

Mahindra unveils new brand position - '*Rise*'

Synopsis:

- Mahindra unveils new brand position – Mahindra *Rise* & new Core Purpose
- To invest Rs. 120 crore over 3 years towards promotion of the new brand position
- Mahindra *Rise* to communicate with one brand voice, one face & one Mahindra core purpose

January 17, 2011, Mumbai: The US \$ 7.1 billion Mahindra Group, one of India's leading business houses with a vast global footprint, today announced a new brand position - *Rise*. The latter represents a new chapter in the history of this iconic 65 year old brand and seeks to communicate the new face of this diversified federation of companies with its increasingly global ambitions.

This is the first time Mahindra as a Group which spans everything from Aerospace to Automotive, from farm equipment to IT and logistics, will communicate with one brand voice, one face and one 'Mahindra' core purpose.

The Group intends to invest Rs. 120 crore over 3 years, in activities related to promotion of the new brand position.

"*Rise* isn't just a word – it is a rallying cry which enables people to unify around shared ideas, values, principles, a way of life or a common goal. It is a call to see opportunities where others can't and to set an example for the world. For Mahindra, *Rise* means achieving world-class standards in everything we do, setting new benchmarks of excellence and conquering tough global markets," said **Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group.**

"Mahindra has always been known for its ingenuity and never say die spirit. Whether we're transforming the lives of millions of farmers through our agri-prosperity initiatives, creating green and innovative urban living spaces or investing in new automotive technologies and factories that leave the lowest carbon footprints, Mahindra is many companies with just one purpose: Enabling people to *Rise*," he added.

Two years ago, Mahindra's Corporate Brand Council mandated StrawberryFrog, a New York based global advertising agency, to undertake anthropological and semiotic research across India and around the world which enabled it to create this unique positioning.

"*Rise* is a simple yet powerful verb which defines our Group and succinctly sums up the aspirations of our stakeholders and employees. When we spoke to customers across the world, all of them without exception expressed a strong sense of optimism about the future and shared a common desire to *Rise*, to succeed and create a better future for themselves,



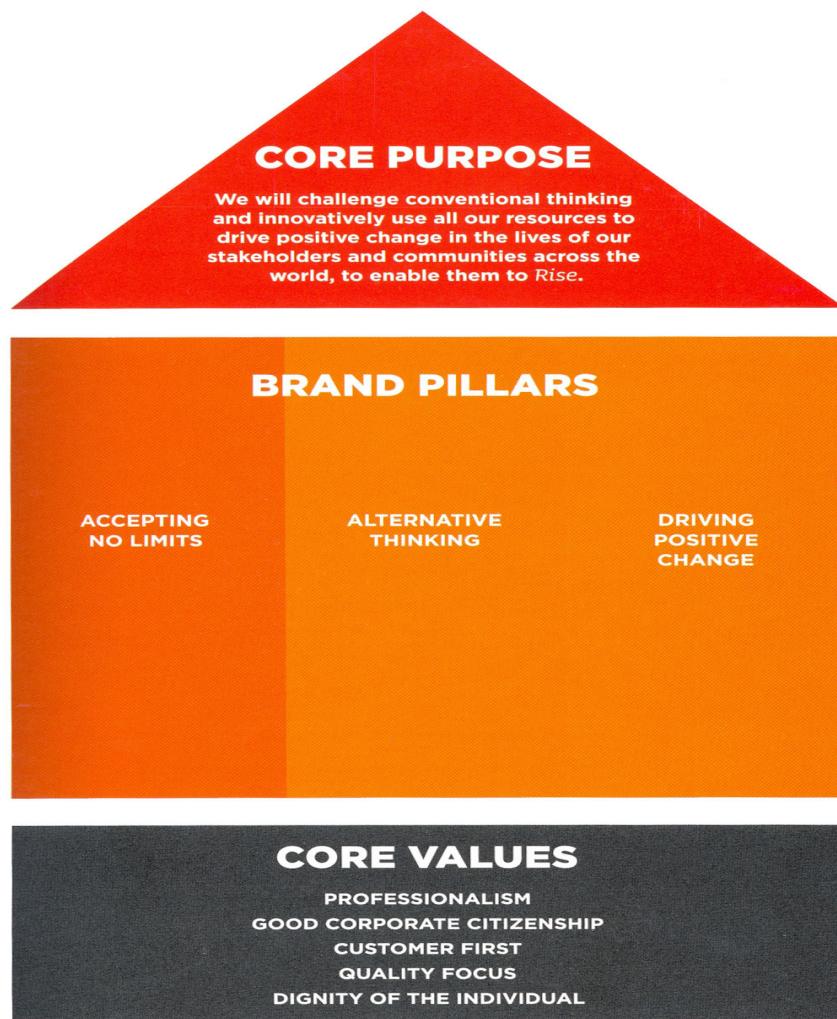
their families and their communities. We strongly believe that the Mahindra brand epitomizes what our customers want – a company that empowers them to *Rise*,” said **Mr. Ruzbeh Irani, Executive Vice President - Corporate Strategy, Chief Brand Officer - Mahindra Group and Member of the Group Executive Board.**

The Group today unveiled the new brand position and the new Core Purpose:

We will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.

The spirit of Rise is based on the following three Brand Pillars:

- *Accepting No Limits*
- *Alternative Thinking*
- *Driving Positive Change*





Implicit in the *Rise* message is the belief that anything is possible, that we can achieve whatever we set our minds to. It seeks to unite the Mahindra workforce as a group of passionate individuals and unconventional thinkers who create world-class offerings and aspire to greatness.

At the core of the *Rise* philosophy is the customer. Mahindra believes that its actions, innovations, products and services empower the customer to overcome his own challenges, exploit his ingenuity and shape his own destiny. Everything we do centres around enabling the customer to *Rise*.

About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$7.1 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, aerospace, after-market, real estate, hospitality, logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world. It is today a full-range player with a presence in almost every segment of the automobile industry, from two-wheelers to UVs, SUVs and CVs. Mahindra has acquired a majority stake in REVA Electric Car Co Ltd. (now called Mahindra REVA), strengthening its position in the Electric Vehicles domain.

The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired Satyam Computer Services, now known as Mahindra Satyam.

Its flagship company Mahindra & Mahindra Limited has recently earned the distinction of being the only Indian automobile manufacturer to feature in the top 10 list of the Carbon Disclosure Leadership Index in India - 2010, created by the Carbon Disclosure Project (CDP). CDP is an independent not-for-profit organization holding the largest database of primary corporate climate change information in the world.

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