



Press Release

For Immediate Publication

Mahindra's Farm Equipment Sector receives Agriculture Leadership Award

India's market leader honoured for outstanding contribution to Indian agriculture



Mr. Montek Singh Ahluwalia, Deputy Chairman, Planning Commission of India presents Mr. Anjanikumar Choudhari, President, Farm Equipment Sector, Mahindra & Mahindra Ltd. with the Agriculture Leadership Award for outstanding contribution to Indian agriculture

NEW DELHI, September 7, 2009: Mahindra's Farm Equipment Sector (FES), one of the world's top tractor brands and the market leader in the Indian tractor industry for 26 years, was honoured with the Agriculture Leadership Award at the 2nd Agriculture Leadership Awards 2009. Companies are presented with this honour based on their outstanding contribution to the field of agriculture.

Mahindra's FES was adjudged the leader for undertaking various industry-first initiatives in the field of agriculture, which have enabled it to establish a strong customer-connect. These include the development of new products such as the Mahindra Shaan – India's first multi utility tractor; customer centric programmes such as *Mahindra Swasth Tractor (Swasth Chalak)*, *Kisan No. 1* and *Mahindra Samridhi Samman*. The company has also undertaken myriad CSR activities in rural areas.

"It has been our endeavour to increase agricultural productivity through innovative farming techniques, thereby enhancing rural prosperity. The focus is on going beyond tractors to deliver agri-services to the farming community which will ultimately lead to a



Mahindra

better quality of life," said **Mr. Anjanikumar Choudhari, President, Farm Equipment Sector, Mahindra & Mahindra Ltd.**

Mahindra Tractors is one of the world's top tractor brands and is the largest manufacturer of tractors in India with undisputed market leadership since the last 26 years. FES, along with the Swaraj brand, enjoys a market share of more than 40% in the domestic market and has a large customer base of 2.1 million satisfied customers.

The institution of Agriculture Leadership Awards was first started in 2008 as a significant step in the direction of rewarding and motivating individuals and organizations for playing their leadership roles in agriculture. These annual awards are given in different categories to those individuals and organizations that have made outstanding contributions to their respective fields.

About The Mahindra Group

The US \$6.3 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has made an entry in the two-wheeler segment which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

The Mahindra Group recently expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

For further enquiries, please contact:

Ms. Roma Balwani

VP & Head - Corporate Communications

Corporate Communications

Mahindra & Mahindra Ltd.

Mumbai, India

Phone: (+91-22) 2490 1441

Email: balwani.roma@mahindra.com

Website: www.mahindra.com

