

Mahindra Farm Equipment Sector's Focus on Creating Shared Value for Farming Community gets GNFC Porter Prize 2018

Farm

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Differently conceived products, efforts to democratize technology through farming solutions and focus on customer centricity to bring more productivity & make farmers happy

June 12, 2018, Mumbai: Mahindra's Farm Equipment Sector (FES), a part of the USD 20.7 billion Mahindra Group was recently awarded the prestigious GNFC Porter Prize 2018 for Creating Shared Value. Porter Prize is named after a living legend & father of modern strategy field, Professor Michael E. Porter of the Institute for Strategy & Competitiveness, Harvard Business School, USA. It recognizes the strategic acumen of corporates in India and the contestant companies were evaluated on following measures:

- Social problem being addressed;
- Geographical reach and societal activities;
- Investments in community development on business;
- Linkage between the social problem and company's competitive position and strategy

Rajesh Jejurikar, President Farm Equipment sector, Mahindra & Mahindra said, "We would like to thank the Institute for Competitiveness for recognizing our effort, and awarding us with the prestigious Porter prize. At

Mahindra Farm Equipment Sector, we are single-mindedly focused on our purpose of pioneering accessible and affordable technology which will transform the lives of farmers. With our smart farm machinery, precision farming solutions, digital platforms, custom-hiring and eco-system connect, we aspire to make farming more productive and farmers more happy. The smile on our customers face is what drives us every day. We are grateful to our customers, dealers, suppliers and technology partners for working cohesively with us to create shared value.”

The citation on the award reads - “For your outstanding performance in the industry and to recognize your high impact as an organization that created economic success by redefining markets, products, way of doing business, creating collaborative efforts and in turn creating societal and economic progress.”

The Porter Prize is adjudged after a rigorous process of evaluation, interaction and jury assessment. Participants are thoroughly analysed on vital parameters of strategy like trade-offs, creating distinctive value, fit etc. that drive the competitive advantage of firms.

Farming 3.0 – Bringing About A Farming Revolution in India

Mahindra has expanded its business vision to tractors and beyond, to the larger arena of facilitating productivity improvement in Indian agriculture and drive agri-prosperity. In India where farm mechanization penetration is low, Mahindra plays a significant role in enabling its farmers to improve their productivity and help them to Rise. Its vision is to drive farm prosperity by pursuing the cause of doubling farmer income and contributing to the era of **Farming 3.0**.

Mahindra recently displayed its commitment to pioneering possibilities through technology by showcasing its first-ever **Autonomous Tractor**

technology – a pathbreaking and industry-first initiative. Backed by its years of experience in the Indian farms, Mahindra has now embarked on this journey to create smart solutions that will meet the unmet requirements of Indian farmers. Further to this, with DiGiSENSE, Mahindra became the first OEM in India to offer a cloud-based technology platform in the tractor category. Currently, Mahindra has a comprehensive portfolio in tractors ranging from 15 HP to 75 HP, that boasts technologically advanced platforms of Jivo, Yuvo and NOVO.

The entire range of products helps serve the diverse needs of farmers - from land preparation to harvesting as well as post-harvesting requirements. **Customer centricity** and onus on making high quality, affordable products have been at the core of Mahindra's success.

Additionally, the company has pioneered various innovations including TRRINGO, as part of its commitment to deliver rural prosperity. The TRRINGO farm equipment rental business model is one such farming solution that will enable farmers to deploy mechanization technology on a pay per use basis without investing in the asset. It is the first organized agriculture equipment rental services which was launched in 2016. A service dedicated to the farmers in India, TRRINGO operates as a franchisee based model and effectively brings in new age technology and digitization to the tractor rental business.

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence

in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook:
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