

Mahindra & Mahindra deliver over 500 Bolero Pik-ups in J&K under 'Project Mumkin'

Auto

Author : mahindraadmin Category : Auto Published : 4/29/2022

Mumbai, 28 April 2022: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading automotive companies, announced a handover of over 500 Bolero Pik-up vehicles in Jammu and Kashmir under the 'Project Mumkin'. 'Project Mumkin' is a customised livelihood generation program by the J&K administration. The Mission Youth J&K, and the Vehicle Manufacturers are providing financial assistance to the youth in the region to acquire new small commercial vehicles (SCVs) to create avenues for sustainable livelihood.

The Mahindra Group has always stood for serving the customers' needs and driving positive change in the lives of the stakeholders under the company philosophy of 'Rise'. By participating in 'Project Mumkin'. M&M supports the J&K youth with entrepreneurial opportunities to earn a livelihood, promote business ownership and strengthen their trade practices.

Bolero Pik-ups have been a market leader for over two decades with their unique product offering and value proposition. The company continues to delight the customers in this segment by constantly updating product offerings based on customer insights, needs, and market trends.

Bolero Pik-ups have been a market leader for over two decades with their unique product offering and value proposition. The company continues to

delight the customers in this segment by constantly updating product offerings based on customer insights, needs, and market trends.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

Media contact information

Neha Anand

Head – Head, Digital Marketing and Communications

Email – anand.neha@mahindra.com

You can also write to us on: automediaenquiries@mahindra.com

Tags :

Mahindra & Mahindra Ltd Project Mumkin J&K Bolero Pik-up
Mission Youth J&K Rise