



**ANOTHER PERFECT DAY**

**TO PUT YOURSELF OUT THERE**

**TO BELIEVE IN POSSIBILITIES**

**TO ACCOMPLISH SOMETHING GREAT**



# THE MAHINDRA GROUP

Many Companies. One Purpose.



# TO ENABLE PEOPLE TO RISE.



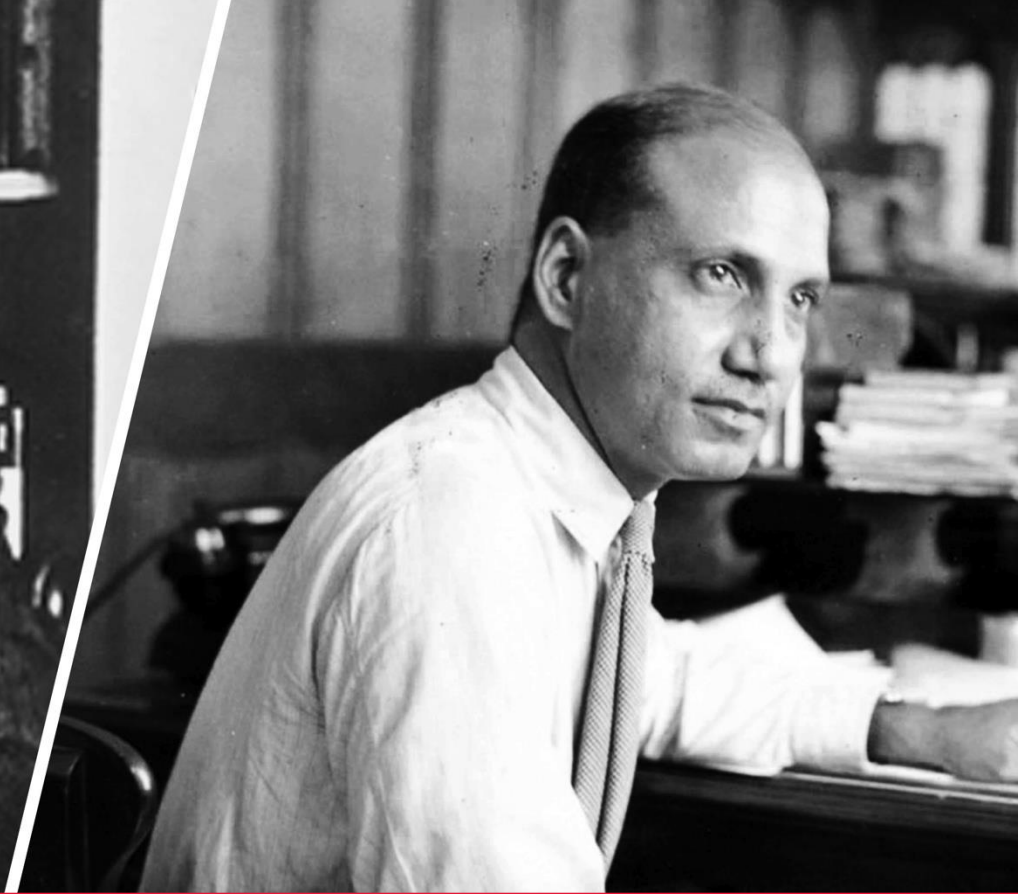


# WE ARE MAHINDRA

A close-up, high-angle shot of a person's hands drawing a sketch on a white sheet of paper. The paper is held in place by blue binder rings on the left and right edges. The drawing is a loose, expressive sketch of a person, possibly a woman, in a dynamic pose. The person is wearing a dark, patterned garment. The drawing is done with a dark pen or pencil. The background is a light-colored surface, possibly a desk or table.

A global, innovation-led, federation of companies offering a wide range of products, services and possibilities to people everywhere.





Our story began in 1945 with two men on a mission – JC and KC Mahindra



Driven by the core idea that people will succeed if given an opportunity, we introduced Utility Vehicles to Indian roads.



***IN THE 7 DECADES SINCE, WE HAVE SEEN MANY  
TRANSFORMATIONAL CHANGES...***





*But we remain grounded  
to our core idea...*



A person in silhouette stands on a sandy beach, fishing with a rod and reel. The ocean is in the background with several surfers visible. The sky is a warm orange and yellow from the setting or rising sun. A large red and white diagonal graphic element is in the bottom right corner.

*Rise.*

# WE HAVE MADE THIS IDEA OUR CORE PURPOSE



**WE CHALLENGE  
CONVENTIONAL  
THINKING**



**AND INNOVATIVELY  
USE OUR  
RESOURCES**



**TO DRIVE  
POSITIVE CHANGE**



**BY GOVERNING WITH  
A CONSCIENCE**



# CORE PURPOSE

WE WILL CHALLENGE CONVENTIONAL THINKING AND INNOVATIVELY USE ALL OUR RESOURCES TO DRIVE POSITIVE CHANGE IN THE LIVES OF OUR STAKEHOLDERS AND COMMUNITIES ACROSS THE WORLD, TO ENABLE THEM TO RISE.

ACCEPTING  
NO LIMITS

DRIVING  
POSITIVE CHANGE

GOVERNANCE

ALTERNATIVE  
THINKING

## CORE VALUES

PROFESSIONALISM | GOOD CORPORATE CITIZENSHIP  
CUSTOMER FIRST | QUALITY FOCUS | DIGNITY OF THE INDIVIDUAL

# Rise.

RISE GIVES US  
**MEANING** AND  
**PURPOSE.**

IT INSTILLS IN US  
**AMBITION** AND  
**ATTITUDE.**

TO ACHIEVE  
**WHATEVER**  
**WE SET OUR MINDS TO**

IT ASSERTS  
**WHO WE ARE, HOW WE OPERATE,**  
**WHAT WE BELIEVE IN AND**  
**OUR COLLECTIVE ASPIRATION**

TO BE  
**A GLOBALLY**  
**ADMIRER BRAND**





*This is where we are today...*

**240,000+**  
EMPLOYEES

**\$20.7**  
BILLION

**100+**  
COUNTRIES

**11**  
SECTORS

**22**  
INDUSTRIES



# Our 11 SECTORS are





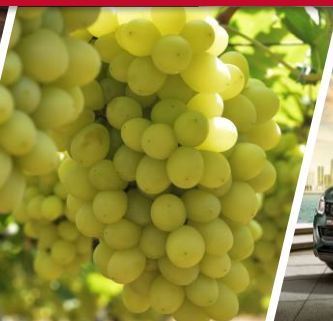
# *The 22 INDUSTRIES we are present in...*



AEROSPACE



AFTERMARKET



AGRI BUSINESS



AUTOMOTIVE



BOATS



CLEAN ENERGY



CONSTRUCTION  
EQUIPMENT



CONSULTING



DEFENCE



FARM  
EQUIPMENT



HOSPITALITY



INFORMATION  
TECHNOLOGY

*...that contribute towards **SHAPING MOST MODERN ECONOMIES***



INSURANCE  
BROKING



LOGISTICS



POWER BACKUP



REAL ESTATE &  
INFRASTRUCTURE



RETAIL



RURAL  
HOUSING FINANCE



TRUCKS &  
BUSES



TWO WHEELERS



STEEL



VEHICLE &  
EQUIPMENT FINANCE



# WE ARE LEADERS IN MANY OF OUR BUSINESSES



INDIA'S LARGEST  
UTILITY VEHICLE MAKER



WORLD'S LARGEST  
TRACTOR COMPANY, BY VOLUME



RURAL & SEMI-URBAN INDIA'S LARGEST  
NON-BANKING FINANCIAL COMPANY



AMONG INDIA'S TOP 3 THIRD -PARTY  
LOGISTICS SERVICE PROVIDERS



AMONGST TOP 5 IT SERVICE PROVIDERS  
FROM INDIA



NO. 1 HOSPITALITY COMPANY  
OUTSIDE THE USA



INDIA'S NO. 1 MULTI-BRAND  
CERTIFIED USED-CAR COMPANY

# ***WE ARE DRIVEN BY INNOVATION***

**DO MORE  
WITH LESS**

Our endeavour is to always take frugal steps to achieve mighty wins



We succeed by  
proliferating ideas  
through collaboration

**DO IT  
TOGETHER**

**DO IT  
FOR ALL**

We fuel growth through  
inclusive and accessible  
innovations





# *...AND THAT'S HOW WE RISE TO THE FUTURE*



We are intensifying  
efforts to globally create a promising  
tomorrow through innovation and technology.

Think Bigger | Act Bolder | Challenge Conventions

**#FUTURise**

***BY FOCUSING ON FOUR KEY AREAS ...***



**MOBILITY**



**URBANISATION**



**FARM  
TECHNOLOGY**



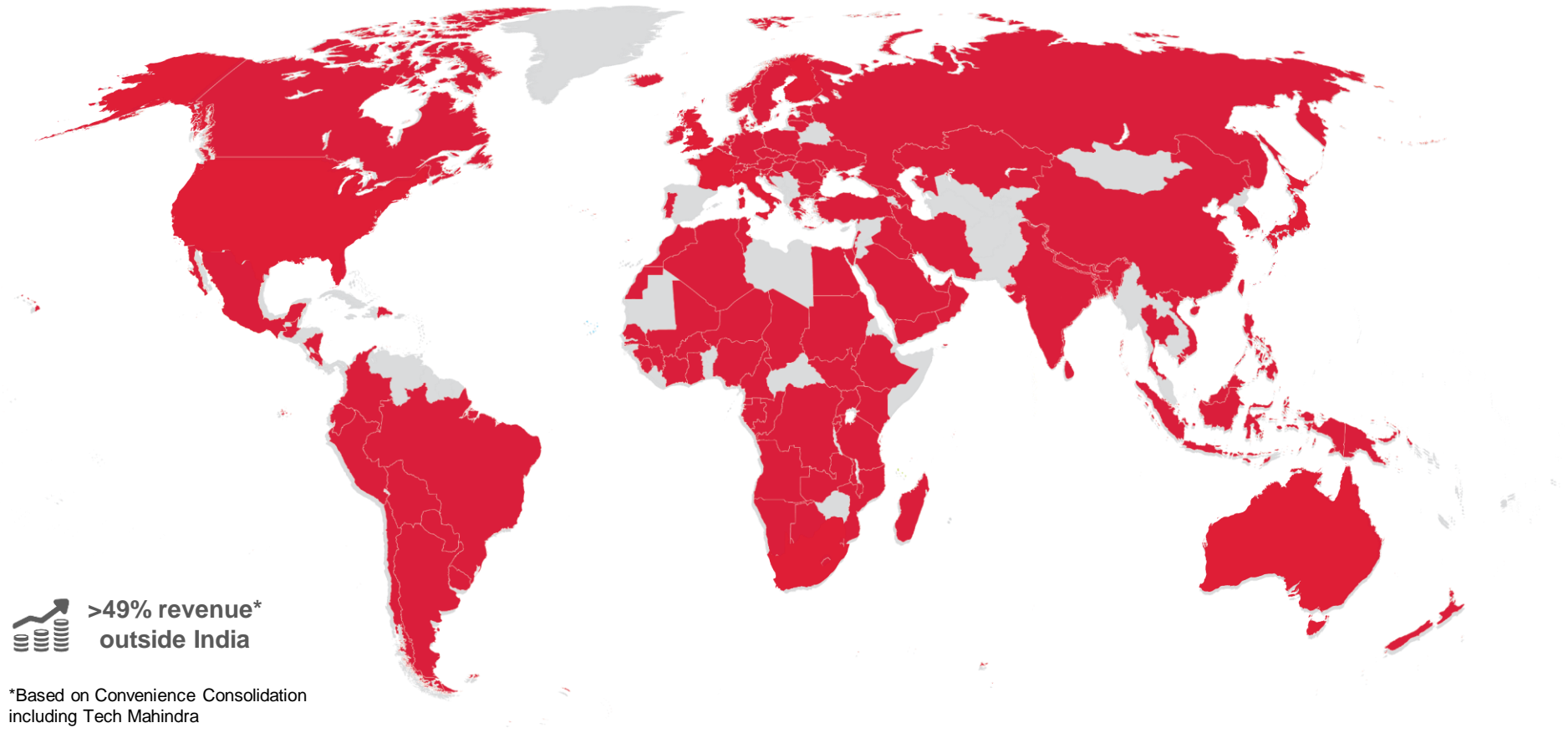
**INFORMATION  
TECHNOLOGY**



***WE ARE CREATING WORLD - CLASS PROPERTIES***

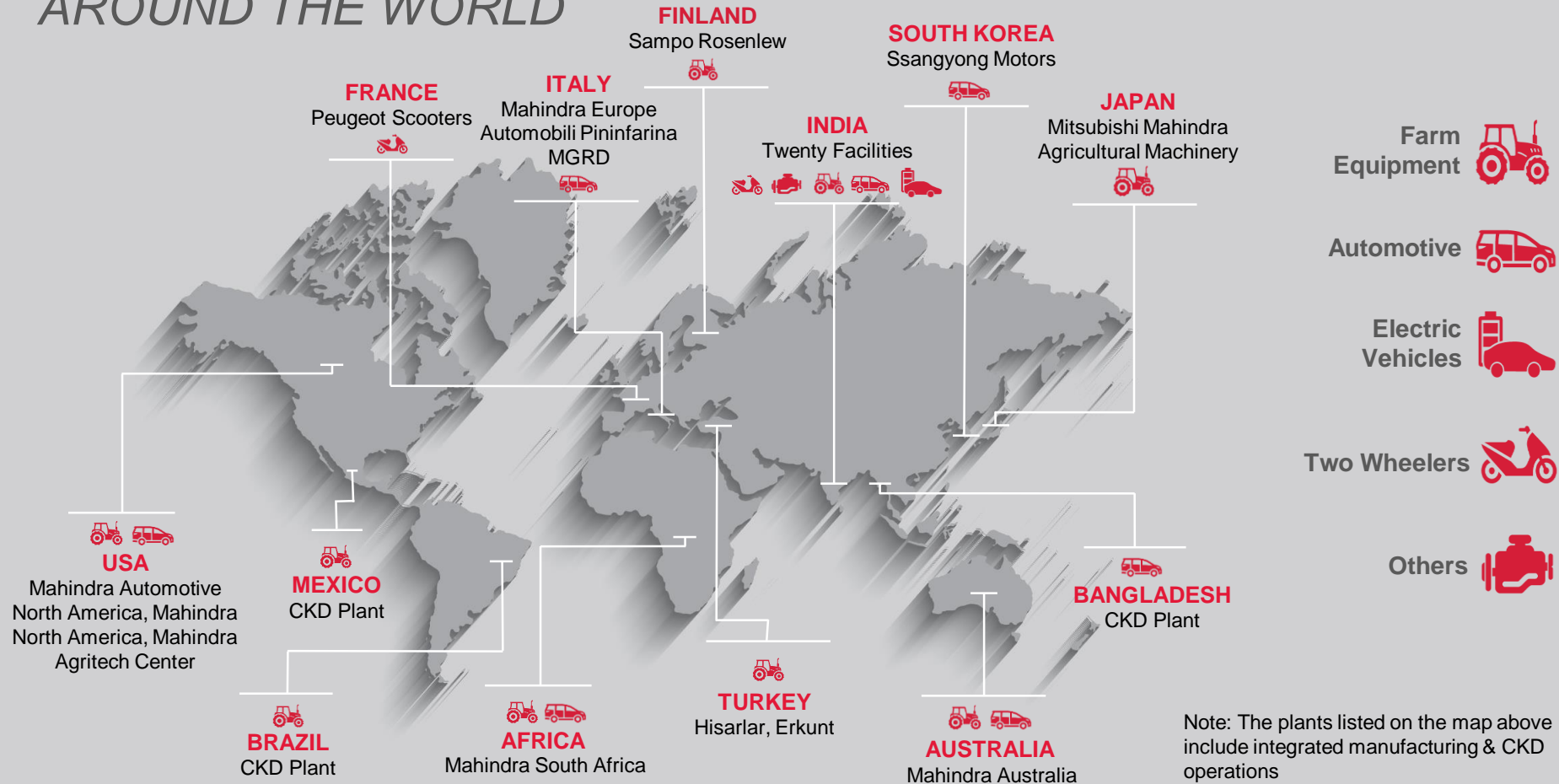


# ***BUSINESS PRESENCE IN 100+ COUNTRIES***

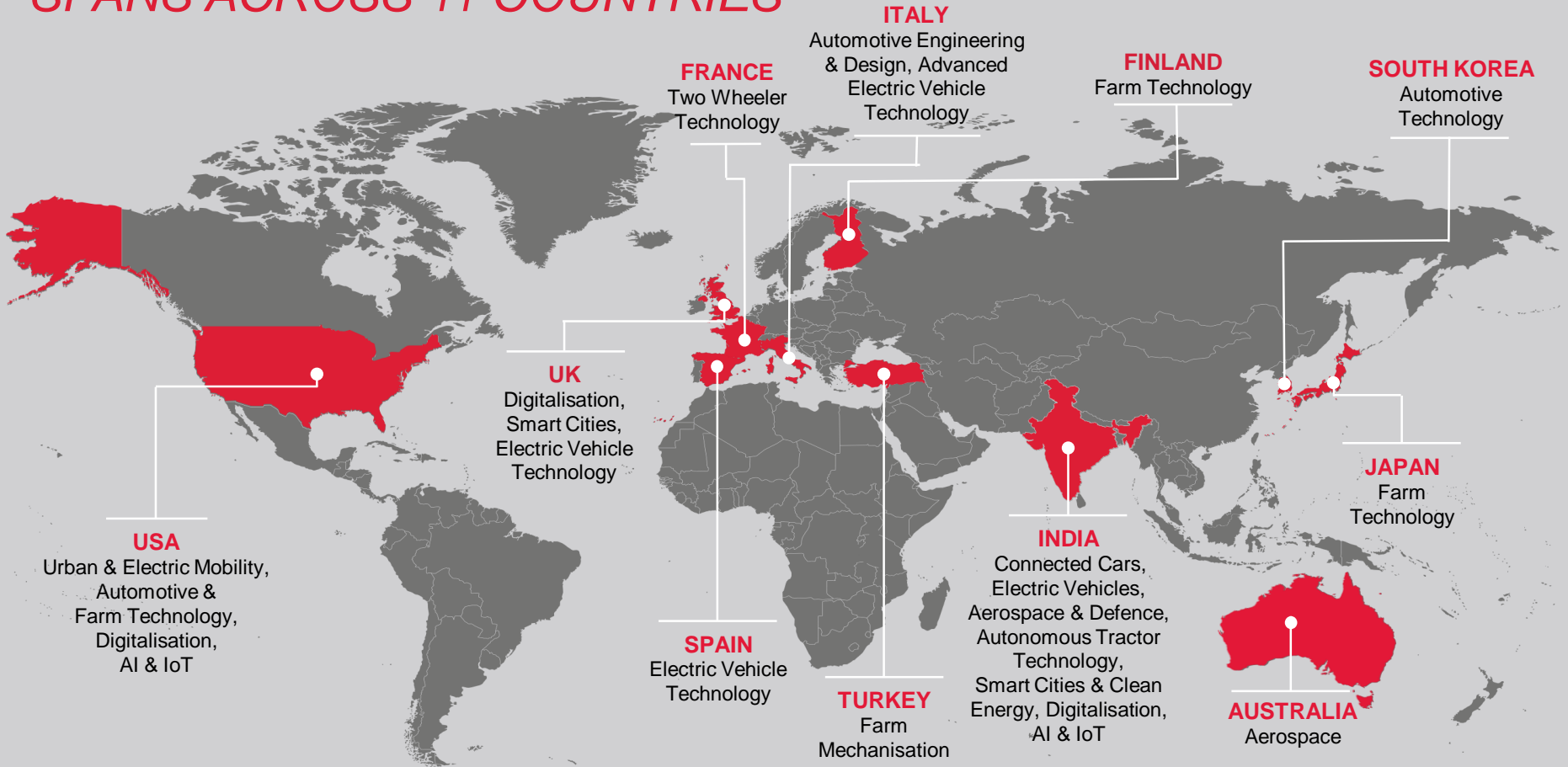




# ..WITH 55 MANUFACTURING FACILITIES AROUND THE WORLD



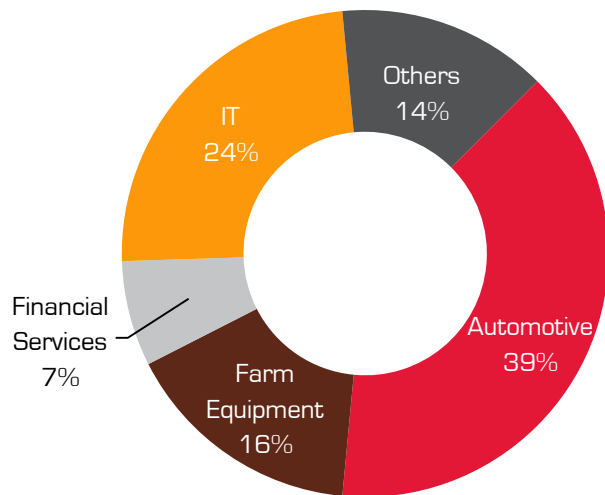
# OUR NEURAL NETWORK OF INNOVATION SPANS ACROSS 11 COUNTRIES



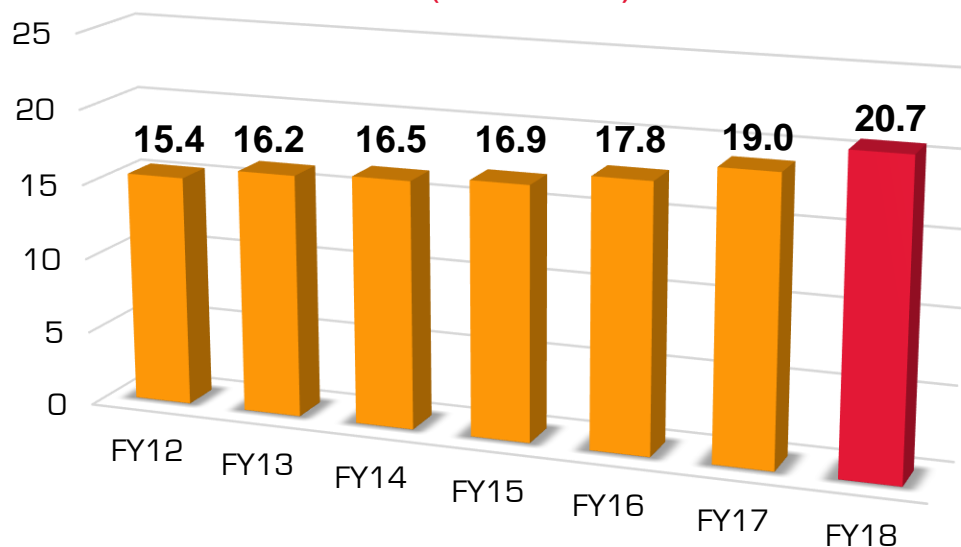


# WE ARE GROWING RAPIDLY

Group Revenue Split FY18\*



Mahindra Group Revenue\*  
(in US\$Bn)

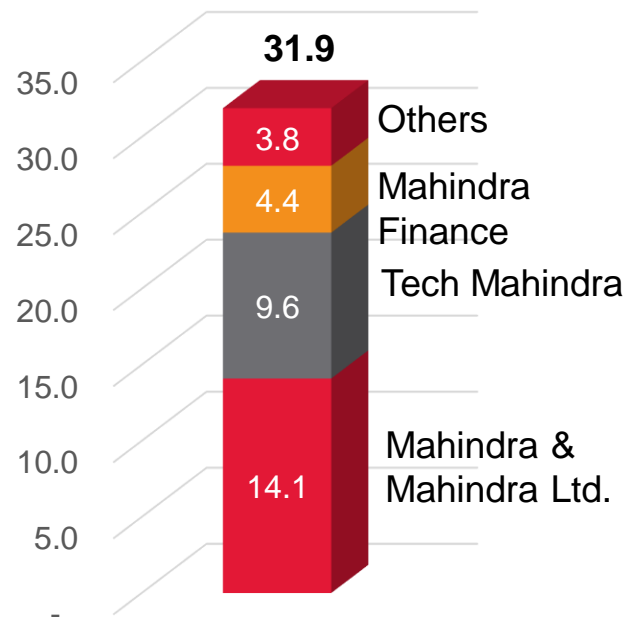
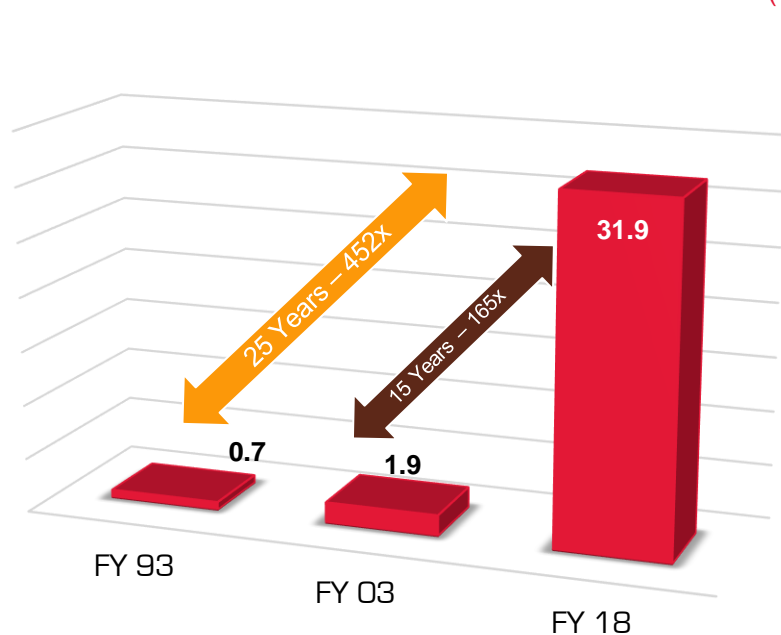


\*This is a full summation of Gross Revenues and other income of all The Mahindra Group companies taken together for FY18

# ...AND INCREASING IN VALUE

## Mahindra Group Market Capitalization\*\*

(in US\$ Bn)



\*\*Market capitalisation values are calculated as per the US\$ exchange rates of the last day of every financial year



**OUR CULTURE – DRIVEN BY A SET OF ENDURING VALUES –  
HAS ALWAYS BEEN OUR KEY DIFFERENTIATOR**





# ***WE SEEK PEOPLE WHO...***

***CHALLENGE  
CONVENTIONS***



***BRING ALTERNATIVE  
THINKING TO THE  
WORKPLACE***



***DRIVE POSITIVE  
CHANGE IN THE  
LIVES OF CUSTOMERS  
AND COMMUNITIES***





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

***RECOGNITION FOR  
OUTPERFORMANCE***



***AN EMPOWERING  
ENVIRONMENT***



***ABUNDANT  
LEARNING  
OPPORTUNITIES***



*IN EVERYTHING WE DO, WE* **Rise for Good**





***“It’s not about how big we become  
but how we become big.”***

**Anand Mahindra**

Chairman, Mahindra Group



# THAT MEANS...



*Believing in  
our people*



*Serving  
communities*



*Adhering to  
high governance  
standards*



*Caring for the  
planet*



*Business  
for good*



# ***WE ARE MAKING AN IMPACT***



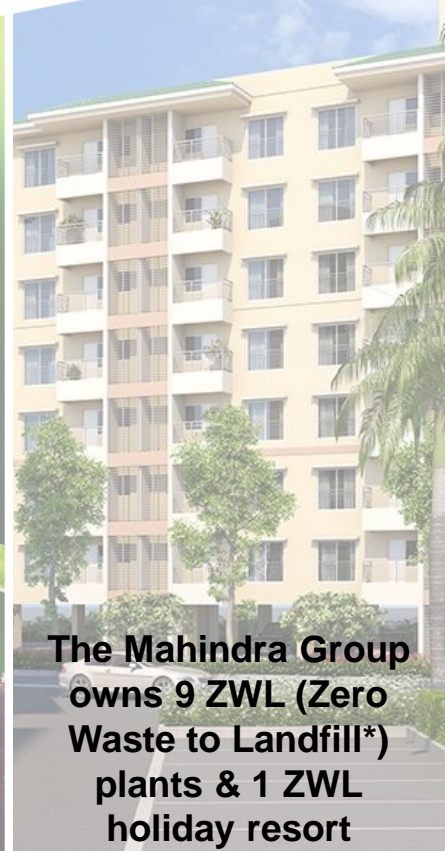
**1st Indian company to  
announce an Internal  
Carbon price of \$10.**



**Over 370,000 girls  
educated through  
project Nanhi Kali**



**Mahindra Group has  
planted 16.4 mn trees  
since 2007**



**The Mahindra Group  
owns 9 ZWL (Zero  
Waste to Landfill\*)  
plants & 1 ZWL  
holiday resort**

# ***DOING GOOD MAKES GOOD BUSINESS SENSE***



***DRIVING RURAL  
PROSPERITY***



***GREEN LIVING  
SPACES***



***FINANCIAL  
INCLUSIVITY***



***CLEAN ENERGY***



***GREEN  
MOBILITY***





**We want to be  
a globally admired brand...**

# FEATHERS IN OUR CAP

## **23rd on the Fortune Change The World List**

Mahindra & Mahindra |  
Fortune Change The World List, 2018

## **India's Best Companies to Work for**

Five Companies under the Mahindra Group |  
Great Place to Work Institute, 2018

## **Creating Shared Value for Farming Community**

Mahindra Farm Equipment | GNFC Porter Prize, 2018

## **Best Company for CSR**

Tech Mahindra | HYSEA, 2018

## **Innovator of the Year**

Mahindra & Mahindra | TIME India Awards, 2017

## **8th Best Indian Brand**

Mahindra | Interbrand, 2017

## **Corporate Citizen of the Year**

Mahindra & Mahindra (Project Nanhi Kali) | Economic Times Awards, 2017

## **CII National Award for Excellence in Energy & Water Management**

Six Mahindra Plants | National Energy Efficiency Circle Competition, 2017







**We are thrilled about the road ahead...**



# Thank you

Visit us at [www.mahindra.com](http://www.mahindra.com)

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**Mahindra**  
*Rise.*