

KUV100 MEDIA LAUNCH

10TH APRIL, 2018

MILAN





Our story begins in 1945, with two men on a mission.



The mission - driven by the core idea that people will succeed if given an opportunity - was to bring the iconic Willys CJ onto Indian roads.

THE MAHINDRA GROUP

Many Companies. One Purpose.



To Enable People To RISE...

Rise.

RISE GIVES US
MEANING AND
PURPOSE.

IT INSTILLS AN
AMBITION AND
ATTITUDE.

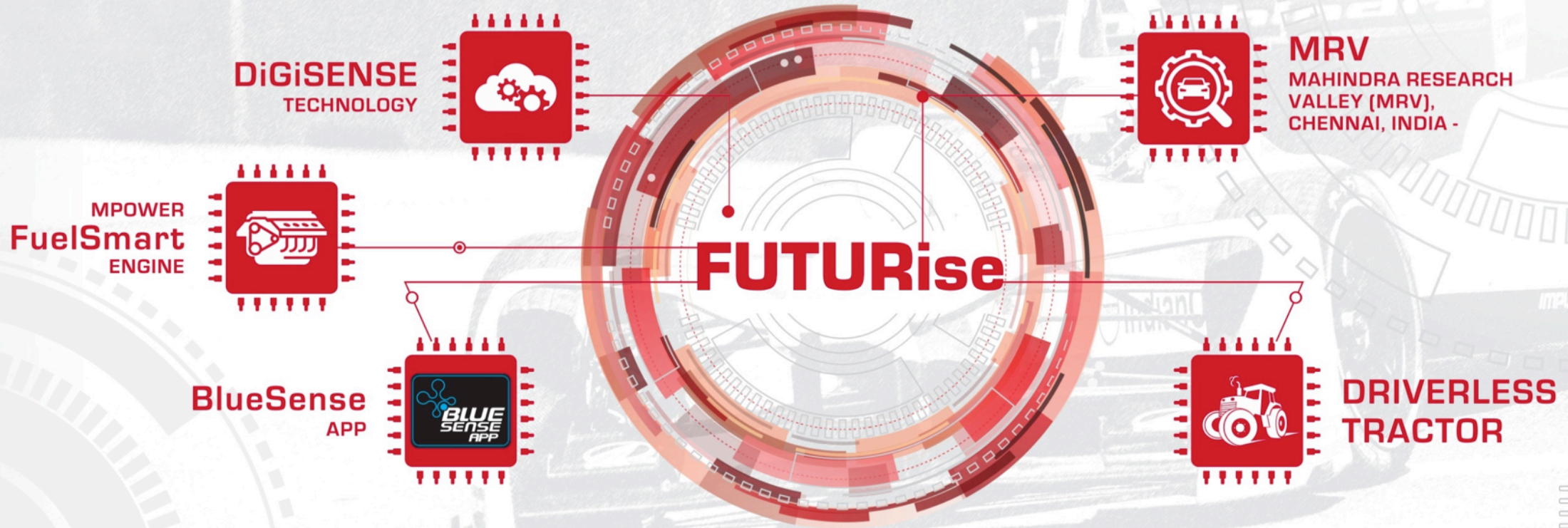
THAT WE CAN ACHIEVE
WHATEVER
WE SET OUR MINDS TO.

IT DECLARES
WHO WE ARE, HOW WE OPERATE,
WHAT WE BELIEVE IN AND
OUR COLLECTIVE ASPIRATION

TO BE
A GLOBALLY
ADMIRER BRAND.



#FUTURise : Focus Areas



‘Rise For Good’ is the other pillar

Education for the girl child... >300,000 girls supported across India



*Our Nanhi Kalis stand tall and proud,
as they take a class photograph.*

Nanhi kali³
for the girl child

— www.nanhikali.org —

Foray into Formula-E is one of the initiatives



Today Mahindra has...

200,000+ employees

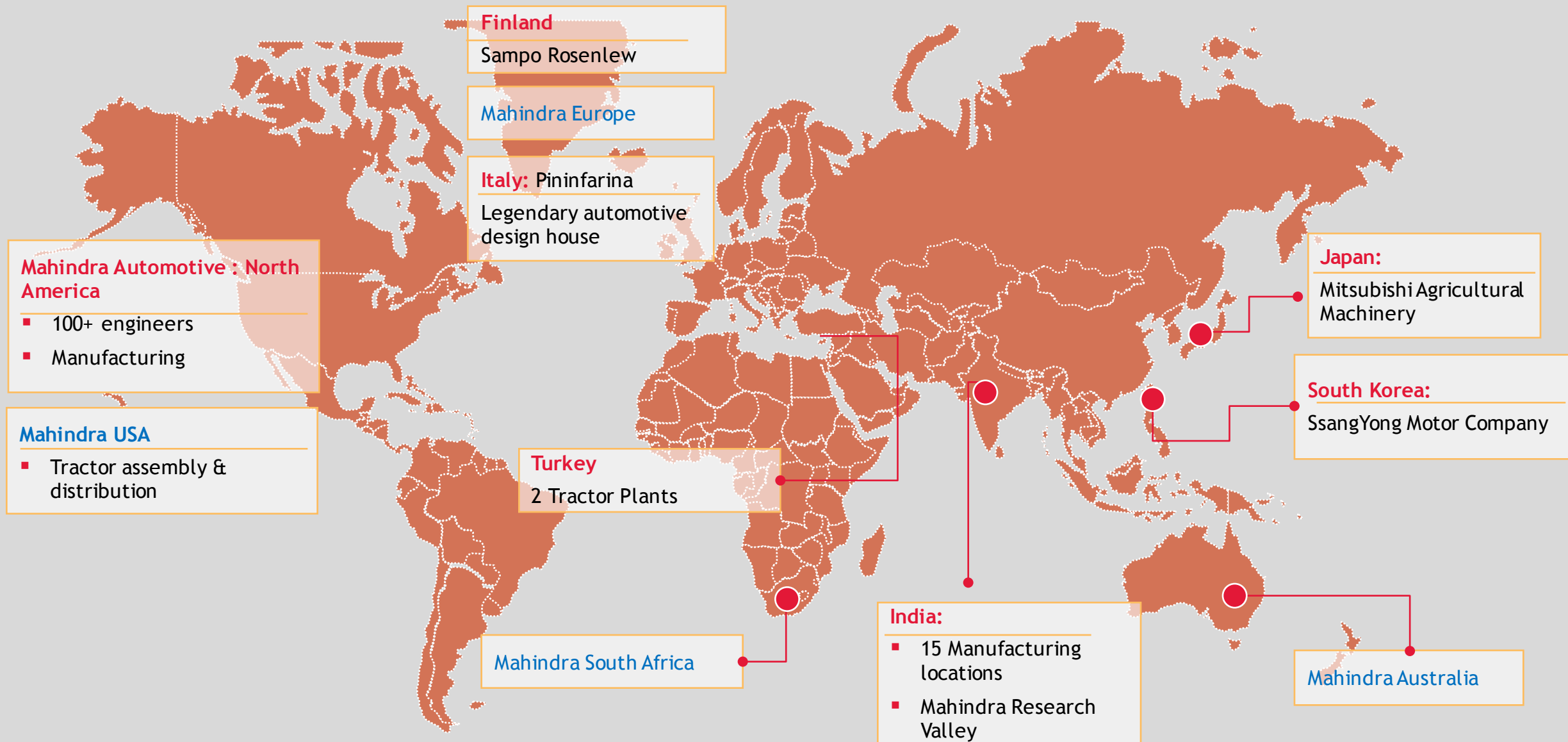
***USD 19 BILLION Revenue
(40% from Overseas)***

Presence in 100+ COUNTRIES

Across 11 SECTORS



Mahindra Group's International Footprint



EUROPE



100% in Europe's Subsidiary Mahindra Europe, in UK's BSA, in Czech's JAWA, Majority stake in France's Peugeot Motorcycles (PMTC)



Majority stake in Turkey based farms equipment company Hisarlar, Erkunt



Majority stake in Finland based Holiday Club Resorts



Advanced Formula E racing technical development center in Spain

Automotive design and engineering facility at legendary Italian firm, Pininfarina.

Partnership with Finland-based Sampo Rosenlew, manufacturer of combine and forest harvesters

Majority stake in Ssangyong

ALBANIA



AUSTRIA



BOSNIA



BELGIUM



BULGARIA



CROATIA



CZECH REPUBLIC



DENMARK



FINLAND



FRANCE



GERMANY



GREECE



HUNGARY



ICELAND



IRELAND



ITALY



LUXEMBOURG



LITHUANIA



MALTA



MACEDONIA



NETHERLANDS



NORWAY



POLAND



PORTUGAL



ROMANIA



SLOVENIA



SPAIN



SWEDEN



SWITZERLAND



SERBIA



UK



Automotive

Aerospace

Farm Equipment

Financial Services

Hospitality

Innovation, R&D facility

Information Technology

Others

Real Estate

We are here to grow...

performance

A hand is shown drawing a white line on a dark background. The line starts as a horizontal segment under the word 'performance' and then curves sharply upwards and to the right, ending in a blue arrowhead. The hand is holding a blue marker.



Mahindra
Rise.