

Mahindra Namaste Private Limited

Proposal Summary

Proposing Organization	Mahindra Namaste Pvt. Ltd.
Implementing Agency	Mahindra Namaste Pvt. Ltd.
No. of Trainees in 10 years	92,575 in 10 years
No. of Centres	45 centers
Location(s)	PAN India
Sectors Targeted	Auto & Auto component, Organized Retail
Project Cost	Rs. 25 Crores
Revenue Model	Course fee collected from students
Sourcing Model	<ul style="list-style-type: none"> • Road shows in the catchment area • Active engagement with potential trainees through pamphlets, video presentation etc. • Advertisements in employment journals, posters, banners etc. • Word of mouth publicity and referrals from alumni and current students • Meeting and presentations at colleges, local self-help groups, local government programs • Create awareness through counselors about the loan scheme provided through Mahindra Namaste which the potential trainees could avail