

## **Mahindra & Mahindra win a slew of communication awards**

*Brand*

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**Mumbai:** Mahindra & Mahindra has been awarded 9 communication awards at the recently held Indy's Awards for Excellence in Mass Communication, and the Association of Business Communicators of India awards. The Indy's awards honour excellence in 'mass communication' , including fields like advertising, media planning and buying and public relations.

At the Indy's, Mahindra won the silver for its quarterly in-house newsletter, titled Mahindra Newsletter and the bronze for its customer-centric film featuring Dr. Pawan Goenka, President, Automotive Sector. In a fast evolving global market, customer-centricity will play a critical role in building successful organizations. Through this simple yet path breaking film, Dr. Pawan Goenka invites viewers to share their experiences with the organization, establishing customer connect. This was a very successful film and much appreciated by all stakeholders including customers and dealers.

The Association of Business Communicators of India (ABCI) bestowed seven awards on the Mahindra Group. ABCI is a professional body for business communications. Its main objective is to gain recognition for the profession and enhance the professional skills of those working in this area. Over the years, ABCI has come to symbolize all that is superior in

Corporate Communications.

**The awards included:**

- Gold for the Nanhi Kali Wallpaper
- Gold for CEO Web Communication Diwali message
- Silver for Hello, the Club Mahindra magazine
- Silver for Social Responsibility Communication – Print Media for M&M’s ad campaign on Nanhi Kali, Mahindra Pride School and Cochlear implants
- Bronze for the All New Scorpio marketing communication brochure – The Scorpio Reborn
- Bronze for Mahindra Intranet’s New Year Special
- Bronze for a photo feature on Mahindra Eminente in ‘Refresh’, the Mahindra Lifespaces magazine

**About the Mahindra Group**

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra’s Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution

which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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