Mahindra celebrates World Environment Day

Brand

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Mumbai: To commemorate World Environment Day, Mr. Rajeev Dubey, Chairman of the Sustainability

Council & President (HR, After-Market and Corporate Services), Mahindra & Mahindra planted a neem sapling

at Mahindra Towers, Mumbai.

This is part of the Mahindra Group's initiative, Mahindra Hariyali, which aims to plant a million trees across the

country by October 2008. Mr. Dubey also launched the Mahindra Hariyali website which provides information

related to this Group-wide initiative.

Speaking on this occasion, Mr. Rajeev Dubey said, 'The Mahindra Group is committed to sustainable growth

and the triple bottom line - Profits, People and Planet. Planting one million trees under Mahindra Hariyali is

part of this initiative.'

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.

The Reputation Institute has ranked the Mahindra Group in its Top 200 list of the World's Most Respected

Companies.

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