

## **Mahindra to open Advanced Design Centre for mobility products in UK**

*Auto*

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### ***Mahindra Advanced Design Europe renews commitment to design and develop dynamic and authentic products with global appeal***

**Mumbai and London, May 6, 2021** – Mahindra Group announced today the setting up of Mahindra Advanced Design Europe (M.A.D.E) in the West Midlands, UK.

The new Centre of Excellence (CoE), will be a part of the Mahindra Global Design Network that includes the Mahindra Design Studio in Mumbai, India, and Pininfarina Design in Turin, Italy.

M.A.D.E is a strategic enhancement of Mahindra's global design capabilities and renews its commitment to bring to its customers sophisticated, authentic SUVs with an unmissable presence. M.A.D.E will further sharpen Mahindra's distinctive product designs and differentiated technology offerings to further its safe, thrilling, yet efficient connected car experiences.

**Speaking about the announcement, Rajesh Jejurikar, Executive Director, Mahindra and Mahindra Ltd., said, “Mahindra is poised to enter a new, exciting era to build upon our rich 75 years of automotive history to bring unique customer-centric products to the Indian and global markets. A key lever to make the business future-ready is to significantly strengthen**

*design capability across automotive, farm equipment and two-wheelers globally. M.A.D.E will contribute to all future automotive and mobility products, including Born EV SUVs and be a resource available to Mahindra Group companies. It will give us a quantum leap in both capacity and capability in the design space.”*

The Coventry region in UK is a powerhouse of automotive design. M.A.D.E will contribute and leverage the skills, experience, and expertise of this network of design talent. It will also support the creation of highly skilled design roles, drawing from Coventry University, Royal College of Art, and other design colleges in the UK and Europe. M.A.D.E. will be operational from the 1<sup>st</sup> of July 2021.

### **About Mahindra**

The Mahindra Group is a USD 19.4 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 defence, renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 256,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) | Twitter and Facebook:  
[@MahindraRise](https://twitter.com/MahindraRise)

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