Mahindra to plant a tree for every service availed digitally on its With You Hamesha app

Brand

Mumbai, June 5, 2020: Mahindra & Mahindra Ltd, a part of the USD 20.7 billion Mahindra Group, announced on the occasion of World Environment Day, that for the next 30 days starting June 5, 2020 the company will **plant a tree for every service that customers avail digitally**. Customers can add a tree to the world when they complete their service process – from booking to payment – on Mahindra's With You Hamesha app.

As many trees as digital services availed, will get added under Mahindra's Project Hariyali and will be planted in the Araku Valley as soon as lockdown restrictions ease in the area.

Mahindra's responsibility towards the environment remains one of the top priorities across all its endeavours. From the clean engines to ensuring sustainable operations at its channel partners, Mahindra is working towards making the world a greener, cleaner and a better place to live in.

Creating Positive Impact on the Environment

Mahindra has been a frontrunner in digitally transforming customers' automobile service experience with its after-sales digital platform – With You Hamesha. The company has recently announced a **completely digitized Contactless Service**. Not only does this digitization bring safety and

convenience for customers, it also increases the positive impact that digital service is creating on the environment. It **saves 40% of paper that was earlier used for printing in service centers**.

Mahindra has also been working towards saving water that gets consumed in car wash through its dry wash offering of **m-EcoWash**. m-EcoWash is a set of water-saving car wash options that can save up to 260L of water vis-à-vis conventional car washing methods. It uses a combination of eco-friendly cleaning compounds (dry/foam) and unique techniques (high pressure water/steam) to give the cleanest of car-washes, while reducing water use up to 100%. This environment-friendly practice has been well received by customers pan India & created a huge impact since its inception in Jul'19:

- About 66k cars washed with water-saving washing options
- More than 17 million liters of water has been saved

The company also offers DIY kits for customers to carry out such water-saving washed at their homes themselves.

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.

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Tags :

With You Hamesha App   World Environment Day   Project Hariyali
Araku Valley