

ME

Mahindra Everyday

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Please write in to group.communications@mahindra.com to give feedback on this issue.

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EDITORIAL

The culture of innovation that has run deep in the Mahindra Group since its very inception, continues unabated and is manifested across Group companies... from Mahindra South Africa, which is celebrating its 10 anniversary, deploying innovation to retain a place in one of the toughest automotive markets in the world, to the launch of the innovative new 'GenZe by Mahindra' electric two-wheeler in the US, to the establishing of the US\$ 1 million Rise Prize, the biggest Innovation Award in India... and much more!

Dear Readers,

Mahindra South Africa which is celebrating its 10th anniversary during 2014 is among the most successful overseas ventures of the Mahindra Group. Over the past decade it has established the Mahindra brand in one of the toughest automotive markets in the world. Our cover story takes a closer look at its innovative entry strategy, unique marketing initiatives and how the company established a strong connect with the demanding South African vehicle buyer. A true Rise story within the Group.



Our Special Feature section includes an interview with Vish Palekar, CEO, Mahindra GenZe, one of the youngest companies in the group. This Silicon Valley based company just launched the innovative new 'GenZe by Mahindra' electric two wheeler in the US. With the audacious goal of developing mobility products that offer alternate solutions to urban transportation, the company is just getting started and has a very exciting future ahead of it.

Keeping with the innovation theme, we also have a story on the launch of the US\$ 1 million Rise Prize, the biggest Innovation Award in India, which seeks to nurture and develop a much needed innovation eco-system within the country. The first two challenges relate to the development of driverless cars and DIY solar kits. In the words of our chairman, Anand Mahindra, the Rise Prize aims to "provoke big disruptive ideas that dramatically change lives." Look out for future stories on both challenges.

Our 180,000 people are at the heart of this drive towards innovation within the Group. In our 'People Initiatives' section we showcase activities of the recently formed 'Diversity and Inclusion Council' which seeks to celebrate the uniqueness of every employee while fostering an environment of inclusion and empowerment. This is yet another affirmation of the Mahindra ethos of respecting the Dignity of the Individual.

Finally, we also have a story on one of the pillars of our Cultural Outreach initiative, the Mahindra Excellence in Theatre Awards. Turn to page 44 to read about the deserving winners of this prestigious award and how they are keeping theatre alive and vibrant throughout India.

We hope you enjoy this issue and look forward to your comments on how we can make ME more relevant and engaging in the future.

Regards,

A handwritten signature in black ink, appearing to read 'Darius Lam'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Darius Lam

10 SUCCESSFUL YEARS IN SOUTH AFRICA



Mahindra South Africa's latest advertising campaign extols the virtues of the 'Everyday Hero', those self assured, resilient men and women, whose actions and initiatives make the world that much better, who soldier on despite massive obstacles and adversity. Solid, dependable and reliable, they can always be counted on to Rise to the occasion and will never let you down.

This could well be an apt metaphor for the company itself as it tackled seemingly insurmountable odds to emerge successful in the highly competitive South African automotive market. As Mahindra celebrates its 10th year in South Africa during 2014, we journey back in time and trace the company's growth trajectory from a largely unknown brand, to a much loved and respected one today.

For a new brand in a country with a plethora of global brands, Mahindra SA's story is truly inspirational. From humble beginnings in 2004 with two products – the Bolero Pik-Up and the seven-seater Scorpio SUV – and four dealers, there are now over 25,000 Mahindra vehicles on Southern African roads today.

"The challenges were enormous but amidst the adversity we discovered several opportunities," says Pravin Shah, Chief Executive - Automotive Division & International Operations AFS, who spearheaded the company's foray into South Africa.

"I think the biggest challenge we faced was establishing an unknown Indian brand in a globally competitive market. We had to ask ourselves what our business model should be and how would we deal with external factors that might affect our very existence and bottomline. So, we decided to evolve a business structure to help us make a balanced entry into this market," he continues.



The eye-catching Mahindra display at the Johannesburg Motor Show

This approach paid off handsomely as, in 2012, Mahindra became the fastest growing automotive brand in South Africa. During the past two years, the company has grown its sales volume by 170%, while Mahindra's year-on-year growth has been 156% in 2013.

Today, the Mahindra SA product portfolio consists of 10 models including the Mahindra Bolero and Genio Pik-Ups, Scorpio Pik-Up and SUV, Quanto SUV, the XUV500 and the Xylo MPV. Mahindra South Africa is also the first overseas distributor to take on the sale of Ssangyong vehicles as well and the company's Ssangyong portfolio includes the Actyon Sport, the Korando and the Rexton W.

So, why did Mahindra choose to enter the terrain of the cheetah and impala (antelope)?

"The west was saturated. The east was reeling from a financial crisis. The African countries were emerging as independent economies as the civil wars prevailing in many of them were drawing to a close. Moreover, it was comparatively easier to manage expectations in that region as compared to the west or east. Hence, we saw Africa as

COVER STORY

our future engine of growth,” says Shah.

“South Africa is not only the largest automobile market in the whole of the African continent but also a highly evolved one because you have global brands from across the world, in fact more than in several European countries. Infrastructure is excellent and we realised that there was an opportunity for a value-for-money product offering. Also, the rest of Africa looks up to South Africa from an aspirational point of view, making the country a springboard for future forays into the continent,” says Pravin Shah. This view was echoed by Ashok Thakur, CEO of Mahindra South Africa who has also played a role in the company’s success over the past decade.

The company made a conscious decision from the outset to establish a subsidiary in South Africa instead of following the easier route of appointing an importer or distributor. This was due to the long term aspirations of the Mahindra Group to become an increasingly significant player on the African continent rather than looking only for short term



Ashok Thakur, CEO, Mahindra South Africa (centre), receives the Star Performer Award from Dr. Pawan Goenka, Executive Director and President (Automotive & Farm Equipment Sectors). Ruzbeh Irani, Chief Group Communications and Ethics Officer is to Dr. Goenka’s right while Pravin Shah is to Ashok’s left. Johannes Greyling, Product & Sales Manager, Mahindra SA is at extreme right.

opportunity. This was the first overseas location where Mahindra invested equity to run a distribution operation and provided support for the entire life cycle of the vehicle.

This strategy also helped to counter the prevailing perception that overseas brands were essentially fly-by-night operators with local distributors so as to be able pull out at any time.

Yet, creating a network proved to be challenging. Should the company wait for a sizeable product portfolio to develop or should it simply foray into the country with its current line-up? Shah chose the latter route. Moreover, to offset any concerns from local equity partners, he decided to hire a local team rather than staff the local office exclusively with expats from Mahindra’s Indian operations.

“This approach instilled confidence in potential partners and helped us acquire our first five dealers. We decided to start small by focusing only on the Gauteng region which consists of Johannesburg, Pretoria and five to six other cities that together account for nearly 60% of the market. Based on initial feasibility studies and car clinics, we decided to first introduce the Bolero and Scorpio SUV and later added Scorpio Pick-Ups. This was how we evolved a customised business model which helped us lower our risk in a challenging market,” says Shah.

Yet, some factors were beyond the company’s control. “We started on a good note but then the Rupee appreciated in comparison to the South African Rand and we faced substantial losses for two years. We were under tremendous pressure, but we knew we were there for the long term and it was this belief and perseverance of the team which helped us succeed. In fact, in the first two years, we paid back the initial capital that we invested through dividend distribution,” he continues.

Mahindra’s tough and rugged UVs and Pick-Ups also slowly began to find favour in the local market. “We were able to offer products in the market at price points that were seemingly unimaginable earlier. Nobody had ever offered a value-for-money



The dynamic Mahindra South Africa team

COVER STORY



- ★ Dealers F12: 35
- ★ Dealers F13: 60
- ★ Dealers F14: 72 (15 Dealers Pending)
- ★ Mahindra and Ssangyong F13: 30
- ★ SADC F13: 5

value-for-money workhorses with incredible off-road capability. The South African customer has confidence in the brand, bolstered by a well-oiled after sales network and no shortage of parts which implies faster turnaround time when it

comes to servicing vehicles.

This has also meant that dealers are now approaching the company instead of the other way around. "Initially we were chasing people, then about five years later we got the opportunity to select our partners," says Shah.

The Mahindra SA dealer network has indeed grown exponentially since 2004, with 57 outlets providing excellent coverage countrywide. Many of these dealerships are multi-franchise operations, as per the industry practice and for us most sell both, Mahindra and SsangYong models.

After-sales support to both dealers and customers is critical to the Mahindra SA growth strategy. Recent examples are the opening of a dedicated technical and management training centre in Centurion and a new, state-of-the-art, paperless parts distribution centre in Jet Park to ensure consistent parts supply to the dealer network.

The company's strong focus on building relationships with its dealers has reaped rich dividends. "In fact, only recently we were honoured at an international Mahindra conference as being among the five best distributors outside India, with our special strength being the strong bond we have developed with our dealers," says Ashok with a tinge of pride.

"In the last five years, bigger dealers have approached us as they know it's a brand that's here to stay, offers very good value and makes business sense. From our side, we make sure that their viability is protected; they are not located close to each other so they can sustain themselves

SUV for under 200,000 Rand or a workhorse pick-up which could do all the hard work. But we had to create a conducive after sales infrastructure to ensure that our customers trusted the Mahindra brand. We had to set up a national dealer network and create an after-market and parts distribution infrastructure to allow us to serve customers across the country," reminisces Thakur who goes on to talk about the key characteristics of the South African automobile market.

"It's an open and free market and the customer has a huge choice of brands and variants. It's quite different as compared to any other market in the world where global OEMs manufacturing locally have an edge over foreign brands. In terms of applications as well, South Africa is very different from the rest of Africa. Car owners here are used to driving at high speed and over long distances, so each and every part in a vehicle has to be well maintained. Customers are finicky about the smallest sound and will carefully inspect every part of the vehicle."

"We learnt a great deal about the product, its quality and performance, demanding market needs and fulfilling customer expectations not only in terms of sales experience and price but also after-sales service, parts availability, etc.," echoes Shah.

And the learning curve was fairly steep. Due to the vast nature of the country and the excellent infrastructure, vehicles are usually driven for hundreds of kilometres at a stretch and at high speeds. Mahindra SA managed to meet these exacting requirements which stood the company in good stead, especially when it came to future forays into other countries.

Recognition in the South African market meant good visibility for the brand across the continent as the company began exporting from South Africa to six to seven other markets within Africa.

Today, Mahindra vehicles are perceived as tough,



COVER STORY

and not compete with each other. So, our relationship with our dealers is strong, with some of them having been with us for nearly a decade,” he continues.

The company’s challenges also extended to building the brand in spite of limited resources. Mahindra SA’s positioning has changed over the years. At the time of launch, it was ‘Live Your Dream’ which was built on the value-for-money characteristic of the brand that allowed customers to fulfil their dream of owning a great car at an incredible price. However, in 2007, this positioning was adopted by price conscious Chinese competitors, so the Mahindra SA team decided to change the brand’s tagline to ‘Since 1945’ which capitalised on Mahindra’s rich automotive heritage. This was followed by ‘The Rise of the Everyday Hero’ which was in tune with the Group’s new brand positioning – Mahindra Rise.

“We said that this vehicle is for the guy who is struggling 8-10 hours a day, and who fulfils his responsibilities without complaint. It’s an apt companion as it helps him run his life. We chose the rugby season on TV as our only medium of promotion and also spent a fair amount on digital ads which has resulted in thousands of leads that we diligently follow up on. We work within limited resources as compared to our competitors who spend about six to seven times more than us in terms of ads and promotions. We have to be disruptive if we want to increase our brand awareness,” says Ashok.

This approach has resulted in a great deal of visibility for the brand with a major win being the 150 vehicles supplied to the SA police during 2013. This was the first time the company bid for a government tender.

So, do both Shah and Thakur feel the Mahindra South Africa business model could work for the company in other geographies as well?

“Yes, in Mahindra Europe and Mahindra Australia,” says Shah. “I am happy to say that our experience in South Africa has helped us overcome challenges in other JVs as well. We started with a local partner who had a smaller stake in the business and then we eventually ran the entire



Mahindra SA dealers visit the Mahindra Reva plant

business. This strategy provided us with an initial entry into the market, gave us a low risk approach and strategy and helped us learn our lessons the hard way in terms of meeting customer requirements, etc. It also helped us in product development and defining the appropriate product specifications.”

“South Africa was the first country where Mahindra invested equity to run a distribution operation. Earlier, we would simply manufacture vehicles and ship them out from India to the distributor. However, here there was an entire life cycle we had to oversee, from receiving the vehicles in South Africa, to approaching the customer and ensuring we

COVER STORY

were with him throughout. This helped us build the brand," says Thakur.

"Just to give you an example of brand acceptance, a publication here recently ran a feature on the best vehicles but left out Mahindra. One of our customers actually wrote to the editor stating that Mahindra has some of the best vehicles. Also, if someone already owns a Mahindra, there's a very high chance of him purchasing another one when he wants to change to a new model. This is higher than all other brands," he concludes proudly.

Mahindra's success story also caught the attention of Prof Jean-Louis Schaan, Professor, International Business at the Richard Ivey School of Business of the University of Western Ontario, Canada. The case study prepared in 2011 is read by HBA / MBA students at Ivey who will take on the role of Chief Executive (International Operations) at Mahindra and come up with individual suggestions on the way forward for Mahindra South Africa and the various alternatives for its further growth in the African Continent.

Perhaps Shah puts it best when he says, "Mahindra South Africa is testimony to Mahindra's innovative approach in terms of evolving a business model, creating customised products, building relationships and promoting the brand. The experience we have gained in South Africa has inspired us to find opportunity in adversity and paved the way for future growth in our overseas businesses."



Top performing dealers visit the Taj Mahal

TREND WATCH

Emerging Automotive Trends

This column by Darius Lam, Associate Editor, focuses on automotive issues.

There are a number of interesting trends developing in the Indian automotive industry, driven by the increasingly demanding nature of the Indian consumer and growing competition among manufacturers in a challenging market environment.

The first and most significant trend is that as the average age of vehicle buyers declines, styling, technology, features, engine performance and interior quality will assume much greater significance. More functional aspects like fuel efficiency, reliability and service - while still remaining important - are increasingly being taken for granted. This shift has already begun and will accelerate rapidly in the next few years.

Another emerging trend is the blurring of lines between car and SUV models over time with the emergence of new compact SUV and crossover models. These vehicles would offer the driving comfort of a car, combined with the go-anywhere capability and space of an SUV. The Ford Ecosport and Maruti Ertiga are examples of such crossover models with almost all major manufacturers planning such models in the future.

In the UV and SUV segments, the big growth opportunity would come from urban buyers choosing lifestyle oriented SUV models as a second vehicle in the family for weekend trips. In rural areas, these models would transition from being purely functional towards more aesthetic, aspirational and lifestyle-oriented vehicles.

The recent launch of the Maruti Celerio with its Automated Manual Transmission and the strong response that it has received from customers indicates another imminent shift in buyer preference toward this type of transmission system. Key success factors for the AMT are its ease of use, affordable price tag and strong fuel efficiency, all of which is helping drive acceptability among car buyers. As urban traffic congestion increases, AMTs will only increase their penetration of the car market in India.

Another trend to watch out for is the rebalancing of demand between petrol and diesel variants of the same model, as the price differential between the two fuels narrows. The increasing efficiency of petrol engines and their inherent performance advantages are likely to lure buyers, particularly younger ones that enjoy driving.

Finally, in the two-wheeler segment volume growth is being propelled by a revival in demand for scooter models. A number of manufacturers have launched stylish and feature packed scooters that are easy to ride, drawing a new generation of buyers.



SPECIAL FEATURE

Mahindra GenZe

Driving Innovation with Responsibility



Mahindra recently pulled the covers off the GenZe electric two-wheeler, the first urban transportation vehicle to be offered by the Mahindra Group and the only two-wheeled electric vehicle of its kind in the United States. The GenZe will be manufactured in Ann Arbor, Michigan and its compact design provides consumers with exactly what they need – ease of travel, specialized storage and an impressive range of 30 miles with many industry first features.

ME recently caught up with Vish Palekar, CEO, Mahindra GenZe, to learn more about the rationale behind this unique offering and how it will help ease traffic congestion.

Can you tell us about the origin of Mahindra GenZe?

Mahindra GenZe was conceived in 2012 in Silicon Valley, with the purpose of driving transformative solutions in urban transportation. Its mission, particularly its origins in the United States, was driven by Mahindra's aspiration to be amongst the most admired brands in the world and its vision for the Future of Mobility, expressed by the 5C's framework – Clean, Convenient, Connected, Clever and Cost Effective.

With the growth of cities, urban mobility has become a key challenge. Existing modes of transportation have become inadequate in resolving this problem and new, innovative solutions are needed. Guided by the Rise pillars, Mahindra GenZe efforts are focused on designing solutions to the challenges associated with urban commuting, parking, congestion, pollution and fuel availability. We hope to achieve this by making highly efficient clean vehicles that are both fun and hassle free to own and ride.

Why have we chosen to debut in the tough US auto market?

It is true that two-wheelers are more popular in Asia and in Europe today, compared to the United States. However, the factors that drive the adoption of two-wheelers, namely urbanization of cities, the rising cost of car ownership and the need to drive sustainable solutions for transportation are also becoming increasingly important in the United States. Urban growth in the U.S. now outpaces overall population growth resulting in a need for transformative urban solutions.

Mahindra GenZe is hoping to take a leadership role in the U.S. in this opportunity space. In line with Mahindra's desire to promote its brand in the U.S., Mahindra GenZe is focused on delivering lifestyle empowering fun and clean two-wheelers and position GenZe and brand Mahindra as a leading provider of transformative urban solutions in the U.S.

To achieve these objectives, Mahindra GenZe set up a green-field operation in the U.S., tapped into local customer insight and designed and engineered a vehicle utilizing

talent in Michigan and California. This vehicle will be manufactured in Ann Arbor, Michigan and debut in the U.S. in 2014.

What are some of the long-term mobility challenges, which GenZe seeks to address?

GenZe seeks to make riding fun and hassle free while having a positive impact on society and the environment. Its focus is to provide a solution to mitigate challenges in urban mobility in the U.S. and other urban centers around the world.

GenZe's core positioning is as a utilitarian, lifestyle empowering brand that makes riding fun. So a consumer can continue to expect various sustainable mobility based solutions that deliver on this promise. We are starting off with the GenZe 2.0 and will soon be launching other derivative vehicles on this platform. Our R&D efforts are driven towards technologies that provide consumers and business owners with solutions that make their transportation needs easy and fun.

What are the unique features of the new GenZe electric two-wheeler?

The GenZe is to scooters what smart phones are to cell phones. It is



SPECIAL FEATURE

everything commuters need in a vehicle with zero hassles:

Other features include:

- Back Bay™ Carrying Bin including Power-Port for Cell Phone, Tablet and Laptop Charging: Expanded carrying capacity - No other vehicle accommodates the rider's lifestyle and cargo like the GenZe.
- Cruise-Connect™ Touch-Screen display: Connectivity - Users have an easy to read touch screen display with cell phone mirroring; GPS and connected apps will be added over time.
- SmartPack™ Integrated Power Module: Removable, portable battery and charger with ability to charge "anywhere on the go" without special infrastructure
- Slant Seat™ Dual Position Seat offers options for both when a rider may want to see over traffic and for when they just want to sit down and cruise. The Slant Seat™ flips up to support the rider in a semi-standing position, and then clicks back down when they want a relaxed riding experience.
- Cast-aluminum Exoskeleton: Cast-aluminum structure that is lighter, performs better and lasts longer than a typical steel tube frame. GenZe design is essentially the structure; it is both minimalistic and modern.
- Improved Ride Quality: Scooters typically have smaller front and rear tires. The GenZe's 16-inch front tire provides additional slow-speed stability and threshold (potholes/curbs) tolerance. The throttle response has been carefully calibrated to allow even the most inexperienced rider the confidence to get on and go.



How does this product help Mahindra to build a sustainable urban environment?

The GenZe is powered by electric batteries and is hence, 100% emission free. The adoption of such a vehicle by urban America will not only ease transportation and parking bottlenecks but also reduce the need for gas guzzling vehicles. The GenZe is also the most energy efficient (from generation to wheels) single person vehicle for short urban distances and is the ideal vehicle for enabling long distance public transportation. Having the GenZe in the transportation mix, opens up several possibilities and helps the move towards sustainable urbanization.

Who are our target customers for the GenZe two-wheeler?

The GenZe is designed to appeal to urban commuters and college students but defined more broadly, the GenZe will appeal to any urban dweller – in any big city across the world - anywhere. Another interesting market is to large ride sharing programs in business campuses, resort towns and as first mile, last mile transportation enablers.

Any plans to launch this product in India or other markets?

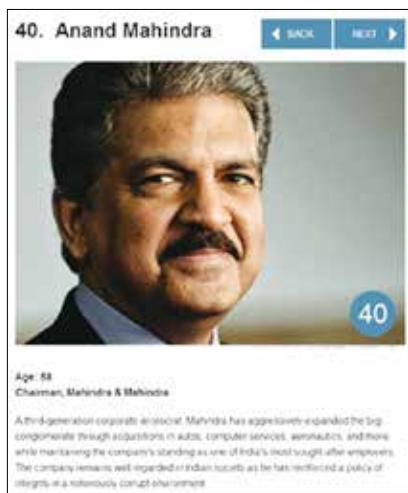
This is a global product and we intend to launch this in most urban geographies over time. The US is a starting point and it will be launched in other cities around the world over time.

Can you share an insight or personal anecdote from your experience at GenZe?

What strikes me most is what a passionate team is able to accomplish in a short period of time. The GenZe was put together in Michigan and California with a look and feel that is uniquely different and fun. Another aspect that I find quite inspirational is Mahindra's willingness to conduct these bold experiments...driving innovation with responsibility.

CORPORATE NEWS

Anand Mahindra Named One of the World's 50 Greatest Leaders by Fortune Magazine



Fortune magazine has named Anand Mahindra, Chairman & MD, Mahindra Group, as one of the 'World's 50 Greatest Leaders'. He is ranked at No. 40 on the list, which also includes German Chancellor Angela Merkel, Berkshire Hathaway CEO Warren Buffet, former US President Bill Clinton, Apple CEO Tim Cook, actress Angelina Jolie, Starbucks CEO Howard Schultz and girls' education activist Malala Yousafzai. Nobel Peace Prize winner Aung San Suu Kyi, the Dalai Lama and Pope Francis are also part of the list and are, according to the magazine, "energizing their followers and making the world better..."

What *Fortune* has to say about Anand Mahindra: "A third-generation corporate aristocrat, Mahindra has aggressively expanded the big conglomerate through acquisitions in autos, computer services, aeronautics, and more, while maintaining the company's standing as one of India's most sought-after employers."

Prestigious TERI Award for Mahindra Group

Anand Mahindra, Chairman & MD, Mahindra Group, received the Sustainable Development Leadership Award from The Energy and Resources Institute (TERI). He accepted the award from Salman Khurshid, External Affairs Minister, on behalf of the Mahindra Group.

This award felicitates global leaders for their contributions to the field of sustainable development. It was presented to Anand Mahindra in recognition of the dynamic and visionary leadership he has shown in spearheading the Mahindra Group on the path of sustainability and environmental awareness.

"With its dynamic and visionary approach, TERI has greatly contributed to the global dialogue on finding solutions to global problems in the fields of energy, environment and sustainable development," said Anand Mahindra. "I am honoured to accept this award from them on behalf of the Mahindra Group."



Anand Mahindra, Chairman & MD, Mahindra Group, receives the TERI Sustainable Development Leadership Award from External Affairs Minister, Salman Khurshid. Also seen from left are R.K. Pachauri, Director General – TERI, Danny Faure, Vice-President, Seychelles, Kofi Annan, Former United Nations Secretary General and Dr. Farooq Abdullah, Union Minister.

Ruzbeh Irani Appointed Chief Group Communications & Ethics Officer

Ruzbeh Irani was appointed the Chief Group Communications & Ethics Officer of the Mahindra Group, effective April 1, 2014. He is also a member of the Mahindra Group Executive Board.

Commenting on the appointment, Anand Mahindra, Chairman & MD, Mahindra Group, said: "Communication plays a vital role in building the Mahindra brand on the global stage, and in strengthening our internal culture. It is especially crucial, given the Mahindra Group's aspiration of joining the ranks of the Top 50 most admired global brands by 2021."

Ruzbeh's strategic orientation and international credentials bring enormous value to this role in which he will work with all Mahindra Group businesses to develop and strengthen their communications strategy and execution on a global scale. In addition, as the Chief Ethics Officer of the Group, he is also responsible for infusing and maintaining the highest standards of ethics and corporate governance across Mahindra.



CORPORATE NEWS

Ssangyong Board Bids Farewell to Bharat Doshi

The Board of Ssangyong Motor Company bid a warm farewell to Bharat Doshi in March 2014. On this occasion, he was presented with a memento in appreciation of his outstanding contribution as a member of the Board of Directors from March 2011 to March 2014 and also for his guidance, support and dedication to the organization that all employees of Ssangyong would remember.

Seen (from left to right): Dominic DiMarco, Prof. Yoon-suk Suh, Yoo-il Lee, Bharat Doshi, Dr. Pawan Goenka, Prof. Dae-ryun Chang and Rajeev Dubey.



V. S. Parthasarathy Receives 'CFO India Hall of Fame' Award



V S Parthasarathy, Chief Financial Officer, Group CIO and Member of the Group Executive Board, M&M Ltd., receives the award from Bharat Doshi, Director, Mahindra & Mahindra Ltd.

V. S. Parthasarathy, Chief Financial Officer, Group CIO and Member of the Group Executive Board, M&M Ltd., received the prestigious 'CFO India Hall of Fame' award from CFO India magazine, at the Fourth Annual CFO100 Awards ceremony, recently held in Mumbai. The CFO100 is an annual benchmark for stars among India's CFOs.

CFO India cited his exemplary career as a senior corporate leader and his lifetime contribution to the world of finance for the Hall of Fame Award.

"I dedicate this Award to the entire F&A Group - it is truly a recognition of the excellence within the Mahindra Group, for its Rise philosophy of accepting no limits, driving positive change and alternative thinking," said V. S. Parthasarathy on receipt of the award. "The F&A Group always strives to excel and create new benchmarks. I am happy to be the team leader of the 'restless' group of men from F&A who are seeking nothing less than the best and give nothing less than the best. The focus is on change, coping with change and how we encash opportunities. That too without losing focus on risk management and control and compliance."

The Mahindra Group also swept away seven other awards in the Fourth Annual CFO 100 Awards: S. Duragshankar, Pradip Vaidya, K. Chandrasekar (from M&M) V. Ravi, Dinesh Prajapati, Dharmesh Vakharia (from MMFSL) and Vikas Babel (from Tech Mahindra) received awards in various CFO 100 and Treasury 20 categories.



The Mahindra Group recipients of various CFO category awards at the same ceremony

CORPORATE NEWS

Mahindra Launches 'Rise Prize' to Challenge India to Drive Disruptive Innovation

On February 27, 2014, the Mahindra Group launched India's biggest innovation prize - the 'Rise Prize', which offers USD1 million to drive globally relevant, disruptive innovations, while helping to build a culture of innovation in India.

It will start with two primary challenges, the Mobility Challenge, which invites solutions for driverless cars in India and the Solar Challenge, which aims to make solar energy products more accessible to the population at large.

In the words of Anand Mahindra, Chairman & MD, Mahindra Group, "With the Rise Prize, the Mahindra Group wants to provoke big, disruptive ideas that can dramatically change lives. We are offering a big incentive for fresh thinking among the new generation of innovators in our country. Our ambition is to propel India into the next orbit of innovation and develop the nascent innovation ecosystem in India. Essentially we want to catalyze the rise of world-class, world-beating innovations and technology from India."

According to S. P. Shukla, President – Group Strategy and Chief Brand Officer, Mahindra Group, "We are launching the Rise Prize on National Science Day to commemorate the country's achievements in the field of science and technology. We are a nation of a billion possibilities, with the potential to create innovations which are truly disruptive. The Rise Prize from the Mahindra Group aims to inspire and enable individuals and teams out of India to innovate and push boundaries, which would make the world sit up and take notice."

The Mobility Challenge encourages innovation in the area of 'Driverless Cars for Indian Roads'. This would redefine the future of mobility and carries the promise of transforming lives, while addressing a range of challenges. The benefits of an effective solution include decreased road mortality rates, lower driver fatigue, increased environment friendliness and making transportation more inclusive for people that are differently-abled.

The Solar Challenge looks for innovative ideas in the area of 'Affordable DIY Rooftop Solar Kits'. As cities continue to grow at an unprecedented rate, there is an increasingly urgent need for power and sustainable ways to generate it. With its abundant sunshine, India is believed to have energy equivalent to the vast Middle Eastern oilfields when it comes to solar power. This presents an unparalleled opportunity for the country to lead the global energy revolution through solar energy.

The rationale behind this challenge is to make solar energy generation more affordable and accessible with a DIY Rooftop Solar Kit. From providing energy access to rural India and making solar a large-scale reality in urban India, to disrupting the way India powers itself, the possibilities are endless...



Anand Mahindra, Chairman & MD, Mahindra Group and S P Shukla, President - Group Strategy and Chief Brand Officer, Mahindra Group, launch India's biggest Innovation Prize – 'The Rise Prize', commemorating National Science Day

Ramesh Iyer is EY Entrepreneur of the Year (EOY) Awards 2013 Finalist

Ramesh Iyer, MD, Mahindra Finance, CEO – Financial Services Sector & Member of the Group Executive Board, was recognized as one of 16 finalists for the prestigious 15th EY Entrepreneur of the year (EOY) Award 2013. A prestigious jury shortlisted the finalists from among 350 nominations and they were honoured at a grand award ceremony on February 20, 2014, in New Delhi.

Mahindra Finance was among the top three players in the BFSI space, who made it to this list.



On Show at Delhi Auto Expo 2014

M&M showcased its widest and most diverse portfolio of accessible technology solutions at the Delhi Auto Expo 2014.

The product pipeline included Mahindra Reva's next generation two-door future ready sports car concept, the Halo; the Mahindra Formula e car which will participate in the FIA sponsored Formula E Championship; an XUV500 hybrid with a cut section and transparent acrylic body; and the all new autoSHIFT transmission in the Quanto. On show from the Ssangyong stable were the all-new Rodius MPV, the LIV-1 Concept and the Rexton with a new 2.0-litre e_XDi engine.

The Super XUV500 was on display in the Adventure Zone. Driven by Gaurav Gill, this vehicle dominated at the Indian National Rally Championship (INRC) – emerging the fastest vehicle in four of the five INRC rallies. Fans were able to catch a glimpse of Gaurav Gill speaking about the capabilities of the vehicle and presenting a memento to Pravin Shah at the Mahindra Pavillion.

M&M's diverse portfolio of accessible technology solutions on show also attracted plenty of attention.



Ratan Tata, Chairman Emeritus, Tata Group, visits the Mahindra stall at the Delhi Auto Expo 2014



M&M's diverse accessible technology solutions on show attracted plenty of attention



The Super XUV500 on display in the Adventure Zone



Pick-up Segment on the Up and Up!

Mahindra's Pick-up Segment continues on its growth path and has gained a 62% market share in the light commercial vehicle 2 - 3.5 ton category, as per SIAM classification.



Promoting Electric Vehicles in Bhutan

The Mahindra Group recently signed an MoU with the Government of Bhutan for a strategic partnership to promote the usage of electric vehicles in the Kingdom of Bhutan. On this occasion, Mahindra Reva announced the launch of its all-electric, zero-emission 'Mahindra e2o' in Thimphu, the capital city of Bhutan.

Dr. Pawan Goenka, Executive Director & President, AFS, with the Mahindra e2o in Thimphu, Bhutan



SafeEye – the Safest School Transport Solution

The recent launch of SafeEye, a path-breaking, innovative solution in the small vans category, promises to transform school bus safety by setting a new benchmark. This technology solution is fitted into Mahindra's Maxximo Mini Van VX School Bus, thus transforming the current Maxximo Mini Van VX from a very safe and comfortable school transport vehicle, to a best-in-class 360° safe school transport solution.

Pravin Shah, Chief Executive, Automotive Division, with a van fitted with the newly-launched SafeEye solution

Mahindra Reva Says 'Goodbye Fuel, Hello Electric'

Mahindra Reva has launched an innovative and first-of-its-kind programme called, 'Goodbye Fuel, Hello Electric' to promote easy and simple ownership of the e2o, its automatic electric car.

This programme separates the initial acquisition cost of the e2o from the usage cost (in the form of the battery and its maintenance) in order to make the e2o more affordable. It also guarantees the performance of the battery, as the ownership of the battery lies with Mahindra Reva.

On the same occasion, Mahindra Reva also launched its revolutionary Quick2Charge® DC Fast Charging station, with new smart port technology.



Chetan Maini, CEO, Mahindra Reva Electric Vehicles Pvt. Ltd., seen with the e2o at the launch of the programme

'Yoga Seats' for the Quanto

The Quanto is the only sub 4-metre vehicle to have a 5+2 Yoga seating configuration. These new seats have been christened 'Yoga seats', as they allow 36 different seating combinations, thus ensuring maximum flexibility and convenience.



Mahindra Truck & Bus Division in Action

• **The Mahindra Truck and Bus Division (MTBD) made its presence felt at Auto Expo 2014**, by showcasing two of its newest products - the Mahindra TRACO 49 and the Mahindra TRUXO 37. These two additions to the MTBD stable have strengthened the company's portfolio, helping it to become a complete HCV player. The other products on display were the Torro 25, the Loading Zoom Container Truck and the Tipper, besides the Tourister Cosmo Bus. A 'Technical Cut' exhibits display was also set up to bring alive the strengths of MTBD's robust and sturdy aggregates, engine, driveline, etc. This display was aimed at showcasing the 'hidden advantages' of MTBD products to a discerning CV customer segment.

• **Towards MPowering ties, the third batch of MPower**, the Management Development Program for next generation transport entrepreneurs, was kicked-off on January 13, 2014, at the Indian Institute of Management, Ahmedabad. The 15-day program saw enthusiastic participation from 21 transporters, some from the finest transport companies in India, who were certified at the end of the program. MPower participants are seen with the MTBD Leadership Team at the Valedictory Ceremony.



• **The Outperformers League was conducted in Chandigarh** for 44 participants - Fleet Owners, IKAs, unique Retail Customers and Financiers. Motivational Speaker Vijay Batra shared the nuances of positive thinking with them, with the theme 'Switch on Every Day'.

• **The Outperformers League was conducted in Tuticorin**, Tamil Nadu, for 220 participants. Guest Speaker, Dr. M. Sekar from the Indian Maritime University spoke on 'Coal Movement from Port'.

• **The Outperformers League conducted in Dhanbad** saw excellent participation. Pradeep Varaiya, Tyre Expert, spoke on 'Extend Tyre Life and Increase Your Profits' and Vijay Batra, Motivational Speaker, shared the nuances of positive thinking.



• **Tour de Chakan** has emerged as a very important tool of experiential marketing at MTBD, helping the company to showcase the technological prowess of the Mahindra Group and position this strength as a competitive advantage. Two such visits saw 60 prominent IKAs and NKAs visit MTBD's state-of-the-art manufacturing facility in Chakan. They were thoroughly impressed with the set up.

Many Firsts at 3rd Edition of Mahindra Transport Excellence Awards

• **Dr. Pawan Goenka also announced the MPower War Room**, a platform that will engage and challenge the participants into sharing how they implemented what they learnt at MPOWER, the successes and the challenges, what worked and what didn't.



• **Saarthi Abhiyaan**, a scholarship program for the education of a driver's girl child was unveiled by Dr. Pawan Goenka. This initiative is about saluting the driver who makes the effort of educating his daughter till 10th and hence outperforms!

• **Lady HCV driver, Yogita Raghuvanshi** was presented with the ceremonial key of her TRUXO 25 amidst a spontaneous standing ovation!

• **A panel discussion on Road Safety and an engaging Q&A session** with the who's who of the Transport Ministry were also a part of the event. In addition, a few initiatives impacting various stakeholders from drivers to fleet owners were announced, in order to live the spirit of Rise by driving positive change!

Update from Ssangyong Motor

Ssangyong Motor's new mid-to-long term business target - 'Promise 2016', was announced at the new year kick-off meeting, held on January 3, 2014, at its headquarters in Pyeongtaek. The company's labor and management vowed to make 2014 signal the beginning of its growth with this new target.

The key goal of Promise 2016 is to raise its global sales to 300,000 units and 6 trillion won by 2016. If the X100 hits the market next year, Ssangyong Motor expects this vehicle to contribute to boosting its sales, along with existing models.

vehicle to contribute to boosting its sales, along with existing models.

Ssangyong labour and management representatives pledge to achieve 'Promise 2016'



Lee Yoo-il (left), CEO of Ssangyong and Kim Kyu-han, Head, Ssangyong Workers' Union, shake hands after the announcement of 'Promise 2016'



Ssangyong Motor's 2014 Domestic Sales Conference

was held in Seoul, on January 10, 2014, to focus on how to achieve the domestic sales goal for 2014. It was attended by around 230 people from the domestic sales department and from dealers and featured various programs including the Excellent Awards, the announcement of 2014 business plans and a special lecture.

Ssangyong's measures for achieving its goals include: expanding its business base for establishing a sales system in the domestic market, strengthening its market-oriented strategy and reinforcing brand capacity through a differentiated marketing strategy



Ssangyong Motor unveiled its new strategic concept car for the first time globally, at the 84th Geneva Motor Show, held in Geneva Palexpo, Switzerland, on March 4, 2014. The XLV, which stands for 'eXciting smart-Lifestyle Vehicle', has its seven seats arranged in a 2+2+2+1 configuration with an overall length of 4,430 mm. It will feature higher fuel efficiency and significantly lower CO₂ emission, thanks to its 48V mild hybrid system which combines a 1.6L diesel engine with a 10kW electric motor, powered by a 500Wh high-power lithium ion battery.

Lee Yoo-il (right), CEO of Ssangyong, and Kim Kyu-han (left), Head of Ssangyong Workers' Union, posing with models next to the XLV Concept at the Geneva Motor Show

Ssangyong Motor held the 3rd Oneness Scholarship Award Ceremony

at its headquarters in Pyeongtaek on March 22, 2014. Forty-one outstanding students from middle and high schools and universities in Pyeongtaek received scholarships and were also given a factory tour.

The Oneness Scholarship Association was launched by the Ssangyong Labour and Management in 2011, with an investment of 150 million won. Since 2012, around 40 students per year have been selected for these scholarships from the Pyeongtaek area.



Highlights at Nashik Plant I



To promote diversity, 17 women engineers and 5 ITI apprentices were recruited



A large number of participants in the MGAT's - Leaders' Talk & Development sessions



A Miniton was inaugurated for tribal athletes

Other highlights were:

- Rise Awards 2014 being presented to workmen.
- A Road Safety campaign being conducted.
- Fire Fighting training being imparted to 26 women officers.



Long Service Awards were presented to 52 workmen completing 25 years of service. They were felicitated along with their spouses.

ER&D Team Organizes Akraman e-exhibition F14

The Akraman e-exhibition F14 was organized by the Farm Equipment Sector's ER&D Department on January 17, 2014, to showcase select innovative projects under the Akraman movement.

The exhibition was inaugurated by Rajesh Jejurikar, Chief Executive, Tractor & Farm Mechanization Business, who took keen interest in understanding the continuous improvement projects and was pleased to see the keen involvement of Cell Members in these projects.

Sudhir Pathak, Sr. VP - Manufacturing, SCM & CME, Balkrishna Pattil, VP - Employee Relations & Development, Dinkar Khobrekar, Plant Head, Dr. Gajanan Mohod, GM - Employee Relations & Development and Vijay Deorukhkar, Union President and Unit Negotiation Committee, were present on the occasion.

The projects on display were appreciated by all.



The continuous improvement projects are explained to the visitors



The Akraman e-exhibition F14 was inaugurated by Rajesh Jejurikar, Chief Executive, Tractor & Farm Mechanization Business

Mahindra Stars
Engage | Explore | Evolve

Dealer Manpower Reward & Recognition Program

February 23, 2014, witnessed a special day for the Farm Division (FD) – the ‘Mahindra Stars’ Dealer Manpower Reward & Recognition Program, a national mega event.

The Mahindra Stars is an initiative by FD’s Channel Care PU for Salesmen, Technicians, Sales Managers, Branch Managers and Workshop Managers working at its dealerships. This initiative aims to develop a higher level of sales and service awareness and quality workmanship among the key personnel of the dealership, by tapping their competitive approach. At this event, titles of excellence were awarded to 30 salesmen, 30 technicians, 9 Sales/Branch Managers and 9 Workshop Managers, who emerged the National Champions, winning at all the four levels of the program.

‘Mahindra Tiger’ was the title awarded to the Best Salesmen & Sales/Branch Managers, to celebrate the spirit of selling & being an advisor to farmers. ‘Mahindra Ustaad’ was the title for the Best Technicians & Workshop Managers, laying emphasis on ‘first time right’ and ‘every time right’ service, thereby ensuring customer delight.

This national mega event started with a warm welcome to all the champions, the singing of the FD F14 theme song and the screening of the ‘Mahindra Stars Launch’ video film and the ‘Mahindra Stars Journey’ video film.

Linkage on the themes of ‘No Logic Create Magic’, ‘Mahindra Stars – Engage, Explore, Evolve’ and ‘Solution Selling & Service Quality’ featured at this event, through active interactions between host and audience, dramatic poets and activity-based experiential training by an external motivational speaker.

While addressing the 78 Mahindra Stars, the Senior Management team members lay emphasis on the importance of the 13000-strong field force, which is the first interface with FD’s valued customers. FD has been market leaders for the past 30 years because of the efforts and continuous toil of this formidable field force.

They also thanked the Mahindra Sales and Service teams in the Area Offices for energetically driving the program and making it a grand success. They even drew similarities between the Mahindra Stars program and the prestigious Panchratna Program for dealer owners – which was restated by calling the Mahindra Stars program a “Panchratna for Dealer Manpower”.

The event culminated with the ‘Sitaron ki Shaam’ award ceremony, during which category videos for salesmen, technicians and managers were screened and all 78 Champions were rewarded. Karnataka emerged as the Best State and Zone 2 emerged as best Zone in Season 1 of the Mahindra Stars Program.

Season 1 of the Mahindra Stars Program bid adieu to its audience with the promise of an even bigger and better Season 2 in F15!



Some of Farm Division’s Mahindra Stars’ on stage

M&M Rudrapur Plant Organizes 13th Khula Manch

The FES Rudrapur Plant organized its half-yearly communication, the Khula Manch, on November 22, 2013. Sudhir Pathak, Sr. VP - Mfg, SCM & CME, S.K Dubey, VP & Plant Head and Balkrishan Patil, VP - ER&D, addressed the employees and shared achievements and highlights of F14- H1. The function was attended by all the cell members and officers.



Mahindra Tractors Launches the Arjun 605 MAT – India’s First CRDe Tractor

Mahindra Tractors recently launched India’s First CRDe equipped multi application tractor – the Arjun 605 MAT (Multi Application Tractor).

The CRDe technology is a modular, electronically controlled diesel fuel injection system which offers customers the benefit of better fuel efficiency and enhanced performance in all applications with varying load conditions. This technology enables the Arjun 605 MAT to deliver a superior performance in high-end applications for both agri and haulage uses and gives the customer an improved driving experience with lower engine noise. It is also environment-friendly as it surpasses all current emission norms, while delivering excellent field fuel economy.

In addition, the customer can quickly identify faults through the onboard diagnostics system, which makes CRDe technology more robust and reliable.



VIP Visitor Welcomed



His Excellence, Ali Mohamed Shein, the President of Zanzibar, visited the Farm Equipment Sector’s Kandivli Plant on February 7, 2014, accompanied by a high-level delegation. He was warmly welcomed by Anand Mahindra, Chairman & Managing Director, Mahindra Group.



FES Products on Show



Agrovision 2013



Krishi Vasant

FES displayed its complete range of tractors, farm mechanization solutions and specialized agri services at a series of agricultural exhibitions and fairs: Agrovision 2013, the Progressive Punjab Agriculture Summit, the Agri -Tech 2014 Exhibition and Krishi Vasant 2014.

A range of 15HP to 85HP tractors was displayed, all of which exhibit unique features. These included the Mahindra Arjun 555, the Mahindra 275 NST, the Arjun International 8085 with an air conditioned cabin and the Yuvraj 215 - India’s first 15HP tractor with a single cylinder, fuel-efficient engine and side shift gear.



Progressive Punjab Summit

Swaraj Update

On Show at Republic Day 2014 Parade

Brand Swaraj, which is internationally acclaimed for its self-sufficiency, created yet another benchmark on Republic Day 2014, by being the only stand-alone tractor brand to participate in the Republic Day Parade, held at Rajpath in New Delhi.

A Swaraj team in 12 Swaraj tractors, led by H. S. Bains of the Sales Department, participated in the parade. The team was also facilitated by the Minister of State for Defence and had photo opportunities with the President and the Prime Minister of India.



Team Swaraj with the Pranab Mukherjee, President of India, and Mrs. Mukherjee at the republic day celebrations

10th Lac Tractor Delivered

After the Swaraj family celebrated the achievement of manufacturing the 10th Lac or millionth tractor, all were keen to know who would become its proud owner.

Their curiosity was satisfied when Sidharth Motors organised a function in Shivpuri, Madhya Pradesh, to deliver this tractor to its proud new owner.



The keys of the tractor were presented to Sh. Mulleshwar Prasad Sharma, by Manish Arora, Zonal Head, Ravinder Singh Khaneja, State Head, Sukhwinder Singh Pabla, Regional Service Manager and other team members. The entire dealer fraternity of the Chambal belt was present on the occasion, along with nearly 1500 customers. Twenty-one tractors were delivered on this day.

Training for Suppliers' Representatives

The Swaraj IT and Sourcing Teams organized a two-day training program on the 'SRM Portal' for suppliers. This unique initiative was started with the objective of effective utilization of the Supplier relationship website, in order to ensure smooth Information flow among buyers and suppliers.

The training was conducted in three batches, for representative from 31 suppliers in February 2014, at the IT Conference Hall at Plant 1.

Women's Day Celebrations



Women's Day was celebrated across all FES & AS plants and at Swaraj and Area Offices on March 8, 2014, as women form an integral part of the M&M work force. A variety of activities was organized at each location, such as cake-cutting ceremonies, speaker sessions, entertainment programs and games, to help in building skills, gaining new experiences and expanding networks.

Women from across the organization shared personal experiences at M&M and the reason they find their workplace women-friendly. It was an exciting discussion with thought-provoking speakers who inspired new thinking about evolving in one's life and career.

Mahindra South Africa on Show at Johannesburg International Motor Show

Mahindra South Africa (Mahindra SA) displayed a range of its current and future models at the 2013 Johannesburg International Motor Show (JIMS). These included the Scorpio Pick-up, the Xylo MPV and the XUV 500 SUV, as well as the upcoming Quanto Compact SUV and the Reva e2o



The Mahindra Quanto grabs attention

electric hatchback, which is a city car that could come to South Africa in the future.

Since Mahindra SA, is now responsible for the sales and marketing of Ssangyong products in South Africa, also on display were the recently

launched Rexton W SUV and the Actyon Sport Double Cab lifestyle pick-up fitted with Ssangyong-approved accessories, as well as the restyled Korando C SUV and the new Rodius multi-purpose utility vehicle (MUV), which will be launched in 2014.



The Mahindra & Ssangyong stand at the Johannesburg International Motor Show

Two New Ssangyong Models Previewed

Two new Ssangyong vehicles – the restyled Korando C SUV and the new Rodius multi-purpose utility vehicle (MUV) – were previewed at the 2013 Johannesburg International Motor Show. Both will be launched in 2014.

The popular Korando C SUV has been given a major restyling inside and out. Standard equipment includes a full range of convenience and comfort items, with the entire spectrum of media options such as MP3, Bluetooth hands-free and iPod/iPhone connectivity. There is a choice of two-litre petrol or turbo-diesel engines and the option of a six-speed manual gearbox or six-speed automatic transmission. There is also the choice of front wheel drive or all-wheel drive.

The innovative new Ssangyong Rodius MUV, to be launched in South Africa in the first quarter of 2014, has the appearance of a large SUV, the driving comfort and features of a sedan and the practicality of an MPV as it can seat up to 7 adults. Ssangyong's design and product engineering teams spent two-and-a-half years developing the Rodius MUV at a cost of R1.5-billion. This new model has a family look that is similar to the mid-size Korando C SUV.

World Class Parts Distribution Operation for Mahindra SA

Mahindra SA, which markets Mahindra and Ssangyong vehicles in Southern Africa, has now taken its game ahead in terms of providing world class parts distribution to its dealer network – which ultimately benefits thousands of customers.

The company has taken a one-stop-solution approach with Savino Del Bene (SDB) South Africa, one of the world's leading logistics specialists, taking responsibility for the entire supply chain, from ordering to receiving, warehousing and delivery. SDB is already doing the forwarding and clearing of all Mahindra SA vehicles, including exports.

The new system is paperless with Mahindra and Ssangyong dealers being able to track their orders every step of the way in real time. The operation is already running at a first time supply rate of over 90%, with a target of 99.7%.



A mock-up of the new parts distribution centre currently being built for Mahindra SA

Mahindra Global Distributors Meet for First Time in Pushkar, Rajasthan



Distributors' representatives from 30 countries gathered together for the conference

For the first time ever, Mahindra's International Operations division brought together its automotive business distributors from 30 different countries for a conference in Pushkar, Rajasthan. The theme of the conference was "Dream & Dare" based on the philosophy of the M&M team exhorting the international auto distributors to rise above the many constraints that are currently faced in most of these global markets.

The conference agenda was built around the key elements that will enable M&M to gain a share in international markets and move towards making Mahindra a Top 50 Globally Most Admired Brand by 2021- such as the product portfolio plan, brand building and partnerships. The new Global Mahindra Auto brand, CVP was also unveiled and the Mahindra Distributor Excellence Program was announced. This program is aimed at building more efficiency into the sales and service process, measuring distributor performance and rewarding the top performers.



Mahindra Vehicles for South African Police

Mahindra SA received a prestigious fleet order from South African Government Ministries through a national tender. The order, from the South African Police Services, was for 150 vehicles - Scorpio SUV 4x4s, Xylos and Bolero pickups.



Distribution Agreement for Saudi Arabia



January 14, 2014, witnessed the signing of a Distribution Agreement for Saudi Arabia with Distributor Company, M/s Advance Auto Motors Corporation Co.

New MFCS Workshops

With the opening of the following three Company Owned Company Operated (COCO) workshops, Mahindra First Choice Services (MFCS) now operates with 28 such workshops in 18 cities across 9 states in India.

In Bangalore



MFCS in Yeshwantpur, Bangalore

MFCS launched its second COCO workshop in Yeshwantpur, Bangalore, on January 21, 2014. It was inaugurated by Y.V.S. Vijay Kumar, CEO, MFCS. The first MFCS COCO workshop in Bangalore is located in Bellandur.

In Chandigarh



The workshop in Mohali

MFCS launched two COCO workshops in Chandigarh – at Mohali and Panchkula – on February 7, 2014. The workshops were inaugurated by Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board and Y.V.S. Vijay Kumar, CEO, MFCS.

Employee Connect at MFCS

Since a happy and engaged employee is the key to an organization's success, two innovative activities were conducted to drive this objective at MFCS in January 2014:

Life @ MFCS was an event to encourage employees to share their experiences at MFCS. It also provided a peek into the minds of employees by highlighting their expectations.

Rhythm - Create Your Own Music was an innovative activity organised to recognize employees' hidden talents and encourage their fun side. Employees had to choose their own musical instruments from among their daily tools and equipment within the workshops and create their own rhythms. They used spanners, glasses, bottles, waste containers, instruments, etc. and created some fun sound effects and musical pieces.



Both activities saw active participation from employees

MFCS Crosses New Landmark

In January 2014, MFCS crossed the landmark of servicing 150,000 cars. This makes MFCS the only car service provider to have serviced over 150 car models – virtually every model of car on Indian roads today!

MFCWL Expansions in Mumbai

Mahindra First Choice Wheels Ltd. (MFCWL) expanded its footprint in Mumbai with the inauguration of three dealerships in Kandivili, Borivali and Panvel.

Star Auto India is located at Kandivili, while Crescendo Automobiles is located at Borivali & Car Planet Wheels Pvt. Ltd. is the new dealership in Panvel.

Ramesh Iyer, Managing Director – Mahindra & Mahindra Financial Services Limited inaugurated the company's new outlet at Kandivili, while Mr. Nagendra Palle, CEO, Mahindra First Choice Wheels inaugurated the dealerships at Borivali (West) and Panvel. "I am delighted to inaugurate Mahindra First Choice Wheels' newest outlet at Kandivili. With its relentless focus on innovation and quality, the company has emerged as the brand of choice in the used car market in India; a true success story and an example for others to emulate," he said.

"These three new dealerships will significantly add to our already extensive network of 16 outlets in Mumbai, especially in important markets like the western suburbs and Panvel. It will also add to our presence in Maharashtra where we currently have 51 outlets. This figure is expected to reach 60 by this March. The size of the used car market in Mumbai is expanding steadily, implying immense scope for growth. Moreover, the fact that two of the franchisees – Star Auto India and Car Planet – already have existing First Choice Wheels outlets and are expanding their footprint with our brand, is a clear validation of the faith reposed in us by our dealers," We will have a 500 outlets network by 2016 and presence in all important A/B/C category towns, said Nagendra Palle.



Star Auto India was inaugurated on January 23, 2014. Seen in the centre from left: Dr. Nagendra Palle - CEO, Mahindra First Choice Wheels Ltd, Yatin Chadha - Sr. VP, Retail Business, Ramesh Iyer, Managing Director and CEO Financial Services Sector and Member of GEB, the first two customers to purchase a car, Kevin Rebello from Star Auto India and Tarun Nagar - National Head (Franchisee Operations).

Annual Recruitment Partners Meet – 2014

The Annual Recruitment Partners Meet was conducted in Mumbai, on March 3, 2014. The objective of this meet was to help the recruitment partners to understand manpower quality requirements and source manpower accordingly. Besides, the ambitious growth in network planned by MFCS will make it essential to focus on acquiring skilled manpower and in turn refine its sourcing process. The Meet also saw the top performing partners being felicitated.



A Focus on RISE Pillars

The annual outbound workshop was held for MFCS corporate employees in Lonavala, on January 18, 2014. This day-long activity focused on the RISE pillars of Living and Experiencing Rise, Accepting No Limits, Alternative Thinking and Driving Positive Change and featured a mix of intense, high-energy simulations and group dynamic exercises.

At a debriefing at the end of each exercise, there was a correlation with the RISE pillars.

Women's Day Celebrations

At Mahindra First Choice Wheels Limited (MFCWL), International Women's Day celebrations began with the screening of an inspiring video film encouraging women to achieve their aspirations in life. This was followed by the distribution of sweets and gifts. The Company recognized and acknowledged the contribution of its female employees in its success story.



Mahindra Two-Wheelers Launches the Centuro N1

Even as Mahindra Two-Wheelers Ltd. (MTWL) celebrates over 1 lakh sales of the Mahindra Centuro within six months of its launch, the company is geared to set off on a new journey with the launch of the all-new Centuro N1. This striking new two-wheeler boasts of internationally patented features and technology innovations and is a true reflection of MTWL's strong customer centricity. It is powered by the indigenously developed intelligent MCI-5 (Micro Chip ignited-5 curve) engine, which delivers a power output of 8.5 BHP @ 7500 RPM and an astounding mileage of 85.4 kmpl (ARAI certified).

'Rendezvous' with the BLT

At MTWL, year 2014 began with the first 'Rendezvous with the BLT Members' on January 8, 2014. This two-hour webcast to the Business Leadership Team (BLT) was led by Anoop Mathur, President, MTWL, who highlighted the achievements of the past year and outlined the targets for the year ahead. He also explained how MTWL could create new benchmarks with the launch of new products. Viren Popli, EVP, MTWL, then highlighted the marketing and business strategies for the year, after which there was a Q&A round with the BLT members.

MTWL Achieves 1000+ Touchpoints

A strong dealer network is MTWL's most important channel for increasing revenues and strengthening geographic reach, as well as for sustaining customers not only within, but outside the national borders. Hence, great importance is accorded to sustaining and optimizing the company's dealer network – and this is being commendably handled by the Network Management Team.

Buoyed by strong network and sales growth, the Network Management Team is constantly focused on rapid network expansion for MTWL and has managed to create a robust network across India with the support of ZBDMs. Even before the end of Financial Year 2014, this team has achieved the target of over 1000 touch points - around 400 Primary Dealers and over 600 secondary touch points. The team is now focused on taking this number to 1300.

Kudos to the Network Management Team and all best wishes as they forge ahead to achieving their new target!

At the Customer's Beck and Call

MTWL has added two new initiatives to its range of Customer Service initiatives, designed to help customers in need: • The 'Road Side Assistance Program' (RSA) initiative was launched on January 20, 2014, in 16 cities, in collaboration with India Assistance. This will ensure efficient and timely support to MTWL customers 24X7, at very nominal charges, in case of vehicle failures due to electrical or mechanical breakdowns that leave customers stranded on the road.

• The 'Service on 2 Wheels - Mobile Service Kit' initiative came into effect from March 8, 2014, to provide doorstep service to customers beyond the range of the MTWL service network.

These initiatives open new avenues to strengthen and enhance MTWL's relationship with customers and are further affirmation of the company's commitment to customer service.

Airvan Alaska Displays the 'Bearvan'

On May 3-4, 2014, Mahindra Aerospace, along with partner Airvan Alaska, participated in the 17th annual Great Alaska Aviation Gathering, held in Anchorage, Alaska. This event attracts over 23,000 pilots and aviation



enthusiasts and Airvan Alaska used this opportunity to feature a special edition of the GAB Airvan 'Bearvan'.

With unique tail graphics depicting the strength of the Alaskan bear, this special edition aircraft was very appealing to the Alaskan market. After the Great Alaska Aviation Gathering, the special edition Bearvan was on display from May 9-11, at the Valdez May Day Fly In and Airshow in Valdez, Alaska.

Mahindra Aerospace is very proud to have such great representation in the Alaskan market by Mr. Don Hatton and his team at Airvan Alaska.



Rise Awards at MUSCO Stampings



Participants and jury members

Systech Sector conducted Rise Awards for Workmen on March 1, 2014. The event was a huge success with all manufacturing units participating.

The awards were conducted in three stages. In stage 1, workmen received training on Rise. In stage 2, company/plant level competitions were held. In the final stage, selected teams competed at the Sector level by presenting projects under the three Rise pillars.

One Stampings team emerged as winners for 'Accepting No Limits'. This team will represent Systech at the Group level Rise Awards. Another team from Stampings emerged Runners-up for 'Driving Positive Change'.

The response of the workmen has been tremendous as they, in their own words, "Got a wonderful platform to present their ideas/improvements and to compete with the best within the Sector".

Wheeling in Innovation

Hearty congratulations to Jayant More, from MES, deputed to MTWL, who is the proud co-inventor of a 'Clutch Cover for Supporting Lubrication System' and now has a Provisional Patent filed to his credit. He worked closely with MTWL designers and contributed to building this system. MTWL has honored him with a Certificate of Appreciation for adding to their patent portfolio.



Safety Week Celebrations

Safety Week celebrations began with the taking of the Safety Pledge on March 4, 2014, on the Shopfloor at all locations of MUSCO Stampings. Safety banner and posters were displayed, full hand sleeves were distributed and safety counselling was imparted by the Safety Committee members. Highlights were Safety Awareness sessions and a Chalta Bolta quiz competition in all departments.

A Focus on TMW

TMW training was organized for 30-40 officers at MUSCO Stampings Nashik and Rudrapur in December and January. Trainer, Sameer Khachane from the Mahindra Institute of Quality (MIQ) clearly explained the process of TMW to the participants, who responded very positively.

Employment Value Proposition Launched

Mahindra Finance unveiled the Employment Value Proposition (EVP) at Head Office and across all 700 branches on November 1, 2013. EVP is an employer brand statement which outlines what the organisation is, what it does and why it is compelling as an employer. At Head Office, the unveiling was done by Ramesh Iyer, MD, Mahindra Finance, CEO – Financial Services Sector & Member of the Group Executive Board. After an in-depth study, the EVP was discovered and thereafter articulated as:

At Mahindra Finance:

Growth is a Way of Life (denoting Limitless Growth)

Employees are Empowered (denoting Supportive Empowerment)

People Matter (denoting Compassionate Collaboration)

A video film was created explaining these three EVP statements and was released pan India.



New Mahindra Defence Plant Inaugurated in Chakan

Mahindra Defence Naval Systems (MDNS) inaugurated its new underwater systems and naval applications manufacturing facility in Chakan, near Pune, on March 4, 2014.

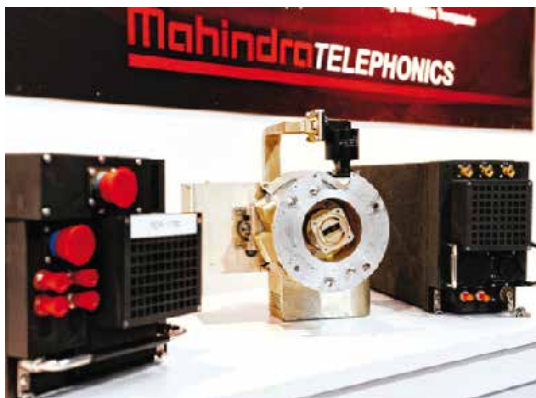
The new facility, which represents an important milestone in India's rapidly expanding private defence industry, was inaugurated by Anand Mahindra, Chairman & MD, Mahindra Group. "We are particularly proud of our Defence business which plays an increasingly critical role in protecting the nation and the brave men and women who defend it every single day," he said. "This new facility enhances our advanced manufacturing expertise in the area of naval defence systems. I am confident that it will provide our customers with a range of sophisticated yet cost-effective solutions."

"Mahindra Defence Systems now has a three dimensional capability encompassing Land, Sea and Air domains and we are also working to derive synergies between our Defence business and other Mahindra Group companies. Looking ahead, there are a number of new projects that we are developing and we expect to see these come to fruition in the near future," said S. P. Shukla, President – Group Strategy & Defence Sector and Chief Brand Officer, Mahindra Group.

MDNS supplies various types of launchers for ships, as well as systems and components to customers other than the Indian Navy. These include the Ordnance Factories Board, the Atomic Energy Commission, Defence R&D organisations and other private sector companies. The new plant will support the naval defence business of Mahindra Defence Systems, which already has a land systems and radar systems business that operates from Prithla, near Faridabad.



Anand Mahindra, Chairman & MD, Mahindra Group, inaugurates the Mahindra Defence Naval Systems plant in Chakan, Pune. On his right is S.P. Shukla, President – Group Strategy & Defence Sector and Chief Brand Officer, Mahindra Group.



Joint Venture with Telephonics Announced

On February 7, 2014, M&M announced a joint venture with New York-based Telephonics to set up a radar and defence communications systems factory at Prithla, Faridabad. Telephonics, a unit of Griffon Corp, is a leader in radar technology.

"The idea is to shift production of some of their systems to India. These communication management systems and radars go into aircraft such as C-17 Chinook helicopters, which India has been buying and it makes sense to localise production," said S.P. Shukla, Chairman, Mahindra Defence Systems.

M&M has a 74% stake in the joint venture, with Telephonics holding the remaining 26% as India allows 26% FDI in the Defence segment. Shukla said the US company would be given a higher stake once the FDI cap is raised.

Telephonics joins a clutch of overseas firms, including Israel's Rafael Advanced Defense Systems Ltd., to forge alliances with M&M.

MDNS Kuruli Unit Becomes Operational

Mahindra Defence Naval Systems (MDNS) recently began operations at its newly-built facility in Kuruli, near Pune. This unit will work closely with public sector undertakings engaged in defence production, to develop components and sub-systems to reduce the country's dependence on imports.

Mahindra Racing Unveils Formula E Electric Racing Car at Auto Expo 2014

Mahindra Racing unveiled India's first all-electric zero emission race car at the 12th Auto Expo 2014. The Formula E car produces 200kw of power, which is equivalent to 270 BHP when compared to a conventional gasoline engine. The chassis of the car is built from a super lightweight all-carbon fibre and aluminium monocoque and weighs only 800 kilos, which helps it accelerate from 0-100 kms in just 2.9 seconds. With a top speed of 225 kmph, the Formula E car comes fitted with standard 18-inch Michelin tyres – good to use in both wet and dry weather conditions.

"This car is an excellent addition to our racing portfolio and we are looking forward to a successful future in the Formula E series," said S. P. Shukla, Chairman, Mahindra Racing and President - Group Strategy.

On the two-wheeler front, Mahindra Racing proudly displayed its winning 2013 MGP30 racer for the first time in India. Competing at the highest level of motorcycle racing in the MotoGP™ World Championship, the MGP30 won its first-ever top three podium finish at the 2013 Malaysian MotoGP.

The Mahindra Racing team has also become a constructor of racing bikes and will supply the MGP30 to three other teams during the 2014 season. Other highlights of the team's participation at the Auto Expo were the Mahindra Racing riders visiting India for this event and interacting with fans and media. The Mahindra Racing team also organised an interesting activity with caricature artists for auto fans.



Anand Mahindra, Chairman & MD, Mahindra Group, Dr. Pawan Goenka, Executive Director & President, AFS, Chetan Maini, CEO, Mahindra Reva and S. P. Shukla, President, Group Strategy & Defence Sector & Chief Brand Officer, Mahindra Group, with the Formula E car



Anand Mahindra, Chairman & MD, Mahindra Group, with riders Miguel Oliveira and Arthur Sissis

Mahindra MGP30 Bikes to Debut in FIM CEV Repsol International Championship

Mahindra Racing will extend its international racing programme to include the competitive FIM CEV International Championship in 2014. Two MGP30 racing bikes will be supplied to the Spanish Mahindra TMR Competition team for a new programme in the Dorna-run, Spain-based series that has become the main feeder of new riders into Grand Prix motorcycle racing.

The bikes will have exciting young talent onboard, as the Mahindra TMR Competition team has secured the services of 17-year-old Spanish rider Albert Arenas and 15-year-old Italian Stefano Manzi. Both riders are bright prospects who come to Mahindra with excellent pedigrees.

Mahindra Racing Set for Moto3™ World Championship Season

Mahindra is set to compete in its third year in the Moto3™ class of MotoGP with its own 4-stroke, 250cc motorcycle: the Mahindra MGP30, developed with respected Swiss firm Suter Racing Technology AG. Portuguese teenager Miguel Oliveira (19) is joined in the team by Australian rider Arthur Sissis (18).

Breaking new ground as an Indian constructor, Mahindra Racing is supplying three 'customer teams' in the 2014 Moto3™ World Championship - Ambrogio Racing, CIP Moto3 and San Carlo Team Italia are competing using the Mahindra MGP30 as their official motorcycle. Along with the Mahindra Racing Team, that makes it a total of eight Mahindra bikes on the starting grid!

Motorsport Awards

Mahindra Racing bagged two prestigious Motorsports Awards:

- Mobil 1 Motorsport Award at NDTV Car & Bike Awards, 2014
- Motorsport Award of the Year by Bike India Magazine, 2014.



109th Edition of the Mahindra Great Escape

The 109th edition of the Mahindra Great Escape, one of India's most loved off-roading adventures, concluded on March 8, 2014, in Pushkar, Rajasthan. This annual 'invitation only' event received an overwhelming response from invited dignitaries, which included CEOs of domestic and international auto component companies and agencies.

Around 70 Mahindra SUVs - the Mahindra Thar, Bolero and Scorpio representing the tough and rugged DNA of Mahindra vehicles - negotiated the challenging 40-km. route, which was a challenge for the experienced and amateurs alike. Through steep inclines, shifting slopes and treacherous sands, the SUVs stood their ground and emerged unscathed from the sandy terrain - leaving everyone asking for more!

Mahindra Sets Thar Desert Ablaze

Team Mahindra Adventure's Super XUV500 finished fastest and became the overall champions of Desert Storm 2014 - the 12th edition of Desert Storm.

The Super XUV500 proved its mettle by finishing 1st in the Xtreme category. Driven by multi-time Desert Storm winners Sunny Sidhu (Driver) and P.V.S. Murthy (Co-driver), the Super XUV500 proved that whatever maybe the terrain, the cheetah is the fastest.

The triumphant overall champions, Sunny Sidhu (Driver) and P.V.S. Murthy (Co-driver)



Testing Endurance at 7th Edition of Baja SAE India 2014

Around 106 teams competed in the endurance round of the much-awaited 7th edition of the Baja SAE India 2014, which was held at the NATRIP facility in Indore.

While the team from the Sri Govindram Siksaria Institute of Technology and Science, Indore, was announced the winners, the teams from the College of Engineering, Pune and the Vellore Institute of Technology, Vellore, were declared first runners-up and second runners-up respectively.



Great Escape in South Africa: 'Stuck in the Mud'

The first ever Mahindra Great Escape in South Africa, titled 'Stuck in the Mud' was held just outside Bloemfontein, South Africa, on November 2, 2013. It witnessed participation from around 50 current and prospective Mahindra vehicle owners.

After being given basic off-road training, participants tackled the 80km. off-road course around Bloemfontein, which wound through farms, forded rivers and included rocky and sandy terrain and various obstacles to test each driver's skill and the vehicle's ability.

At the end of the out-ride, the guests were treated to a traditional South African braai and some live entertainment.

Everyone had a great day and the most frequently asked question after the event was, "When is the next Great Escape?"



A Strategic Entry into a New Geography

The Tech Mahindra (TechM) Telco team has won a new logo and made an entry into the Republic of Ireland. It has won a deal in Application Support & Maintenance in the Billing Operations, Provisioning & CRM domain and has become a strategic partner of Ireland's largest telecom operator. This deal has a strong upside – the support of more BSS domains within the next 3-6 months.

Switzerland Telco Chooses TechM as Strategic Partner

TechM has been chosen as the strategic IT partner by the largest private telecom operator in Switzerland. The client had business challenges in adhering to business SLAs and did not have the requisite IT documentation or knowledge management systems in place. TechM was the chosen single partner to consolidate the client IT requirements - development, test and operations and also to deliver infrastructure support services.

Key success factors contributing to the win were the team's capability and skills in niche IT in the BSS domain, a commitment to high levels of quality and better business SLAs in the managed services model and competitive pricing. Other enablers were excellent relationships with the client's CIO and CEO and high commitment levels.

TechM Partners with AIMS Software

On February 11, 2014, TechM announced that it is partnering with AIMS Software Pte. Ltd., a subsidiary of Quest Computing Ltd., one-of-the world's leading providers of Grant Management Systems. The announcement was made during the Enterprise Ireland Trade Mission to Singapore and Malaysia led by Minister for Jobs, Enterprise and Innovation, Richard Bruton, TD.

The partnership will provide a joint Sales and Marketing focus, in addition to local System Integration delivery capability. It aims at evangelizing the AIMS proposition via their proven marketing and lead generation approach with an extensive use of Enterprise Ireland (EI) advice and support.



A Connected Solution for the Automotive Industry

TechM demonstrated its connected vehicle solution at the Mobile World Congress, in Barcelona, in February 2014. The company offers end-to-end integrated connected car/vehicle services and solutions to address the needs of the automotive industry, including embedded system solutions, validation services, standalone reusable components and System Integration capabilities.

TechM's Connected Vehicle Solution combines infotainment features with navigation and diagnostics features, all connected to the manufacturer's enterprise systems. It seamlessly connects 'in-vehicle' systems with enterprise computational platforms including vehicle to infrastructure communication, enhancing driver assist/alert and analytics to aid diagnostics/prognosis, comfort, convenience and safety.

New Logo in Madagascar

TechM has won a deal with the largest telecom company in Madagascar. It will involve BSS transformation and convergence across the three product lines of fixed, mobile and data, through platform solutions for CRM, MBaaS (Billing of Interconnect, Enterprise and Retail) and Xpedio (Process Management and Activation-Provisioning). It is the company's first converged win for IT and Platform solutions.

The deal included convergence across fixed line, data and mobile services and a 360° view of customers, as well as unified invoicing of fixed, mobile and internet data and implementing Multi-Play offers (Fixed, Mobile, Internet, Other Services).

TechM Inaugurates Texas Instruments Lab

TechM recently inaugurated the Texas Instruments Lab in Bengaluru. It will allow the company to launch innovative solutions based on the concept of Internet of Things (IoT) in the Industrial, Medical and Automotive sectors. The Internet of Things (IoT) is an evolving space with billions of devices being connected on the fly. TechM sees this collaboration as a compelling opportunity to synergize capabilities while addressing this promising market opportunity.

TechM Launches NFC Testing Lab

TechM announced the launch of its Near Field Communication (NFC) test lab in Bengaluru, on February 24, 2014. This step marks the company's foray into Enterprise Device Testing.

The state-of-the-art ISO 17025 Accredited Lab, has 100% capability to meet Wave1 test requirements, as mandated by the NFC Forum. Its NFC Testing and Consulting capabilities will cater to the fast-growing needs of chipset manufacturers, OEMs, Service Providers, Acquirers and Issuers from the banking industry. It also has the infrastructure to meet the upcoming Wave2 test requirements of the Forum.

Tech Mahindra and Microsoft Partner Again

TechM recently announced a partnership with the Microsoft Dynamics Product Development team to help develop the spring customer care update of Microsoft Dynamics CRM. TechM's expert engineers helped Microsoft to develop key features which include mobile device support, cross browser support and enhanced user experience.

This collaboration leverages TechM's experience and Microsoft's product strengths to offer significant value to customers. TechM was also a Microsoft partner on Polaris and Orion, the last two product releases of Dynamics CRM.

New Deal for Mahindra Comviva

Mahindra Comviva recently won another deal for its Revenue Plus suite from KPN (Base) Belgium, Europe, in the face of stiff competition. The deal is of great significance and strategic importance as it is the first deal in Europe in collaboration with Tech Mahindra. This marks the strong synergies that exist between TechM and Mahindra Comviva, while expanding their reach to operators in developed markets. This deal has added one more new logo and new country to Comviva's global footprint.

Mahindra Comviva's Revenue Plus is a marketing solution that equips operators with tools to develop strategies to maximize customer lifetime value.



Mahindra Comviva Launches Power Packed Digital Wallet Solution

On March 13, 2014, Mahindra Comviva, the global leader in providing mobility solutions, announced the launch of its mobiquity® Wallet, a cutting-edge digital wallet platform. It is amongst the first-of-its-kind, fully integrated digital wallet platforms that supports NFC, QR codes and Bluetooth Low Energy (BLE). It will offer security, ease of use and rich features to customers of banks, telecom operators and retailers across the globe. The platform will bring in agility to develop an ecosystem and increase revenues from existing customers and simultaneously boost customer acquisitions.

Mahindra Comviva's mobiquity® Wallet is a secure, easy to use and feature-rich digital wallet solution that works on multiple connected devices. It offers support for personalization, multiple value-added services and payment methods to enrich the consumer's path to purchase. To the wallet provider and their partners, it offers a robust and flexible platform, combining innovations in payments with attention to human factor, behavior-centered experience design and cutting edge digital technology.

The solution will enable businesses and their partners to fully leverage the potential of social media and data analytics for word-of-mouth advertising and one-on-one marketing. It will also help realize the full potential in a customer's path to purchase, from discovery & payments to inducements & loyalty.

Alstom Transport Global Development Center Launched

Tech Mahindra has announced the launch of its Global Development Center with Alstom Transport, a world leading manufacturer of Rail Technology, on the occasion of signing a three-year partnership agreement with Alstom. The relationship comes in the context of a growing need for mature regional partners capable of providing efficient vertical integration capabilities from Engineering to Manufacturing on Rolling Stock interior field.

TechM to Manage IT Infrastructure for Volvo Car Group

The Volvo Car Group has selected TechM to provide end-to-end IT infrastructure support and services in key countries globally including Sweden, China and Belgium.

The scope of the partnership, which was signed in February 2014, covers 2,800 servers across Volvo Cars' regional offices, global factories, global datacenter, R&D and manufacturing IT. The service also covers 4,000 factory devices in Sweden, Belgium, China and 30,000 end-users and their work devices, including parts of the Volvo Cars dealer network.

The partnership also encompasses application maintenance and development, including the introduction and management of a hybrid cloud strategy, viewed as 'transformational' by those close to the project.

Key business objectives for Volvo Cars include operational excellence, delivering key projects successfully to support growth and business value realization.

A Stronger Footprint in the European Market

Tech Mahindra GmbH, Düsseldorf, a wholly-owned German subsidiary of Tech Mahindra Limited, India, recently announced that it has signed an agreement with BASF Business Services Holding GmbH to acquire its business with third party customers. This includes the 100%-owned subsidiary, BASF Business Services Consult GmbH, based in Hamburg. BASF Business Services Holding GmbH will, in future, focus on providing information services, supply chain operations and business process management for the BASF Group.

Legal closing of the transaction is expected to happen in the first quarter of FY 2015. All 60 employees of BASF Business Services Consult GmbH will be transitioned to Tech Mahindra as part of this transaction.

An Expanding Presence in Germany

On March 20, 2014, TechM announced the inauguration of its third near shore delivery center in Düsseldorf, Germany. The Düsseldorf 50-seat center is an important milestone in TechM's increasing network of delivery centers in Europe and will bring the team closer to key customers in the Nordrhein-Westfalen (NRW) region. The center is well supported by the German Recruitment, Human Resources and Accounts teams and will be fully integrated with its global delivery infrastructure. It plans to engage with local academia to provide work experience to students.

Saral Rozgar Subscription Available Across 20,000 Retail Outlets

CanvasM's Saral Rozgar - the first of its kind mobile assisted job market place available on the mobile phone, supported through web-text and voice - has entered into a commercial agreement with Suvidhaa Infoserve Pvt. Ltd., enabling the service to leverage the distribution strength of Suvidhaa. As part of the arrangement, more than 20,000 Point of Sales (POS) outlets spread across 5,000 cities and towns across India will be covered to offer Saral Rozgar subscription packs to job seekers.

Saral Rozgar brings easy accessible employment opportunities to millions of blue collar and entry level workforce in India and caters to the manpower needs of semi and unorganized industries. This association will further strengthen its Direct to Consumer (D2C) channel and help in providing suitable job opportunities to subscribers in the deepest corners of India.

Sales Office and Sample Flat Unveiled at Bloomdale Nagpur

Anita Arjundas, MD and CEO, Mahindra Lifespaces and Digant Kapadia, MD, BE Billimoria & Co. Ltd., inaugurated the sales office and a sample flat at the Bloomdale residential project on February 19, 2014. On this occasion a press conference was organized where varied aspects related to the progress of construction, possession & milestones achieved were discussed.

The project is spread across 25 acres comprising of Apartments, Row houses & Duplex homes. Construction is on in full swing and the possession of Phase I will commence from Dec, 2014.



1 Lakh Fans on Facebook

The Mahindra Lifespaces Facebook team is thrilled to announce that the company's Facebook community has crossed the 1 lakh mark.

Mahindra Lifespaces has always been engaging and connecting with its followers and fans, seeking their inputs, suggestions and recommendations on varied aspects on life. This connect over social media has reached new heights with the breaching of 1 lakh followers milestone on Facebook. On the twitter and LinkedIn sites too the company's presence and engagement has been on rise.

Industry Recognition for Anita Arjundas

Anita Arjundas, MD & CEO, Mahindra Lifespace Developers Limited, received the 'Female Real Estate Professional of the Year' award at the Pune Real Estate Awards 2014, in recognition of her excellent career, which has consistently incorporated the best practices in the real estate industry. The award ceremony, hosted by Silicon India, was attended by a number of industry leaders, including all leading Pune-based builders and developers.



Nova Reaches 150-Unit Sales Milestone

The Nova Project, which was launched in Nov, 2013 received a phenomenal response from the people of Chennai. In four weeks the MLDL team achieved the milestone of 100 sales, which has since touched the 150-unit mark.

With a choice of 1+Study and 2+Study apartments starting at Rs 18.68 lakhs, Nova represents the ideal opportunity to gain freedom from high rentals by getting one's very own home.

Handovers at Splendour

Continuing with the success of previous well received launches and a credible name within the Mumbai real estate space, Mahindra Lifespaces recently completed the successful handover of 130 apartments at Phase II in Project Splendour, situated in Bhandup, Mumbai.

The handover experience and the quality of the residences were immensely appreciated by all.



MWCDL to Set Up Hostel for Working Professionals

Mahindra World City Developers Ltd. (MWCDL) has signed up with SSBM Realty and Hospitality for setting up a hostel for working professionals. The 1-acre facility will have 200 rooms on a twin sharing basis. Amenities will include a cafeteria, a laundry, guest rooms for visitors, a convenience store, etc.

The hostel facility is a result of co-creation with M&M which, by committing 125 rooms for MRV employees, has facilitated SSBM in setting up the hostel. The facility is expected to be operational by March 2016. It is an important facet of the retail/social infrastructure within MWC



R. Eswaran, Sr. GM - Legal, MWCDL; Syed Majid, MD, SSBM Realty and Hospitality (3rd from left), Rajeshwar Tripathi, Chief People Officer - AFS, Atul Joshi, EVP - Human Resources, M&M Ltd., S. Chandru, COO, MWCDL and Shyam Kalyanasundaram, GM - Marketing & BD, MWCDL

Action at Mahindra World City, Chennai Confluence – ‘Building the Future Together’

Mahindra World City Chennai (MWCC) hosted the second edition of ‘Confluence - Building the Future Together’ in March 2014. This thought leadership platform has been conceived by Mahindra World City to gain strategic insights into leadership and governance and the latest thinking on urban livability and sustainability. It features result-oriented dialogues with peers, sharing thought leadership expertise and best practices in integrated urban solutions with government leaders and industry experts. The theme of Confluence this year was ‘Sustainable Urbanisation – Opportunities & Challenges in India’ with a focus on ‘Planned Urbanisation: Way Ahead for India’. It featured two panel discussions, one of which was on ‘Sustainable and Inclusive Urban Development with a focus on improving existing cities’, featuring a range of experts.



Panelists (R-L): Sanjna Kapoor, Co- Founder, Junoon Theatre; Raj Cherubal, Director Projects, Chennai City Connect, Prof. Ashok B. Lall, Design Chair, Kamla Raheja Vidyavidyalaya Institute for Architecture and Environment, Mumbai, Dr. Shirish Sankhe, Director, McKinsey & Company, Rajeshwar Tripathi, Chief People Officer – AFS, M&M Ltd. and Sanjay Shridhar, Strategy Head – Urban Development and Accessibility, EMBARQ India.



Panelists (L-R): Anijit Sen, Country Managing Director, Parker Hannifin, India, Mathew Joseph, Member of Executive Management, HDFC Ltd, Rajeev Ranjan, IAS, Principal Secy., Govt. of Tamil Nadu - Highways and Minor Ports Dept., Anshuman Magazine, Chairman & Managing Director, CBRE South Asia Pvt. Ltd., Dr. Arbind Prasad, Managing Director, Invest India Director General, FICCI. and Dr. Leena Srivastava, Vice Chancellor, TERI University & Honorary Executive Director, TERI.

New Customers Signed Up

Two new customers have signed up at Mahindra World City, Chennai (MWCC): Heat and Control (South Asia) Private Limited in the Domestic Tariff Area. Heat & Control will be establishing a Food Processing & Packaging Machinery manufacturing facility that offers complete product lines from raw to packaged products. This is the company’s first facility in India and their major clients in India include ITC Foods, Haldirams, PepsiCo, Kellogg’s, Cadbury’s and Balaji Wafers. Dorma India, a 100% wholly owned subsidiary of DORMA GmbH, Germany, and the world market leader in door controls, movable walls, glass fittings and accessories. DORMA will be setting up a manufacturing and assembly unit for doors, windows, locks, lever handles and related activities.



Mindquest - the Mahindra World City Quiz

MWCC recently hosted the 3rd edition of Mindquest – The Mahindra World City Open Quiz. It saw participation from over 200 teams. The winners were Prashant and Sampath from Ford and Cognizant, while teams from *The Hindu*, Clay 6 and Infosys emerged runners-up.

The team of Siddharth Rao and Kunal Roy from SRM University secured the 1st place at the College Level. The winners in the school student category were Sushrut Vinayak and Kardhama Ravi from Modern Senior Secondary School, Nanganallur.

Prizes for the winning teams included Mahindra Centuro motorbikes, vacation packages from Club Mahindra and Holiday Inn Express, exciting cash awards and more. There were special cash prizes, gift vouchers and other awards for the winning student teams as well.



The winning team of Mindquest 2014 receives the cash award and keys to the Mahindra Centuro from Mahijeet Mishra, Managing Director – Armstrong Utilities (2nd from Right) and S. Chandru, COO Mahindra World City Developers Ltd. (1st from right)



Distinguished Visitors

- A. K. Chowdhary, ITS, Development Commissioner – MEPZ SEZ, visited Mahindra World City, Chennai in February 2014. He is seen (third from left) with Shyam K. Kalyanasundaram, S. Chandru and ITS Officials from MEPZ SEZ.

- A senior delegation from the National Defence College, New Delhi, led by Abhay Tripathi, IAS, Jt. Secretary and Senior Directing Staff (CS) visited Mahindra World City, Chennai, in March 2014. The delegation comprised senior officials from the Indian Armed forces and armed forces officials from Nepal, France and Israel.

- Madhup Vyas, IAS, Dy. Secretary, Ministry of Commerce, Govt. of India, visited Mahindra World City, Chennai, in March 2014.



News & Events @ at MWC, Jaipur

Appirio Signed Up

Appirio, a global services company that uses cloud technology and a community of technical experts to re-image the way business is done, has opted for space in eVolve, the Genxt IT Park. Since 2006, Appirio has been helping companies power their business with cloud. As a global consultancy it has strategic partnerships with cloud pioneers like salesforce.com, Google, Workday and Cornerstone on Demand.

The office at MWC Jaipur is the company's single largest office in India.



Operations Commence

The Phone Support Pvt. Ltd. has started operations at MWC Jaipur. This BPO provides back end support to its sister firm Systweak which is an IT solutions & services company. With a perfect mix of software and technology solutions for business and home consumers, Phone Support is among the world's largest privately held technology companies in the System Utilities space.

Action at MEPC

- Mahindra EPC (MEPC) Energy Management Systems Division won its first order to provide Mahindra Two Wheelers' Pithampur Plant with an automated energy monitoring and intelligent savings control system.
- MEPC introduced a rewards and recognition program, the Mahindra EPC Rise Awards, in January 2014, with the objective of aligning the rewards strategy with the company's business strategies, culture and competencies. The program also aims at maintaining high morale at the workplace, thereby increasing productivity and retention. This initiative will encourage a collaborative and vibrant work environment and enable Mahindra EPC employees to 'Rise'.



- MEPC has installed the first phase of a 1 MW solar plant at IIT, Mumbai. The cost of electricity generated from this plant is Rs. 4.10/kWh, which is almost half the commercial electricity tariff that the institution pays.

New at Mahindra Intertrade



- The ground-breaking ceremony for the Mahindra Intertrade Limited Automotive Service Centre at Chakan, coming up near Pune, was held on January 7, 2014.



- Harsh Kumar, Managing Director - Mahindra Intertrade and Mahindra Steel Service Centre and Member of the Group Executive Board, inaugurated the core building and core coil assembly at MIL Vadodara, on January 2, 2014.

Mahindra Ocean Blue Marine at Defence Expo, 2014

With the recent development and commissioning of its Fast Speed Patrol Boat, Mahindra Ocean Blue Marine (MOBM) is keen to explore the fast growing maritime security market. The company participated in the Defence Expo 2014, organized in Delhi from February 6-9, 2014, and showcased its capabilities in high-speed boat building for littoral patrolling, which is in demand by the Navy, Coast Guard, Marine Police and Port Security.



Ekosol's Solar Product Awareness Program

Mahindra Ekosol conducted a solar product awareness program at Davangerem, Karnataka, which received an enthusiastic response from around 130-150 people from all walks of life.

Similar events were organized at Tech Mahindra, Mumbai and Pune and at the Mahindra Chakan plant. Exhibitions were set up at these locations to spread awareness of the Ekosol product range and explain how these products could be utilized.

First Ekosol Showroom in Raipur

Mahindra Ekosol has ventured into the dealership format, with Mr. S.K. Shukla, Chief of CREDA (Chhattisgarh Renewable Energy Development Authority), recently inaugurating its first exclusive showroom in Raipur.



Mahindra Logistics: Hot Off the Press!

- Mahindra Logistics Limited (MLL) has won a five-year contract with Volkswagen (VW) for handling in-plant logistics, including stores and linefeed activities, for its Chakan plant. MLL commenced operations at the VW Chakan plant on February 15, 2014. Outsourcing in-plant logistics to a local player is a first in the history of Volkswagen Group worldwide.



- Sparsh, an employee-connect initiative, has been initiated and organized by the HR team. Herein, Pirojshaw Sarkari, CEO and Sutanu Chowhury, VP - HR, will travel to every location once a year to have an open conversation with all employees. This initiative will enable them to interact with and get to know employees, as well as provide a platform for employees to voice suggestions, grievances and opinions.



- MLL conducted the Town Hall event across 13 locations in India, starting at Head Office on January 29, 2014, then in Pune, on February 18. At each event the senior management team briefed employees on the company's performance in the last quarter and the upcoming initiatives.



- MLL has introduced Diversity and Safety Councils with the objective of acknowledging differences and adapting work practices to create an environment in which diverse skills, perspectives and backgrounds are valued. The Diversity Council will focus on bringing about workforce diversity in gender, age, race and culture, and also encourage recruitment of differently-abled persons. The Safety Council will focus on creating a safe and secure environment, which will help reduce workplace accidents and injuries, mitigate potential risks and motivate the workforce to perform and deliver. This Council is responsible for the design and implementation of a comprehensive EHS (Environment, Health and Safety) policy at MLL.



- Pirojshaw Sarkari, CEO, MLL, released Bravo Cards - an MCARES initiative that extends spot recognitions to MLL employees who demonstrate enabling behaviour (as per the Rise Pillars), while rendering services beyond the call of duty.

Solar Photo-voltaic Rooftop Project by Mahindra EPC

Mahindra EPC installed India's first University Grant Commission (UGC) funded solar photo-voltaic rooftop project at Smt. Kapila Khandwala College of Education, a part of the Raheja Foundation, in Santacruz, Mumbai.

The 15 KWP project was inaugurated by Dr. Renu Batra, UGC Joint Secretary, on February 28, 2014. After successful commissioning of the project, UGC plans to fund the development of solar projects at other UGC aided colleges.



MACE Template for Housing in Mozambique

MACE (Mahindra Consulting Engineers Limited) has bagged an order for the project management consultancy services for sustainable housing units in the Cabo Delgado province in Mozambique. MACE will conceptualize and create a master plan, as well as design and detail engineering for developing sustainable housing clusters with urban amenities.



After Hour Diaries

MEPC Dream Run

Twenty-five MEPC employees participated in the recent Standard Chartered Mumbai Marathon – Dream Run. MEPC's Procurement Manager, Dinesh Xavier, went the extra mile by participating in and completing the half marathon!

MIL Best Practices-cum-Steel Conference

MIL held its annual 'Best Practices-cum-Steel Conference' at the Della Adventure Resort in Lonavala, from January 10-14, 2014. All senior company officers were present at the conference and shared the highs and lows of the current year, as well as their plans for the future.



Mahindra Retail Celebrates Family Day

Mahindra Retail celebrated its annual Family Day on January 25, 2014, at the Golden Palms Resort, Bengaluru, with lots of fun and games. Every employee was personally invited by the HR team with a creatively designed invite.

Employees enjoyed the whole day with colleagues and their families – starting with a grand breakfast, followed by multiple games and cultural events and ending with a sumptuous meal. While DJ Prithvi entertained the crowd with his witty comments, the meticulous planning by the internal team ensured that all the arrangements were perfect!

Good Cricketing from MEPC

MEPC participated in the Bombay Gymkhana Marvel Realtors Corporate Masters Cricket Cup 2014. The team did well and displayed sportsmanship throughout the tournament.



Cricket Time at MIL

MIL Vadodara and MMSSCL Kanhe organized cricket tournaments for their employees (including contract workers) at their respective locations. A number of teams comprising of officers, workers and contract workers took part in the tournament.



CULTURAL OUTREACH

Mahindra Excellence in Theatre Awards 2014

The 2014 Mahindra Excellence in Theatre Awards (META) celebrated some of India's finest theatre on March 9, 2014, at the Taj Mahal Hotel, New Delhi. These annual awards recognize excellence in 13 categories and come with a cash prize, ranging from Rs. 45,000 - 1 Lakh. The Mahindra Group hopes that the financial support will help keep Indian theatre alive and strong. There were META 2014 winners and finalists from across India. This diversity is an important accomplishment for META, because the awards hope to support and recognize excellent theatre India-wide.

Girish Karnad, veteran theater and film actor, director and playwright was honoured with the META Lifetime Achievement Award. 'Piya Behrupiya', took the META Award for Best Production, while Manoj Omen of the play in Malayalam, 'Moment Just Before Death' a Malayalam adaptation of Shakespeare's 'Macbeth' and M.D. Pallavi of the English play 'C Sharp C Blunt' took the awards for Best Actor in a Leading Role (Male) and Best Actor in a Leading Role (Female). M.G. Jyothish, a director with Abhinaya Theatre Research Centre in Kerala, took the Best Director award for his adaptation of 'Macbeth'.



The stage is set for META 2014



Rajeev Dubey, S.P. Shukla and Ravi Dubey, META Creative Director



Shabana Azmi announces the winner of the META for Best Production

An accomplished jury - Shabana Azmi, Kulbhushan Kharbanda, Sushma Seth, Utkarsh Mazumdar and Swati Bhise - selected this year's winners, from among 10 finalists shortlisted by a selection committee to perform their plays at the Mahindra Theatre Festival.

"This year the turnout for the Mahindra Theater Festival was excellent. Half of the productions sold out!" said Jay Shah, Head, Cultural Outreach, Mahindra Group. "Even if a play doesn't win, the theatre groups can put their names out there and gain recognition, which is a great benefit in itself. Next year we'll be celebrating 10 years, and we are putting our minds together to make sure it's a special META. Stay tuned!"

For more information about META 2014 please visit www.metawards.com.

Mahindra Sanatkada Lucknow Festival

The annual Mahindra Sanatkada Lucknow Festival, a multi-day showcase of art and craft enjoyed tremendous success in February 2014. The festival is supported by Anand Mahindra, Chairman and MD, Mahindra Group, in memory of his late mother, Mrs. Indira Mahindra. Madhavi Kukreja, founding CEO of Sanatkada, the Lucknow-based NGO which organizes this venture, believes that the festival benefits society at large as it provides a marketplace and opportunity for Indian artisans to learn about urban consumers, while allowing people of all classes to experience high-quality cultural performances and arts.

Prominent members of the Indian arts community participated in the festival's performances. Vidya Shah sang ghazals in honor of the iconic Begum Akhtar, actor-director Naseeruddin Shah directed a hilarious play 'Kambakht Bilkul Aurat' and the Raghu Dixit Project, a South Indian band that transcends musical genres, offered a concert jam by mixing instruments. A crafts fair comprising master craftsmen from the region and bursts of music through the day added to the festive atmosphere, as did the local foods and heritage walks.



Singer Vidya and Jay Shah, Head, Cultural Outreach, Mahindra Group, celebrate after a concert honoring Begum Akhtar

"The festival was replete with many varied and vibrant activities," affirmed Jay Shah, Head, Cultural Outreach, who is pleased with the festival's success because he believes the festival helps to preserve India's, specifically Lucknow's, heritage. "Our long-term vision is for the festival to be a destination festival on the international 'must attend' list."



The official Mahindra Sanatkada Lucknow Festival logo features twin fish, a symbol with many meanings in the region, including wealth and prosperity



The bazaar at the Mahindra Sanatkada Festival

AWARDS FOR EXCELLENCE

Chetan Maini Wins 'The Stig'

Chetan Maini was presented with the BBC Top Gear trademark trophy - The Stig - for being Top Gear Man of the Year, at the glittering 6th Edition of the BBC Top Gear Magazine Awards award ceremony.

The award is a recognition of his efforts in promoting clean personal mobility solutions in India and was presented at a ceremony at Hotel Sofitel in BKC, Mumbai, on February 19, 2014.



Mahindra M&A Wins M&A Atlas Award



In a short span of 8-9 years, Mahindra M&A (Mergers & Acquisitions) has successfully concluded over 65 inorganic transactions for the diverse businesses of the Mahindra Group. These transactions, of USD 5 bn in value, span the spectrum of investment banking activity (Acquisitions, Mergers, Joint Ventures, PE Induction, etc) in five continents, including Asia (India, Japan, South Korea, China, UAE, Thailand), Europe (Austria, Germany, Spain, Italy, France, UK), Africa (South Africa), America (USA) and Australia.

These awards are widely considered the Gold Standard of Performance and honour the best value-generating deals, star dealmaker teams and outstanding firms exclusively from the Indian dealer community.

Outstanding Achievement in Industrial Relations

FES Kandivili Plant bagged the first prize for Outstanding Achievement in Industrial Relations for following the best Industrial Practices.

The award was received by Dr. Gajanan Mohod, GM (ER&D); Vijay Deorukhkar, Union President; Dashrath Walavalkar, Union Secretary; Shreyas Acharya, DGM (ER&D) and Suvrata Gharge from Farm Division.

This award has been instituted by the All India Organization of Employers (AIOE) for industries following the best industrial practices and innovating to achieve a harmonious atmosphere.



Kaizen Award for Nashik Plant

Auto Division's Nashik Plant bagged the elite 'Excellence Kaizen Award' at the 9th State Level Kaizen Competition recently organized by CII, in Nashik.

Dual Awards for the Mahindra e2o



The Mahindra e2o bagged the Top Gear Malayalam Green Car of the Year Award 2014

The S.M.A.R.T Award was conferred on the Mahindra e2o at the recent Overdrive CNBC TV18 Awards



AWARDS FOR EXCELLENCE

**Swaraj Victories
Greentech Gold Awards**

Swaraj Plant 1 and Plant 2 received Greentech Gold Awards from the Greentech Foundation for their environment management systems. The awards were presented by Bhaskar Chatterjee, Director General, Ministry of Corporate Affairs, Government of India and K. Sharan CEO, Greentech Foundation, at the National Environment & CSR Conference, on January 29, 2014, in Chandigarh.



Nishitha Nandi, DGM and Arvind Sharma, Manager – Maintenance, receiving the Greentech EMS Gold Award for Plant 2



Ashwani Aggarwal, Plant Head and Rajeev Gupta, Senior Manager - Safety, Swaraj Plant 1, receiving the Greentech EMS Gold Award for Plant 1



Punjab Safety Award

Swaraj Division was awarded the Punjab State-level Safety Award 2013, by the Minister of Labour, Government of Punjab, in recognition of its safety management. The award was presented to Parmod Lamba, VP - HR and Ashwani K. Aggarwal, Plant Head - Plant 1, at a function organized by the Directorate of Factories, Punjab and the Punjab Industrial Safety Council, Chandigarh, on Safety Day – March 4, 2014.

Kaizen Award

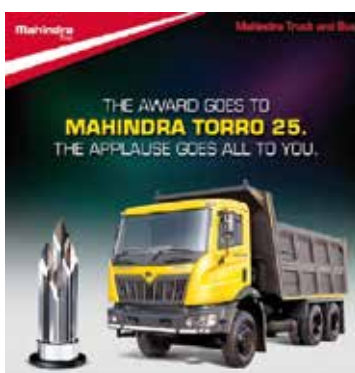
Swaraj Plant 1 stood second in the Operator Category at the 22nd Kaizen Conference organised by the Confederation of Indian Industry – TPM Club India, in New Delhi, on February 18-19, 2014 and bagged a “Best Kaizen” award. There was competition from over 20 leading organizations.

There were more than 82 presentations, of which 23 presentations were in the Operator Category. Jagmohan Singh and Ruby Pal from Assembly presented a Kaizen on ‘Easy to Adjust’, which was facilitated by Kawaldeep Dang, Asst. Mgr. – Assembly Shop and D. M. Batra, JH Pillar Head.



Victories for Mahindra Truck & Bus Division

- The Indira College of Engineering and Management announced Mahindra Truck & Bus Division (MTBD) as the winner of the 7th ‘Engineering Excellence Awards – 2012’ at the recent 6th edition of its annual Indira International Innovation Summit. Chetan Wakalkar, Group Director, Indira Group of Institutes and Dr. Tarita Shankar, Group Director and Chairperson, Indira Group of Institutes, felicitated Arvind Sawant (MTBD) with the Winners Trophy.



- The Mahindra Torro 25 Tipper bagged the prestigious Apollo CV award and was pronounced as the HCV Cargo Carrier of the Year! Mahindra Truck and Bus has won this accolade fourth time in a consecutive progression. Mahindra Truck and Bus has won this accolade fourth time in a consecutive progression.



The MTBD and M&M Auto Division Leadership Team with Dr. Pawan Goenka (holding trophy)

AWARDS FOR EXCELLENCE

Mahindra Honours Indian Farmers at Mahindra Samridhhi India Agri Awards

FES announced the winners of the fourth edition of the Mahindra Samridhhi India Agri Awards (MSIAA) 2014, on February 24, 2014, in New Delhi. These awards, instituted in 2011, recognize the Indian farmer's noteworthy and purposeful contributions to the field of agriculture. Shri Tariq Anwar, Minister of State for Agriculture and Food Processing, Government of India, presided as Guest of Honour.

MSIAA 2014 received 34,206 nominations from farmers across the country, which is a 21% growth over the previous year. The award winners were chosen by an eminent jury of agri-experts chaired by Shri Ashish Bahuguna, Secretary – Agriculture, Government of India.

The prestigious Mahindra Samridhhi Krishi Shiromani Samman (Lifetime Achievement Award) 2014 was conferred upon Dr. K. L. Chadha for his immense contribution to Indian agriculture and for enabling rural India to Rise.

Awards for Mahindra Lifespaces

Industry Recognition for Anita Arjundas

Anita Arjundas, MD & CEO, Mahindra Lifespace Developers Limited, received the 'Female Real Estate Professional of the Year' award at the Pune Real Estate Awards 2014, in recognition of her excellent career that has consistently incorporated the best practices in the real estate industry. The award ceremony, hosted by Silicon India, was attended by a number of Industry leaders, including all leading Pune-based builders and developers.



Hail the Sytech Sector Hero!

Jetha Makwana from Mahindra Gears was awarded the Shram Ratna Award by the Gujarat Government for his project 'SMED'. He received a shield and certificate along with a cash prize of Rs. 25000/-.

Sixty such awards in three categories - Shram Ratna, Shram Bhushan and Shram Veer - are given under a scheme for motivating and inspiring workmen of various industries. The awards are announced by the Chief Minister of Gujarat under the umbrella of the Swarnim Gujarat movement. The award function is organized by DISH (Director, Industrial Safety and Health) every year, on Vishwa Karma Jayanti – a day for worshipping work.

Two-Wheeler Triumphs

The Mahindra Centuro is a Winner!

Ever since its launch, the Mahindra Centuro has been capturing the hearts of customers. This motorcycle recently bagged a series of awards in a row:

- AUTO BILD INDIA - Golden Steering Award, Two-wheeler of the Year
- ZIGWHEELS - Commuter Bike of the Year
- VICKY.IN - People's Choice, Bike of the Year
- DNA Drive - Bike Maker of the Year
- BLOOMBERG TV INDIA AUTOCAR INDIA - Viewer's Choice, Bike of the Year
- BIKE INDIA - Viewer's Choice, Bike of the Year



1st Runner-Up Trophy at the National Case Study Competition

Mahindra Two-Wheelers Ltd. (MTWL) won the 1st Runner-up Trophy for 'Operational Excellence' in the National Case Study Competition, held at the Indizen 2014 event, on February 11-12, in Pune. Over 45 leading organizations participated in the event.

AWARDS FOR EXCELLENCE

Exhibiting Excellence at QCFI Convention

The MTWL Pithampur Plant team won the 'Par Excellence Award' at the 27th National Convention on Quality Concepts – 2013, organised by the Quality Circle Forum of India (QCFI). It was held in Kolkata, from December 20-23, 2013. The theme was "Encouragement, Enhancement and Empowerment through Quality Concepts" and there was participation from 948 OEMs and MNCs from across India.

Special appreciation goes to the participants from Paint Shop - Dharmendra Singh Gautam, Brajesh Pandey and Chetan Dubey - along with Avinash Tiwari from the New Initiatives Department.

HR Team Bags Winners Trophy

The MTWL HR Team presented the company's initiatives and capabilities in managing 'Generational Intelligence' and 'Inclusivity' at the 'Are You Generationally Intelligent (Emerging Sector)' contest at the Annual HR Fraternity Meet 2014.

Nikhil Gama and Deepak Dongre represented MTWL and shared how harnessing age diversity and generational experience had steered MTWL's performance and elevated results on the R&D and sales fronts. The MTWL duo bagged the Winner's Trophy. Besides, the MTWL stall was the most visited and won rave reviews from both the judges and audience, thus being declared the winner in the 'Emerging Business' category.



CSR Initiatives Win Award

MTWL won the 'Second Runner-Up' Award in the Large Scale Industry category for its various CSR initiatives at the Amity CSR Conclave 2013, on December 14, 2013. There was competition from over 60 companies in this category.

This conclave is annually organized by the Amity Global Business School. It saw over 100 companies competing in three categories: Small Scale Industry, Middle Scale Industry and Large Scale Industry.

IT Sector Victories

Dual Awards for C. P. Gurnani

Warm congratulations to C. P. Gurnani, CEO & MD, Tech Mahindra, who is the recipient of two prestigious awards:

- 'The Dataquest IT Person of the Year' award, instituted by CyberMedia, South Asia's first and largest specialty media house. The jury for this annual award chose CP Gurnani for his exemplary contribution in making Tech Mahindra India's fifth largest IT services company, for managing the integration of Mahindra Satyam with Tech Mahindra and for setting the organization on a new path of growth and leadership.
- 'CNBC Asia India Business Leader of the Year 2013'. These awards celebrate the spirit of leadership and excellence in the business arena of India and credit individuals and organizations that have symbolized corporate excellence and have taken Indian business to a new stratum of fame.

Double Ernst and Young Awards

Vineet Nayar and C.P. Gurnani have both been recognised with the Ernst and Young Entrepreneur of the Year [Manager] Award. These awards seek to salute 'Innovative Game Changers' who have helped to build a better world combining their vision with tenacity and skill. Over the years the award has honoured over 110 exemplary men and women, who have played a pivotal role in India's meteoric rise in the global business sphere.

A Series of Triumphs for Tech Mahindra

Voice and Data Victory

Tech Mahindra (TechM) was recognized as Voice and Data's 'Top Telecom Software Company of the Year'. Voice and Data is India's No.1 communications magazine. According to the 18th V&D100 Annual Survey conducted by the magazine, TechM led the Indian telecom software service market in 2012-13. The Voice & Data Annual awards, decided

AWARDS FOR EXCELLENCE

after extensive in-house research and analysis, are considered the hallmark of the Indian Telecom & IT Industry. The research findings are published in the annual V&D 100 survey conducted by the publication.

Most Admired Knowledge Enterprise

TechM was recognized as the 'Most Admired Knowledge Enterprise' by KNOW Network, on February 21-22, 2014, at a glittering ceremony held at the Taj West End, Bangalore.

Inaugurated in 1998, the Most Admired Knowledge Enterprises (MAKE) research program seeks to identify those organizations which out-perform their peers with above average growth in intellectual capital and wealth creation. MAKE winners significantly outperform their competitors across a range of financial metrics - including total shareholder return, brand value, innovation capability, return on capital, etc.

Amitava Roy and Bheemesh Kumar received the award on behalf of the Knowledge Management team and TechM.

Top 125 Training Award 2014

Training magazine recognized the Top 125 Training Winners (2014), including TechM with crystal awards during the Golden Gala held on February 3, 2014, at San Diego, CA. Saurabh Agrawal, Location Head – ESG Global and Ranjit Patil, Program Director – AT&T Thunderbird, received the award on behalf of TechM.

The award was presented at the Golden Gala ceremony by Mike Murrell President, Lakewood Media Group and Publisher at Training Magazine. There were 650 delegates representing the training teams of top organizations such as IBM, Microsoft, Verizon, Intel, Cognizant, BigMachines Inc., McDonald and Farmers Insurance present. This award is given to the top 125 organizations across the globe for demonstrating an unrelenting focus on effective training and employee development tied to corporate strategic goals and measurable results.

Frost and Sullivan CIO Impact Award

TechM enabled SiAfrica and BT to win the Frost and Sullivan CIO Impact Award – a double win. The Frost & Sullivan's 2014 CIO Impact Awards honour enterprise teams and individuals that enable breakthrough new business models and strategies through the innovative use of transformative technologies.

Best Banking Award

The State Bank of India's Internet banking portal, developed and maintained by TechM, won the prestigious IBA Award for the Best Internet Banking for 2012-13, under the public sector bank category. The Internet banking portal won the award based on products array, statistics and volume.

Amity Telecom Award

TechM won the 'Top Telecom Software Company' Award in the Amity Telecom Awards for Excellence. The award was received by Jagdish Mitra, Head, Mobility Business and Amar Agarwal, VP, Mobility, at a glittering ceremony on January 10, 2014, at the Amity Campus in Noida.

CSI 2013 Appreciation Award

TechM won an Appreciation Award (3rd) for its Integrated Warranty Management solution at the CSI 2013 Awards for Excellence in IT.

These awards, instituted by the Computer Society of India (CSI), acknowledge organizations for the best innovations, performance, achievements and excellence. TechM competed in the Design & Engineering Solutions category.

Congratulations to the entire team who contributed to this significant achievement, including Harsh Kohli, Kannan Marghasahayam, Haripriya V., Parvathi Kartha and Nisanth Thomas.

Project Nanhi Kali is a Winner!

Project Nanhi Kali has been awarded the 'Investment in People Award' in the Enterprise Asia - Asia Responsible Entrepreneurship Awards 2014.

AWARDS FOR EXCELLENCE

Mahindra Partners Steals the Limelight



It was a proud moment for Mahindra Intertrade Limited (MIL) when Mr. Harsh Kumar won the 'CEO with HR Orientation' award at the Global Excellence Awards ceremony held in Mumbai on Sunday, February 16, 2014.



MIL Nashik won the 'Greentech CSR' award for setting up the Junior College at Wadhiware Village in Nashik . It was presented at the award ceremony held in Chandigarh.



MLL won the 'Manufacturing 3PL Service Provider of the Year 2014' award at the 3rd Asia Manufacturing Supply Chain Summit, organized by Kamikaze B2B Media on February 19, 2014. These awards recognize operational excellence in manufacturing supply chains in different categories. This award follows MLL receiving the 'Best 3PL Company of the Year' award in September 13.



MSSCL won the 'Best Leadership Development Program for Workers' award at the Global Training & Leadership Awards ceremony, held in Mumbai on Saturday, February 15, 2014



MSSCL Kanhe won the 'Runners-up' award in the Case Study: Improvement competition organized by the Poona Divisional Productivity Council, for their entries: 'Energy Cost Reduction' and 'Customer Complaint Elimination'.

MIL received the 'Best Employee Referral Program' award at the Global Talent Acquisition & RASBIC (Recruiting & Staffing Best in Class) Awards.



Mahindra Intertrade won the 'Organisation with Innovative HR Practices' award at the Global HR Excellence Awards. Nora Bhatia, Head HR & Corporate Admin. is seen receiving the award.



MSSCL Kanhe won a Silver Trophy for its case study on 'Customer Complaint Elimination' at the 'Lean Kaizen Mela'

AWARDS FOR EXCELLENCE

Triumphs for Mahindra Finance

ABP Victories

- * Mahindra Finance recently won the ABP Award in the category of 'Most Admired Service Provider in Financial Sector', against competition from leading companies.
- * Mahindra Rural Housing Finance Limited (MRHFL) was awarded the 'Most Admired Service Provider in Financial Sector' at the Banking, Financial Services & Insurance Awards presented by ABP News.



- * Mahindra Insurance Brokers Limited (MIBL) bagged the ABP News 'Insurance Broker of the Year' award in the banking, financial services and insurance sector, against competition from 15 other companies.

More Significant Wins

- * Mahindra Finance received an all time high score in GPTW Survey conducted in December 2013. The company's score across the 5 parameters, stands at 74% which has improved by 5% from last year.
- * Dharmesh Vakharia, CFO, MRHFL, was awarded the CFO India's 4th Annual CFO100 Roll of Honour for the 'Winning Edge' in Green Initiatives, on March 14, 2014, in Mumbai.
- * Sushil Sharma, K.S. Santosh Kumar and Dinesh Singh of the IT team received NEXT-100 CIO Awards from among 1824 applicants. The NEXT-100 CIO Annual Award program selected 100 experienced IT leaders from among 1824 applicants.

Fortune India Features Tarun Nagar

Tarun Nagar, National Head – Franchise, Mahindra First Choice Wheels Limited (MFCWL), has been featured in Fortune India's global business magazine, in its first list of 'Fortune India's 40 Under 40'. This list features entrepreneurs under the age of 40, who have managed to grow an idea into a profitable business.



Winning Performance from M&M Kabaddi Team

The Mahindra & Mahindra Kabaddi Team recently bagged the First Prize in the Maharashtra Rajya Kamgar Kalyan state-level tournament held in Parel, Mumbai, with Kulbhushan Kulkarni being declared Man of the Tournament.



The Mahindra & Mahindra Kabaddi Team was formed in 1968 and since then has been participating in various All-India and State-level tournaments. It is among the three best teams at State-level and amongst the top five at the National level - having won over 100 tournaments till date. In F14 the team won four State level competitions and was runner-up in two tournaments.

PEOPLE INITIATIVES

Reflective Conversations – Towards Making Mahindra a Reflective Organization

Group HR conceptualized and rolled out the 'Reflective Conversations Skill Building Workshops', in July 2013, in partnership with the Centre for Creative Leadership (CCL), to realize the dream of Anand Mahindra, Chairman & MD, of making the Mahindra Group a Reflective Organization. Around 75 senior executives from various Group businesses, including members of the Group Executive Board (GEB) participated in these workshops and found them insightful.

Realizing the importance of Reflective Conversations in the journey towards actualizing Tech Mahindra's goal of becoming a \$5 billion company by 2015, C. P. Gurnani, MD & CEO, TechM, requested Group HR to roll out these workshops for TechM.

Accordingly, the first internally designed and delivered Reflective Conversations Skill Building Workshop was held on December 15-16, 2013, in Hyderabad. The Lead Faculty was Prince Augustin, EVP - Group Human Capital & Leadership Development, Group HR. Co-faculty members were Dr. Nandakumar P., VP - Leadership Development & Dean -Bodhivriksha and Namrata Gill, VP - HR Capability Building, OD & Talent Management. There was participation from senior TechM leaders, including Global Business Heads and the Workshop received an average feedback of 4.6 on a scale of 5.

Thereafter, Group HR delivered two more Workshops in February 2014, in Singapore, for TechM's Sales and Delivery Heads from across Singapore, Malaysia and other ASEAN countries. These workshops received the highest feedback of 4.7 on a scale of 5.

The journey continues as Group HR has delivered yet another workshop for senior executives of TechM in Bangalore, as well as for five batches of participants across the US and the UK for the TechM, MUSA, MNATC and GenZe Businesses in March 2014. So far, around 360 senior leaders in the Strategic and Executive bands, in M&M businesses across the globe have participated in these workshops and have committed to creating a culture of Reflective Conversations in the organization.



Leadership Life Cycle Programs under Mahindra Leadership University

For the first time since the inception of the Leadership Lifecycle Programs, Group HR designed and delivered in-house the 'Early Leaders Program' (January 16-18, 2014) and the 'Emerging Leaders Program' (February 17-20, 2014). These programs were earlier being delivered in partnership with the Centre for Creative Leadership (CCL).

Both programs had participants from five Mahindra Group sectors and consisted of Knowing Thyself, Impacting Others, Leading Change and Internalizing of Learning as the building blocks. Both used psychometric tools such as Influence Style Indicator and Work Place Big 5, in addition to various management games and movies, to provide a blended learning experience to participants.

The programs were facilitated by Prince Augustin, Alfred Osta and Dr. P. Nandakumar and external facilitator Jayant Damle. They received an overall feedback score of 4.6 on a scale of 5.

Harvard Manage Mentor - Rewards & Recognition

The Harvard Manage Mentor (HMM) - Rewards and Recognition competition was held with much enthusiasm on February 13, 2014, at Mahindra Towers. This first of its kind, cross-sector competition gauged how well the participants had integrated and applied their program learning at work. There were attractive prizes like a chance to participate in any training program/conference worth INR50000 or a 2N/3D stay at any Club Mahindra Resort.

Contestants were first short-listed at the Sector level, after which the selected finalists battled it out in a Group-wide competition. They were segregated into two categories - individuals and teams - and in a keenly contested competition, participants made presentations to elucidate the various ways in which they had implemented all teachings in real-life scenarios.

PEOPLE INITIATIVES

The eventful day came to a close with Vaibhav Ashok Singh from Corporate Center bagging the 1st prize in the 'Individual' category. Praveen Gupta from Mahindra Intertrade was awarded the Runners-up position for the same. In the 'Team' category, Mrugesh Kaniktar and Ravi Nadar from Mahindra Intertrade were awarded the first runners-up position. The judges for the event were Vikas Sinha VP – Strategy, Systech and Dr. Nandakumar, VP – Group HR Leadership Development and Dean MMDC.

Preparing for Retirement

On March 5, 2014, Group HR organized a workshop titled 'Preparing for Retirement' for executives retiring at the end of this year. It aimed at enabling participants to deal with the financial implications of retirement and understanding the Mahindra Group's retirement benefits and also covered other pertinent aspects of a senior citizen's life, such as social life, health, diet and more.

The sessions by eminent speakers, such as the noted theatre and advertising personality, Alyque Padamsee, who spoke on 'Don't Retire, Re-Tyre', were very well received by participants.

Mahindra Remembers, the alumni portal, was also shared with the group. Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board, thanked the retiring executives for their extensive contributions and wished them well for the exciting 2nd innings to come.



Keen interest from participants at the workshop

Saying Goodbye to Corporate Center Colleagues

Corporate Center bid farewell to their valued colleagues who will be retiring this year at an emotion-packed event on March 14, 2014, that was also attended by the retirees' spouses.

The event was made extra special with the screening of moving video tributes from colleagues and reminiscences about their early days from retiring colleagues who



Retiring colleagues were bid a warm farewell

have served the Mahindra Group for up to 42 years.

Anand Mahindra, Chairman & MD, Mahindra Group, and senior Corporate Center executives paid heartfelt tributes to these retiring colleagues, thanking them for their long years of dedicated service and numerous valuable contributions.



Anand Mahindra, Chairman and MD, Mahindra Group, presents a memento to a retiree

PEOPLE INITIATIVES

International Women's Day Celebrations

Mahindra Corporate Center celebrated International Women's Day on March 7, 2014. In a different approach from that of previous years, the event was conceptualized as a celebration of 'diversity' and both men and women participated wholeheartedly. Contests were conducted prior to the event to find the 'Women Achievers' and the 'Woman Who Made the Most Impact on Your Life' and the best respondents in each were recognized at the event. Each of them shared their heartfelt stories, receiving hearty applause from the audience.



The gathering was privileged to have Dr. (Mrs.) Indu Shahani, Principal HR College and former Sheriff of Mumbai, join them for an inspiring discussion on Diversity and Empowerment and she had a great dialogue with them.

DIVERSITY & INCLUSION

M-WOV (Mahindra Women of Vision) Launched by AFS

Mahindra AFS is strongly committed to diversity at the workplace and endeavors to empower its women at work through its engaging practices.

The 'Mahindra Women of Vision' (M-WOV) is an initiative launched by AFS women employees to network, connect, share experiences and benefit from collective learning. It is a platform for women to come together, work on new ideas, access thought leaders (senior leadership) and also develop their skills through focused training programs.

M-WOV is facilitated by the Nashik Plant HR Team and is extensively supported by the Plant's leaders.

Diversity & Inclusion Vision and Commitment Launched

What is a journey without a vision? With this objective in mind, the Group Diversity Council, chaired by Anita Arjundas, MD & CEO, Mahindra Lifespaces, launched the Vision and Commitment of the Diversity Agenda of the Mahindra Group at the annual Blue Chip, 2013.

Anand Mahindra, Chairman & MD, Mahindra Group and Rajeev Dubey, President (Group HR, Corporate Services & After-Market) & Member of the Group Executive Board, graciously signed the D&I vision and Commitment first, which was of great significance for the imminent journey.

The D&I Vision

"We shall value and celebrate the uniqueness of every individual by fostering an environment of inclusion and empowerment. This will enable us to meet the needs of our stakeholders through active participation of diverse talented individuals, committed to enable people and communities to Rise."

To help Sectors and Businesses of the Group imbibe the D&I philosophy, the Council has put forth a Commitment of five tenets. These tenets will guide all efforts towards driving the D&I agenda of the Group.

Our D&I Commitment:

Tenet 1: We shall ensure that workforce diversity is driven by a strong connect with business.

Tenet 2: We shall endeavour to include the views of individuals from diverse groups in all strategic decisions.

Tenet 3: We shall provide equal opportunity for employment and growth. We shall not discriminate or stereotype on the basis of gender, age, ethnic and regional background, sexual orientation, social status or physical state.

Tenet 4: We shall constantly strive to create an environment which is free of attitudinal and physical barriers and allows individuals to express themselves freely and perform to the best of their abilities.

Tenet 5: We shall ensure that the workplace environment is free of any form of harassment or exploitation and any contravention of the same will be dealt with in a speedy and fair manner.

QUALITY FOCUS

Overseas Programs

At Thai Acrylic Fibre Co. Ltd, Bangkok

MIQ conducted the first International program on Innovation through TRIZ at Thai Acrylic Fibre Co. Ltd, Bangkok. The faculty for this program were Rajinder Singh, Dean – MIQ and Narayan S.S. from MIQ. Nine Innovation projects are being facilitated by MIQ.

At Metalcastello Italy



The Mahindra Yellow Belt (MYB) program was conducted in February 2014, at Metalcastello, near Bologna in Italy. Rohit Pathak from MIQ was the faculty for this program.



A Human Error Prevention workshop was conducted at Metalcastello Italy, on February 14, 2014, by Rohit Pathak.

The Mahindra Way Highlights

- 25 companies assessed during the TMW Cycle 5 Assessments.
- Two new companies added in the TMW assessment framework, namely Mahindra Logistics and Mahindra Two Wheelers.
- Six companies awarded TMW trophies for moving up one stage in the TMW Maturity framework, namely Farm Division, Auto Sector, Telecom Group – Tech Mahindra, Swaraj Division, Spares Business Unit and Mahindra Gears.
- Farm Division became the first business in the Mahindra Group to achieve TMW Stage 8 of Maturity, which is the highest stage so far achieved by any company till date.
- To spread further awareness about TMW, 10 programs on 'Achieving Excellence through TMW' and 16 programs on 'Daily Work Management and Standardization' were conducted during the year.

Programs at MIQ, Nashik



Achieving Quality through 3rd Gen Visual Standard Operating Procedures (SOPs). Participants are seen with Rajinder Singh, Dean – MIQ and Ashish Gupta from MIQ.



PGDQM Service Batch 2 – Phase III participants with Mohit Bhatia, CHRO – MHRIL, Helmut Meckelburg, Chief Resort Officer, Rajinder Singh and Ashish Gupta from MIQ.

F2014 Highlights of MIQ

- 138 training programs were conducted, adding up to 456 days of training.
- 3007 participants were trained, with an average program rating of 4.52.
- 10 new programs were introduced.
- MIQ achieved a CAPS score of 76%.
- Project-based teaching is one of the unique features of MIQ training; 372 improvement projects were completed by participants and total cumulative savings of Rs. 38 Crores was realized (as certified by the participants' managers and companies).
- Companies being facilitated are Farm Division (TRIZ), Swaraj Division (DOE & Human Error prevention), Mahindra Intertrade (SMED) and Mahindra Logistics (DWM).

SUSTAINABILITY

Water Management – The Mahindra Way

The Mahindra Institute of Quality (MIQ) and Group Sustainability continued their collaboration in the area of spreading knowledge and applications in Sustainability. Following two successful training programs in F14, they conducted a program 'Water Management – the Mahindra Way' at MIQ Nasik, from March 5-7, 2014, with a focus on Water Demand Management and Water Conservation; Water Neutral & Water Positive. The objectives were enhancing water conservation awareness, process optimisation, resource utilisation and operational efficiency.

External faculty members were invited from TERI, AIM Enviro and AUM Technologies, to share expertise on topics related to water such as State of Resources: India and Global, Audits and Accounting, Policies, Effective Distribution, Rainwater Harvesting, Quality Parameters, Sampling, Treatment and Watershed Management

There was favourable feedback from participants, who provided valuable suggestions for improving knowledge transfer and generation of new ideas at their locations. They also got a great opportunity to network within M&M, as well as with key vendors of capital equipment who are willing to help with their expertise in carrying out audits and improvements.



Participants and faculty of the 'Water Management – The Mahindra Way' program

A Focus on Sustainability

The 5th Sustainable Supply Chain Management Workshop was conducted at MSSSPL, Khopoli, on February 19, 2014. A wide spectrum of sustainability-related topics was covered. Srinivas Barshikar, VP (Material), MSSSPL, spoke on 'Business Risk Associated with Climate Change'. Naresh Patil, GM (Group Sustainability) M&M, focused on the Mahindra Group's Sustainability Journey. Dr. Pradeep Panigrahi, DGM (Sustainability), MSSSPL, covered the Sustainability Movement at MSSSPL. Vaibhav Pandit, GM (Material), MSSSPL, reflected on the Journey with Suppliers & the Engagement Plan. Dr. Rajesh Singh, Managing Director, PE International, India, spoke about Life Cycle Assessment - PE International. Damandeep Singh, Director, CDP (India) focused on the CDP - Carbon Disclosure Project. Mahesh Sonawane, from Mahindra Hinoday, Pune, made a presentation on the environment-friendly 'Induction Lamp' and its range of benefits. An Induction Lamp was displayed at the workshop site.

Some notable initiatives taken by Suppliers were also highlighted. Shambu Gaware focused on SKF's sustainability achievements, such as heat recycling from furnaces (reduction 400 t CO₂/year), Compressed air usage (reduction 500 t CO₂/year), Improved insulation with new windows (reduction > 150 t CO₂/year) and the green areas in the plant.

Girish Sulakshane explained energy-saving, innovative products from Fox Solutions using VFD techniques for pump, fan & blower and saving compressor energy. He also spoke on energy-efficient motors & drives and the Fox product offerings.



The inaugural lamp is lit by Naresh Patil, GM, Group Sustainability



An Induction Lamp from Mahindra Hinoday, Pune, was displayed

From Therm Process Engineering, Ajay Chavan spoke on the importance of the Air Fuel ratio in a combustion system.

He explained the auto temperature control On Off and High Low system and laid emphasis on the use of a PID controller or Mass Flow control for Air Fuel ratio controlling. He also explained the use of the two pass and four pass Recuperator for waste heat recovery.

Sandesh Sonawane, Sr. Executive, MSSSPL, discussed expectations from suppliers and concluded with a Vote of Thanks.

CORPORATE SOCIAL RESPONSIBILITY

CI&S and Group Security Reach Out

• Service to those in need was the CIS & Group Security team's agenda on Republic Day. The team invited their neighbours from BDD Chawls, Worli, to attend a free Medical and Health Check-up Camp. A team of seven doctors along with many volunteers assisted 242 beneficiaries, providing them with diagnosis, medication and around 260 pairs of spectacles. The volunteers felt an immense sense of fulfillment and were also rewarded by the gratitude of the beneficiaries.



• MITRA emergency services were extended to the spouses of Mahindra employees at the Corporate Center on February 3, 2014, in a reflection of the Mahindra Group's constant endeavor to safeguard employees and their families.

• The Women Employees Safety Workshop, conducted by an in-house team, stepped beyond Mumbai, to empower women employees in Pune and Bangalore. The team conducted one such workshop session in Pune and four in Bangalore, in addition to three in Mumbai.

Two-Wheeler Team Extends a Helping Hand

• The Mahindra Two-Wheelers (MTWL), Pithampur team organized Road Safety Week celebrations to promote road safety in the community, schools, colleges, work places, on roads, etc. They also tried to raise awareness about the societal impact of road traffic injuries, highlighting the risks on roads and sharing information on prevention measures.



• A Free Medical Health Check-up Camp was conducted by the MTWL Pitampur team under its project Swastha Abhiyan, with the objective of serving the unprivileged. It benefitted around 236 patients – school students as well as men, women and children from surrounding areas – who received a health check-up and medicines.



• In continuation of their community awareness initiatives, the MTWL Pithampur team conducted a Health and Hygiene Camp, on February 18, to improve the quality of life of people in nearby communities.



New SMART Centres Inaugurated

As a part of its Vocational Training initiatives, the Tech Mahindra Foundation has launched the Tech Mahindra SMART Programme (Skills-for-Market Training) for unemployed youths aged between 18-27 years, particularly for the socio-economically disadvantaged, thus enabling them to actualize their potential in a career of their choice. Three vocational training trades: Foundational Skills (comprising Basic IT Skills, English, Workplace Readiness and Typing), Customer Relationship and Sales, and Tally with Basic Accountancy and Advanced Ms-Excel are offered.

Currently, the Foundation runs five SMART Vocational Training Centres in Hyderabad, in association with NGOs Yugantar, APSA, CADRE and the Deaf Enabled Foundation. The 6th SMART Centre, in partnership with CADRE in Secunderabad, was formally inaugurated on December 19, 2013, by Shivanand Raja, Head - Corporate Services, TechM, who urged the beneficiaries to make full use of the free training facilities

Mahindra Logistics Adopts Aavre Village



As another of its CSR initiatives, Mahindra Logistics Ltd. (MLL) has identified and adopted a village called 'Aavre', around 92 kms. from Mumbai, which is deprived of basic infrastructure, hygiene and health. The MLL team will work towards improving the quality of life of communities living in this village.



Hence, MLL's CSR Committee kicked off this initiative by visiting Aavre with 149 employees on February 22, 2014, to interact with the village residents and understand their difficulties, in order to help them solve their problems.

CORPORATE SOCIAL RESPONSIBILITY

A Range of Farm Equipment Sector Initiatives

• On February 15, 2014, DMT members from the Farm Equipment Sector (FES) participated in distributing mementos at the Arogya Sarita Day Care Centre in Vadarpada Hanuman Nagar, Kandivili, to recognize the improvement in nutrition status from malnourished to normal in 60 children below 5 years.



• At Zaheerabad Plant, Dr. Aditi from Aarohi Blood Bank joined Dr. Vinod Kumar in conducting an awareness session on Thalassaemia.

Thereafter, the Zaheerabad team pledged to support 25 patients with the help of Aarohi Blood Bank. Donors are required to donate blood once in three months.

• The Mahan Trust, Dharni, led by Dr. Ashish Satav, provides medical facilities to tribals residing in the Melghat Region of Amravati in Maharashtra and also works towards the eradication of child mortality due to malnutrition by giving them 'Ready to Use Therapeutic Food' (RUTF) prepared by local tribal women and a supplement powder called 'Mahan-VIT-MIN', developed by Dr. Satav and his team. The Nagpur FD Accounts and ER & D teams, led by Vivek Chavan, donated RUTF and Mahan-VIT-MIN to Mahan Trust, to serve the needs of 100 severely malnourished children for at least two-and-a-half months.

• In co-ordination with NGO hospital, Sri Sai Lions Netralaya, FES organised an Eye Care Camp at Ara in Bihar, during which aged and needy people from nearby villages underwent free cataract operations.

Woman Empowerment Programme by FES Jaipur

FES Jaipur Plant has started a women's empowerment programme in Mehlan. Under this programme, women will be trained in stitching of garments and in developing tie and dye skills. Facilities for this training are being provided and this centre will also function as a display point for the social work done by the M&M Mehlan team.



Swaraj Does Its Share



• Swaraj Plant 2 employees observed National Girl Child Day 2014 by organizing a health awareness and general consultation camp at the Government School in Landra Village, in association with Dr. Sunaina Bansal, Gynaecologist from IVY Hospital, Mohali. Prior to the camp the students were addressed by the Principal, Amanjot Kaur, who guided them on education, health and nutrition.

• On Valentines Day 2014, 215 Esops volunteers from Swaraj expressed love by donating blood for Cancer and Thalassaemia patients



• A multi-speciality health camp was conducted by the Swaraj Division Foundry team, in association with the Grewal Eye Institute, Chandigarh and the IVY Super Specialty Hospital, Mohali. Around 1200 villagers received attention during the camp, which was much appreciated. It was well covered by the local media.

Greening Efforts by Mahindra Powerol

Mahindra Powerol celebrated World Environment Day by organizing a mega plantation drive across 11 major locations in India and one international location (Nepal). Powerol also invited its Channel Partners, Sales & Service Dealers, OEMs & HUPS Distributors at over 100 locations to participate. Over 50,000 saplings were planted on a single day, with around 5000 people involved in this mega drive.

P. Palaniappan, Sr. V.P. & Business Head, Powerol, initiated the drive by planting the first sapling in Coimbatore



CORPORATE SOCIAL RESPONSIBILITY

Mahindra Finance: Always Ready to Help!

• The Mahindra Finance team in Bhopal conducted a free medical health check-up camp in Bhopal on January 25, 2014, for students as well as the general community. Eye checks and general check ups were conducted for 290 people. A general health and mental health check-up camp was also conducted in Coimbatore region.

Mahindra Finance is the first corporate to have extended medical support to people residing in 8 interior villages in the Nilgiri Hills.

• Blood Donation drives were organised in various regions of Madhya Pradesh, Uttar Pradesh, Chhattisgarh, Karnataka, Uttarakhand and Maharashtra. A total of 372 bottles of blood was collected.

A Spectrum of Infrastructure Sector Initiatives

• Mahindra Lifespaces Developers Ltd. (MLDL), Delhi, organized the Sparsh initiative – the collection and distribution of used household items.

• Mahindra World City Chennai (MWCC) undertook the renovation and operation of Hanumanthai Govt. School toilets, thus providing students with better hygiene and sanitation facilities.

MWCJ in Action

• Mahindra World City Jaipur (MWCJ) partnered with CII and conducted various activities during National Volunteering Week, which is held in January every year.

• Mahindra World City Jaipur (MWCJ) has taken the initiative of training two batches of school dropouts/unemployed youth around as Security Personnel, through the NGO TBI, to make them more employable.



• MWCJ has donated desktops and laptop computers to two nearby village schools. A Skill Development Training Centre has been set up to help them conduct specialized in-house training.

• MWCJ has initiated and inaugurated the Gyandeept School outside the IT/ITeS SEZ, to take care of the children of the workers. Volunteers spend quality time with the students, celebrating festivals, imparting basic education and inculcating moral and social values.

• MWCJ organized the screening of a safety video film in the Domestic Tariff Area (DTA) for STP project laborers on February 14, 2014, at the STP site. The team also explained the significance of safety.

• Under the CSR initiative, 'EHSAAS', MWCJ volunteers distributed unused clothes collected from employees, the labor force at the construction site and their families



Whole-hearted Participation from MHRIL



• The Mahindra Hotels & Resorts India Limited (MHRIL) team in Puducherry participated whole-heartedly in National Safety Week activities.

• The MHRIL team Shimla distributed essential items to orphans.

• The MHRIL Munnar team conducted a Health Camp (right).



• The MHRIL Varca team organized a beach cleaning initiative.

CORPORATE SOCIAL RESPONSIBILITY

Mahindra Lifespaces in Action

Antheia, Pune

Gyandeeep, a school for labourers' children, was launched by Mahindra Lifespaces at its Antheia project in Pune, on February, 2014. It was inaugurated by Anita Arjundas, MD & CEO, Mahindra Lifespaces Developers Ltd., in the presence of team members from Mumbai Office and Antheia.

The 'Doorstep School' is the NGO which will work along with Mahindra Lifespaces in this venture. It provides educational support to underprivileged children at various labor camp sites in Pune city.



Aqualily, Chennai

Towards enabling less privileged women in Chennai to become more economically independent, Mahindra Lifespaces' Chennai team has launched a Self employment programme at the Aqualily sales office. This programme includes training on soft toys making, tailoring classes etc.

Aura, Delhi

Mahindra Lifespaces' Delhi team has been educating the local residents about safeguarding the environment. In one such effort, part of the 'Save the Earth' initiative, the Mahindra Lifespaces Delhi team organized an inter-school competition for four village schools located close to the Aura project. This area recently faced a lot of problems related to water and the felling of trees. Students were asked to make 3D models depicting the depletion of natural resources and various methods to conserve these resources. There was keen participation and the students came up with creative and colourful models.

Bloomdale, Nagpur

A sewing school has been started for women working at the Bloomdale project in Nagpur. A separate room has been reserved for this initiative which is equipped with all necessary equipment's like stitching machines and thread rolls. Participants are taught varied aspects of drafting, cutting and sewing for making garments and home décor items. They thus gain an opportunity to express and enhance their creativity as well as to generate income.

Auto Division Initiatives

- The AD Accounts team from Kandivili Plant undertook an ESOPS initiative to help 941 students in the Gnanmata Adivasi School in Talasari, in Thane District. A team from the Department visited the school to ascertain the needs of the students and thereafter Laboratory equipment, teaching aids for Std. 8, 9 and 10. and library books were provided to the school. cause.
- AD Nashik Plant 1 conducted various social initiatives during the Road Safety Campaign, held from January 3-17, 2014, such as Road Safety training for truck drivers and Transporters who regularly visit Nashik Plant, by the Safety Officers and SCM Team, at an event organized jointly by Safety and SCM Departments of the Nashik Plant.

MTBD Does its Bit

- Mahindra Truck & Bus Division (MTBD) Chinchwad employees organized a Blood Donation Camp at the office premises in association with Ruby Hall Clinic. It witnessed participation from around 30 employees.
- Close to 50 employees participated in the corporate run titled 'Runathon of Hope 2014' organized by the Pune Rotary Club. Every participant completed the 6 km. run. Sensitization on road safety was carried out at the venue.



- An Oral Health Camp was organized for employees and their family members, in association with Vesac India. About 50 employees along with their family members attended the same. An Aadhar card kiosk was also set-up at the venue, where new registrations were submitted.

CORPORATE SOCIAL RESPONSIBILITY

Mahindra Heavy Engines Pvt. Ltd. in Action

The Mahindra Heavy Engines Pvt. Ltd. (MHEPL) team spent 168 manhours on diverse CSR activities including: adoption of Thalassaemia-affected children, fun celebration at an Orphanage School and at an Old Age Home, teaching at schools, organizing a Medical & Health Awareness Camp and providing educational guidance at schools

MVML: Diverse Caring Initiatives



- The 23rd Free Plastic Surgery Camp, organised by Sancheti Hospital, Pune, was inaugurated by Vijay Dhongde, CEO, MVML, on January 9, 2014. Surgical operations for over 20 patients were sponsored by MVML.
- Nanhi Kalis from Zila Parishad Schools were taken on a visit to Nehru Science Centre.
- On World Cancer Day, February 4, 2014, a Cancer Screening Camp was conducted in Kude Village.
- A series of awareness sessions on Road Safety was conducted.
- ESOPS Volunteers lent support to orphanages through Shramdaan and a cultural function.

Partners for a Cause

- MSSCL Bhopal distributed classroom benches to a primary school in Khanpur Village on February 13, 2014.



- The MLL Kandivili team visited the 'Anand Ashram' orphanage at Virar on January 3, 2014, and celebrated the New Year with 32 orphans. Employees contributed Rs. 18,500 and also donated an inverter and food grains.

- Mahindra Intertrade Ltd. (MIL) Nashik organized an Eye Check-up Camp for underprivileged students. The MIL team in Gonde organized an Eye Checkup Camp at Wadiwarhe school. About 1052 students benefited and 44 refractive error cases were identified, for which spectacles will be provided.



MUSCO in Action



- The MUSCO team in Pantnagar distributed 100 school bags at the Rajkiye Prathmik Vidyalaya Jainagar III in Gadar Pur, Uttrakhand.

- The employees of MUSCO Stampings, Rudrapur, donated the company's old computers to the local government school – Junior Maharajpur. Since the school did not have electricity, they then whole-heartedly followed up with the Uttaranchal Power Corporation Limited and the school received electricity within 60 days!

CORPORATE SOCIAL RESPONSIBILITY

CSR & ESOPs @ Mahindra Gears

- A Donation Drive was held from January 7-19, 2014, during which the Mahindra Gears team generously donated used clothing and books to benefit Mother Teresa's Missionaries of Charity in Pune.
- A Pulse Polio Awareness Drive was conducted in collaboration with the Pimpri Chinchwad Municipal Corporation. Mahindra Gears volunteers were trained by Dr. Markand from the Yamuna Nagar Municipality Hospital on how to administer polio drops to children, after which they participated enthusiastically in the Pulse Polio drive in Rupeenagar and administered the required drops to 312 children.
- In collaboration with the Yash Foundation, Mahindra Gears team members conducted a HIV & AIDS Awareness Session for the students of I.T.I, in Khed, Pune. It benefited 300 students aged 18 -22 and being very interactive it was well received by all. The topics included self awareness, life skills and HIV & AIDS awareness.
- A Health Camp was conducted at ZP School, Varale Village, Chakan, in collaboration with Core Hospital. It benefited 45 children aged 3-9, who were given a general health check-up.
- Generous contributions were received from team members of Mahindra Gears and Transmissions Pune and Rajkot to support the Nanhi Kali initiative to educate the girl child. They collectively contributed a sum of over 1 lakh towards this noble cause. Staff and managers as well as suppliers participated enthusiastically.
- Nineteen volunteers got involved in a Community Cleaning Drive on the Banks of the River Indrayani and Dehu Village on March 19, 2014.



Passionate Support for Project Nanhi Kali

- Hincol added to Project Nanhi Kali's strength and reach by supporting 1000 Nanhi Kalis. They have not just given the Nanhi Kalis an education, but have also given them the chance to realise their potential and succeed in life!
- Over 500 Mahindra Group employees led by Dr. Pawan Goenka, ran for Project Nanhi Kali in SCMM 2014.
- Over 100 Nanhi Kalis will receive education due to the renewed support received from the 'DNA I Can' women's half marathon.
- Fifteen women from diverse countries like Hong Kong, Japan, UK, Philippines, Thailand, Taiwan, USA and The Netherlands - spouses of members of the Asia Business Council (ABC) who are in India for the Council's semi-annual forum - visited Project Nanhi Kali's Academic Support Center in Mumbai and interacted with the inmates. As a token of their appreciation for the work being done by Project Nanhi Kali, the ABC is now supporting 16 Nanhi Kalis!



Celebrating National Girl Child Day

National Girl Child Day celebrations were organized by the Maa Samti organization, for Nanhi Kalis and their parents on January 24, 2014, to raise awareness and consciousness of the society towards the girl child's education and equal rights. Parents were asked to give their girl child an education for their future security and in an open discussion several people from the community shared their concerns regarding the need for vocational training, school dropouts and girl child security. These concerns and grievances were noted for a future action plan by the Project Nanhi Kali team.

After various activities like painting, dance, sports and storytelling, the programme concluded with tributes being paid to all the women leaders and fighters.

Mahindra Search for Talent Scholarship Awarded

Dr. Kumar Iyer, Deputy High Commissioner & Director General of UK Trade & Industry, British Deputy High Commission Mumbai, attended the Mahindra Search for Talent Scholarship Award Function as the Chief Guest at Mahindra Academy. The students were thrilled to hear that he is an ex student of the Mahindra Academy.





SOCIAL STATUS

Tanya Garg @TanyaGarg111

Amazing Lunch with Super Awesome View and Lovely Weather — feeling wonderful at Club Mahindra Kanatal Resorts

Bhairavi Jani@Bhairavi_Jani

25 states 18181 Kms 51 days our journey comes to an end. Our car Mahindra Scorpio has been outstanding @anandmahindra

anand mahindra @anandmahindra

You have good decision-making skills!! “@NandanNilekani:Hi Anand looking forward to campaigning in my new Thar :) pic.twitter.com/75cy3Oc36K”

Mahindra Blues @mahindrablues

There's no stopping this blues train that Lil Ed and the Blues Imperials are driving! What a ride at #mahindrablues!

Godsent Evil @GodsentEvil

Back to Nagpur after an exhilarating Wild Escape. Well organised and sooper fun! A Big Thank You!! @MahindraAdvntr

Pritesh @wanipritesh

@anandmahindra @M2Wmotorcycles Thank you for the exceptional mahindra centuro.....gr8 bike gr8 service,,,,

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