

Mahindra is one of the Great Brands of Tomorrow



Mahindra & Mahindra

– identified by Credit Suisse as one of the

Great Brands Of Tomorrow

Mahindra & Mahindra is one of only 2 Indian companies to feature in the Credit Suisse **'Great Brands of Tomorrow'** study list. The study takes an in-depth look at how a company's brand can be one of the few true competitive advantages remaining in the modern industry.

Key findings from the report:

- Strong brand companies have consistently generated out-sized long-term growth and returns for shareholders.
- Industry matters. Brands are relevant in many industries beyond traditional consumer sectors, but some are more "brand-friendly" than others.
- Most brands follow a similar arc with five distinct stages: emerge, hit the wall, transform/ prolifer ate, dominate and reinvent.
- Tough financial times are often the most opportunistic backdrops for great brand companies to solidify strong existing brands, as weaker competitors scale back and new entrants delay risky plans.



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