bagged a prestigious order from SCHOTT Glass, a German multi-national company in Jambusar, Gujarat, for a 641 kWp project – MEPC’s first Slant Roof order. This prestigious project was bagged against stiff competition from large German EPC companies.

The company also bagged a repeat order from Super Auto Forge (SAF) for 250 kWp for its slant roof located at Chrompet, Chennai. This completes the company’s SECI allocation under Phase III for Chennai city well in time.

MIL Initiatives

Mahindra Intertrade Ltd. (MIL), Vadodara, successfully rolled out its first Core Coil Assembly (CCA) for ABB (Dry Type Transformer Division) on March 27, 2014. It was indeed an achievement for Team Vadodara to have designed and built this core assembly themselves, without any formal training. Besides, no capes were involved and all the tools and tackles were developed in-house!

MIL’s online Kaizen portal – Kaizens@MIL – went live on March 28, 2014. It was inaugurated by Vijay Arora, Chief, Service Centres, at a ceremony at MSSCL, Kanhe Plant 1. The Kaizens@MIL logo was also unveiled at this event. The site has been developed jointly by the IT and BE departments.
**Rising Together at Mahindra Partners**

- **MIL Nasik was facing an acute shortage of raw material** required for the manufacture of the Scorpio roof, since the required raw material had not reached. The plant team tried contacting the drivers, but they were not reachable. After an emergency meeting on February 27, it was decided that someone should go and fetch these trucks from near the MP border. Rakesh Solanki of CPPL (MIL’s packing contractor) volunteered for this job and immediately left for the MP border. After travelling overnight he discovered that the vehicles had not reached the border check post. He called up the drivers and located their whereabouts, spent the night and half the next day at the MP border and finally brought the trucks to the plant at 2:30 a.m. on March 1, 2014.

  Thereafter, Jitesh Balakrishnan opened the SAP period for the next month at 2 a.m. and the material was processed immediately. Rakesh also helped in packing of the materials. Thus, MIL Nashik Plant was able to send the materials to MSM before the start of the first shift on March 1. MSM did not suffer a loss of production and MIL Nashik gained the customer’s confidence and could keep their commitment thanks to Rakesh’s ‘never say die’ approach and Jitesh’s ‘ever ready’ approach.

- **Due to a crane breakdown at their plant Essar could nor dispatch** an RM coil of a particular size, which was urgently needed by a customer on or before the 3rd shift of April 9, 2014. The steel coil was received at 10:30 p.m. that same day at MSSCL, Kanhe. The commercial team quickly completed the requisite documentation and the coil was taken for production in the 3rd shift. It was then packed, the documentation was done and the material was dispatched in the wee hours of April 10. These determined steps by the team of Rahul Nimbalkar, Sonu Satkar, Abhishek Mishra and Mohan Thakar saved production loss at the customers’ end. In fact Rahul Nimabalkar’s father-in-law was in the ICU and in a critical condition, yet he came back from hospital late in the night, while Sonu and Mohan stayed back and waited for the coil to arrive from Essar.

**Another Path-breaking Project for MACE**

Mahindra Consulting Engineers (MACE) continues its foray into Africa with another path-breaking project, this time from the Ministry of Trade and Industry in Rwanda. MACE has been appointed as the consultant to undertake feasibility studies for the establishment of cross border markets and storage facilities in two sites in Rwanda, bordering Uganda and the Democratic Republic of the Congo.

**Mahindra Retail Trio Reaches Out…**

On the night of February 4, 2014, Manmeet Singh, Yatish Kaura and Rang Lal from Mahindra Retail’s Ludhiana Store were going home after closing the store. A few meters away they saw a young girl of 12 years sitting all alone on the pavement with her head down. They walked up to her and tried to speak to her but the young girl was scared and didn’t say anything. She seemed tense and was crying.

The determined trio then requested a passing lady to speak to the girl. When she did so, the girl opened up and revealed her identity... She was from Dehradun and had come to Ludhiana with her parents to attend a wedding and had got separated from them. Without wasting any further time they phoned the Women’s Police Helpline number 1098 and lodged a complaint. The Circle Inspector and a lady police officer reached the spot and investigated the entire case.

Meanwhile, the girl’s parents had already lodged a police complaint and had been searching for her for three hours. The police then informed them about their daughter’s well-being and she was handed over to them safely.

Applause goes to the three Mahindra Retail employees who were determined to reunite the young girl with her parents. In appreciation of their efforts, K. Venkataraman, CEO, Mahindra Retail, presented them with a special Mahindra Retail Humanitarian Award on the eve of the Spernova 2014 Grand Finale at Golden Palms.
Tech Mahindra Opens Second Delivery Center in Belgium

On April 9, 2014, Tech Mahindra announced the inauguration of its second near shore Delivery Center in Antwerpen, Belgium. The company already has a Development Center in Brussels and with the opening of this second Belgian delivery center, the company is expanding its global footprint and aiming at further growth in the region.

The new facility has the capacity for over 120 work stations and its opening brings Tech Mahindra closer to some of its key customers in the Benelux region. It is an important addition to Tech Mahindra’s network of Delivery Centers in Europe.

Cairn India Leverages Tech Mahindra’s IMS

Cairn India has leveraged Tech Mahindra’s Infrastructure Management Services (IMS) to build a robust Disaster Recovery (DR) solution.

“Our engagement with Tech Mahindra provided us with the right fit for a DR solution, project governance, single point of ownership and post implementation operational support and helped scale our effectiveness in multitudes,” said the Cairn India IT team.

CanvasM’s Mobo Money Introduced at Hinjewadi Campus

Mobo Money, a CanvasM innovation in the digital payments space, was recently introduced at the Hinjewadi campus in Pune. Under the terms of a license from the Reserve Bank of India for Prepaid Payment Instrument Issuance under the Payment & Settlement Systems Act 2007, Tech Mahindra is authorized to issue Mobo Money prepaid cards up to denominations of INR 10,000 and INR 50,000, subject to KYC norms.

Mobo Money prepaid cards are issued in the form of an NFC enabled tag and this payment service is being deployed across all Tech Mahindra offices in India. It enables associates to make cashless payments for purchases in the canteen in a more convenient and secure way. Now it’s no cash, simply tap and pay!

Mobo Money also promotes greater convenience, enabling associates to pay for prepaid mobile and DTH recharges, as well as make payments for postpaid mobile and landline bills, utility bills such as gas and electricity and insurance premiums – all at the cafeteria.

Going forward, users can carry a Mobo Money app on their smartphones and manage their digital wallet and contactless payments with ease.

Bristlecone Features in Silicon India

Leading IT publication Silicon India, extensively covered Bristlecone in the cover story of its June 2014 US edition.

The article, titled ‘Bristlecone: Enabling Companies to Effectively Unleash the Value of their Supply Chains’ is carried in the form of an interview with Irfan Khan, Senior Vice President, Global Field Operations, in which he speaks about Bristlecone, its business offerings and its leadership position in the supply chain industry. He also shares his views on the disruptive state of today’s supply chain market and underscores the fact that only organizations which can swiftly build responsive and resilient supply chains and can differentiate their products will be winners.

Irfan also highlighted the importance of focusing on client satisfaction and Bristlecone’s approach of being hard nosed about the blueprinting phase - together he described these as factors that contribute to the company’s success. The article concludes with him expressing his views on future trends in Supply Chain and Procurement.
Tech Mahindra to implement MOVES in New Hampshire

Tech Mahindra has been chosen by New Hampshire’s Division of Motor Vehicles (DMV) to implement its Motor Vehicle Enterprise System (MOVES), a configurable Microsoft Dynamics CRM-based solution. This solution will replace and modernize DMV’s existing legacy system. This is a significant deal and the system will be implemented over a span of 22 months.

Tech Mahindra worked closely with Microsoft in developing the dynamic CRM-based MOVES solution. This flexible and highly configurable solution, specially designed for motor vehicle agencies, will allow the DMV to provide superior customer service, compliance checks, performance measures and fraud prevention mechanisms.

AMS Academy inaugurated in Pune

On April 3, 2014, Tech Mahindra’s AMS Business Group launched the AMS Academy in Hinjewadi, Pune. This adds a new dimension to the Group’s efforts to optimize learning and development in the AMS space. The event was graced by R. K. Swamy, SVP, Manufacturing IBG, Prakash Devan, SVP, Europe Deliveries and Shashank Patwardhan, AMS CDG Head.

This launch was made possible thanks to constant support from the ESG Department which helped to source faculty members, infrastructure and courseware for the AMS batches.

On the occasion, a small felicitation program was held to honour the toppers of the first batch, who graduated from the AMS Academy in January 2014.

HPS Signs Strategic Global Alliance Agreement with Tech Mahindra

HPS, the market-leading provider of mission-critical solutions to the cards and payments industry, has entered into a global services alliance agreement with Tech Mahindra, through which HPS’ flagship PowerCARD payments technology will be available to Tech Mahindra customers worldwide. The alliance will enable Tech Mahindra’s financial institutions and payment processing customers of all sizes to improve their cards and payments businesses by replacing legacy hardware and software with a single, flexible and cost-effective platform.

Mahindra Comviva Inks Managed Services Deal with Hutchison 3G

Mahindra is happy to announce the winning of its first Managed Services deal with Hutchison 3G in the United Kingdom. The deal is of great significance and strategic importance as this is Mahindra Comviva’s second deal in Europe in collaboration with Tech Mahindra.

The five-year managed services contract includes Front Office L1/L2 support for around ten VAS solutions sourced by H3G-UK from multiple vendors. It mainly covers Incidence Management, Trouble Ticket Management, Configuration Management, Change Request Management, Vendor Interface Management and Maintenance Operations.

Mahindra Comviva’s award-winning Managed VAS Services offering is based on a framework of defined modules and processes that enable the company to manage the operator’s entire VAS portfolio. It has empowered Telcos across the globe to optimize their performance in four critical areas: revenue, customer service experience, cost and speed to market. Mahindra Comviva manages business operations for over 150 VAS services for over 35 operators globally.

Some reasons for securing this deal are the team’s timely and continuous engagement with the customer by showcasing its value proposition, Tech Mahindra’s existing relationship with H3G and the H3G Account management team’s enduring support.
Tech Mahindra is Now Connected to Mexico

Tech Mahindra recently announced a foray into Mexico as part of its expansion strategy in the Americas region. In Mexico, the company will offer an array of innovative solutions and consulting services, focused on meeting the needs of customers in various industries such as Telecom, Banking, Energy, Manufacturing, Retail Distribution, Insurance and more. The company will also establish partnerships with local universities, business schools and trade bodies, to enable the creation of 500 jobs in the next 24 months.

Sujan R. Chinoy, Ambassador of India to Mexico, who was present at the launch event, described Tech Mahindra as one of India’s leading IT services providers. He highlighted the enormous scope for Indian IT companies in the growing domestic market in Mexico, as well as the platform provided by operations in Mexico to enter the NAFTA and other markets.

RELOAD 2014: JOSH Leaders Connect & Collaborate in Pune

RELOAD 2014, the annual workshop for JOSH leaders, saw leaders from 10 locations around India gather at Hinjewadi, Pune, to share ideas, connect with each other and innovate for the next year. Around 50 leaders from across the country participated, with JOSH leaders from onsite locations also participating through audio and video conferences.

It started with a music workshop which helped to spread the message that ‘teamwork can be fun’. Subsequent sessions saw the participants share ideas and experiences and discuss various innovations to add more fun and delight to the JOSH events for the coming year.

The workshop ended with participants reloaded with energy and ideas, ready to spread the spirit of JOSH among TechMighties across the globe.

4G Services Launched in BASE Belgium

It was a matter of great pride for Tech Mahindra’s NTSS team when BASE officially launched its 4G service in Brussels. 4G services are now available across 10 communes in Brussels covering more than 56% of its population. Such coverage will be further expanded this year to cover the whole of Brussels and other parts of Belgium.

The NTSS team successfully completed a challenging transition from the incumbent network managed services partner at BASE in March 2014.

Tech Mahindra is the sole managed network and IT services partner for BASE and is spearheading its 3G and 4G network rollout. The successful 4G launch has further cemented Tech Mahindra’s capabilities in delivering 4G services for global telecom service providers.

Tech Mahindra in the Verizon National Partner Spotlight

It was a special moment for the Tech Mahindra team when Verizon announced its Internal Nationwide Go-To-Market Launch of the Tech Mahindra Partnership on April 17, 2014. Tech Mahindra was featured as a Partner to a national audience that included Verizon Enterprise Solutions and Wireless divisions.

In a Sell-With model, Tech Mahindra does not sell Verizon solutions, but works with Verizon to jointly market and present unified, complementary solutions to prospective customers. Tech Mahindra is the only System Integrator in the Verizon Partner Program and the Nationwide Launch takes the GTM Partnership to the next level, enabling Verizon to engage with new customers, generate new revenue streams, increase competitive advantage and provide compelling and easily accessible information resources and sales process tools.

Tech Mahindra now has access to Verizon’s internal Partner Relationship Management (PRM) Portal where leads are formally shared and tracked bi-directionally. The company also has a page featuring a company overview, products & services, case studies, presentations, whitepapers, contact details etc. on Verizon’s Solution Finder, a website that allows customers and sales teams to search for partners by various criteria depending on their needs.

Tech Mahindra features in various Reference Artefacts that the Verizon Sales team and Verizon customers have access to and will now regularly feature in Verizon’s internal communications.

The Launch Webinar presentation by Tech Mahindra on the occasion of the GTM Launch was well appreciated.
India may not have made it to FIFA 2014 but the ‘Greatest Show on Earth’ certainly had a substantial Indian presence in the form of Tech Mahindra. This year’s tournament will go down in history as the most hi-tech and interactive yet. And with FIFA, Tech Mahindra has already redefined the use of this technology with ground-breaking and visionary IT solutions and services for the beautiful game to reach out to the maximum audience since 2010.

The company helped manage over $1 billion in assets (such as cell phones, flat-screen TVs, laptops and other expensive equipment used in the World Cup), as well as co-ordinate and transport over 230,000 staff, volunteers and delegates from over 40 countries - including 10,000 daily trips in a fleet of 1,000 cars, buses, trucks and vans. It enabled electronic ticket sales and accreditation for the event watched by 2.4 billion people across over 214 countries. Its applications for the tournament also covered systems for accreditation, space and material management, transportation, volunteer management, infrastructure, intranet and extranet at the venues, apart from helpdesk services.

The first Indian company to be associated with the world’s biggest sporting event – the 2010 FIFA World Cup – Tech Mahindra managed some mind-boggling statistics: $1 billion worth of technology assets, 1 million-odd hours of development work, 3 million tickets, 250,000 accreditations, 130,000 volunteers, 1,000 vehicles, 64 matches, 10 stadia in South Africa. The company seamlessly integrated IT systems for the world to enjoy the game.

The Brazilian market is one of the fastest growing enterprise solutions markets. Tech Mahindra is now providing proprietary solutions for large manufacturing, financial and consumer services companies in Brazil, which accounts for 49% of the $32 billion Latin American IT services market. While the company is managing IT services for the football World Cup, it looks forward to providing an increased impetus to an already rapidly growing IT services market in Brazil, which will host the Olympics in 2016.
Anand Mahindra, Chairman & Managing Director, Mahindra & Mahindra Ltd., was in Brazil for the FIFA World Cup. The following is a selection of tweets from his Twitter timeline, showcasing the colour, sights, sounds and incredible spirit surrounding the Greatest Show on Earth!

**anand mahindra @anandmahindra • Jun 28**
Get in there, Brazil. On my way to Rio tomorrow & can’t imagine the prospect of seeing the QF’s without you. The streets won’t samba the same way.

**anand mahindra @anandmahindra • Jul 1**
Argentina supporters get an early start on the copacabana. Just the gusto & noise I was looking for... pic.twitter.com/153MdxZd8Q

**anand mahindra @anandmahindra • Jul 2**
Some people will do anything to get a better view of the game! Watching US vs Belgium on a big screen on Copacabana pic.twitter.com/W7y8mZx5Hy

**anand mahindra @anandmahindra • Jul 3**
On the way to Corcovado & Christ the Redeemer in a convoy of Scorpios
pic.twitter.com/fHBN3wsoLR

**anand mahindra @anandmahindra • Jul 4**
Well the French fans seem to ready for anything...
pic.twitter.com/tZ1WMR2L6q

**anand mahindra @anandmahindra • Jul 6**
Should Robben be rewarded with a goal, an Olympic low board diving medal, or an Oscar?
anand mahindra @anandmahindra • Jul 10
Guess this says it all..
pic.twitter.com/xMynpho20

anand mahindra @anandmahindra • Jul 10
I’m looking forward to an M&M final–Messi vs Mueller
pic.twitter.com/0hg8rNmRrK

anand mahindra @anandmahindra • Jul 10
And the match winner...
pic.twitter.com/UEqxvqBz1e

anand mahindra @anandmahindra • Jul 13
It’s the carnival look with a little of the spirit missing...
pic.twitter.com/9LWePPplzV

anand mahindra @anandmahindra • Jul 13
CP Gurnani of Tech Mahindra joining the German-Brazilian coalition! pic.twitter.com/dkWDHi0mB

anand mahindra @anandmahindra • Jul 14
Goes into my album. The final whistle.
pic.twitter.com/8ZgvXOmjFR

anand mahindra @anandmahindra • Jul 15
Spraypaint on a Rio sidewalk. Not how most Brazilians were feeling earlier, but perhaps a more widespread sentiment now
pic.twitter.com/bnonlzWL6s
M&M Wins Dun & Bradstreet Corporate Award 2014

M&M Ltd. has been awarded the Dun & Bradstreet – Manappuram Finance Limited Corporate Award 2014 for being No. 1 in the Automobile Sector, in the list of India’s Top 500 Companies.

The awards felicitated 50 of India’s leading corporates, across sectors. Bharat Moossaddee, Exec. VP & CFO, Automotive Division, M&M Ltd. received the award from Dr. Arun Shourie, Chief Guest, at a function held in Mumbai recently.

This annual award is a tribute to the most distinguished performers in the Indian corporate sector and is an acknowledgement of the critical role that these companies play in the development of the Indian economy.

Tech Mahindra Business Services Group Wins Golden Peacock National Quality Award

Tech Mahindra’s Business Services Group was declared the Winner of the ‘Golden Peacock National Quality Award’ for the year 2014, in the BPO category. The award recognises the company’s business excellence model and multiple initiatives like Project Axia+, Deployment of BSC, Exchange ION – Best Practice Sharing Platform, The Lean Six Sigma Way, Manthan – a self-designed portal for inviting ideas from the grass root level, Quality All Hands Meet, etc.

These awards, instituted by the Institute of Directors, India, in 1991, are regarded as a benchmark of Corporate Excellence worldwide and recognise unique achievements of those who create sustainable business by providing quality products/services. The award was presented at the 24th World Congress on ‘Total Quality and Leadership’, held on May 23-24, in Trivandrum, Kerala.

Tech Mahindra – Delivering Excellence

Tech Mahindra bagged a series of honours in the months of April, May and June 2014, demonstrating its diverse capabilities across domains:

- In Dun and Bradstreet India’s top 500 companies Tech Mahindra was ranked 5th in the IT and Software category and 131st in the overall ranking by revenue.

- Tech Mahindra was awarded the prestigious Best ICT Delivery Partner – Land Transport Excellence Award 2014. The award was presented by Michael Lim Choo San, Chairman, LTA, to Rohit Gandhi, at a glittering function in Singapore. Winning this award signifies that LTA recognises Tech Mahindra as a partner that has consistently delivered quality ICT solution(s) that create new value for LTA.

  These biennial awards recognise industry partners and individuals who have played a pivotal role in developing and transforming Singapore’s transport system, which is widely regarded as being among the most innovative and advanced in the world. They honour organisations which display industrial best practices and good project management and provide quality service.

- Mahindra Comviva won two awards at Global Telecoms Business’ 8th Annual Innovation Awards - for Innovation in Consumer Services and for Managed VAS Services. These awards, presented to companies behind the most innovative projects in the telecom industry, are in recognition of Mahindra Comviva’s leadership position in the digital payments and managed services space, as well as of the company’s continued efforts towards taking innovative offerings to consumers across the globe.
AWARDS FOR EXCELLENCE

- **Tech Mahindra’s Fightback application won the Digital Humanitarian Award** at TMF World 2014. TM Forum Excellence Awards recognise industry leaders in business transformation and innovation using TM Forum standards and best practices. The Digital Humanitarian award is presented to the organization demonstrating the most innovative and impactful use of digital technology to save lives, alleviate suffering and maintain and protect human dignity in the aftermath of emergencies.

- **Tech Mahindra is one of the 2014 ASTD BEST award winners.** These are among the most coveted industry awards and distinguish organizations that focus on learning as a strategic business tool to drive results. Winning an award is a reiteration that a company’s learning interventions, processes and policies are world class and are aligned to business.

  The key initiatives/programs that featured in the award application included: Learning Academies, PMfP, AIM, BOLT, CREATE, CXO Workshops, Real Time Learning, ELITE (Learning from Home), Vertical Schools (Domain Learning), Customer: One team workshops, Business Wait Engagement, I Am the Brand, eLearning, Lean Six Sigma and more, together with Tech Mahindra’s business aligned training processes and policies.

  Out of the 46 winners announced, Tech Mahindra is one among the five Indian companies featured.

**Madan Mohan Malviya Award for Tech Mahindra Foundation**

The Tech Mahindra Foundation (TMF) has been awarded the Madan Mohan Malaviya Award for Best CSR Practices in Education 2014, for its Shikshak Samman Awards (SSA) scheme.

This award was conferred on June 6, 2014, by the CSR Times, a monthly English publication on corporate social responsibility. It rewards and recognises the efforts of those working towards improving the level of education for marginalised children in India.

The SSA Scheme is one of TMF’s flagship programmes. Municipal Corporation of Delhi (MCD) teachers consider it to be one of the most outstanding initiatives for promoting new energy and zeal, as it not only recognises and rewards outstanding municipal teachers but also organises learning sessions for them. It is run in partnership with the South Delhi Municipal Corporation, the North Delhi Municipal Corporation and the East Delhi Municipal Corporation and is currently working with over 100 teachers and 5000 children - inspiring a positive academic culture and quality education.

**XUV500 Triumphs in ‘Rally of Maharashtra 2014’**

The XUV500 triumphed in the ‘Rally of Maharashtra 2014’, with Team Mahindra Adventure setting the trail ablaze in Nashik and winning the 1st round of this Indian Rally Championship (IRC).

Highlights of this first win of the season were the spectacular performance of the Super XUV500 and the determination of the team - Gaurav Gill, Amittrajit Ghosh, Musa Sheriff and Ashwin Naik.

**Greentech Awards for Mahindra Intertrade**

The Greentech Foundation honoured Harsh Kumar, MD, Mahindra Intertrade Ltd., with the Gold Award in the category ‘Leading CEO of the Year’ and Mahindra Intertrade Ltd. with the Silver Award in the category ‘Best Strategy in HR’.

The awards were presented at the 4th Annual Greentech HR Awards 2014 ceremony, held on June 27, 2014, in Bangalore.

Harsh Kumar, MD, Mahindra Intertrade Ltd., with Greentech Foundation’s Gold Award in the category ‘Leading CEO of the Year’.
Systech Sector Puts Up Good Show at Sustainability Challenge 2014

It was a moment of pride for the Systech Sector, when the team bagged the 2nd Prize (1st Runners-Up) at the 4th Mahindra Sustainability Challenge 2014, organised by Mahindra Sanyo.

There was participation from 15 teams from different business sectors across the Mahindra Group. Uday Sankar Y. and Goverdhan Kapse from Mahindra Gears, along with Vijay Kumar from Mahindra Sanyo, represented Mahindra Systech.

Top Honours for AD Nashik

Srishti’ G-Cube Award

AD, Nashik Plant bagged the Srishti G-Cube Award for Good Green Governance (Sustainability). This annual national-level award recognises companies taking an extra step, beyond required compliance. The 8th G-Cube Awards were presented on Earth Day, April 22, 2014, in Delhi.

Golden Peacock National Quality Award

AD, Nashik Plant – 1 recently bagged the prestigious Golden Peacock National Quality Award – 2014 for Excellence in Quality. H.D. Aher, VP – Operations (Nashik & Igatpuri), received the award from Oomen Chandy, Hon. Chief Minister of Kerala.

Finance Sector Triumphs

- **Mahindra & Mahindra Financial Services Limited (MMFSL)** was ranked 9th as per Total Income in the FIS/ NBFCs/ Financial Services Sector in the prestigious Dun & Bradstreet (D&B) ‘India’s Top 500 Companies 2014’ list – moving up from 10th rank in 2013 to 9th rank in 2014 in the BFSI space.

  Based on Net Profit Margin criteria, Mahindra Finance was ranked 30th in D&B’s Top 500 companies list across all sectors – and was ranked No.1 in the BFSI space on Net Profit Margin. There is also significant improvement in the rankings of Mahindra Finance on all five parameters - Total Income, Net Profit, Net Worth, Net Profit Margin and Return on Net Worth - as compared to last year.

- **Mahindra Rural Housing Finance Limited (MRHFL)** won the Platinum Award in the category of ‘Social Development’ and sub-category of ‘Rural Upliftment’ in ASSOCHAM’s 3rd Innovation Excellence Awards 2014.

  The objective of these awards is to identify and support innovative organisations in India, which have launched breakthrough changes through their innovative actions and can become role models for others to emulate.

- **MMFSL’s Learning and Development Department** has been declared the winner of the ‘Golden Peacock National Training Award’ for the year 2014.
Infrastructure & Realty Sector Awards

Mahindra World City, Chennai is India’s 1st IGBC Gold Certified Township

Mahindra World City, Chennai, is the first township in the Country to be awarded with Stage I certification under IGBC Green Townships. It was evaluated on four environmental categories as defined by IGBC which included – Site Selection and Planning, Land Use Planning, Transportation Planning and Infrastructure Resource Management and Innovation in Design & Technology.

CSR Initiative Award for Team Chennai

Team Chennai won the CSR Initiative Award for CSR activities at Springboard 2014 – The Annual Real Estate Conference. CSR initiatives done in FY 14 included construction of a Lunch Shed at the Leprosy Home, renovation of sanitation facilities and organisation of medical camps for school children at a nearby Government School, vocational training towards empowerment of women and conducting road safety awareness sessions.

LEED Gold Certification for MWCJ

Mahindra World City, Jaipur (MWCJ) received LEED Gold Certification in the IGBC building (core and shell category) for its B2 tower located in eVolve - The GenNxt IT Park in IT/ITeS SEZ. Previously, MWCJ also received the Gold rating for the B1 tower.

Mahindra Truck & Bus Achievements

- **Mahindra Truck & Bus Division (MTBD) has successfully obtained TS certification**, thereby becoming an ISO/TS 16949:2009 certified company! This success was celebrated at the Annual Reachout Communication Meet held in April 2014.

- **The 10,000th vehicle was rolled out from the Chakan Plant** on April 1, 2014 - a proud moment and a very important milestone along MTBD’s journey. It underscores the ever increasing confidence customers have in the company's trucks, that cater to transportation needs across a variety of segments around India.

Parag Shah on ‘Top 40 Business Leaders Under 40’ List

Parag Shah, Managing Partner, Mahindra Partners, was recognised by the Economic Times and Spencer Stuart as one of India’s Top 40 Business Leaders under 40. This study started with a list of about 2,000 candidates and went down to 40. The jury was chaired by Deepak Parekh, Chairman, HDFC and comprised eminent executives like Harish Manwani, CEO, Hindustan Unilever Ltd., Janmejaya Sinha, Chairman, Boston Consulting Group, Asia-Pacific and D. Shivakumar, Chairman & CEO, PepsiCo India.

Deepak Parekh presented the award to Parag Shah at a special ceremony on April 30, 2014. “I am honoured to receive this prestigious award,” said Parag Shah. “It brings with it a tremendous sense of responsibility to continuously raise the bar, in keeping with the Mahindra philosophy of Rise! I would like to dedicate this award to all the members of the Mahindra Partners family, who are passionately working to build businesses of the future.”
Honours for Mahindra First Choice Wheels

Mahindra First Choice Wheels Limited (MFCWL) was recently awarded an Indian Retail Award in the ‘Best in Retail – Automotive’ category.

The Indian Retail Awards are among the most prestigious awards in the retail world and recognise retailers across India for an outstanding performance as well as innovation. These awards also recognise retailers who are closing the gap between operational reality and consumer expectations with great retailing practices.

Mahindra Partners in the Limelight

- **Mahindra EPC’s solar PV monitoring and control solution (PV SCADA)**, which has a fleet size of about 70 MW, has been ranked the #1 “Fastest Growing PV Monitoring Vendor” brand in India in monitoring and control solutions, by GTM Research (Green Tech Media), a leading research agency in the renewable energy area.

- **Mahindra Conveyor Systems (MCS)** recorded an incredible **EPS** score of 45.54% and MCares received a score of 4.04. The CAPs was a huge success too with a score of 66 - MCS highest score till date!

- **Mahindra Logistics limited (MLL)** won the **CII SCALE (Supply Chain And Logistics Excellence) Award** in the ‘Best 3PL’ category. The SCALE Awards are presented by the Confederation of Indian Industry (CII), through its Institute of Logistics, to recognise the best industry players and drive excellence in the field.


- **Priya Mathilakath**, VP, Human Resources and Head Ecommerce, Mahindra Retail, has been awarded a ‘Leading Women in Retail’ award by the International Women Leadership Forum 2014, for her contribution to the Retail field.
Delivering Insights Through Reflective Conversations

The Reflective Conversations (RC) journey towards transforming Mahindra into a reflective organization scaled new heights during the past quarter. Around 100 senior executives from Tech Mahindra and Mahindra Lifespaces Developers Ltd (MLDL) participated in insightful programs.

RC programs for Tech Mahindra team members were organised in Australia and Pune. These were facilitated by Prince Augustin and Dr. Nandakumar. Renu Khanna joined them for the Pune program. An RC program for MLDL was held in Mumbai and earned an average feedback of 4.5 on 5.

Since July 2013, 409 senior executives in 13 businesses have benefited from RC training and have committed to practising the same with their stakeholders. Towards enhancing the continued practice of RC, the Group HR team is implementing a Sustenance Plan. As a part of it, an RC Hub@Mahindra has been created and RC reinforcements have already begun.

Watch this space!

Technology Enabled Learning

Two initiatives have been conceptualized by Group HR, ‘Internalizing Mahindra Leadership Competency (IMLC) and ‘Harvard Manage Mentor’ - as part of its strategy of ‘Anytime, Anywhere Learning’.

The strategic framework of IMLC consists of four broad stages: Exploring content online, Watching videos of lectures by Harvard/Stanford professors, Reading case studies, participating in facilitated discussions and Applying learnings by seamlessly transferring and translating them into their own business context.

This ‘Explore, Watch, Read & Apply’ process allows participants to access the resources for a period of one year, for any three competencies - and enrolments for the same already include 110 Senior Executives from Mahindra Corporate Centre, AFS, Mahindra Partners, and Mahindra Intertrade & Mahindra Defence.

The Harvard Manager Mentor (HMM) is a popular ongoing e-learning initiative launched in the Mahindra Group in 2010. In its 4th year it has a whopping 1300 license subscriptions across all businesses. Based on feedback, Group HR has rolled out a bouquet of 11 customized skill packs, each with four modules. Each participant is required to complete 12 modules to earn the HMM Certificate.

First Anniversary of ‘Mahindra Remembers’ Celebrated

Group HR organised the celebration of the first anniversary of ‘Mahindra Remembers’ the alumni organization, on June 13, 2014. The evening brimmed with nostalgia as 150 Mahindra alumni were present, along with several members of the current Mahindra brigade. Prince Augustin welcomed the gathering, after which Rajeev Dubey delivered an address. Dr. Pawan Goenka shared the highlights of the Mahindra Group in FY 2014 and then took a walk down memory lane, sharing precious personal memories. Naushad Noorani of Group HR presented an update on the Mahindra Remembers initiative and conducted a fun-filled quiz. Dr. Goenka and Rajeev Dubey then facilitated an interactive session with the alumni.

A highlight was the screening of a video message from Keshub Mahindra, Chairman Emeritus, M&M Ltd., who was unable to be present. A cake was cut to mark the completion of one year of this initiative. Vijay Dandge, Vice President (1971-2012) presented the Vote of Thanks.
11th Fireside Chat

The accelerating popularity of the ‘Fireside Chats’ was evident at the 11th Chat, with Ramesh Iyer, MD, Mahindra Finance, CEO – Financial Services Sector and Member of the Group Executive Board, on April, 29, 2014. Managers from across the Mahindra Group engaged in a conversation with the ever-vibrant Ramesh Iyer in a two-hour Fireside Chat during which he shared impactful insights, thoughtful suggestions and useful tips. He stressed upon the importance of entrepreneurship, customer centricity and the courage of conviction, as well as empowerment and development of people. He concluded his chat in an unusual and very welcome way – by singing a song!

Secretarial Excellence Program

Group HR organised the Secretarial Excellence Program on May 8-9, 2014 at Kandivali Plant. The program helps participants to further develop the attributes and attitude required to be effective secretaries. It focused on Communication Skills, Interpersonal Skills and Responsive Stakeholder Management. Participants participated wholeheartedly in the exercises, group discussions, activities and role plays and said that they found it beneficial to come together and share experiences and best practices and learn how to further contribute in their roles.

GMC 2014 Summer Internship Program

Sixty-six bright young people were handpicked from premier B-schools of India to join the Mahindra Group Management Cadre (GMC) Summer Internship program, which provides future feedstock for talent. Almost 70% of GMC new recruits are hired through it. It commenced with an Induction program on April 2, 2014, during which senior leaders discussed their respective businesses. Anand Mahindra, Chairman & MD, Mahindra & Mahindra Ltd., inspired the interns to put their best foot forward during the program.

The internship program then continued with project orientation and team interaction activities. It was well planned with mid reviews and constant monitoring by mentors. It ended with Sector-level presentations on May 28, 2014. Fifty-two chosen interns were then sent to MMDC, Nashik for a Group-level evaluation by senior leaders from Mahindra and other companies.

GMC Induction Programme 2014

Thirty-one MBA graduates from India’s best business schools joined the flagship (GMC) Group Management Cadre Programme on April 21, 2014. Senior M&M leaders oriented them with the organization and its sectors, strategies and financials.
PEOPLE INITIATIVES

This was followed by visits to various Mahindra Group plants and offices. The comprehensive programme included a two-week Rural NGO stint, during which participants were sent to rural areas to work on diverse issues. This ended with a presentation to the Naandi and Mahindra senior leadership team. Participants also went to the Mahindra Management Development Centre, Nashik, to attend the celebrated ‘7 Habits of Highly Effective People’ program, conducted by Dr. Nandakumar and Prince Augustin and the Leadership Competencies program conducted by Prince Augustin and Alfred Osta.

Harvard Manage Mentor Batch of 2013 Felicitated

The Corporate Center felicitated its successful batch of Harvard Manage Mentor (HMM) 2013 program. All the 59 enrolled executives completed the program and went on to win at the Group-wide Individual Learning Implementation contest, held earlier this year. Rajeev Dubey, President - Group HR, Corporate Services & After-Market and Member of the GEB, interacted with the participants and congratulated them on their learning endeavours. Participants shared their great learning experiences and passed the baton on to the incoming HMM batch of 2014.

QUALITY FOCUS

MIQ Training Highlights

The ‘Foundry Technology for Practitioners’ program for process technologies was launched at the Mahindra Institute of Quality (MIQ) on May 8-9, 2014. Participants are seen with Bishwambhar Mishra, Director – MIQ and D. Chhibba and Milind Deshpande from MIQ.

A program titled ‘Essentials of Project Management for Improving New Product Delivery’ was conducted at MIBL, on April 15-16, 2014. Participants are seen with faculty members Deepak Chhibba, Ashish Gupta and Aliasger Udaipuri from MIQ and Hemant Thopte from CIT.

MIQ team members conducted a program titled ‘Improvements in Supply Chain: Buying & Storage of Raw Material’ at Swaraj, on April 24-25, 2014. Participants are seen with faculty D. Chhibba and Ashish Gupta from MIQ.
A program titled ‘TQM Strategy for Senior Management’ was conducted at MIQ Nasik on May 15-16, 2014. Participants are seen with faculty N. Ramanathan, former President - TQM, SRF and Rajinder Singh, Dean – MIQ.

TMW Cycle 6 Assessments

TMW Cycle 6 Assessments commenced in May 2014. Eleven companies were assessed in May and June: Mahindra Intertrade, Spares Business Unit, Mahindra Hinoday - Magnetic Products Division, Mahindra Composites, Mahindra Logistics, Mahindra Gears & Transmissions, Mahindra First Choice Wheels, Mahindra First Choice Services, Enterprise Group, Business Services Group and the Telecom Group of Tech Mahindra. The following are a few glimpses of the assessments...

Mahindra Intertrade Ltd.
Spares Business Unit
Mahindra Hinoday Industries Ltd., Magnetic Products Division
Mahindra Composites Ltd.
Mahindra Logistics Ltd.
Enterprise Group, Tech Mahindra Ltd.
Sangamesha Jaganur
A Green Factory Certification Expert

Sangamesha Jaganur, Manager – Production Engineering Department, Mahindra Reva, is an expert on IGBC Green Factory Certification. He has played a key role in the internal assessment of Mahindra Research Valley (MRV) and Mahindra Sanyo Special Steels Pvt. Ltd. (MSSSPL), giving inputs on recommendation and investments in the report required for each type of certification (Platinum, Gold, Silver, etc.). His Senior management team of R. Nagesh, Narayan Kutty and Umesh Krishnappa always support and acknowledge him.

In addition to his role of Manager – Production Engineering Department, Sangamesha also plays the role of an internal resource on green factory certification, providing inputs to Group companies, thereby saving on the cost of external consultancy.

The Mahindra Reva Electric Vehicles Pvt. Ltd. manufacturing plant is India’s first and the world’s second car manufacturing plant to get IGBC (Indian Green Building Council) Platinum Rating. There was a huge contribution from Sangamesha Jaganur in securing this rating.

He has designed the layout of the plant, such that it can also produce future car models. In spite of adding a large number of unique features, he and his team were able to complete construction of this plant in just 10 months – a huge accomplishment in itself!

Sharing Environment-related Expertise

On World Environment Day, June 5, 2014, NDTV and Grundfos organised sessions to discuss energy-efficient solutions, ideas and energy-intelligent innovations. These sessions were moderated by NDTV’s Vikram Chandra and brought together key stakeholders – experts, policy makers, conservationists, leading industry voices and NGOs – to help chart out a roadmap to a sustainable future for India.

The panelists discussed the growing requirement for energy efficiency and conservation in India and proposed policy recommendations to accelerate energy-efficiency in various sectors.

Beroz Gazdar, Sr. Vice President, Group Sustainability, participated in two such sessions, on the following topics:

- Cracking the Energy Code – Taking Energy from a Cost to an Asset. Highlight current issues and gaps, suggest solutions, policy changes, etc.
- India Energized – Innovations for a Greener, Cleaner Tomorrow

These sessions were televised on NDTV’s network on June 5, 7 and 14, 2014.

Group Sustainability Celebrates World Environment Day 2014

The 42nd World Environment Day, on June 5, 2014, was celebrated with a quiz competition titled ‘Sustainability Challenge 2014’ at the Media Cube, at Mahindra Towers, Mumbai.

The quiz was sponsored by Mahindra Sanyo Special Steel Pvt. Ltd. (MSSSPL) in association with Group Sustainability. It was kicked off by Dilip Pachpande, COO, MSSSPL; Arunavo Mukherjee, Vice President – Advisory...
The organisers and the participants of ‘Sustainability Challenge 2014’.

SUSTAINABILITY

Services, Tata Cleantech Capital Ltd.; and Naresh Patil, General Manager, Group Sustainability.

There was enthusiastic participation from ten businesses, including Auto, Farm, Two Wheelers, Corporate, Systech, Mahindra Intertrade, Mahindra Lifespaces, Spares Business, Mahindra EPC and Mahindra Finance. Nirmalya Malakar from Emergent Ventures India was the Quiz Master.

For the final round, which was designed with audio visuals and a buzzer round, the top six teams were shortlisted from amongst the 14 participating teams, through a written screening test.

The team from Mahindra Lifespace Developers Limited (MLDL) emerged Winners, with the Systech Sector team (Mahindra Gears, MSSSPL) bagging the First Runner-up position and the Auto Division team bagging the Second Runner-up position.

The winners, as well as the other participants, were felicitated by Ulhas Yargop, President, IT Sector & Chairman, Group Sustainability Council.
DIVERSITY AND INCLUSION

Mahindra Women Leaders Win Recognition

The International Women’s Leadership Forum (IWLF), a prestigious platform which recognises Women Leaders who have achieved professional excellence, has recognised three Mahindra women leaders for the same:

- **Leading Woman in Retail**: Emrana Sheikh, VP – HR, AD, MVML & IO
- **Leading Woman in Human Resources**: Priya Mathilakath, VP & Head – Human Resources, Mahindra Retail
- **Leading Woman in OD and Talent Management**: Namrata Gill, VP – HR, Capability Building, OD & Talent Management

They will receive Women Leader Awards at IWLF’s 2014 awards ceremony.

The IWLF also brought together senior women leaders through various panel discussions. Neha Kharde, Sr. GM – Group HR, spoke of the importance of leveraging leadership traits that are unique to women. Deepali Naair, Chief Marketing Officer, Mahindra Holidays, was part of the panel which discussed the importance of financials in leadership. Namrata Gill spoke of the increasing investments being made by companies focusing on the health of their employees.

CORPORATE SOCIAL RESPONSIBILITY

Blood Donation Across the Mahindra Group

Regular blood donation gives the donor the joy of giving life to others in need, as well as several health benefits such as a reduced risk of cardiac disease, lower cholesterol levels and an increased life span.

Unfortunately, there is a huge gap in demand and supply of donated blood, due to lack of awareness about this life-saving act.

Through its Esops program, the Mahindra Group seeks to bridge this gap. Group employees donated 11,990 units of blood in the financial year 2014 at blood donation camps organised across the country.
Support from Tech Mahindra Foundation

- **Mobilization drives have been organised at SMART** centres across all TMF locations to benefit many young people. Tech Mahindra associates manage SMART kiosks and also undertake door-to-door interaction, in order to enrol the maximum number of youth in Tech Mahindra Foundation’s flagship SMART (Skill-for-Market-Training) programme, as well as to create awareness about the employment opportunities after this vocational training.

- SMART is Tech Mahindra Foundation’s flagship vocational training programme for underprivileged youth. It aims at enhancing the latter’s employability skills and helps them obtain good jobs in the formal sector. During the months of April-June 2014, 20 new SMART centres were opened across India.

- **In Hyderabad, TMF signed a five-year MoU for School Based Quality Improvement Program** at Mandal Parishad Primary School. The project aims to improve the quality of teaching and learning processes through innovative interventions and will benefit over 200 children studying in the school.

**Mahindra Finance in Action**

- The Mahindra Finance team in Jharkhand visited the Cheshire Home for spastic children. They donated a refrigerator and an inverter to the home, to benefit 48 inmates.
- The Allahabad RO in Uttar Pradesh visited an orphanage in Sonebhadra, where they spent time with the 50 young residents and donated a variety of useful items to the institution.
- The Rajasthan team arranged a blood donation camp for employees and dealers. Around 25 bottles of blood were collected during the camp.
- The Muzaffarpur team visited the Shubham Viklang Vikash Sansthan orphanage, for blind and handicapped children, on June 14, 2014. They spent time with over 50 inmates, donated a water cooler and other needed items and also organised a medical check-up camp for the children.
- The Tamil Nadu team visited two municipal schools - Kuttikol School in Kasaragod and Kadamancode Tribal L P School in Punalur. They spent time with the 120 students and donated schoolbags for them.

**Mahindra Lifespaces Lends a Hand**

- **The Mahindra Lifespace Developers Limited team in Chennai** celebrated World Environment Day at the Aqualily, Iris Court and Nova sites with the planting of saplings. Forty-five saplings were planted by the enthusiastic team.

- The **same team organised a valedictory function** for 30 women residing in the villages near MWC who had successfully finished the Tailoring and Toy-making classes. These classes were conducted for four months. The participants were awarded certificates and they thanked M&M for organizing such classes which would help them earn a living.

- **The CSR team of MLDL Chennai** conducted an Eye Screening camp for around 400 students of Anjur Government Higher Secondary School who are appearing for Board Exams (10th and 12th standard), in conjunction with Dr. Agarwal’s Hospital. Thereafter 50 students were provided with spectacles.
CORPORATE SOCIAL RESPONSIBILITY

- **The Mahindra Lifespaces team** at Bloomdale, Nagpur, organised a Health Checkup Camp on May 17, 2014, for employees of Mahindra Bebenco Developers Limited (BEBL) and site workers, as well as the residents of adjoining villages Khopri and Dahegaon. Senior cardiologist Dr. Mayur and physician Dr. Rajurkar from Wockhardt Hospital and their teams conducted this activity which benefited 250 people.

**Mahindra World City Team Does Its Share**

- **The Mahindra World City (Jaipur) team** celebrated World Environment Day by conducting a Cleanliness Awareness Session at the nearby Jhai Village. Manoj Kumar spoke about the benefits of using cotton/paper bags instead of plastic, about keeping the surroundings clean and how to separately dispose of various types of garbage. The team distributed dustbins and brooms to 25 women at the Anganwadi centre.

- **The Mahindra World City Jaipur team** along with NGO partner TBI organised a three-day workshop from May 1-3, 2014, to motivate engineering students to take up Entrepreneurship as a career option. Participants were provided with relevant information about setting up their own enterprises.

**Wholehearted Efforts from MRV Team**

- **Around 45 ESOP volunteers from MRV Chennai**, along with a few of their family members, participated in the massive Coastal Clean-up campaign at Marine Beach, organised by Chennai Trekking Club, on June 8. The team was led by Atul Joshi, Head – HR, MRV, who thanked the volunteers for their efforts and requested them to continue to participate whole-heartedly in such efforts towards a cleaner environment. MRV provided gloves and garbage bags for collecting the waste material, and also arranged breakfast at the site for the volunteers. This activity was well covered in The Hindu newspaper.

- **MRV ESOP volunteers planted 200 trees** in the premises of the Regional Transport Office, Chengalpattu, on June 12. The entire staff of the RTO Office, led by Mr. Anandavel, RTO In-charge, also participated in this activity. They appreciated these greening efforts and said that this was the first time that a corporate house had undertaken such an activity in their premises.
Nanhi Kali Project Receives Generous Support

- Gemfields, the world’s leading supplier of responsibly sourced coloured gemstones, hosted a magical evening in support of Project Nanhi Kali, to raise vital funds for the education of underprivileged girl children. On June 6, 2014, the Project Blossoming Collection - 12 unique and outstanding pieces of jewellery, created using Gemfields’ Zambian emeralds and Mozambican rubies - was auctioned by Christie’s, at a glittering event in Mumbai. A part of the proceeds will go to Project Nanhi Kali, jointly managed by the K. C. Mahindra Education Trust and Naandi Foundation and will be used to educate a minimum of 2,500 girl children.
- The TCS World 10K in Bangalore, on May 18, 2014, witnessed participation from over 20 Tech Mahindra employees, towards supporting Project Nanhi Kali. This participation will help provide educational material and social support to over 45 girls. Team Nanhi Kali would like to thank the Tech Mahindra Foundation for their continuous support in the endeavor to provide quality education to underprivileged girls.

MHRIL Lends Support

- The Mahindra Holidays & Resorts India Ltd. (MHRIL) team in Kumbhalgarh recently implemented a Goatery Project for two Self Help Groups – Maa Kaner and Kalka Mata – in the nearby villages of Manna Talai and Jyadaria. The team also distributed saplings to the villagers to help develop green cover in this otherwise arid region.

MVML Reaches Out

- The Mahindra Vehicle Manufacturers Limited (MVML) team in Chakan organised an Antenatal Care Camp for expecting women in four villages in Khed Taluka of Pune District. Six such camps have been conducted in Q-1 2014, benefiting a large number of women.
- A Blood Donation Camp on June 27, 2014, witnessed an enthusiastic response from 105 employees.

MTBD Helps Young Students

- Mahindra Truck and Bus Division recently conducted a School Utility Donation Drive. Contributions from the team pan India enabled the donation of 450 school kits to Chaphekar Sanstha, Pune. A monthly donation of food grains was also made to the Sanstha. D.R. Tota, Sr. GM – Human Resource, MTBD, distributed the school kits.
**AD’s Greening Efforts**

There was enthusiastic participation in the Plantation Drive that was organised at AD, Zaheersbad on June 5, 2014, the eve of World Environment Day. Five hundred saplings were planted in the Vehicle Parking Yard.

**Making Children Smile!**

The MSSCL Kanhe team brought smiles to the faces of 350 school children at ZP Schools in Kushegaon, Sanjegaon and Gadgadsanghavi by donating toys.

**Systech Sector to The Fore**

- **The team at Musco Stampings**, Kanhe, planted 50 trees in the plant premises on the eve of World Environment Day. EMS & OHSAS Auditors, Hemant Joshi and Atul Joshi joined in this initiative.
  
  A second tree-planting program was conducted on June 6, during which 100 saplings were planted by Pramod Sabane, Sr. Mgr. – HR and employees.

- **Mahindra Hinoday, Urse, volunteers** conducted 14 Monthly Health/Sex Education classes for adolescent girls, to help them understand anatomical and psychological changes expected during adolescence. The team has educated 1184 girl students on the subject so far.

- **Systech Division’s Rudrapur Plant volunteers** donated seven sets of mattresses to Government Schools near the factory. This initiative has provided 528 delighted students with comfortable seating in their classrooms.
A Series of Swaraj Activities

- **Knowing that tobacco is the leading cause of cancer** and heart disease, the Esops Team of Swaraj Division and Swaraj Engines organised a series of initiatives to sensitise people of all ages to the dangers of tobacco – a painting competition, a Tobacco Awareness rally, a skit based on tobacco played in the village choupal and door-to-door contact, distributing pamphlets describing how tobacco impacts health. Nearly 5000 individuals around the Swaraj Plants in Mohali, Punjab, were covered through these initiatives on May 31, 2014.

- **Swaraj Plant 2 organised a Blood Donation Camp** in association with PGIMER, Chandigarh. It was inaugurated by Parmod Lamba, VP – ER & Admin., Yatinder Nath, Plant Head and Union Representatives.

  For the first time such a camp witnessed an encouraging response from female employees. Elderly employees also came forward and donated blood generously. Around 150 units of blood were donated.

Corporate Centre’s Mangrove Plantation Drive

The Corporate Centre team participated in a mangrove plantation activity on June 22, 2014, at the Bhandup Pumping Station, in association with Social Services Enterprise and the NGO, Vanshakti. Stalin Dayanand from Vanshakti briefed the team on the importance of mangroves, the driving force in keeping cities from flooding. Seema Adgaonkar, Dy. Forest Officer and an expert in biodiversity, explained the ecosystem that the mangroves provide to birds and insects and the ongoing struggle to protect forest land. An enthusiastic bunch of 140 volunteers, family members and excited kids participated in this unique activity and planted 1000 saplings. The bird life in the mangroves was an eye opener for all.

Mahindra Gears Initiatives

- **World Environment Day** was celebrated across both Mahindra Gears plants on June 5, 2014, with several activities and initiatives being organised towards conservation and protection of the environment. These included awareness mailers, posters and training on environment conservation for all employees. Mahindra Gears also conducted tree plantation activities at 3-4 supplier locations and over 50 trees were planted.

  The team conducted a Haryali drive at its new factory in Varale, Chakan, during which 100 trees were planted. This activity saw enthusiastic participation from all staff, managers and associates.

- **World No Tobacco Day** was observed at Mahindra Gears, Rajkot, on May 31, 2014. Posters and pictures were displayed to spread awareness and educate employees on the ill effects of tobacco usage and urge them to make the Rajkot Plant a ‘tobacco free campus’. A few volunteers joined hands with the Brahmakumaris to spread the NO TOBACCO message to the nearby villages. At Mahindra Gears Pune too, proactive awareness mailers and posters were put up to make employees aware of the ill effects of tobacco. Emails on the subject were shared and articles were put up on the notice board in the canteen.
Retweeted by anand mahindra
prakash Wakankar @pakuwakankar
@anandmahindra met the US Ambassador in the BBC commentary box at Lord's. Told me he is very pleased with the Mahindra Tractors in Kentucky.

Abhijeet Deolekar @amdeolekar
@anandmahindra India's next PM rides in a Mahindra Scorpio

Pranab Kulkarni @pranabkulkarni
One year, 62000 kms, thank you XUV500 .. absolute pleasure...

ishi Raaj @RishiRaaj07
SouthGoa Club Mahindra @Clubmahindra #WhatAPlace Thank you. .. awesome trip

Mahindra Thar @Mahindra Thar
Mahindra Thar, the proud sponsor of that rush of adrenaline through your veins.

Nitin Badjatia @nitinbadjatia
@anandmahindra the Genze looks great! Can't wait to see it on the streets of America this fall

Mahindra Blues @mahindrablues
Good news, y'all! Mahindra Blues wins 'Best Indoor Festival' at Festival Sherpa Golden Brackets Awards! #Blues Pride
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