

Slides Design Examples

The following slides shows
examples of how to use the Rising
Beam in different scenarios



Corporate Social
Responsibility **2022**



Farmer



Rise
for Good

“

CSR has always been integral to Mahindra and the cornerstone of our core value of good corporate citizenship.

Keshub Mahindra,
Chairman Emeritus,
Mahindra and Mahindra Ltd.

“

What constitutes Good Business is the most important conversation of the decade. If we do the right things, profits will follow. **And all, communities and us, will Rise.**

Anand Mahindra,
Chairman,
Mahindra and Mahindra Ltd.

CONTEXT

The need to change social fabric and **bring equality**

40%

Adolescent girls between 15-18 years don't attend school

21M

Unwanted girls in India with parents favouring sons

70.3%

Female literacy rate vs. 84.7% for males





ACTIONS + RESULTS

Social enterprise
to provide safe
drinking water

**0.8 M people provided
with safe drinking water**
through 656 community
centers across 7 states

**81 Government schools,
31 Anganwadis served,**
reaching 24,000
children daily

Advertising Examples

Before and after to show the
flexibility of the visual template

Before



Mahindra FINANCE

**ATTRACTIVE RETURNS.
ASSURED PEACE OF MIND.**

Earn up to **8.80%** p.a. on Fixed Deposits.
Senior citizens can earn up to **9.05%** p.a.

At Mahindra Finance, we believe that your hard earned money should not only grow but also be safe. Our Fixed Deposits have the FAAA CRISIL rating indicating the highest standard of safety. In addition, over 25 years of experience in financial services has helped us secure the trust of over 7 lakh depositors.

HIGHEST SAFETY
FAAA CRISIL RATING

- Hassle-free maturity processing • Instant loan against fixed deposits
- Free ₹1 lakh personal accident insurance

Log on to www.mahindrafinance.com to earn higher Fixed Deposit rates.
Give a missed call on 8657 433 353 to book your FD now.
Talk to your financial advisor today.

T & C apply | Rates are subject to change | CIN: L65920MH1991PL0059642

Q_2018_DEC_MMFSL_CORP_11084957_TP_16(W) X 25(H)_CM_FIXED DEP CAMP_PRESS AD_2

CLIENT

After



**mahindra
FINANCE**

HIGHEST SAFETY
FAAA CRISIL RATING

*Earn up to 8.8% p.a on Fixed Deposits.
Senior Citizens can earn up to 9.50% p.a**

Attractive Returns
Assured peace of mind

At Mahindra Finance, we believe your hard earned money should not only grow but be safe. Our Fixed Deposits have the FAAA CRISIL rating indicating the highest standard of safety. In addition, over 25 years of experience in financial services has helped us secure the trust of 7 lakh depositors.

www.mahindrafinance.com


Give us a missed call on 8567 433 535 to book your FD now. Talk to your financial advisor today.

HASSLE-FREE MATURITY PROCESSING | INSTANT LOANS AGAINST FREE DEPOSITS | FREE PERSONAL ACCIDENT INSURANCE
FREE ONE LAKH PERSONAL ACCIDENT INSURANCE | T&C APPLY | RATES ARE SUBJECT TO CHANGE

Before

Mahindra FINANCE

NOT JUST A CAR.
It's your promise to accommodate
the growing desires of your family



Buy your **#FirstCar** with us

After

mahindra
FINANCE


Not just
a car

It's your promise to accommodate
the growing desire of your family.

BUY YOUR **#FIRSTCAR** WITH US!

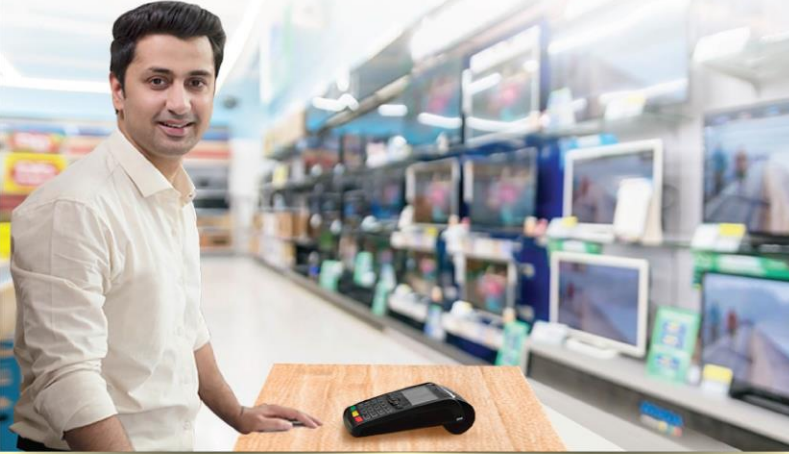


Before



GROW YOUR BUSINESS THE SMART WAY





WITH MAHINDRA FINANCE
LOAN AGAINST CARD RECEIVABLES



Now get quick business loans, basis past transaction history of your PoS/Card Machine by submitting only your KYC documents and bank statement.

So go ahead and give your business a boost.

LOAN FEATURES

 No Collateral Required	 Approval Within 24 Hours	 2 Years Loan Tenure	 Low Daily EMI
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For loan enquiries, give us a missed call on 8980 042 311

Terms and conditions apply. Loan/s at the sole discretion of Mahindra Finance. CIN: L65921MH1991PLCO59642

After



Grow your business the smart way



WITH OUR LOAN AGAINST CARD RECEIVABLES

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Before



After



Before



Certification Program in Automotive AUTOSAR

To know more drop a mail to
exec.learning@techmahindra.com
📞 91-8396969214



After



Certification Program in Automotive Autosar



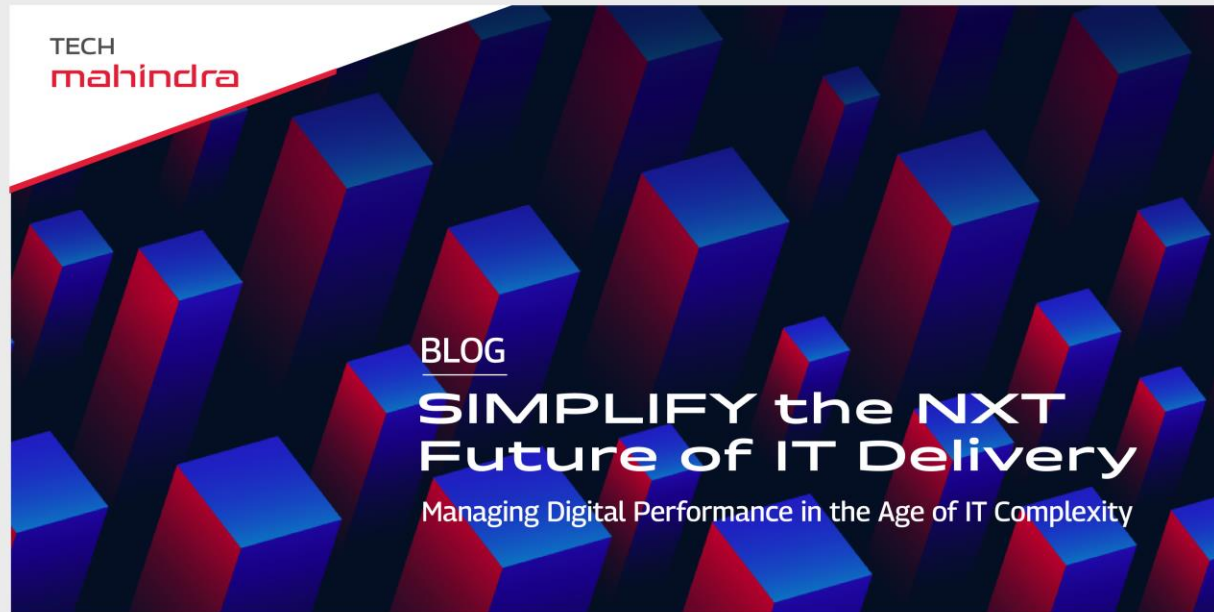
+91 8396969214

exec.learning@techmahindra.com

Before



After



Before

Tech Mahindra

Benefits of 5G to Manufacturing industries
5-10% reduction in overall maintenance costs

[KNOW MORE](#)

NXT.NOW™

An illustration featuring a worker in a yellow safety vest and hard hat holding a blue clipboard. Behind him is a large blue screen displaying a downward-pointing arrow and a dollar sign, indicating cost reduction. To the left is a red construction crane, and in the foreground is a red and yellow hard hat. The background consists of a light purple and blue gradient.

After

TECH mahindra

NXT.NOW

Benefits of 5G to manufacturing industries

5-10% REDUCTION IN OVERALL MAINTENANCE COSTS

[KNOW MORE](#)

An illustration featuring a worker in a yellow safety vest and hard hat holding a blue clipboard. Behind him is a large blue screen displaying a downward-pointing arrow and a dollar sign, indicating cost reduction. To the left is a red construction crane, and in the foreground is a red and yellow hard hat. The background consists of a light purple and blue gradient.

Before



Tech Mahindra

DGTL Voices with Ed Marx



WAKE UP WITH
A **PURPOSE**

FEATURING
CP Gurnani,
MD & CEO, Tech Mahindra.



After



TECH mahindra



DGTL Voices with Ed Marx



Wake up
with a
purpose

Featuring CP Gurnani,
MD & CEO, Tech Mahindra


Before



After



Before



Crafting Life

**This Makar Sankranti,
let an unrushed life take
you to new heights.**

Visit us to avail exciting spot booking offers,
for a limited period.


Mahindra Vicino
Andheri (E)

Premium 1 & 2 BHK homes starting ₹1.57 Cr.* (All-inclusive)

MahaRERA Reg. No. : P51800022067, P51800022126 <http://maharera.mahaonline.gov.in> *T&C's apply.

This communication is purely conceptual and not a legal offering. The information contained in this communication is only indicative of the kind of development that is proposed and is subject to change. All images are artistic conceptualizations for illustration only and do not purport to exactly replicate the products. Any furniture, fixtures and white goods shown are not part of the offering and are purely for showcasing possibilities. ₹1.57 Cr is an all-inclusive value of starting range of 1 BHK unit. Mahindra Lifespaces Developers Ltd. reserves the right to make changes or alterations. Terms and Conditions apply.

After



mahindra
LIFESPACES

**This Makar Sankranti,
let an unrushed life take
you to new heights.**

Visit us to avail exciting spot booking
offers, for a limited period.

Premium 1 & 2 BHK homes starting ₹1.57 Cr.* (All-inclusive)

mahindra Vicino
Andheri (E)

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Before

Crafting Life

This Republic Day,
mark the beginning of
a balanced life.

Avail exclusive 20:80 payment plan on
last few top floor units.

Mahindra Roots
Kandivali (E)

Spacious **2 BHK homes** starting ₹2.05 Cr.* (All-inclusive)

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mahindra
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Before

75 Mahindra
Rise.

Truck and Bus

New Mahindra
FURIO 7

GET MORE MILEAGE OR GIVE THE TRUCK BACK!

GET A GUARANTEED RESALE VALUE AFTER 5 YEARS!

10554495

Presenting the new Mahindra FURIO 7 - Light Commercial Vehicle range, that will transform your business in a truly big way. Designed to keep the customer at the forefront, the range offers unmatched advantages with higher mileage, higher payload, and a best-in-class cabin for higher driving comfort, convenience and the assurance of safety. All this comes with an unprecedented double guarantee to further de-risk your purchase - more mileage or give the truck back and guaranteed resale value after 5 years. Now, which other LCV brand gives you such assurances?

Disclaimer: The stunt displayed in this advertisement is performed by professionals in controlled environment. Do not attempt to duplicate, re-create or perform same or similar stunt.
*For more details of these guarantees, visit www.mahindratruckandbus.com

To know more give us a missed call on 1800 315 7799

- Best-in-class mileage** with FuelSmart technology.
- IMAXX** advantage - more business efficiency, more profitability.
- Higher payload** directly leads to higher profits.
- Best-in-class cabin** comfort to enhance driver's performance.
- 3 year / Unlimited kilometre transferable** warranty.

After

mahindra
TRUCKS & BUS

**Get more mileage or
give the truck back!**

NEW **mahindra**
FURIO 7

GET A GUARANTEED RESALE
VALUE AFTER 5 YEARS*.



Best-in-class mileage
with FuelSmart
technology



iMAXX Advantage - more
business efficiency, more
profitability



Higher payload directly
leads to higher profits



Best-in-class cabin
comfort to enhance
drivers performance



3 year/Unlimited
kilometre transferable
warranty.

Presenting the new Mahindra Furio 7- Light Commercial Vehicle range, that will transform your business in a truly big way. Designed to keep the customer at the forefront, the range offers unmatched advantages with higher mileage, higher payload, and a best-in-class cabin for higher driver comfort, convenience and the assurance of safety. All this comes with an unprecedented double guarantee to further de-risk your purchase - more mileage or give the truck back and guaranteed resale value after 5 years. Now, which other LCV brand gives you such assurances?

DISCLAIMER: THE STUNT DISPLAYED IN THIS ADVERTISEMENT IS PERFORMED BY PROFESSIONALS IN CONTROLLED ENVIRONMENTS. DO NOT ATTEMPT TO DUPLICATE, RE-CREATE OR PERFORM SAME OR SIMILAR STUNT. * FOR MORE DETAILS OF THESE GUARANTEES, VISIT WWW.MAHINDRATRUCKANDBUS.COM. TO KNOW MORE GIVE US A MISSED CALL ON: 1800 315 7799

After

**Get more mileage
or give the truck back!**
GET A GUARANTEED RESALE VALUE AFTER 5 YEARS*

NEW mahindra
FURIO₇

GET MORE MILEAGE OR GIVE THE TRUCK BACK!
DOUBLE GUARANTEE
GUARANTEED RESALE VALUE AFTER 5 YEARS

Best-in-class mileage with FuelSmart technology

iMAXX
iMAXX Advantage - more business efficiency, more profitability

Higher payload directly leads to higher profits

Best-in-class cabin comfort to enhance drivers performance

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Before

Mahindra
Rise.

Truck and Bus

THE RANGE YOU KNOW. THE RANGE YOU TRUST.
WITH MINIMUM CHANGES IN BS6.

**SO THAT YOU FOCUS ON GROWING YOUR BUSINESS,
NOT WORRYING ABOUT BS6.**

BS6

POWER
FUEL SHIFTER

IMAXX

Mahindra
AASHRAY

MTRUST
Pre-owned Commercial Vehicles

MCOVER

GUARANTEE OF SERVICE
HAR CHEEZ GUARANTEE KE SAATH

GUARANTEE OF SPARES
HAR CHEEZ GUARANTEE KE SAATH

To know more give us a missed call on:
1800 315 7799

visit www.mahindratruckandbus.com
*For more details of this guarantee, visit www.mahindratruckandbus.com.

After

mahindra
TRUCKS & BUS

The range you know
& trust, with minimum
changes in BS6.

FOCUS ON GROWING YOUR BUSINESS, NOT WORRYING ABOUT BS6.



iMAXX



MCOVER



FOR MORE DETAILS OF THESE GUARANTEES, VISIT WWW.MAHINDRATRUCKANDBUS.COM. TO KNOW MORE GIVE US A MISSED CALL ON: 1800 315 7799



A photograph of two industrial workers in a factory. They are wearing blue work jackets, white hard hats, and safety glasses. One worker is holding a clipboard and looking at the other. The background is a bright, industrial environment with some machinery visible.

mahindra
ACCELO

Championing sustainability

The Accelo plant in Nashik has been certified with sending no amount of waste to landfills.



INTERTEK
SUSTAINABILITY

VERIFIED
ZERO WASTE
TO LANDFILL

After



mahindra
ACCELO



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ZERO WASTE
TO LANDFILL

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SORRY CARS

THE THAR WINS

AUTOCAR CAR OF THE YEAR 2021



GLOBAL  NCAP
★★★★★

THE ALL-NEW
THAR

  Visit our website for more details: auto.mahindra.com/suv/thar  facebook.com/mahindrathar  twitter.com/mahindra_thar  instagram.com/mahindrathar  youtube.com/tharmahindra

Accessories shown may not be a part of the standard equipment. Vehicle body colour may vary from the printed photographs. Share depicted should not be imitated.

ADITYA MOTORS: CUTTACK, JAGTISINGHPUR, KENDRAPADA, PURI, NAYAGARH, KHURDA: 7873999010, JA.PUR, PANIKOLE: 7873999027, UTKAL AUTOMOBILES: BHUBANESWAR, CUTTACK, JAGTISINGHPUR, JA.PUR, KENDRAPADA, PURI, NAYAGARH, KHURDA, BARIL, KEON.JHAR: 7574808551, SIDDHI LAXMI MOTORS: ANGUL, DHENKANAL: 7574808720, PARAMOUNT AUTOMOTIVES: KORAPUT, MALKANGIRI, NABASANKPUR, RAJAGADIA: 7574808729, MINERVA AUTOMOBILES: BOLANGIR, SONEPUR, KALAHANDI, NUAPADA: 7574891579, BHAWANIPATNA: 7574891577, KRISHNA AUTOMOTIVE: ROURKELA, SUNDERGARH, BARGARH: 7574891581, BASANTI AUTO AGENCY: BALASORE, BHADRAK, BARIPADA, JALESWAR, KARANJIA, RABANGOPUR: 7574808558, G N AUTOMATION: SAMBALPUR, JHARSUGUDA, DEOGARH: 9311772063.

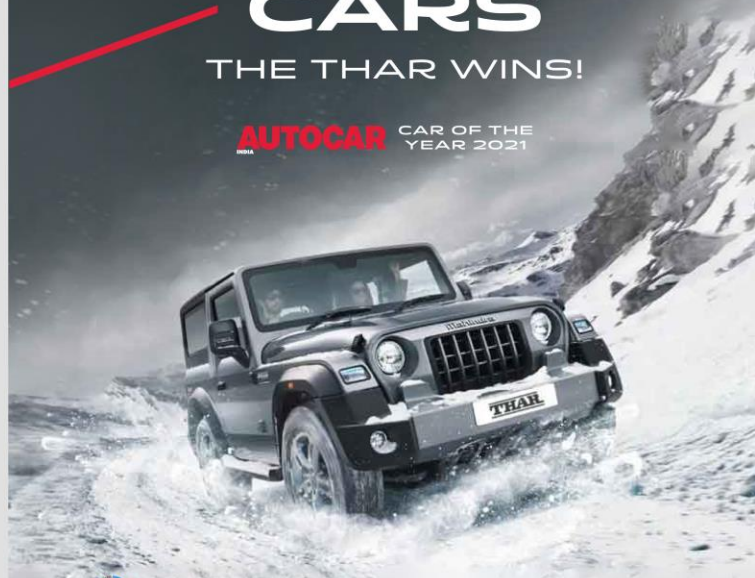
After

mahindra

SORRY CARS

THE THAR WINS!

AUTOCAR CAR OF THE YEAR 2021



GLOBAL NCAP
★★★★★

THE ALL-NEW THAR

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facebook.com/mahindathar | twitter.com/mahindra_thar | youtube.com/tharmahindra

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ADITHY MOTORS, CUTTACK, JAGATSINGHPUR, KENDRAPARA, PURI, NARAGARH, KHURDA: 7873990010, 3A3PUR, PANNOLI: 7873990027, UTKAL AUTOMOBILES, BHUBANESWAR, CUTTACK, JAGATSINGHPUR, 3A3PUR, KENDRAPARA, PURI, NARAGARH, KHURDA, BARBEL, KENDRAPARA: 7574800511, SIDDHI LAXMI MOTORS, ANGLI, DHENKANAL: 7574800720, PARAMOUNT AUTOMOTIVES, KORAPUT, HALKANDI, NARABANGPUR, BARGADA: 7574800728, HINERVA AUTOMOBILES, SOLANGIR, SONEPAT, KALAHANDI, RAIPUR: 7574800578, BHANUVARMA: 7574800577, KRISHNA AUTOMOTIVE, BODRUWA, SUNDERGARH, BARGARH: 7574800581, SHANTI AUTO AGENCY, BALASORE, BHADRAK, BARIPADA, JALESWAR, KARANJI, RANGAPUR: 7574800558, G N AUTOMATION, SAMBALPUR, JHARSUGUDA, DEOGARH: 9311772663.

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SORRY CARS

THE THAR WINS

AUTOCAR CAR OF THE YEAR 2021



GLOBAL NCAP
★★★★★

THE ALL-NEW THAR

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GLOBAL NCAP
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L&F recommended Quantum font used for all visual communication.

75 Mahindra
Rise.

महिंद्रा ट्रैक्टर्स
टफ हार्टवर्क

पेश है
नया महिंद्रा युवो टेक+
टेक्नोलॉजी में नं.1
हर काम में नं.1

विशेष लॉन्च ऑफर
₹ 5.85 लाख*
Mahindra YUVO TECH+
2750I
27.6 kW (37 HP)

विशेष लॉन्च ऑफर
₹ 5.99 लाख*
Mahindra YUVO TECH+
4050I
29.1 kW (39 HP)

विशेष लॉन्च ऑफर
₹ 6.43 लाख*
Mahindra YUVO TECH+
4150I
31.3 kW (42 HP)

पावर और मायलेज में नं.1
m ZIP
3 सिलिंडर इंजन

स्पीड ऑप्शन में नं.1
एडवान्सड ट्रांसमिशन
- 12 F + 3 R
जेन्युइन साइड शिफ्ट

सटीकता में नं.1
बेस्ट इन क्लास हाइड्रोलिक्स
- 1700 kg तक लिफ्ट क्षमता

वॉरंटी में नं.1
6 YEARS WARRANTY

CONDITIONS APPLY

Mahindra YUVO TECH+
ज्यादा. जल्दी. बेहतर।

इस ऑफर के खत्म होने से पहले कॉल कीजिये, कंपनी अधिकारी 7906718280, 9451892043 या मिस्ड कॉल दें 7097197093.

यह विज्ञापन और इसमें शामिल जानकारी केवल सेंट्रल यूपी, बुंदेलखंड और पूर्वी उत्तर प्रदेश के चुनिंदा जिलों के लिए प्रासंगिक है. मात्र ट्रैक्टर की कीमत. कीमत में एक्सेसरीज़, RTO रजिस्ट्रेशन तथा इश्योरेन्स शामिल नहीं है. ये ऑफर एक्सचेंज के अंतर्गत नहीं है. ऑफर महिंद्रा के चुनिंदा डीलर की ओर से. ऑफर सीमित समय तक. *नियम व शर्तें लागू.

HIN_2021_OCT_FARM_CORP_11660996_MK_20(W)X16(H)_CM_YUVO TECH+ PRESS AD

UP EAST

After

mahindra
TRACTORS



Lorem ipsum dolor sit amet

• Lorem ipsum No.1 • Lorem ipsum No.1

YUVO TECH+
405DI

Lorem ipsum dolor sit Lorem ipsum dolor sit

YUVO TECH+
275DI

Lorem ipsum dolor sit Lorem ipsum dolor sit

YUVO TECH+
415DI

Lorem ipsum dolor sit Lorem ipsum dolor sit



Lorem ipsum

6 YEARS WARRANTY

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