

Mahindra Group offers INR 1 crore towards relief efforts for Cyclone Michaung in Tamil Nadu

Auto

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Chennai, December 13, 2023: Mahindra Group today announced a contribution of INR one crore towards supporting relief efforts for communities affected by the recent devastating Cyclone Michaung. The amount was presented to **Shri M. K. Stalin, Chief Minister of Tamil Nadu**, by R. Velusamy, President, Automotive Technology and Product Development, Mahindra & Mahindra.

Mahindra & Mahindra (M&M) had earlier announced an initiative to aid owners of Mahindra SUVs during this difficult period. Customers can avail of a complimentary roadside assistance along with a no-cost inspection and damage assessment. They can also avail of financial relief through special discounts. These relief measures are available until December 31, 2023.

Speaking about the relief support, **R. Velusamy, President, Automotive Technology and Product Development, Mahindra & Mahindra, said**, “Mahindra Group is committed to supporting the relief efforts to help the affected communities. We trust that this contribution will help bring immediate respite to those impacted, in their time of need. We are also extending help to all our customers, and our teams are available to assist them during this difficult period.”

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.

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