

Many Companies  
**ONE PURPOSE**

**mahindra** *Rise*

# First Ad Released In 1945

## ENTREPRENEURSHIP

*of private enterprise and the initiative of the individual.*

## ETHICS

*anti-social trends,*

## MERITOCRACY

*ability is the sole test of merit*

### MAHINDRA & MOHAMMED

A significant combination, which represents what might well be termed a co-operative effort to secure for India that industrial development so indispensable to the full realisation of her future dreams.

You have heard of plans, many plans, in this connection. Now comes a positive, concrete and coordinated scheme to develop India's resources and raise the standard of

or study of American  
stance of a group of  
estiny.



In their anxiety to further the industrial and agricultural development of this country, the founders of this co-operative organisation believe that they must have the support of those who will benefit most—the general public—and to secure that support it is essential that their aims and objects should be generally acceptable.

Here, then, are the principles which will guide their future activities —

*FIRSTLY, encouragement of private enterprise and the initiative of the individual.*

*SECONDLY, belief in the ability of corporate institutions to oppose anti-social trends, such as monopolies and cartels.*

*THIRDLY, recognition of the fact that the labourer is worthy of his hire and that in co-operative working lies the dignity of human toil.*

*FOURTHLY, confidence in the ultimate success of their ventures and in the capacity and aptitude of the people to give effect to them.*

*FIFTHLY, acceptance of the fact that ability is the sole test of merit and advancement and that neither colour, creed nor caste should stand in the way of harmonious working.*

*colour, creed nor caste should stand in the way*

What, you will have asked yourself, do MAHINDRA & MOHAMMED propose to do, whom do they represent, and what has all this business moralising got to do with me?

Well, MAHINDRA & MOHAMMED are concerned with what might be termed basic engineering—providing the tools with which to finish the job of India's industrial and agricultural rehabilitation.

That rehabilitation, of course, has a great deal to do with you—for it holds out the promise of a better land for you to live in and a healthier and happier life for you to enjoy.

As to the moralising, it is intended to place on record that MAHINDRA & MOHAMMED, though a business firm, are imbued with a national purpose and a new outlook.

Whom do they represent? As the name implies, this is a joint venture of Hindus and Muslims. The Chairman is Mr. K. C. Mahindra, who has just returned after three years abroad as Head of the Government of India Supply Mission in America.

## DIGNITY

*dignity of human toil.*

## DIVERSITY

# Our Purpose

Drive positive change in the lives of our communities.

**Only when we enable others to rise will we rise.**

A black and white photograph of two hikers on a rocky mountain peak. One hiker is standing on a higher rock, reaching out to help another hiker who is climbing up. The background shows a vast, hazy mountain range under a clear sky.

**#Together we rise**

# Overview



**\$21 B**  
TURNOVER



**260,000+**  
EMPLOYEES



**100+**  
COUNTRIES



**20+**  
INDUSTRIES

# 20+ Industries



**PASSENGER &  
COMMERCIAL  
VEHICLES**



**TRACTORS  
FARM EQUIPMENT  
AGRI INDUSTRY**



**HOSPITALITY**



**AEROSPACE  
DEFENCE**



**COMPONENT  
MANUFACTURING &  
STEEL SOLUTIONS  
AUTO RECYCLING  
AFTERMARKETS**



**LOGISTICS  
LAST MILE MOBILITY**



**RENEWABLE  
ENERGY**



**TECHNOLOGY  
SERVICES**



**FINANCIAL SERVICES  
VEHICLE & EQUIPMENT FINANCING  
RURAL HOUSING FINANCE  
MUTUAL FUNDS  
INSURANCE BROKING**

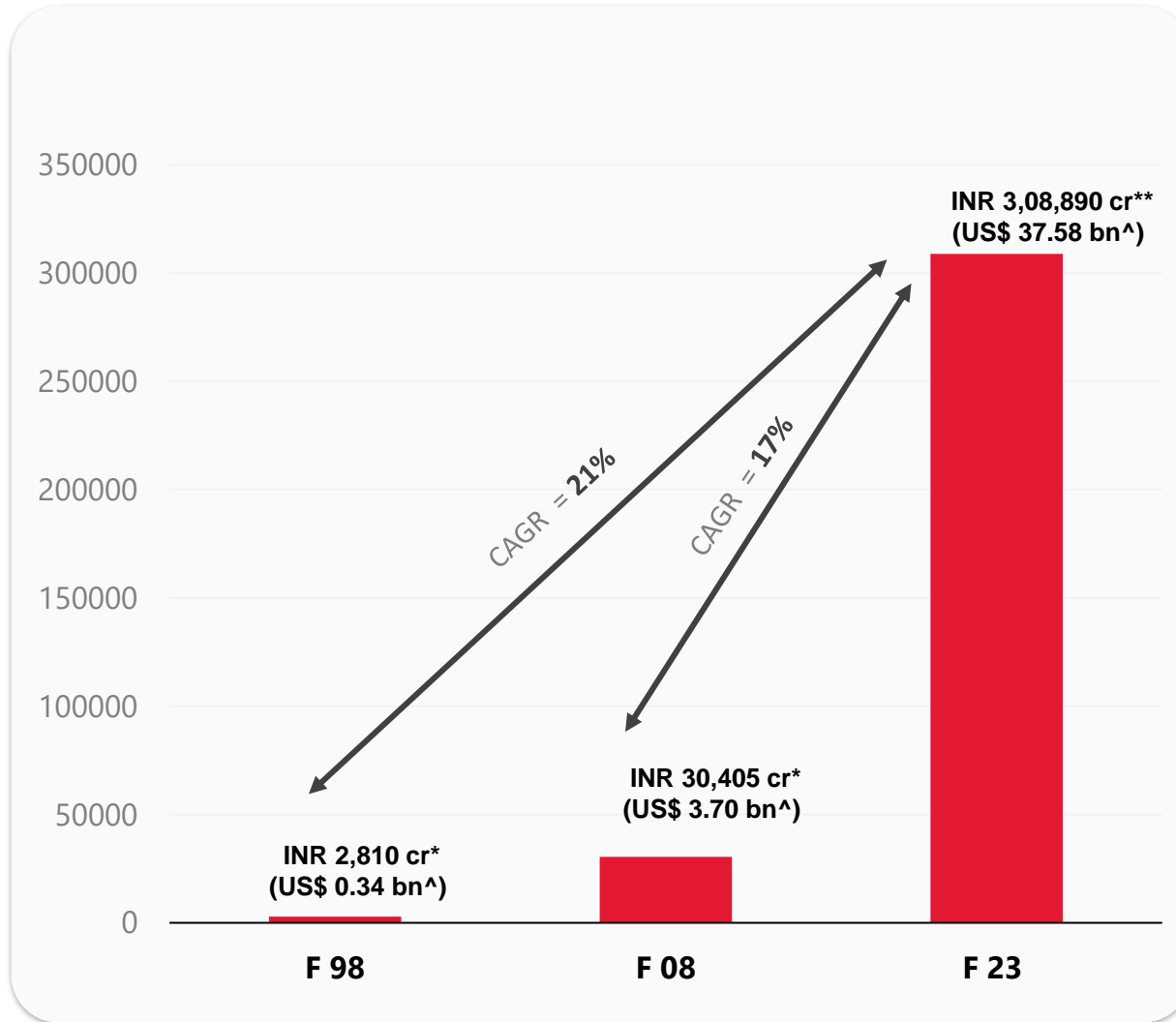


**REAL ESTATE**



**POWER SOLUTIONS  
WATER UTILITY  
CONSTRUCTION EQUIPMENT**

# Group Market Capitalisation



\*Price as on 31 March of corresponding fiscal year

\*\*Price as on 31 March 2023

^US\$ 1 = INR 82.19

# History of Value Creation



2002-2018  
CAGR:  
31%

08/18 – 03/20 CAGR: -54%  
04/20 – 03/23 CAGR: 62%



# Shaping Industries Transforming Lives

**World's Largest Tractor  
Company by Volume**



**India's No. 1 SUV  
Manufacturer by market share**



**India's No .1 Multi-Brand  
Certified Used-Car Company**



**Pioneer in Net Zero Buildings  
in India**



**Only Indian OEM in Formula E  
All-Electric Car Racing Championship**



**Among India's  
Top 5 IT Service Providers**



**Amongst India's  
Largest Solar Companies**



**No.1 Timeshare Company  
outside of the USA**



**Among India's Largest Third-Party  
Logistics Service Providers**



**World's 1<sup>st</sup> All-Electric  
Hyper car - Pininfarina Battista**





# GLOBAL FOOTPRINT



Operations in  
**100+ countries**



**60+ manufacturing  
Plants** across the world



**Leading tractor  
brands across the  
globe:**

Mahindra, Swaraj,  
Mitsubishi Mahindra,  
Sampo Rosenlew,  
Erkunt



**21 R&D Centres**  
across 7 countries



**Tech M Leading digital  
transformation** for Fortune 500  
companies across **90 countries**

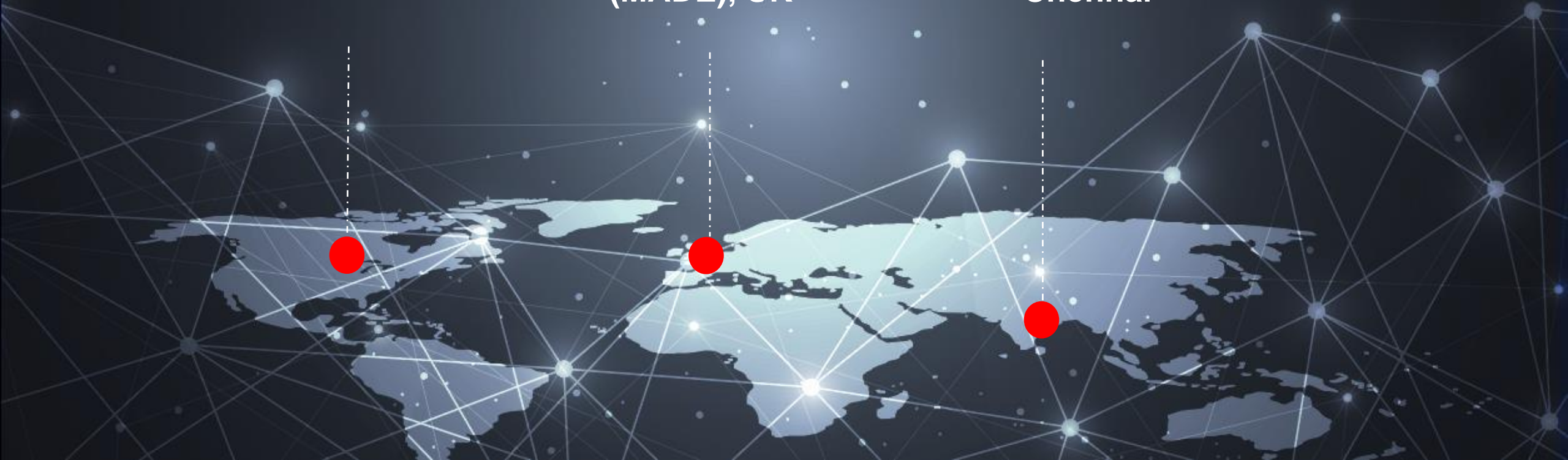
# Global Neural network

Centre of excellence for design, technology & engineering to deliver automobiles of the future

**MEVTEC,  
Detroit**

**Mahindra Advance  
Design Europe  
(MADE), UK**

**Mahindra Research  
Valley (MRV),  
Chennai**



# Battista Hyper GT – World's fastest street legal car



Mahindra's  
Automobili Pininfarina

# 10 ESG Commitments A Global Leader On ESG

**RENEWABLE ENERGY**  
50% of  
Electrical Energy

2025



**PROJECT HARIYALI**  
Plant 5 million  
trees per year

2026



**NANHI KALI**  
Educate 1 million  
girls per year

2026



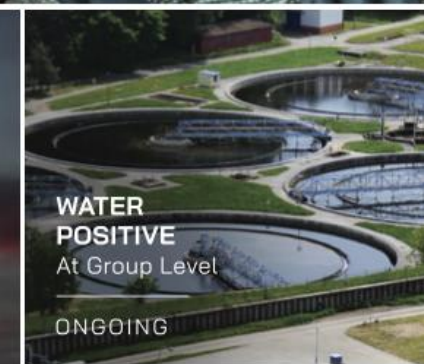
**CARBON NEUTRAL**  
Science Based  
Targets in place

2040



**WATER POSITIVE**  
At Group Level

ONGOING



**GOLD STANDARD IN GOVERNANCE**  
Compliance &  
Disclosures

2022



**WOMEN EMPOWERMENT**  
Support 1 million  
women per year

2026



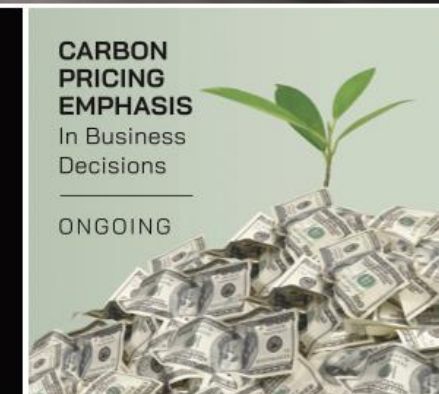
**ENERGY PRODUCTIVITY**  
60%  
Improvement  
Targeted

2026



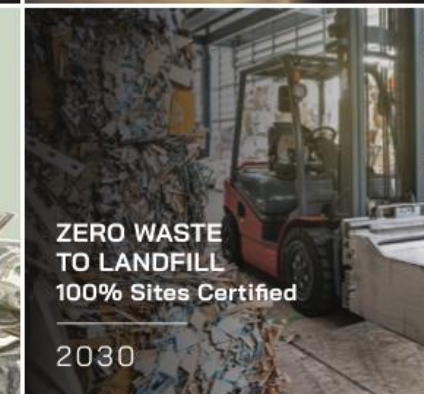
**CARBON PRICING EMPHASIS**  
In Business  
Decisions

ONGOING



**ZERO WASTE TO LANDFILL**  
100% Sites Certified

2030



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**ESG IN ACTION...FEW EXAMPLES**

# Born Electric Vision

Electric will be 25% of our PV portfolio by 2027





# Mahindra Lifespaces



**Project EDEN - first net zero energy building in India**  
**All buildings Net Zero from the year 2030 onwards**



# Mahindra Susten

**Leading renewable energy IPP  
(Independent Power Producer) with  
portfolio of 1.55 GWp+**



# Mahindra Finance



**1386** Branches

**8.4 Mn** Customers

**380000** Villages

All numbers are as per end of Q2 FY'23

# Mahindra Tractors



## Tractors

Increased farm productivity for over 3 decades

## Krish- e

Providing tech-enabled, affordable services & farming solutions to independent farmers

## Prerna

Empowering women in agriculture through efficient and ergonomic farm tools and equipment

# Recognition in ESG



**First Indian 'Automobile & Components' company to enter the World Index of DJSI for the 2<sup>nd</sup> consecutive year**



**Tech Mahindra included in the DJSI World Index for the 8<sup>th</sup> consecutive year**



**Mahindra Lifespaces: CDP: India's only real estate company with A ranking in both Climate Change & Water Security**

**M&M: AAA rating for 6 years in a row, from four key Credit Rating Agencies**





**BE**  
**COLLABORATIVE**

BE  
AGILE





**BE**  
**BOLD**



**Our legacy** is the foundation for our future

**mahindra** *Rise*