

# M&M leads the Indian auto-pack with record-breaking 674 patents in FY24

Auto

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- Highest patent granted ever for M&M and also among all other Indian 4-wheeler Automotive/Farm equipment players.
- The total granted patent portfolio of M&M stands at 1185 across multiple geographies.
- M&M has cumulatively filed 2212 patent applications to date.

**Mumbai, May 03, 2024:** Mahindra & Mahindra [M&M], the automotive and farm equipment flagship of the Mahindra Group, has received a record 674 patents in FY24, the most of any Indian 4-wheeler automobile/farm equipment manufacturer. This is a 380% increase in the number of patents issued to M&M over FY23.

M&M is constantly pushing the boundaries of innovation by investing in research and the use of cutting-edge technology. Our strategy of prioritising R&D has helped us to come up with futuristic automotive brands with world-class features. We firmly believe that by staying at the forefront of technology, we can deliver the loftiest expectations of our customers.

So far, we have been conferred 1185 patents across multiple geographies, and we currently have 193 applications awaiting patent approval, as of 31st March 2024. Cumulatively, we have filed 2212 patent applications to date. The patent portfolio also includes filings of M&M's subsidiary, Mahindra Electric Automobile Ltd. In addition to our patents, we have also got 115 designs registered and 178 new applications filed. This record-breaking achievement is a testament to our cutting-edge research prowess.

Speaking about the achievement, **Rajesh Jejurikar, ED & CEO [Auto & Farm Sectors], Mahindra & Mahindra said: “We are constantly working to push the frontiers of what is possible in the automobile and farm equipment segments. Our relentless pursuit of cutting-edge technologies has enabled us to create the safest and most advanced products and positioned us as a true innovator in the industry. We understand the importance of being future-ready;**

**therefore, we have made significant R&D investments to ensure that we stay ahead of the curve in terms of technology and talent.”**

M&M's patent portfolio covers a range of critical functions, such as powertrain (ICE & EV), vehicle mechanical systems, electronics, manufacturing processes, electric tractors, and advanced engineering, among others. These patents have led to pioneering new technologies that have redefined the automotive and tractor segments, creating the safest and most cutting-edge customer experiences.

Our investment in the development of these technologies has been in areas related to innovation, customer experience, and safety. This includes active safety systems, advanced driver assistance systems, advanced automotive electronics, lightweight technologies, enhanced vehicle dynamics, connected vehicle technologies, high-precision hydraulics, smart combine harvesters, smart connected implements, and hill farming, among others.

## **About Mahindra Group**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 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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