

## **M&M's Anjanikumar Choudhari awarded Udyog Rattan by Institute of Economic Studies**

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**Mumbai:** Mr. Anjanikumar Choudhari, President – Farm Equipment Sector and Member of the Group Management Board, Mahindra & Mahindra Ltd., has been conferred with the Udyog Rattan award by the Institute of Economic Studies (IES), New Delhi. IES presented this award to Mr. Choudhari for ‘outstanding performance in the field of industrial development of the country.’

The award was presented by Dr. Bishma Narain Singh, the Honourable former Governor of Tamil Nadu and Assam and former Union Cabinet Minister, during a seminar on Economic Development in New Delhi.

Mahindra & Mahindra Ltd. was also awarded a ‘Certificate of Excellence in Productivity, Quality, Innovation and Management.’

M&M’s Farm Equipment Sector is the leading tractor manufacturer in India, a position it has occupied for more than 20 years and is the third largest in the world. It is also the only tractor manufacturer in the world to have received the coveted Deming Application Prize, instituted by the Union of Japanese Scientists and Engineers for Excellence in Application of Total Quality Management Practices.

The Institute of Economic Studies was established in 1980 by a group of economists, parliamentarians and industrialists. The organisation works on studying various aspects of economy and economic development. The Institute closely monitors various facets of economy and the individual contribution of various companies and business leaders. The Institute's centres are located in Delhi, Mumbai, Hyderabad and Bangalore. The patrons of the Institute include several leaders in economic studies, politics and business.

### **About The Mahindra Group**

The US \$4.5 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top three tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. The Group has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution, which are key in its evolution as a customer-centric organization.

The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly plants in the United States. 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. The Group recently made a milestone entry into the passenger car segment with Logan, a product of its JV with Renault SA. 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.

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