

Many Companies
ONE PURPOSE

mahindra *Rise*

First Ad Released In 1945

ENTREPRENEURSHIP

of private enterprise and the initiative of the individual.

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.

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.

ETHICS

anti-social trends,

DIVERSITY & INCLUSION

colour, creed nor caste should stand in the way

MERITOCRACY

ability is the sole test of merit

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

PURPOSE

Drive positive change in the lives of our communities.
Only when we enable others to rise will we rise.

#TogetherWeRise

BRAND PILLARS

RISE FOR A MORE EQUAL WORLD

Climate Change

Inclusion

Ethics

RISE TO BE FUTURE - READY

Customer Focused

Technology

Innovation

RISE TO CREATE VALUE

Entrepreneurship

Scale

Impact

CORE VALUES

Professionalism | Good Corporate Citizenship | Customer First | Quality Focus | Dignity of the Individual



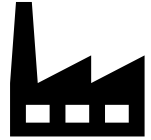
mahindra^{Rise}

**Citizens of the future
will show the way
to the businesses
of the future.**

#TogetherWeRise

[Play Brand film](#)

Mahindra Group Overview



20+

Industries



100+

Countries



260K+

No. of
Employees



79

Years of
excellence



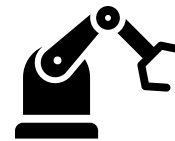
\$50B+

Market
Cap.



\$23B+

Group Turnover



69

Manufacturing
Plants



21

R&D
Centers

Our Portfolio... Today

AUTO



SUVs AND LIGHT
COMMERCIAL VEHICLES



LAST MILE MOBILITY



ICONIC MOTORCYCLES



TRUCKS & BUSES

FARM



TRACTORS AND AGRI
SERVICES



FARM MACHINERY

SERVICES

Services contribute 50% of Group Consolidated PAT



FINANCIAL



TECHNOLOGY



HOSPITALITY



REAL ESTATE



LOGISTICS



AUTO COMPONENTS
AUTO RECYCLING
PRE-OWNED CARS



RENEWABLE
ENERGY



AEROSPACE & DEFENCE



India's No.1 SUV Company by Revenue Market Share



Leading global IT services provider

World's Largest Tractor Company by Volume



India's No.1 financial services provider in rural and semi-urban markets

Pioneer in electric cars since 2008



Real Estate with large townships and pioneer in net-zero residential communities

India's No.1 electric 3-wheeler company



India's Largest Integrated Logistics Solutions Providers

India's No.1 Multi-Brand Certified Pre-Owned Car Company



Amongst India's Largest Renewable IPP

India's Largest sub 3.5T Light Commercial Vehicles Company



No.1 Vacation Ownership outside of the USA

M&M is the best performing stock in the NIFTY 50 since 2002

1ST IN LAST 20 YEARS

Company	TSR%	Ranking
Mahindra	27%	1
Britannia	27%	2
Dabur India	26%	3
Bajaj Holdings	26%	4
HCL Tech	25%	5
Sun Pharma	25%	6
NIIT Lim.	25%	7
HDFC Bank	24%	8
L&T	24%	9
Tata Chem.	24%	10



Nifty50 companies considered at the point in time (20, 5, and 1 year back as on 31st March of the corresponding years)

Note: TSR stands for Total Shareholder Returns, calculated as capital gains (increase in stock price) + dividends adjusted for stock splits, bonus issues, etc. TSR returns taken as avg. of monthly closing of Jan, Feb and Mar for the corresponding years.

Our Growth Strategy


DELIVER SCALE

LEVERAGE MARKET LEADERSHIP



 : Cutting-edge technology product innovation

UNLOCK FULL POTENTIAL


 : Diversified portfolio & stable asset quality


 : Grow new age offerings while executing well

GROWTH GEMS 5X



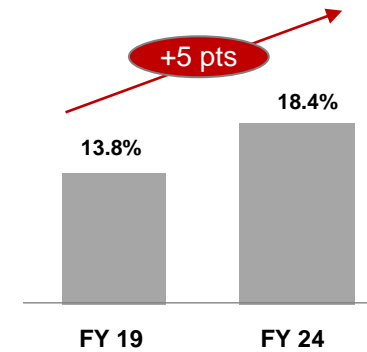
DISCIPLINED CAPITAL ALLOCATION

CONSISTENT DELIVERY ON COMMITMENTS

ROE %

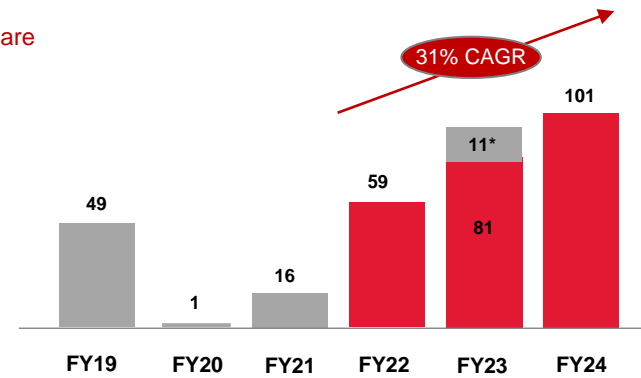
Go forward Commitment

18.4%



EPS INR/Share

31% CAGR



*Driven by gains from SEL and Susten, offset by Trucks and Buses impairment

Growth Gems | 5X growth



mahindra LIFESPACES

- >37 msf of residences, >5000 acres of integrated cities built
- 100% certified green portfolio since 2014
- Launched India's first three Net Zero residential development



susten BY mahindra

- Co-sponsor of India's largest InvIT in renewable space
- Developed portfolio of 1.5 GWp+, Projects under development ~2 GWp
- Strategic investor OTPP onboarded with a 40% stake



mahindra LAST MILE MOBILITY

- No 1 electric three-wheeler company with >50% share
- Significant investments from IFC and IJP
- Collaborated with Attero for EV battery recycling



ClubMahindra

- No.1 vacation ownership company outside USA
- Crossed 140 resorts, 5000 keys, 2.97 million members
- India's first triple net zero resort in Madikeri



mahindra ACCELO

- Leading mobility & energy components company
- Market leader in high-end transformer components
- India's first & largest vehicle recyclers (40+ cities)

Global Auto Presence

Leading brands:
**XUV, Scorpio and
Global Pickup**



Leading Geographies:
**Australia,
South Asia, Africa**

Global Automotive
Design from The UK
**Mahindra Automotive
Design Europe**



Battista Hyper GT

World's fastest
accelerating street
legal car



Mahindra's
Automobili Pininfarina

Global Farm Presence



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

OJA, a revolutionary
global tractor platform

Leading brands: **Mahindra,
Swaraj, Mitsubishi Mahindra,
Sampo Rosenlew, Erkunt**

Leading Geographies:
**USA, Turkey, Brazil,
South Asia, Africa, Japan**

Global Tech Presence

Tech Mahindra

SCALE

\$6.5 B+

Revenue

90+

Country

1000+

Global

Customers

145K+

People

CUSTOMERS



10 of Top 10 in Automotive



9 of Top 10 in Life Science



3 of Top 5 in Hardware & Storage



7 of Top 10 in Communications Services



6 of Top 10 in Healthcare Equipment



4 of Top 10 in Insurance



5 of Top 10 in Conglomerates



5 of Top 10 in Consumer Goods



4 of Top 10 in Process Manufacturing



3 of Top 10 in Oil & Gas

Our 10 Climate, Social & Governance Commitments



Carbon Neutral by 2040 (on scope 1 & 2)
Along with Science-based targets



100% Renewable Energy by 2030



100% improvement in Energy Productivity by 2030



Continue to be Water Positive at Group Level



100% Zero Waste to Landfill Sites by 2030



Carbon Pricing Emphasis in business



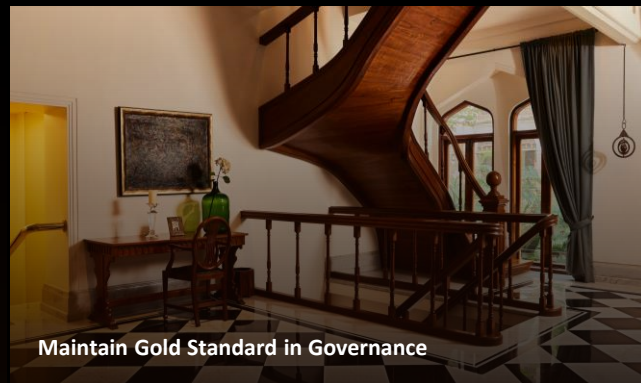
Educate 1 Million Girls Per Year By 2026



Afforestation- Hariyali



Women Empowerment



Maintain Gold Standard in Governance



The greatest threat to our planet is the belief that someone else will save it

Sustainability Mandate

Ambition: Global ESG Leader

Vision: Together we Rise for Planet Positive

Greening Ourselves



Net Zero on Scope 1+2 emissions

(RE usage & energy efficiency)



Net Zero on water and waste

(reuse, reduce & recycle)



Adopting material circularity

(reduce, recycle & green material)

Decarbonizing Our Industries

(Addressing Scope 3)



Transition to green portfolio

(EVs in auto, LMM & Logistics; Green Buildings & Resorts; Green Energy - solar, hybrid, storage)



Supporting transition to net-zero supply chain

(e.g.- Logistics)



Industry circularity

(e.g.- auto recycling)

Rejuvenating Nature

7.



Promoting regenerative agriculture

(via improved farming techniques)

8.



Afforestation at scale

(Hariyali program)

9.



Biodiversity conservation

(impact assessment & restoration)

Enablers

Leading on Reporting & Disclosures

Incubator for Green Technology

Leadership positioning through Communication

Active voice for Climate Advocacy

Practical capability building Plan

Leadership in ESG

PROGRESS

~17%

Reduction in Scope 1+2 Absolute Emissions
(Group - F24 v F19)

~29%

Share of Renewable Electricity
(Group - F24)

>100%

Increase in Energy Efficiency
(M&M - F24 v F09)

>100%

Water Positivity Index
(M&M - F22, F23, F24)

>85%

Zero Waste to Landfill Locations
(M&M - F24)

>25M

Trees planted till date
(Group - Hariyali)

RECOGNITIONS



M&M: LEADERSHIP BAND FOR CORPORATE SUSTAINABILITY by CDP 2021



M&M: INDIA CORPORATE GOVERNANCE & SUSTAINABILITY VISION AWARD 2020



MAHINDRA LIFESPACES: CDP: INDIA'S ONLY REAL ESTATE COMPANY WITH A RANKING in both Climate Change & Water Security



M&M: GOLDEN PEACOCK GLOBAL AWARD for 'Excellence in Corporate Governance for 2019



TECH MAHINDRA INCLUDED IN THE DJSI WORLD INDEX FOR THE 8TH CONSECUTIVE YEAR



FIRST INDIAN 'AUTOMOBILE & COMPONENTS' COMPANY to enter the World Index of DJSI for the 2nd consecutive year



Business Vision Award
M&M: 'BEST CORPORATE GOVERNANCE - INDIA 2020' AWARD from Business Vision

Our social initiatives in India



Nanhi Kali
for the girl child

Educated **700K**
under-privileged girls
across India since 1996

[PLAY FILM](#)



HARIYALI
PLANTING HOPE

Planted **24.8M**
trees and supported vulnerable
communities since 2007

[VISIT WEBSITE](#)



MISSION
even
A Mahindra Initiative
Where Women Rise

Empowered **770K**
women across India
since 2007

[VISIT WEBSITE](#)

DEI at Mahindra | Across sectors



Women in **Automotive**

All-women shop floor, dealership and service centers



Women in **Agriculture**

Enabling women farmers to get a better livelihood



Women in **Construction**

Team with 75% women, also led by a women leader



Women in **Tech M**

40% women representation in Board
34% in workforce



Women in **Rural Finance**

Women as Collection and Recovery agents



Women in **Real Estate**

All-women Graduate Engineering Trainee (GET) Programme



Women in **Logistics**

60% diversity in Nashik facility.



Women in **Renewable Energy**

Mentoring women engineers for leadership

DEI at Mahindra | A Breakthrough Maternity Policy

Supporting career and motherhood for 5 years

Pre-childbirth

IVF treatments,
Comfortable travel,
counsellors



Maternity

26 weeks leaves and
benefits include adoption
and surrogacy



Post Maternity

Flexibility at work, quality
childcare, career
assurance



Supporting culture since 2006 | Season of Festivals





BE
COLLABORATIVE

BE
AGILE





BE
BOLD



Our legacy is the foundation for our future

mahindra *Rise*