

## **Spark innovation with curiosity**

*Brand*

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*Mahindra Group launches #NurtureYourCuriosity campaign centered around innovation*

*Enables individuals to ascertain their 'curiosity levels' through a short and simple test syndicated from the prestigious Harvard Business Review*

**Mumbai, 3 July 2019:** Research shows that the influence of 'curiosity' enables breakthrough discoveries and remarkable innovations. In fact, the Mahindra Group's research shows that brand admiration and differentiation are primarily driven by innovation, there are ample and successful cases of innovation within the Group. It is at the heart of everything the Group does, consistently nurturing and enabling innovation with the aim of creating futuristic products and services that solve business and industry challenges. This insight forms the genesis of the latest Mahindra campaign #NurtureYourCuriosity, that is going live today. Targeted at millennials, the campaign aims to inspire the youth to be curious and innovate, while also showcasing the Group's innovation focus. The campaign is activated through a film which is supported by a social media activation, including the 'Curiosity Test' curated by Harvard Business Review. The campaign and microsite are live from today for a period of six weeks.

Commenting on the essence of the campaign, Vivek Nayer, Chief Marketing Officer, Group Corporate Brand, Mahindra & Mahindra Ltd. said - "Solutions to the world's problems can only emerge when one asks the right questions. Only the curious ask these questions and challenge the status quo. To make the world a better place, we must nurture this curiosity and seek meaningful innovations. Our aim with this campaign is to encourage individuals to nurture their curiosity while showcasing how this is leading to innovations and the leveraging of new age technologies at Mahindra. This is yet another way by which we are enabling and encouraging people to Rise."

"The #NurtureYourCuriosity campaign will be strategically amplified on digital and social media platforms with content showcasing examples of innovation taking place within the Mahindra Group. The film will be promoted across YouTube, Facebook, Twitter, LinkedIn and Instagram. The content syndication with the Harvard Business Review, will urge individuals to take the 'Curiosity Test' and understand their curiosity levels across five dimensions", added Mr. Nayer.

The Curiosity Test (as found in Harvard Business Review's article 'The Five Dimensions of Curiosity', by Todd B Kashdan, David J. Disabara, Fallon R Goodman, and Carl Naughton), is available on

<https://www.nurtureyourcuriosity.com/>

Akila Balasubramanian, Director HBR Group commented, "Curiosity comes with questions and challenges status quo; the answer is sure to originate innovation of some form. Mahindra Group's campaign #NurtureYourCuriosity, aims to empower individuals to innovate and we are thrilled to support them in this journey. Through collaborative opportunities like these, we hope our content aides today's millennials in understanding their innovation capabilities while also engaging in a meaningful dialogue with futuristic brands."

Link to the film: <https://youtu.be/oKlr7-Eu5lQ>

Link to the test: <https://www.nurtureyourcuriosity.com/>

## **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 has 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, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

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