

# Company – Executive Briefing

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## 1. Executive Summary

Mahindra Group is a diversified global conglomerate distinguished by a "Purpose Led, Performance Driven, Future Ready" identity, operating across over 20 industries including Auto, Farm, and Services. The group holds market leadership in India's Automotive and Farm Equipment sectors, notably as the world's largest tractor company by volume, alongside significant presence in financial services and technology. It aims to co-create a positive world by enabling mutual growth across diverse industries and communities.

## 2. Key Offerings & Business Segments

Automotive: SUVs, Light Commercial Vehicles (LCVs), electric 3-wheelers, trucks, buses, and motorcycles.

Farm Equipment: Tractors and related machinery (world's largest by volume).

Financial Services: Vehicle and farm equipment financing, consumer finance.

Technology & Digital Transformation: IT services via Tech Mahindra and digital transformation solutions through the Mahindra digital engine.

Other Diversified Sectors: Hospitality, real estate (residential development), renewables, logistics, steel manufacturing, auto recycling, defence, and aerospace.

## 3. Strategic Direction & Initiatives

Driving positive social and environmental change through education, women's empowerment, and sustainability initiatives since 2008.

Maintaining high standards of governance and fostering an ethical, collaborative, agile, and bold work culture.

Leveraging talent and technology for future readiness, including leadership in IT and digital innovation.

Promoting inclusive growth, diversity, and equity through programs like 'Returnship' for women and a five-year maternity policy.

Integrating advanced AI capabilities across business operations.

## 4. Market Positioning & Target Audience

The Mahindra Group is positioned as a diversified market leader in key Indian sectors, particularly automotive and farm equipment, and operates globally in over 100 countries. Its primary target audience is broad, encompassing both individual consumers (e.g., auto, real estate, holidays) and business-to-business (B2B) clients across its varied industry segments.