



Mahindra & Mahindra Ltd.

Mahindra & Mahindra is an Indian automobile manufacturing company headquartered in [Mumbai, Maharashtra](#). It was established in 1945 as Mahindra & Mohammed and later renamed Mahindra & Mahindra. Part of the [Mahindra Group](#), M&M is one of the largest vehicle manufacturers by production in India; the [Mahindra Tractors](#) subsidiary is the largest manufacturer of [tractors](#) in the world by volume. It was ranked 17th on a list of top companies in India by [Fortune India 500](#) in 2018. Its major competitors in the Indian vehicular market include [Maruti Suzuki India](#) and [Tata Motors](#).^[6] Dr. Anish Shah is the current CEO and Managing Director of Mahindra & Mahindra.

Military vehicles



[Mahindra Armored Light Specialist Vehicle](#)

The company has built and assembled military vehicles, commencing in 1947 with the importation of the [Willys Jeep](#) that had been widely used in World War II. Its line of military vehicles under Mahindra Emirates Vehicle Armouring (MEVA, Mahindra Armoured) include the Mahindra Armored Light Specialist Vehicle (ALSV) and the Mahindra Armored Straton Armoured Personnel Carrier (APC), and discontinued vehicles such as the [Axe](#). It also maintained a joint venture with BAE Systems, [Defence Land Systems India](#); one of the first vehicles made under this was the [Mahindra Mine Protected Vehicle-I \(MPV-I\)](#).

In 2018, the company signed a multi-million dollar aerospace deal with [Airbus Group](#) for the manufacture and supply of metallic components.

Industrial gensets

Mahindra & Mahindra entered the energy sector in 2002, in response to growing demands for increased electric power in India, over 450,000 Mahindra Powerol engines and [Diesel generator sets \(gensets\)](#) led its entry into gas powered genset with the launch of its first CNG/NG gensets. Mahindra Powerol was awarded the Deming Prize in 2014.

Farm equipment

Mahindra began manufacturing tractors for the Indian market during the early '60s. It is the top tractor company in the world (by volume) with annual sales totaling more than 200,000 tractors. Since its inception, the company has sold over 2.1 million tractors. Mahindra & Mahindra's farm equipment division ([Mahindra Tractors](#)) has over 1,000 dealers servicing approx. 1.45 million customers. Mahindra tractors are available in 40 countries, including India, the United States, China, Australia, New Zealand, Africa (Nigeria, Mali, Chad, Gambia, Angola, Sudan, Ghana, and Morocco), Latin America (Chile, Argentina, Brazil, Venezuela, Central America, and the Caribbean), South Asia (Sri Lanka, Bangladesh, and Nepal), the Middle East (Iran and Syria) and Eastern Europe (Serbia, Turkey, and Macedonia). Mahindra Tractors manufactures its products at four plants in India, two in [Mainland China](#), three in the United States, and one in Australia. It has three major subsidiaries: Mahindra USA, Mahindra (China) Tractor Company, and Mahindra Yueda (Yancheng) Tractor Company (a joint venture with the Jiangsu Yueda Group).



In 2003, the Farm Equipment Sector of Mahindra & Mahindra won the [Deming Application Prize](#). In 2007 it received the Japan Quality Medal for implementing Total Quality Management in its entire business operations. The company has garnered the highest customer satisfaction index (CSI) in the industry at 88 percent. It earned a 2008 Golden Peacock Award in the Innovative Product/Services category for its in-house development of a load car. In its 2009 survey of Asia's 200 most admired and innovative companies, the Wall Street Journal named Mahindra & Mahindra one of the 10 most innovative Indian companies. In addition to tractors, Mahindra sells other farm equipment. It has expanded its product-line to include farm mechanisation products via Mahindra AppliTrac. In 2017, Mahindra & Mahindra Ltd's Farm Equipment Sector (FES) launched 'JIVO' a small tractor platform in the sub 25HP category. In 2020, the company launched the Sarpanch Plus range. This ranges between 30 bhp and 50 bhp, and has undergone a subtle improvement as compared to the Sarpanch 575 tractor which was launched earlier. In 2020, Mahindra also launched new equipment for potato planting. PlantingMaster Potato + is designed in collaboration with Dewulf. On 2 October 2020, Mahindra rolled out Krish-e centers under its new 'Farming as a Service' business. This business vertical provides progressive, affordable and accessible tech-driven services to farmers. In October 2021, Mahindra's FES launched a next-generation Yuvo tractor platform - a new-age advanced tractor range called the Yuvo Tech. In August 2023, Mahindra launched the Oja range of next-generation tractors.

1948
1966



1966
2000



2000
2012



2012
2023



2021
NOW



2023
NOW



2023 - present

Licensed production and joint ventures

In November 2017, Mahindra signed a memorandum of understanding (MOU) agreement with Belgium-based [Dewulf](#), a supplier of a full line of potato and root crop machinery. Under the agreement, Mahindra will manufacture and market potato planting equipment in India, for which the co-branded planter is developed.

In April 2010, Mahindra and [\[N_A_R_M_I_Z\]](#) ended its joint venture which operated from 2005 onwards, with Mahindra buying out Renault's stake. Renault continues to license and supply key components such as engines and transmissions to Mahindra & Mahindra.

Mahindra & Mahindra (M&M) and Ford Motor Company (Ford) first formed a joint venture to manufacture Ford cars in India, Mahindra Ford India. The JV manufactured its cars including the Ford Escort, at Nashik factory of Mahindra. In 2003, Ford increased its stake in the company to 72% and renamed it Ford India.

In October 2019, Mahindra entered into a joint venture with [Ford](#) by establishing [Ford India](#) in which Mahindra & Mahindra acquired a controlling 51% stake.

In January 2021, Mahindra ended its collaboration with Ford owing to global economic and business conditions caused by the pandemic.

History

Mahindra & Mahindra was founded as a steel trading company on 2 October 1945, in [Ludhiana](#) as Mahindra & Mohammed by brothers [Kailash Chandra Mahindra](#) and [Jagdish Chandra Mahindra](#), along with [Malik Ghulam Muhammad](#). [Anand Mahindra](#), the present Chairman of Mahindra Group, is the grandson of Kailash Chandra Mahindra. In 1948, Ghulam Mohammed decided to move to the newly formed Pakistan. The Mahindras were left with stationary and company stamp that said M&M. They did not have the financial resources to change the name. Since there were two Mahindra brothers in the business they decided to change the company name to Mahindra & Mahindra.

Beginnings with Jeep

They eventually saw a business opportunity in expanding into manufacturing and selling larger [multi utility vehicle](#) (MUVs) and started assembling under the licence of [Willys Jeep](#) in India. Soon, M&M was established as the Jeep manufacturer in India and later commenced manufacturing [light commercial vehicles](#) (LCVs) and agricultural [tractors](#). Jeep was bought by [American Motors Corporation](#) in 1970; Jeeps continued to be built by Mahindra under licence from AMC and, in turn, under [Chrysler](#) after Chrysler bought AMC in 1987.





Marketing strategy refers to efforts undertaken by an to increase its [sales](#) and achieve In other words, it is the method of advertising a company's products to the public through an established plan through the meticulous planning and organization of ideas, data, and information.

Strategic marketing emerged in the 1970s and 1980s as a distinct field of study, branching out of . Marketing strategies concern the link between the organization and its customers, and how best to leverage resources within an organization to achieve a competitive advantage. In recent years, the advent of digital marketing has revolutionized strategic marketing practices, introducing new avenues for customer engagement and data-driven decision-making.

1. Content Creation:

Content creation or **content creative** is the act of producing and sharing information or media content for specific audiences, particularly in digital contexts. According to content refers to "something that is to be expressed through some as speech, writing or any of various arts" for self-expression, distribution, marketing and/or publication. Content creation encompasses various activities including maintaining and updating writing, photography, accounts, and editing and distribution of In a survey conducted by the content creation was defined as "the material people contribute to the online world.

2. Content creators

News organizations, especially those with a large and global reach like and consistently create some of the most shared content on the , especially in relation to current events. In the words of a 2011 report from the School for the Study of Journalism and the "Mainstream media is the lifeblood of topical social media conversations in the UK. While the rise of digital media has disrupted traditional news outlets, many have adapted and have begun to produce content that is designed to function on the web and be shared on social media. The social media site is a major distributor and aggregator of breaking news from various sources, and the function and value of Twitter in the distribution of news is a frequent topic of discussion and research in blogging and have changed the nature of news content in recent years. The company is now using to produce news articles and dat

