

The Mahindra Group refreshes the messaging around 'RISE'

Brand

Author : mahindraadmin Category : Brand Published : 1/18/2023

Mumbai, 17 January 2023: The Mahindra Group, one of India's largest and most admired multinational federation of companies, has refreshed the messaging around its corporate purpose 'Rise'. While the Group's time-tested ideals and values remain unchanged, the 'communication pillars' of Rise have been contemporized to make it more relevant for the times we live in today.

The refreshed 'Rise' calls for a more equal world, future readiness, and value creation, while continuing to drive positive change in the lives of people and communities.

Commenting on the refreshed Purpose, **Asha Kharga, Chief Customer and Brand Officer, Mahindra Group** says, "The messaging is an outcome of the actions that we have taken within our business over more than a decade. Our intention is to be a global ESG leader through our businesses – be it through our foray into EVs, net zero residential buildings or our solar business. By refreshing the Rise messaging, we have given a contemporary voice to a 77-year-old legacy of values. We believe that every business needs to be relevant to the citizens of the future because they are the consumers of the future. You cannot have a healthy business without a healthy planet. Rise will continue to be the North Star for us to work towards creating a better planet for the citizens of the future".

The origin of the Rise philosophy comes from the 1945 print ad, released by Mahindra, on the brink of India's independence. It mentioned no product or service. Instead, it listed fundamental principles with which the company would operate. The principles laid out then still form the bedrock of the Mahindra Group's purpose, "Rise."

To bring alive the refreshed philosophy, the company has rolled out a communication campaign across print and broadcast media over the next few weeks. The message is conveyed through this

hard-hitting communication that Ogilvy India has helped put together and which is relevant to every viewer.

Film link: <https://youtu.be/8tSZgBpkT28>

Speaking about the film, **Kainaz Karmakar & Harshad Rajadhyaksha, Chief Creative Officers, Ogilvy India**, say, “It was inspiring to immerse ourselves in brand Mahindra. The more we understood their beliefs, the easier it was to create this communication. The kids in the film are the future consumers. They are the citizens of the future and we’re lucky because this generation is keenly interested in the ethics of what they consume. They are aware and vocal. Together We Rise’, is not just a piece of advertising, it is the most assured way to succeed in the years to come.”

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world’s largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>