

Our Managing Partners begin this year on a positive note

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Hear what our Partner companies CEOs have to say

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Our companies shine on at the Mahindra Innovation awards

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Mahindra Marine crosses ₹100 crores

Hiten Ghelani
CEO, Mahindra Marine

The growth trajectory of Mahindra Marine is expected to repeat the automotive revolution witnessed by Mahindra in the early decades post-independence. Mahindra gained the early mover's advantage in off-road applications with frugal development skills and the ability to meet the Indian consumer demands as well as environmental regulatory requirements. The cumulative order book of Mahindra Marine since inception crossed Rs 100 Cr in 2018 with half of it to be executed in the upcoming months. Today, the Mahindra Marine brand not only enjoys a leadership position in the niche recreational market but has been well accepted by key users like the Indian Navy as a potential long term and scalable supplier. The company has doubled its turnover since last year and likely to do well and beyond expectations once again.



With continuous innovations at all levels, the original approach towards the business has had developmental changes that have propelled growth. Accepting the challenge to build Patrol Boats, Rigid

Hull Inflatable Boats (RHIBs) and Water Ambulances, Marine is confident of its innovation capability. The passion driven team leads us into creating unique world-class and best in category boats.

Mahindra Tsubaki's Bulk Feeders outperform

Vinitia Sequeira
Mahindra Tsubaki Conveyor Systems

It is always a challenge to develop a new product from inception, to successfully launch it to the market and sustain it. In the material handling industry, heavy duty Apron Pan Feeders have been conventionally used for unloading materials from trucks and further conveying for storage in a process plant. However, this equipment is immobile and requires construction of underground pits which involves a huge expense for customers. Thus, customers were keen on exploring equipment which could be installed above ground avoiding expensive civil work and if required, could be shifted to another location.

to be continued on >> 7

Largest single rooftop solar project commissioned by Mahindra Susten

Renfred D'souza
Mahindra Susten

Mahindra Susten, has commissioned a 2.2MWp rooftop solar plant for Sutej Textiles and Industries Ltd. (STIL) in Bhawanimandi, Rajasthan. The plant is spread over 2 lakh square feet of rooftop and is the largest single rooftop solar plant commissioned in Rajasthan, and one of the largest in India. The project has been executed in accordance with the highest quality standards and will generate 32 lakh units of green power for STIL's spinning unit at Bhawanimandi per year.



Employees First

At MWUL, the team is committed to employee health and benefit. On September 18, 2018, the team organized an eye check up camp at their Tirupur location in which over 60 employees participated. This eye check up camp was greatly appreciated by all the employees as it directly affected both their personal and professional lives.



As the largest producer of Melange yarn in India, and one of the companies promoted by the KK Birla Group, Sutej Textiles felt a trustworthy, quality-driven, innovation focus organization like Mahindra Susten was the obvious choice when they decided to take this step into solar. It has always been an endeavour of STIL not only to produce best quality yarn & fabric, but also voluntarily shoulder its social and environmental obligations even including

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Mahindra Logistics defined its Purpose

Ketaki Sule
Mahindra Logistics

In a special exercise, MLL defined its Purpose, its reason for existence. Clearly defining what it stands for MLL stated it as, 'Accelerating Commerce, Empowering Communities to RISE'. The need to define MLL's purpose was felt when Anand Mahindra posed this question to the top 100 executives from different Mahindra Group companies at a conference. He challenged them to find a purpose for their respective organizations.

When Phil and the senior leadership team gathered to discuss this, they realized that MLL does not need to invent a purpose. They already have it. It is imbibed in the way they work at MLL. Being in the logistics industry, MLL accelerates the wheels of the economy.

But that's not all. They also transform the lives they touch, whether it is their business partners, drivers, their families or even the society at large. Hence, this purpose of 'Accelerating Commerce, Empowering Communities to RISE' is something MLL has excavated from within the organization. It is not something new that they have to adopt. The 5 principles on which their purpose is based, are also what they are already practicing in their day-to-day life at MLL.

Roll-out plan: In order to ensure that this Purpose statement is well understood and lived by its people, MLL is conducting orientation workshops with batches of 20-30 people along with a host of other promotion activities and communication campaigns. The highlight of the Purpose Roll-out is the short film created by MLL which embodies its Purpose and its principles in an emotionally gripping story.

Mahindra Accelo ranks 6 in India's Great Mid-size workplaces



Sumit Abrol
Mahindra Accelo

The team at Mahindra Accelo believes that a Great workplace is one where you: trust the people you work with, have great pride in what you do and enjoy your work with the people you work. All these fit in perfectly with our goal of creating a culture of 'happy and enthused employees.' Mahindra Accelo ranks 6 in India's Great Mid-size workplaces 2018 by Great Place to Work Institute.

As the organization sets out on an ambitious path of being a billion dollar company by 2025 - our culture and our employees are the key drivers for the company to fulfill its dream. The key ingredient in this ambitious growth path is to foster a collaborative mindset with high levels of camaraderie and pride and a place where people are encouraged to perform to the best of their abilities and progress in their careers.

Our biggest learnings have been the opportunity to see the impact of the Best Practices we have had over

the years and ensure that these practices define how people truly 'feel' about Mahindra Accelo. At the outset, we tried to strike a balance between the commercial realities of a business - profits, KPIs and targets, etc. with a workplace that people enjoy, trust and take pride in. A workplace where they feel they can make a real and valuable contribution, putting them at the heart of the business and we discovered that the two were linked.

Our culture promotes integrity without compromise, empowerment, inclusivity and one of the most important characteristics of resilience through it all. Our core value of Agility further propels us in our journey. In an official interview on the news, Sumit Issar, MD, Mahindra Accelo said that having multiple brands, products and locations has it challenges yet we overcome it effectively through employee engagement. Our focus on values like customer centricity, focus on quality and good corporate citizenship has further helped us in our Rise journey.

M&M entered the coveted ₹1 trillion Market Cap Club

Mahindra & Mahindra

Our parent company, Mahindra and Mahindra had one of their best year ending quarters and this resulted in the achievement of a big milestone - market cap of the Mahindra group crossed Rs. 1 Trillion. On Monday, 16th April 2018, the share price closed at a record high. Our company became the second most valued automaker in India, in terms of market capitalization. Our company has consistently delivered handsome returns to its shareholders and its share price has doubled in the last 5 years, implying a 15% annual return to investors.

Mahindra Partners contributed in a significant way to these numbers with their achievements too. Mahindra Logistics' beat market expectations with their stellar performance and has been one of the best

performing scripts on the India Logistics index. Mahindra Accelo had their highest ever profits and have successfully kicked off their auto recycling venture, Cero. Mahindra Susten had a great year and have made some phenomenal breakthroughs by expanding its footprint in the foreign markets of Saudi Arabia and Bangladesh. Similarly, all other companies have made significant progress in their respective businesses.

On the investments front, Mahindra Partners, USA made an investment in Avaamo, a conversational Artificial Intelligence (AI) platform for enterprises. Along with our first investment, Cloudleaf, this increases our footprint in the Silicon Valley and digital tech space.

Heartiest congratulations to everyone for being a part of this remarkable journey. Truly a RISE moment!

MACE makes a bold statement in hiring its first transgender

Vijaya R
Mahindra Consulting Engineers Limited (MACE)

Mahindra Consulting Engineers Limited (MACE) is a purpose-driven organization with business models that deliver in congruence with the Rise philosophy. The MACE business model seamlessly blends economic, environmental and social perspectives, with deliveries oriented towards providing innovative, sustainable solutions for societal growth. Driven by

the vision of our CEO and MD, Dr B. Suresh and COO, Mr C. S. Narayanan who strongly believe in inclusive growth, the team decided to hire a transgender. The HR initiatives of MACE are in compliance with United Nations Sustainable Development Goals (UN SDGs) No 5: Gender Equality and hence MACE took a lead in recruiting a transgender, also as a part of proactive social inclusion.

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OF INSPIRATION AND THE
INSPIRED

In a different approach to reach our people across our Partner companies, we have devised a newspaper, The Partners Post. Gripping stories, daring ideas, smart innovations and more, this newspaper is sure to leave you a whole bunch more inspired. This edition being our first, contains news from Partners and the Mahindra Group of the year gone by of 2018. Ideas takes off at the Mahindra Innovation Awards, showcasing the everlasting zeal of our employees in innovating for the future. In other special sections we cover the news and achievements from across our companies that have had a substantial impact on our employees, customers and other stakeholders of our various businesses. Showcasing the exemplary work of Mahindra Logistics, we take you on a journey of the year gone by since its IPO listing. Our companies have grown tremendously in the past year. The Leaning and Development, Empowerment and Sustainability initiatives are all captured in this newspaper. In yet another distinguished manner, we have captured the essence of our companies in 'The Family of Partners'. The newspaper holds special articles from our Managing Partners in the DNA of Partners section and Partner company CEOs in the Speaking Tree sections respectively.

We have listed activities from across the Mahindra Group where employees can participate and showcase their work ethic and business acumen. Our Rise stories section captures exemplary stories from across Partners sure to inspire you. Our entertainment page holds in store a competition with interesting goodies up for grabs!

Each page unfolds new and interesting ideas, some of the inspiration the rest to leave you inspired.

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TEAM

Edit Team: Susanne Rodrigues, Rustom Vesavevala and Leon Da Costa

Special contributors: Ketaki Sule, Renfred D'souza, Arun Kumar V, Pradeep DP, Sumit Abrol, Savio Fernandes, Rahul Govindwar, Mehr Arneja, Nayana Borthakur, Aditya Menon, Nandan Chihiklikar, Richa Tomar, Ishwar Saxena, Manisha Devani, Nora Bhatia, Shibu Warriar, Meghana Moses, Surmai Kaushik, Archana Dalvi, Dhaara Thakkar, Amartojit Basu, Vinitia Sequeria, Vijaya R, Pranav Mahajan, Rustom Vesavevala, Prem Pilla.

Art Director: Varghese Sakariya

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Sustaining excellence
and celebrating Diversity

Manisha Devani, Meghana Moses and Shibu Warriar
Mahindra Susten

At Mahindra Susten, the team addresses diversity through different lenses – generational, differently abled, and socially disadvantaged and gender. This is reflected right from the time of pre-employment by way of the equal opportunities policy, to joining formalities such as induction (which has a special d&i sensitization session), to training programs such as Suryashakti and Step Up which emphasize the need to embrace diversity. Susten also focuses on benefiting various stakeholders through community inclusion in the form of Nidar Beti, beach cleanups, building playgrounds and volunteering at schools at project sites, etc.

Susten's D and I policy is considered best in class. Some key highlights of the policy include the maternity and paternity leave which offer several flexible options for new parents (new mothers are eligible for 28 weeks of maternity leave as compared to the obligatory 26 weeks, plus an additional 4 weeks for women employees who have been in Susten for 2 years or more). The creche policy offers respite to parents with young children. The equal opportunities policy provides equal opportunities to persons with disabilities while considering them for employment in positions.

With regards to gender diversity, Mahindra Susten was recognized in the "Top 100 companies for Women" in the 2017 Working Mother and AVTAR Best Companies for Women in India (BCWI) Survey. Susten also were awarded as being among the "Top 25 India's Best Workplaces in Manufacturing – 2018" by the Great Places to Work.

A key characteristic of a growing organization like Susten is that nearly 90% of our employees fall in the "Millennial" age group. The team at Susten therefore strongly believes in investing in the needs of the young

workforce, driving them towards achieving greater innovation.

Step Up, Mahindra Susten's Flagship Learning Program, was created to specifically cater to the needs of these employees through experiential learning. Through the program, employees get trained on key skills that help them on a daily basis such as driving results, managing time, collaborating, managing change, focusing on customers, communicating effectively and developing self. Emphasis is also placed on the concepts of Mahindra RISE and the Mahindra Susten values to inculcate these into the daily work of a Sustener. The program incorporates simulation exercises, experiential games, interactive group discussions and role plays to create holistic development.

Grooming the young, innovative workforce and guiding them in the right direction would lead to increased collaboration, stakeholder management, repeat business, entry into new markets, and cementing Susten's industry position as a market leader.

With an aim to maintain a motivated and skilled workforce, the Mahindra Susten Centre of Excellence was created. This centre is looking to train contractors and sub-contractors along with Susten employees. As of August 2018, our centre has received Government Affiliation by the Skill Council for Green Jobs (aligned to the National Skill Development Corporation and promoted by the Ministry of New and Renewable Energy (MNRE) and Confederation of Indian Industry (CII)) and hence participants would receive government certification post clearing the relevant examinations. The team has also won the National level Skill Competition in Delhi at the Renewable Energy India Expo 2018 held from 18th to 20th September 2018, arranged by the Skill Council for Green Jobs and National Skill Development Corporation.

Strengthening the workforce
through Diversity

Brishalika Pandey
Mahindra Logistics

The past year of 2018 was one where Mahindra Logistics focused on sustaining and strengthening gender diversity initiatives as well as creating platforms for engaging their millennial workforce. The gender diversity initiatives were as follows:

- Diversity hiring increased from 17% in December 2017 to 24.83% at end of December 2018.
- MLL launched the second career program - UDAAN for women on career breaks in November.
- The Diversity and Inclusion Assessment score in the TMW audit improved from 2 to 4 on processes for MLL.
- The team identified diversity champions at regional levels to drive campaigns around

sensitization, POSH and engagement.

- MLL launched the She survey with an aim to understand and address issues faced by women employees.

- Under the MWoW platform, focused group discussions with women employees were conducted at MLL.

The millennial engagement activities were as follows:

- Few high potentials millennials and women were identified and allocated in-house coaches for developing leadership capabilities.
- Aspire - The Leadership Connect - launched in November, focused on connecting millennials with the leaders in MLL and learning through their experiential journey. The first leader covered under Aspire was Mr. Phil Sarkari.

Inclusion: The
mantra to
success at Accelo

Mahindra Accelo takes on the challenge of pushing their limits and making 'inclusion' a reality.

HR Team
Mahindra Accelo

At Mahindra Accelo our emphasis is equal opportunity and this is reflective in all facets of our people practices like talent acquisition, capability building, talent management, et al. We believe that diversity is the shared responsibility of our leadership team and senior executives of the company along with the HR team. We have multiple Gen Next engagement practices including Shadow the Senior Leader, UDAAN, which we believe have made an impact. Shadow the Senior Leader / CEO is an opportunity for young talent to invest one day shadowing and learning from the Senior Leader.

At Accelo our focus will continue to be gender and generation diversity. The organization is in a rapid growth phase and a young, aspirational workforce is and will continue to be a key differentiator. Inclusion is a Brand Truth at Mahindra Accelo which is reflective in our Total Employee Involvement (TEI) approach. Additionally various metrics on gender and generational engagement act as a guiding force in our D&I journey. While challenges always exist in an ecosystem, we prefer to focus on the positives. We believe our "Inclusive" culture will help us overcome the insurmountable.

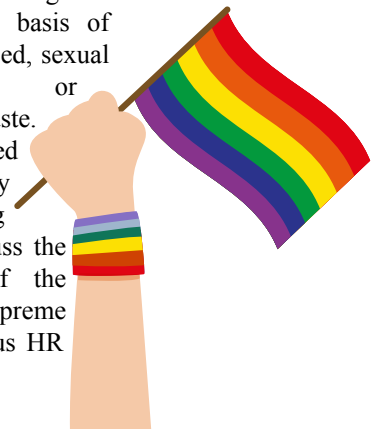
People First

Following Supreme Court Ruling on Section 377, Mahindra reaffirms its stand on Diversity and Inclusion

India celebrated the historic Supreme Court ruling that decriminalized Section 377 of the IPC. A landmark moment in the fight for equality by the LGBTQ community. The Mahindra Group takes this as an opportunity to reaffirm 'Dignity of the Individual'

Rajeev Dubey, Group President (HR and Corporate Services) and CEO (After-Market Sector), Member of the Group Executive Board of Mahindra & Mahindra Ltd, shared his thoughts on the ruling and the impact it will have on the Group and its policies. Mr. Dubey said respect should be shown to everyone regardless of their inclination either religious, social or sexual orientation. Also saying that the ruling restored the dignity of every human being while also giving them the freedom to be who they are and freeing them from constraints which held them back and will get them to unleash their true potential which will improve productivity and innovation in the organization.

In regards with Mahindra's Policy, Mr. Dubey said that the company has a comprehensive equal opportunity policy which means that the company won't discriminate against anyone on the basis of gender, age, creed, sexual orientation or nationality or caste. He also stated that the company will be meeting shortly to discuss the implications of the ruling by the Supreme Court on various HR policies.



A Bold Statement of Change

» continued from page 1

"Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world."

Transgenders face a lot of social suppression and the story of Ms Sarrah Mary wasn't any different. She was driven out of her home at the tender age of 12 on account of being a transgender. This forced her into the profession of sex work and she had to stay in the colony of transgenders.

The thing that particularly got the team to hire this candidate was her determination to change her own life. She was keen to get out of this profession she was forced into. She was unable to secure any job as she did not have a formal education. Over time though, she learnt computers and today she is proficient in six languages including English. She is currently even doing her Bachelor of Tourism Studies via distance education.

The team at MACE identified her qualities of demonstrating determination and commitment to transform her own life. Hence MACE decided to

support her, a minimum intervention a corporate house like Mahindra can think of. Even though her past experience may not be directly relevant to MACE, the team strongly believes that her tough life experiences have equipped her with enormous calibre and ability to face business challenges.

Sarrah Mary is appointed as an Executive - Document Management System. She is working in the bid document and document management system team and has begun understanding the job requirements well. Sarrah Mary was given a formal orientation into working in a corporate environment. The team is currently engaged in training her about the job and its various processes. We are confident that she will emerge well in the organization and demonstrate Rise tenets.

Our team understands it is an experiment towards social inclusion. We have created several checks and balances in this system, including medical check-ups, and periodical monitoring to ensure smooth functioning. The orientation was definitely required

on both sides, and we took several proactive initiatives in this context. We sensitized employees to avoid discussion on the past background and bringing up other sensitive issues.

We have also mapped the likely areas of failure from both sides to bring about a seamless process of integration. To cite a few: avoiding discussing the background, asked Sarrah to relocate her residence to another place, etc. We are continuously monitoring the entire process and even take intermediary steps when and if needed. The team is also further documenting this entire process of social change and putting down key learnings for wider adoption.

MACE regularly does knowledge-based CSR initiatives and continues to remain committed to performing positive interventions for the marginalized sections of society. All in all, the greatest ability of MACE is to create positive social impact; promote inclusive growth and focus on all the aspects of sustainability. This continues to remain the driving force behind our organization.



Reflecting on the year gone by

Mahindra Partners has achieved remarkable feats in this past year. Reflecting back, here are our proud moments.

Zhooben Bhiwandiwalla
President-Mahindra Partners & Group Legal,
Member of the Group Executive Board.

As we come to the end of another calendar year of significant events, with the holidays closing in and future resolutions being considered, reflection begins to dominate each of us. As I look back over this last year, the Partners division has continued to emerge and grow as a significant cog in the Mahindra chakra. This is based on the solid achievements we have demonstrated in building “institutions”, and not just financially successful companies. A few of these, which we all should justifiably be proud of are:

- A) Our concerted ESOP and CSR activities, are delivering impactful change to the communities we are supporting –from village pipelines, driver upliftment, creation of community schools and site level activities at each solar plant we operate. From the earliest founding days of the Mahindra group, we should be justifiably proud that all our companies, proudly follow our Founders tradition in “serving our communities”.
- B) Our focus and ongoing investment on employee and business partner safety, continues unabated, with record breaking statistics in this regard, even among our smaller companies. Our record of zero safety incidents in many companies is on par with the best in the Mahindra group, and sometimes superior.

The embrace of consistently high governance standards, ensures that we manage our investments with integrity, balancing economic goals with good corporate citizenship.

- C) Our stories of exceptional innovation and bravery, in difficult situations, continue to proliferate –a tribute to our spirit of community, that we will not be passive spectators when difficult situations require a call to action. Each of these are a strong reinforcement of our commitment to the Rise tenets.
- D) The embrace of consistently high governance standards, ensures that we manage our investments with integrity, balancing economic goals with good corporate citizenship.
- E) Our enthusiastic embrace of constant innovation is highly visible everywhere, from Kaizens to new boats, improved efficiencies across solar installations and even in some of our smaller companies like Water Utilities. This is a remarkable culture yielding constant improvements across the board.
- F) Environmental Stewardship: Once again, all of us strive to minimize the environmental impact of our operations, and improve our efficient utilisation of resources.

Having acknowledged all the above achievements, we still need to challenge ourselves and set stretch goals in the areas of Diversity and Sustainability. We need calibrated mind-set shifts to make a material impact in these initiatives. As we all reflect on this past year of achievements, let us redouble our pledge to remain committed to all these values, so as to continue this journey of all round excellence.

I wish all your families and each of you a very happy and successful year to come.



Growing better Partner companies

The New Year brings along the opportunity to instill new zeal into our organizations.

Parag Shah
Managing Partner, Mahindra Partners

The year 2019 is going to be equal if not more paradoxical in its holdout; both, with the Indian elections around the corner and the world view on nationalism versus globalism. But, in all perceived crisis lie the biggest opportunities. This year promises some exciting challenges and feats for the Mahindra Group and Mahindra Partners. Our aspirations to be outstanding organizations are rooted in many simple mantras. Here are my thoughts on what can make our companies future-ready.

- 1. **Agility** – Our organizations seize every opportunity that comes their way and are growing at unprecedented rates. To keep pace with the developing disruptions, we need to consistently innovate and innovate fast. Imbibing a business culture of agility is definitely going to see us through in the long haul.
- 2. **Customers** – Creating value-additions for our customers must take priority. Are we listening enough to the customers? Are we pre –empting customer needs or fulfilling them? It is essential for our companies to articulate a much stronger ‘why buy from me’ value propositions for our customers.

Our employees are our biggest resource and providing better experiences and opportunities for them must continue to remain a priority for us.

- 3. **Employees** – Our employees are our biggest resource and providing better experiences and opportunities for them must continue to remain a priority for us. Given the scale and diversity of our businesses, it is important for us to analyze our execution practices and cultivate this resource more strongly.
- 4. **Diversity & Inclusivity** – Culturally diverse teams enrich the workplace with versatile ideas and thought processes. It is important for us to maintain and even improve on our efforts towards diversity and inclusion.
- 5. **Intrapreneurial Mindsets** – Encouraging and fostering a mind-set of change, driven by boldness will greatly determine the year to come.
- 6. **Technology** – Technology continues to remain the significant enabler and disruptor; the digitization of businesses is a key priority for Mahindra Partners.
- 7. **Sustainability & CSR** – The Mahindra Group has long been a champion of the triple bottom line and we must recognize that business value can only be gauged as by looking at Profits, People and Planet all together.
- 8. **Synergy** – The unique nature in which we are structured gives us immense opportunities to create synergies among ourselves and with the Mahindra Group. In the coming year, capitalizing on this and seeking more opportunities to create this will shape the course of our companies drastically.
- 9. **Margin of safety** – In today’s VUCA world, companies need to constantly seize and anticipate opportunities. Regulation changes and international treaties can be either constraints or business opportunities based on one’s stance with respect to the margin of safety.
- 10. **Taking the tough calls** – As Michael Porter asserts, the essence of strategy is choosing what not to do. We need to develop the mindset to double down, take the tough call and bet and eventually move on.

I am confident that each of our portfolio companies already understand the criticality of these factors and are doing their bit to make Mahindra Partners future ready.

Susten campaigns for sustainability

Surmai Kaushik,
Mahindra Susten

What started off as a month long activity for Susten, has expanded into in to one of the biggest campaigns wearunningnow.The**#ISupportSustainableBharat** is an initiative started by Susten to march toward Mahatma Gandhi's clean India dream.

Susten employees have left no stone unturned in showing their passion and commitment for this cause. There has been close to 85 % participation in this campaign. Under this campaign the employees have cleaned railway stations, ponds, beaches, bus stops, parks, public spaces and so much more. Recording **3,469 ESOPs** hours and **812 employee volunteers**.



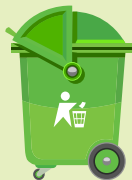
Making paper bags for NGOs- #beatplasticpollution

Nearly 70 % of the employees in the head office offered themselves in making paper bags which were donated to an NGO that works with training low income women in art and craft. These bags will be used as packaging material for their handicrafts.



Donating footwear for the underprivileged – #stoppingshoesfromgoingtolandfill

The team started a donation drive to collect discarded footwear and refurbish them into slippers for the needy students at solar sites. This will not just go to someone who really needs it but also save 5lbs of Co2 emissions by upcycling old shoes for new ones.material for their handicrafts.



Installing dustbins around Thane office – #ArtistsForACause

The team is installing over 30 dustbins around the Thane office which would be mapped by TMC and the waste disposal team. These dustbins have been put up in strategic locations where there was an urgent need for infrastructural support.



Zero waste Clean-up Hike to Mount Kalsubai – #CutTheCrap

At Susten, we do really believe in leaving the mother earth in far better shape than we inherited. To celebrate this vision we organised a clean-up hike to the highest peak of Maharashtra-Kalsubai. We cleaned the plastic waste thrown over by the trekkers, brought all the plastic waste down, and also sensitized the villagers about this menace. The plastic collected was sent to recyclers.



Gifting Steel Straws to employees- Signing a NO STRAW use petition. #TheLastStraw

To felicitate those who helped clean Kalsubai we gave out steel straws them. A token that signified the need for a lifestyle change that can help the environment in a huge way. . We at Susten have RISEN to fight the environmental problems around us and we need more people to be aware and responsible for the cause. collected plastic to make dustbins on the trail.



#ISupportSustainableBharat

Mahindra takes the lead

The Mahindra Group champions the cause of sustainability for corporates in India.

Leading the way for corporates in India, the Mahindra Group has taken up many initiatives for climate related action. In line with global standards of EP 100, carbon neutrality and more, the group is striving to achieve sustainability in all its verticals.

Anand Mahindra, Chairman, Mahindra Group attended the Global Climate Action Summit (GCAS) as a co-chair. It was held in California during 12th-14th September 2018. The Summit brought together leaders and people from around the world to “Take Ambition to the Next Level.” It celebrated the extraordinary achievements of states, regions, cities, companies, investors and citizens with respect to climate action. As a precursor to the GCAS, Mr. Anand Mahindra issued a challenge at Davos to all companies to set science-based targets to cut their greenhouse gas emissions. Science-based targets give corporates a clear roadmap for how much they need to shrink their carbon footprint in line with the Paris Agreement goals.

The Science Based Targets initiative (SBTi) announced that more than 448 major global corporations committed to work towards emissions reduction aligned with what climate science says is required to prevent dangerous global warming.

Mahindra Sanyo Special Steel, a Mahindra group company was the first Indian company as well as the first steel company to have its science-based targets approved. Additionally, 13 of Mahindra group companies signed the SBTi. M&M will be working on its carbon neutrality commitment with the international non-profit organization Environmental Defense Fund (EDF), which works with leading companies to raise the bar for corporate sustainability leadership.

Mahindra & Mahindra is the first

global company to join the EP100. EP100 is a global collaborative initiative on energy productivity. By setting ambitious targets and integrating energy efficiency into business strategy, EP100 members are driving clean tech innovation while delivering on emissions reduction goals. Mahindra Holidays & Resorts India Ltd, Mahindra Vehicle Manufacturers Ltd, Mahindra Heavy Engines Ltd has since also signed the EP 100.

Sustainability is not just good corporate citizenship, it is the only viable long-term business strategy

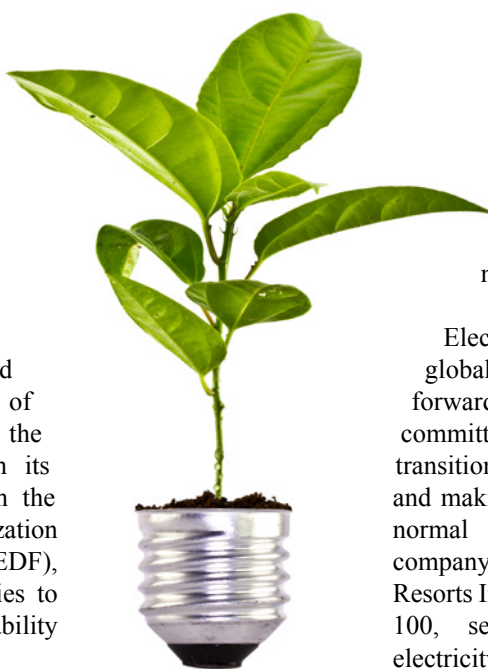
The Mahindra Group, on the 14th of September 2018 announced its commitment to becoming a carbon neutral company by 2040.

This is significant because earlier Mr. Mahindra had pledged that only its flagship company - Mahindra & Mahindra - would become carbon neutral by 2040.

However, after listening to leaders speak at the Summit, he upped the ante on his commitment by extending that pledge to the entire group.

Anand Mahindra, Chairman, Mahindra Group said, “We are doing our part in the global fight against climate change with this ambitious new target. Mahindra will leverage the latest technological advances and its recently announced Carbon Price to work towards being carbon neutral by 2040.”

In addition to this, Mahindra Electric, has signed EV100, a global initiative bringing together forward looking companies committed to accelerating the transition to electric vehicles (EVs) and making electric transport the new normal by 2030. Another Group company, Mahindra Holidays & Resorts India Ltd. has committed to RE 100, setting a 100% renewable electricity target for its entire global operations by 2050.



Mahindra Logistics to train 10,000 drivers across India under PMKVY

Mahindra Logistics has initiated a special training programme to sensitise, train and empower drivers across India about safety and security, as a part of the Pradhan Mantri Kaushal Vikas Yojana (PMKVY). MLL aims to train 10,000 drivers across India under PMKVY by the end of F'19. PMKVY is a skill certification scheme of the central government which aims to enable a large number of Indian Youth to take

up industry-relevant skill training which will help them in securing a better livelihood. Under this program, a special focus is given to ‘Recognition of Prior Learning’ (RPL) wherein the prior competencies of candidates are assessed. On successful completion of assessment, candidates will receive a monetary reward, mark sheet and government certification. Over 3000 drivers have benefited so far.

Mahindra Water Utilities carry out a tree plantation drive

Arun Kumar V
Mahindra Water Utilities

Mahindra Water Utilities is an environmentally conscious corporate and it constantly attempts to carry out social and environmental activities that will

lead to development of the country. In one such activity, the team at MWUL actively participated in increasing the Green Belt development of its locations. Mr Zhooben Bhiwandiwalla participated in the tree plantation drive too.



Mahindra Logistics undertakes a comprehensive Driver’s Welfare Project

Drivers, by and large, hail from most backward states and districts of India. They have mostly opted for this profession since they have no other choice due to lack of education or lack of any other skills. They spend their lives on highways and trucks for months together, away from their home with no basic necessities like toilet, washing facilities and they survive on way-side junk food. As a result, they often fall sick and staying away from the steering wheel simply translates into loss of earnings. Harassment by RTOs on highways and traffic police across every single state in India is another day to day challenge. Under such inhumane conditions there are less takers to this profession, leading to shortage of truck drivers and therefore a sizeable idle capacity of vehicles. They operate under extremely challenging conditions, yet they are not respected in our society. There is a pressing need to strengthen the driver community by providing them with social security, dignity and respect. Drivers do not enjoy social security benefits such as Provident Fund and subsidized healthcare facilities, as they are a part of the unorganized sector. Their earnings are as they are paid mostly on a trip basis. Whatever is retained after road expenses, is their actual income.

The shortage is making it difficult to implement the government mandate of two having drivers per vehicle on long haul routes. While aged drivers exit, the entry of fresh talent is negligible. While ship and rail may move huge volume, but trucks are needed for the first and last mile connectivity. So, there is a dire



need for a revolutionary approach to improve the living and working conditions of truck drivers. This is how MLL decided to step in to take a baby step in “organizing the unorganized industry”.

Mahindra Logistics Limited conducted a survey through their employees among the target group of truck drivers to gain first-hand knowledge and identify their challenges. The basic idea was to find solutions to improve their living and working conditions and support their families living in remote villages.

After the survey, MLL brainstormed with driver partners to learn more about the challenges they face. The following activities were conducted thereafter.

1. Driver Safety – Seat Belt Campaign:
This campaign involved employees, especially at the plant site to cross check if vehicles had safety belts or not. The partners were then informed to install this safety facility. MLL has even included the same in the contract of business partners.

2. Driver Relationship Management – Dignity of Labour – Cup of Tea with drivers.
There is a need to reinstall the confidence of drivers in themselves and the dignity of their work. It is the responsibility of the privileged to treat them equally. In line with this philosophy, MLL initiated – “Cup of Tea with Drivers”, wherein drivers are invited to sit with the senior management or location heads in their cabins, interact with them and other employees over a cup of tea.

3. Infrastructure at Sites – Restrooms and Sanitation facility

As per the result of the survey, the drivers face difficulty in resting, taking bath and sanitation, etc. while they wait during unloading and loading of goods at the site. Considering this, MLL has started installing “Porta Cabins” at the halting points for the drivers with rest room facility. MLL, as of now, has installed 7 Porta Cabins. (One each in Haridwar, Nasik, Chakan, Igatpuri, Dolvi and two in Nagpur.)

4. En-route Facilities – Restrooms facilities:
The Indian Oil Company Ltd. has 650 restroom facilities for drivers. MLL has tied up with IOCL to make these accessible for their drivers.

5. Personal Hygiene Awareness and Health Checkup Camps:
MLL started the initiative named “Look Good, Feel Good” under the tagline “Ache Dikhne Mein Bura Kya Hai?” wherein it conducts road shows on health, safety and personal hygiene.

6. Health & Accident Insurance to the drivers:
MLL tied up with New India Assurance and insured 1500 drivers’ yearly, insurance premium payment borne by MLL.

7. Scholarships for Driver’s Children:
MLL provided scholarships to enable driver’s children to overcome their financial challenges and fulfill their educational dreams. In some cases, scholarships have provided students an opportunity to pursue their studies beyond school. 148 children were benefited during F18.

8. Drivers Day Celebration:
MLL celebrates 17th September each year as a “Driver’s Day” with various activities like health check-up, safety awareness, sports, etc. among other reward and recognition programs.

9. Festival and Birthday Celebration:
As drivers are away from their homes and their relatives they can’t celebrate their birthdays or be a part of any festival. Thus MLL has taken an

initiative to celebrate their birthdays whenever they touch our location. The team also celebrates festivals like Diwali, Eid, Holi, Rakhi etc. with them so that they feel a part of a family.

10. Signage Campaign:
MLL undertakes coaching & training at regular intervals to educate drivers on highway signage to improve safe driving technique.

11. Eat Well Drive:
MLL initiated this drive to make the drivers aware of good eating habits. The drive aims to de-addict the drivers such from Gutka with scented Elaichi (same price). In addition, MLL has tied up with road Dhaba’s where they can get non-oily & non-spicy food which is easily digestible.

12. Cooking Facility:
Apart from restroom facility, MLL has tried to provide cooking facilities for the drivers where they can use the kitchen directly and can cook their food instead of cooking inside or under their trucks which could lead to fire.

A total of 42768 people were impacted by this program in various ways. MAGMO Foundation is supporting the team at MLL for this project. Dr. Prakash Aher along with his team have dedicated their time for the welfare of the drivers in India. MLL and MAGMO signed a contract in to conduct the HIV program which is one of the key health issues of drivers. Apart from this the MLL team has also aligned with Save Life Foundation for driver trainings and on Road Safety and Health. MLL has aligned with the Rotary Club for eye and health camps of drivers.

MLL sees the way ahead as advocating a common platform where all concerned organizations, drivers, NGO’s, Central and State governments and other stakeholders join hands and make this a mass movement to improve the life of drivers. The team at MLL will continue to motivate external organizations to undertake similar projects.

Mahindra Logistics adopts Tembha Village

Mahindra Logistics seeks to achieve an environment where its growth and success is always ‘inclusive’ and has a minimum impact on the environment and the world it lives in. MLL also strongly believes that social responsibility is a long term continual phenomenon rather than an episodic intervention. In line with this belief, MLL has adopted a village named ‘Tembha’ in Maharashtra’s Thane district. Here, MLL works closely with the Gram Panchayat and has attempted to improve the life of the villagers through multiple initiatives.

MLL partnered with the NGO – Savali, in June 2017 to improve the village infrastructure in a phased manner. The activities planned in this project were designed to use the resources existing in social, traditional, cultural, legal, ethnic, religious, economic and political layers of the rural society and seeks to enable the region to build upon them to generate resources. The MLL Team along with Savali NGO, villagers, Gram Panchayat and the students from Don Bosco Institute of Management conducted a needs assessment study by surveying the village. Based on this survey, MLL charted out a three-year plan to address the concerns and ensure a long-term impact. The projects were formulated focusing water supply to the village, health and educational activities, women empowerment, girl child education, agricultural development and other need based activities to be conducted through ESOPs. In the past year, the team has executed multiple programs that have benefited the villagers. Over 40 children identified with malnutrition were treated effectively, eye checkups and health camps were held, educational assistance and bicycles were provided to encourage children to not drop out of school, the anganwadi school was repaired, to ensure self-sustainability and livelihood options women were taught tailoring, various occasions such as children’s day, women’s day, festivals, were celebrated, tree plantation drive was carried out, and various other awareness programs were held. Every individual in the village starting from the children to the senior citizens and even their immediate surroundings were charted as the beneficiaries of the program. A total of 15361 people benefitted from it so far.

The main aim of the MLL team was to ensure that the village adopted will become self-sufficient and the village residents will be able to carry on living sustainably. MLL has developed a good relationship with the Gram Panchayat and the NGO and encourages them to keep working together for the betterment of the village. Members of the MLL’s CSR team will also visit the village periodically to track the progress record and if required the team member will also guide them.

Susten inaugurated Hunnar- A livelihood training project

Shahana Mazumdar,
Mahindra Susten

While opening new doors of a renewable energy source through the installation of a solar plant near Badwar village, ecological and social balance was equally emphasised by Mahindra Susten. “Hunnar” Livelihood training project initiated by Mahindra Susten in collaboration with The Corbett Foundation with the primary goal of providing vocational training and encouraging a sustainable and environment-friendly lifestyle to villagers.

Four programmes were introduced considering the need of the villagers, their skills and the existing ecosystem. In a study of the area, an alien wood species of Lantana Camara was found. The team found an innovative way to utilise this by training villagers to make artificial jewellery and other products. The Bansal community who were skilled Bamboo workers had been trained to create and market products in the nearby Mukundnagar zoo.



Women were trained in tailoring and parlour course. Since Palash (Butea Monosperma) was found at threat at sites, the villagers were taught to prepare organic colours from leaves of the Palash. Total 30 beneficiaries (25 female and 5 males) of the courses were meticulously trained by professional trainers through practical and theory sessions, project assignments and workshops. Susten ensured the



market linkages for finished products manufactured by the trained villagers through NGO melas, corporate trade shows and local vendors. The Susten team carried out various levels of inventions from identifying the participants and resources, developing community support to follow-ups post completion. The team continues with a plan of action, seeing this project through to its next phases.

MLL contributed ₹8 Lakhs for the Kerala Relief

Ketaki Sule,
Mahindra Logistics

MLL employees contributed and donated over INR 8 Lakhs towards the relief fund for helping our driver partners and their families affected by the Kerala Floods. Total number of beneficiaries of this fund was 62. Phil was the Guest of Honor for the donation ceremony held on 9th October 2018.



SLP participants raise funds for Ummeed Foundation

Participants of the Signature Learning Program by Mahindra Partners are raising funds for underprivileged differently abled children in collaboration with Ummeed Child Development Centre. To raise further awareness and also display their support, the participants attempted to walk 55kms on the beaches of Goa on the 12th of January 2019. The walk challenged the participants thoroughly and it was a huge learning experience for those who walked. The participants have collectively collected around Rs 14 lakhs (as of 26th Jan 2019).

Mahindra Partners raised ₹3 lakhs for Kerala

In collaboration with Smile Foundation, Mahindra raised Rs 3,06,601 through the contribution of 400 employees across the 8 partner companies. Smile Foundation will be disbursing the amount to reach out to schools in Kerala effected by the floods of 2018.

Leading with a difference

Pearls of wisdom is the outcome of an evening well-spent with Mr. Rajeev Dubey.

Anuja Doiphode and Leon Da Costa
Mahindra Partners

Mumbai: A significant goal at Mahindra Partners is to foster leadership in its young managers to eventually create a creative, risk-taking, agile workforce of the future in a sustainable manner. The Talent Development initiative - "Meet the Lead" serves as a dynamic platform which gives young employees the opportunity to interact with senior leadership in the sector and know more about the leader's career path and other life experiences. In this session held on the 10th of October 2018, 14 participants from across Partners got a chance to interact with Mr. Rajeev Dubey, Group President (HR & Corporate Services) & CEO (After-Market Sector), Member of the Group Executive Board of Mahindra & Mahindra Ltd.

A charismatic personality, Mr. Dubey shared his very refined and mature outlook on an array of topics such as Work Life Balance, Conflict Management and Goal – Setting, etc. While talking about Work Life Balance, Mr. Dubey said, "I don't distinguish between life and work or home and relaxation. For me they are the same and that's why I don't feel pressure from either." In a questions addressing the topic of goal setting, Mr. Dubey spoke about setting not only long term but also short-term goals which need to be connected. In his words, "As much as it is important to focus on the main goal, it is also important to focus on the steps that lead to reaching the goal."

Every participant received a book, 'The Joy of Leadership' by Tal Ben-Shahar and Angus Ridgway as recommended by Mr. Dubey. Much like the awe-inspiring session with this charismatic leader, the book talks about rekindling a passion for work and achieving success through positive psychology.

Mr. Dubey ended on a high note talking about the RISE philosophy and its 3+5 framework which was created to help every person to reach their potential. He spoke about of self-motivation and how it perfectly aligns with our group philosophy of Rise. Paraphrasing



some of the emotions that Mr. Dubey ended with he said, 'Rise continues to be a way to engage both the right and left brain and we should continue to milk the

potential of it. One where a person not only combines his rationale and intuition, creativity and empathy but also an attitude of mindfulness along with risk-taking.'

Building a Learning Agile organization at Susten

Meghana Moses
Mahindra Susten

"Learning is not attained by chance, it must be sought for with ardor and attended to with diligence."

— Abigail Adams

Mumbai: At Mahindra Susten, these wise words from Abigail Adams ring true - learning and development is an integral part of our culture and way of working. As an organization that is growing rapidly in a young industry and with nearly 90% of our employees falling in the "Millennial" age group, we strongly believe in investing in the needs of our young workforce, driving them towards achieving greater innovation.

The past year has seen many new learning initiatives being launched to help every employee at Susten develop and grow. These programs cater to the range of employees from top leadership to off roll employees as well, with every program being designed and developed in-house basis specific needs and reflecting the Rise philosophy of the Mahindra Group.

'Rise to Lead', our Flagship Leadership Mentoring series was launched in November 2018 with the aim to engage senior leaders on a quarterly basis. Through unique experiences and sessions with eminent speakers from diverse backgrounds, Rise to lead seeks to build perspective, provide vision, foster learning and drive acceptance to new experiences for Susten's leadership.

'L.E.A.D.' (Leadership Empowerment and Development) was launched in July 2018 as a 6-month leadership journey for people managers. Through the journey, managers were encouraged to discover their own leadership style, balance the nature of goals and relationships, and bring a project-based approach to self-development.



'Step Up', Mahindra Susten's Flagship Learning Program, was created in August 2017 to specifically cater to the needs of employees in the operational band through experiential learning.

'Udaan', launched in November 2018, is the flagship learning program for Susten's 3rd party employees. A number of off roll employee's work on site locations, and a need to train them on key behavioural skills was expressed. Thus, Udaan was launched as a 1-day behavioural training program addressing communication skills, team work and ownership, being facilitated by internal trainers. Feedback from the training has been very positive, with participants appreciating that such an intervention was being conducted for them for the first time, and were encouraged by the application of these learnings to their personal and professional lives.

Additionally, a program on "Living Core Values"

of the Mahindra group, is being conducted in a phased manner across all of Susten's site locations, with the aim to build Mahindra values such as professionalism, customer first and quality focus into the life of every employee. Additionally, sessions on health and safety, financial planning and many others are also being conducted at our site locations on a consistent basis.

The launch of the Mahindra Susten Centre of Excellence in 2018 was also a major highlight in the past year.

At Susten, our goal is to provide multiple avenues for learning and growth for our young, innovative workforce and guide them in the right direction, encouraging their thirst for knowledge. As business author Seth Godin has rightly said, *"Our job is obvious: We need to get out of the way, shine a light, and empower a new generation to teach itself and to go further and faster than any generation ever has."*

Taking learning one step ahead

Partners Pathshala, a Learning and Development Program by Mahindra Partners launched.

Pranav Mahajan
Mahindra Partners

Mumbai: The HR Council for Mahindra Partners is faced with a singular challenge as well as a unique opportunity. The diversity of our businesses, and the limited employee base in some of them, makes it challenging for companies to run programs on their own where they might not have the critical mass. However, while our businesses are diverse, many learning needs are common. To further this cause, the HR Council in June 2018 announced a new offering - Partners Pathshala.

Partners Pathshala aims to identify common learning requirements across all companies and design programs based on these needs, leading to better design of programs, lower costs and better synergy among all our companies.

This initiative is focussed on the Managerial band and above, and delivered in a series of learning modules/interventions. Areas include Design Thinking, Digital Expertise, relationship management and proficiencies like Business Finance.

Partners Pathshala is structured as a series of individual workshops held in Mumbai to which participants are nominated by their company leadership.

Two batches of a Design Thinking Workshop have been conducted in Mumbai as the inaugural offering of Partner Pathshala. Design Thinking is an approach to problem solving that utilizes elements from the designer's toolkit like empathy and experimentation to arrive at innovative solutions. The faculty for this workshop was Dr Kaustubh Dhargalkar, an acclaimed Design Thinking coach with over 50,000+ hours of training. The feedback from both batches was unanimously positive and can be considered the seed for a creating a culture of Design Thinking at Mahindra Partners.

A batch of The Make You Happen Workshop, a unique intervention that takes the participants to the core of a singular challenge that has caught the imagination of an entire generation: "How do I become successful?" The core of the solution lies in a combination of Focus + Will + Passion. The program aims at revitalizing the seemingly lost essence of these values, to enable each participant to assimilate the equation essential to success. With 3 batches under its belt and many more planned, Partners Pathshala is well on its way to becoming another of Mahindra Partners' flagship programs and drive synergy and learning among our ever-growing portfolio.

The Signature Learning Program

Pranav Mahajan
Mahindra Partners

Mumbai: Today, in smaller, fleetier companies people in their 20s and 30s are taking decisions that can change the fortunes of a company. These young department/business units or function heads are often managing dozens of people, many older than them. Both Human and Conceptual skills are now essential for even First Line Management

This was the idea behind the Signature Learning Program, which was launched in 2016 with 27 young hi-potential managers from across the Mahindra Partners portfolio companies.

Over 18 months they went through a series of unconventional experiences and exposures structured around our 3 focus areas: Knowing Self, Knowing Others and Knowing the Ecosystem.

Batch 1 of the program completed their convocation

in April 2018 and Batch 2 has now begun their journey. Out of over 100 applicants, 34 managers from our 8 portfolio companies have been selected after 8 grueling assessments including cognitive tests, psychometric evaluations, group exercises and manager feedback.

The Batch 2 Induction session saw interactions with the leadership of Mahindra Partners – Zhooben Bhiwandiwalla and Parag Shah – as well as Rajeev Dubey. Debriefs on the Gallup Strengthsfinder tool and the Motivational Questionnaire helped participant understand their strengths and motivations. And true to the SLP credo of local colour, the batch visited Dharavi, Asia's largest slum and a self-sustaining alternative economy existing right at the heart of Mumbai.

The first phase of SLP Batch 2 was held at the Mahindra Leadership University, Nashik from 13th to



17th October 2018. The sessions covered Personal effectiveness, Business finance and Social Media Branding.

An important aspect of developing into whole-brained leaders, is the personal commitment to stay healthy and fit through continuous exercise. Exercise sessions were held every morning and which participants continue to practice in the run up to the Ummeed walk in January.

The Phase 2 of the SLP 2 was held in Club Mahindra Emerald Palms, Goa from 7th to 12th January 2019. The sessions covered Indian Economy, Political Science, Harrison Assessment de-coding, Power and Influence, and Ethics and Leadership. In addition, exercise sessions were also held every morning. All participants are raising funds for Ummeed (an NGO that works with underprivileged children with developmental disabilities) with each having a target of Rs. 1, 00,000. As a culmination to the program, the participants attempted the 55km walk in support for Ummeed.

The success of the SLP depends on continuous, measurable change and our Learning Management System allows participants to access readings and make submissions online, as well as track their progress on a number of metrics.

We are confident that 18-months on, Batch 2 of the SLP will emerge armed with a unique set of experiences, perspectives and learnings, ready to take on new responsibilities in a rapidly evolving world.



Mahindra Partners launched the Business Excellence Council

Rustom Vesavevala
Mahindra Partners

Today, in smaller, fletter companies people in their 20s and 30s are taking decisions that can change the fortunes of a company. These young department/ business units or function heads are often managing dozens of people, many older than them. Both Human and Conceptual skills are now essential for even First Line Management

There is a lot that they have done to build excellence as a way of life. Many of our companies have progressed in their business excellence journey while some of our other companies are still to formally start their Business Excellence Journeys using The Mahindra Way. However, while scores and levels are important milestones that tell us how far we’ve travelled, what really matters the most in Business Excellence is the quality of the journey. The environments we operate in are so dynamic that the only capability that a company needs to cultivate is to keep scoring in a game where the rules keep changing and the goal post also keeps going ahead. In such a culture, it is important for us to define Business Excellence for ourselves and inculcate a culture of excellence in our organizations. To aid this process,



Mahindra Partners launched the Business Excellence Council. This council serves as a forum for our Partner companies to learn, discuss and share about their

excellence journeys. The council has had two meetings so far. The second meeting was a hands-on workshop conducted by Vivek Talwar at MLU, Nashik.

An avant garde approach

Partners Pathshala, a Learning and Development Program by Mahindra Partners launched.

Rustom Vesavevala
Mahindra Partners

The CEO council meeting was held on 24th September 2018 at the Accelo and Tsubaki plants. By far, this meeting became one of the most interesting CEO council meetings. All the CEOs across Mahindra Partners got the opportunity to meet and interact with the people at the Accelo and Tsubaki plants and understand their businesses in greater depth. The tree planting and the inauguration of additional class rooms at the Accelo school in Kanhe made the meeting extra special.

Third season of Logiquest concluded successfully

In line with our endeavour of becoming the ‘Most Preferred Employer’, a campus initiative – White Paper Contest titled LOGIQUEST was conceptualized in the year 2015 to create an effective understanding of the dynamics of the Logistics Industry. Logiquest Season 3, MLL’s Whitepaper contest for management students concluded with a Grand Finale on November 29. Out of 298 registrations, we received 190 white papers. Ten teams were shortlisted for the final round. They presented in front of jury consisting of Subodh Sharma from Siemens, Milind Desai from Mercedes Benz, and MLL leaders Sushil Rath and Mehernosh Mehta. The winner of the Season 3 was the team ‘New Gen Leader’ from NMIMS. First Runner-up was team ‘BrainTrust’ again from NMIMS. There was a tie for the second runner-up between Team Invictus and Cloud 9 from IIM Raipur and NITIE respectively. Kudos to the MLL teams for managing the show and making it a big success!



Making a Difference with Esops

Mahindra Partners bags multiple awards for Esops star performers.

Leon Da Costa
Mahindra Partners

Esops (Employee Social Options) is a platform offering employees across Mahindra Group a set of social work volunteering options. These options are created and implemented exclusively by employees themselves based on the needs of underprivileged communities in and around their areas of operation. In this manner Esops enables our employees to give not just their wealth but also their time.

The Esops Star Performer Awards are declared

based on the Esops activity data uploaded by each company / location. The awards are given factory and non-factory categories based on the following parameters;

Esops Star Performer Award (Location)

1. Percentage of Esops volunteers against the staff strength.
2. Percentage of Esops person-hours against the Esops volunteers of that particular location. Percentage increase in the Esops volunteers.
3. Additional 10 points are added based on proportion of percentage of employees as Esops volunteers.

Esops Star Performer Award (Individual)

- The volunteer with maximum number of person hours contributed. One should contribute minimum 50 Hours to qualify for this award.

The Star Performers from Partner Companies

In the Category of 1 to 100 employees Mahindra Auto Steel Ltd., Kanhe, (Accelo) bagged the Gold whereas Mahindra Accelo, Nashik bagged the Silver prize.

In the Category of 101 to 500 employees Mahindra Accelo, Vadodara bagged Silver. From the individual star performer award, two employees from the Mahindra Accelo, Vadodara plant bagged the Runner-up awards. Anilkumar Singh and Mahavir Parmar did the plant proud. Whereas for Non Factory locations, in the category of 501 to 2000 employees, Mahindra Susten stole the show with Jaspal Singh bagging the Gold Winner and Surmai Kaushik bagging the Runner Up. In the category of 2001 to 5000 employees Vijay Pawar from Mahindra Logistics bagged the Gold Award.

Tsubaki's Bulk Feeders

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Based on this need, our team developed a Surface Feeder: A combination of belt and chain feeder which can replace conventional feeders and can be used for wide range of materials - lumps, powders, wet, dry etc. MTC started early in this effort and with in-house expertise, designed the ‘Mahindra Bulk Feeder’ (MBF), which would meet industry demands and customer expectations. A prototype machine was built and extensive trials were conducted. In order to gain a competitive edge, all efforts were directed to develop the components locally, including a special 2.4 m wide belt and special attachment chain.

Further, it was an extremely challenging task to convince customers to invest in this product, especially in the absence of any working installation. However, backed by strong reputation and an impeccable service record, MTC managed to win over a major customer-Ultra-Tech Cement to get the initial orders. Proving the equipment in operation involved fixing some design bugs and further product improvements. Positive feedback from the first few customers gave the marketing team a new vigour to promote the product which led to full scale marketing push. Within three years since start of this project, the efforts materialised in MTC getting orders for 8 Nos. MBFs just in the first quarter of this year, against stiff competition from established multinational players.

Largest single rooftop solar project

» continued from page 1

reduction of environment footprint in their core mission. The use of non-conventional renewable energy will not only reduce the cost of manufacturing and would make its products more competitive in the market, it would also make the best use of the idle and unused rooftops.

On the occasion of the completion of first phase of the project, Manoj John, Vice President for Strategic Initiatives, reaffirmed the company's commitment to

cleaner environment and better ecology. Pramod Deore, Head of Operations and Sustainability, Mahindra Susten, speaking on the occasion, said, "Mahindra Susten uses futuristic technology for its solar projects and has, within a short time, become a leading and most trusted name in the Solar PV industry. Mahindra is committed to conserve and enable a healthy environment and is always at the fore in the service of Mother Earth."



‘Mann Ki Baat’ with business partners at Mahindra Logistics

Ketaki Sule
Mahindra Logistics

Mann Ki Baat was launched by Mahindra Logistics with an aim to create a platform for its business partners to share their ideas, concerns and challenges with MLL’s management thereby enabling mutual resolution and growth. Two sessions have been held till date. The first session was with one of MLL’s very old business partners ‘Rebari Transport’, and the second session was held with ‘Hundekari Goods Transport Service’.

Mahindra Swift Action Team launched by MLL

Nayana Borthakur
Mahindra Logistics

Mahindra Logistics launched **Mahindra Swift Action Team** (M-SAT MLL) - a special team for crisis management in MLL operations. This team, consists of 35 members who will be trained to handle and mitigate crisis like: strikes at the operating locations, restoration of operations after natural disasters, any overnight handover and takeover of inventory, shifting of operations during emergencies, overseeing special tasks where existing service provider of the customer is at strike, etc. The launch ceremony was held at BTS Chakan on 24th August 2018, wherein Phil was invited to unveil the M-SAT logo and distribute kits consisting of t-shirts and caps to the M-SAT team.

Safety First at MLL

Ketaki Sule
Mahindra Logistics

Safety is of prime importance at Mahindra Logistics. To promote a culture of safety and increase safety awareness across locations, the safety team has begun rolling out ‘Safety Themes’ every month from the current fiscal year. The following safety themes have been rolled out so far: ‘Dock Safety’ in April and May, ‘Manual Material Equipment Safety’ in June and July, ‘Electrical Safety’ in August and September, ‘Storage System Safety’ in October and November. Assignments carried out as a part of these themes included safety kaizens and trainings, display of signages, reviewing SOP and AMC, gathering concerns from locations, risk assessment through SOT (Safety Observation Tours) and sharing of best practices.



Business Partner journey at MLL

Ketaki Sule
Mahindra Logistics

With an aim to manage Mahindra Logistics’ Business Partners right from the time they join the system till their association and collaboration with MLL, the Business Partner Life Cycle Management Program was initiated. The business partners will undergo performance management and monthly reviews to help them improve their service. Select partners will undergo a developmental journey and will get the opportunity to be a part of the prestigious Business Partner Council. The Business Partner Cell will have the engagement, the development and data management activities under it and will be responsible for management of entire life cycle of their Business Partners.

As part of MLL’s Business Partner Life Cycle Management Program, the MLL IT team has released BillHub (A web-based platform) which will act as a one-stop access point to all invoices. The application will provide end-to-end visibility of the approval/rejection of all invoices and payment for both the business partners and commercial teams.

Our Leaders Speak

Our Partner Company Leaders enlighten us on their journey so far and the road they see ahead for their respective companies.

A Momentous Innings!

Since its IPO listing, Mahindra Logistics has only been on its top game.

Pirojshaw Sarkari
CEO, Mahindra Logistics Limited

Mahindra Logistics Limited had its most interesting phase in the last 3 years. It grew from Rs. 1,931 Crore in FY 2015 to Rs. 3,416 Crore in FY 2018. Our share of non-Mahindra supply chain business to total revenues increased from 30 % to 47 % during the same period. We added new verticals and clients to our existing strength in the automotive industry.

In November 2017 we became a listed company and our IPO was the largest in the logistics sector. This year, technology and digitization has been a great focus area. We have set up a separate function for this. Continuing our efforts to increase end-to-end digitization and bring in operational efficiencies, we acquired strategic stake in Transtech Logistics also known as ShipX in August 2018.

During this year, we also increased our stake in our subsidiary Lord's Freight to 80%.

One important work that we have done this year is – We excavated the PURPOSE of MLL. The reason of our existence. The Purpose statement is - **Accelerating Commerce, Empowering Communities To Rise.** We always had this Purpose within us, but now we have given words to it. These are the underlying principles and pillars that support our work and the entire organisation is working towards living these principles on a day to day basis.

We have to simultaneously work on various factors which allows us to meet the needs to all our stakeholders.

Having said that, our key focus areas are:

1. Supporting the growth in M&M businesses and make their supply chain more efficient.
2. Aggressively growing the non-Mahindra supply chain business. We believe that post GST, there are many more opportunity across companies, especially in the consumer sector to rapidly grow Third Party Logistics (3PL) solutions.
3. Increasing digitization across the company.
4. Developing organizational capabilities to handle the next phase of growth.



Our growth is a combination of building better bonds with existing customers and winning new clients. I am proud to say that our customer list has marquee names in the industry. I must add here that government intervention in the sector has been a big positive. GST, E-Way Bill, formation of the Department of Logistics, Infrastructure status to the logistics industry and many more have eased business in the country.

We have constantly worked on improving our products and services and have seen it bear fruit. For the past 2 years our efforts were even acknowledged at the Mahindra Innovation Awards. Last year we won an award for business model (transport desk model) and this year for a product innovation (mobile dock leveller). Continuous innovation has been a backbone and major growth driver. Keeping this in mind, we are working on an organisation-wide program – MLL Idea Network, which is about coming out with ideas for margin improvement. The best part of this program is that the savings are shared with the team that comes up with the idea.

Our vision is to be a Rs. 6000 Crore company by FY 2021 and we are working towards it. We plan to concentrate more on our Non-M&M business and its growth. We are also looking at options to add international foot-print to our business.

Our formula for sustainable growth is – People, Process and Profit. With the recent addition of Purpose, we have yet another compelling reason driving us.

Growing at an agile pace

Mahindra Accelo is growing in leaps and bounds.

Sumit Issar
MD, Mahindra Accelo

Mahindra Accelo is experiencing a ‘transformation’ journey in the last few years. We are seeing growth on multiple fronts. In terms of financials, we have experienced growth in our revenue and profit before taxes by about 25%. The credit for the same goes to our teams who have worked very hard in innovating and improving our business model.

We have increased our presence pan India – We have set up new service centres and warehouses in Noida, Chennai and Zaheerabad and moving towards our aim of being present Pan India

We are looking at Future technologies in all our existing business segments. We are looking at how we can leverage growing EV segment and come up with most relevant products. We have identified the growing demand for quality processed steel across various industries like Automotive, Power and Home appliances. Following this, we have 3 capacity expansion projects ongoing at our Vadodara, Bhopal and Chakan service centres where we plan to install latest equipment's and 3 geographical expansion projects ongoing at Noida, Chennai and Indonesia.

In the near future, Mahindra Accelo would have Pan-India presence with service centres across the country focusing on being close to our customers and supplying them highest quality processed steel. We have transformed from a B2B to a B2C company with CERO - India's first automotive recycling facility for



end of life vehicles (following Mahindra Group's intent of marrying profitability and sustainability). CERO is to establish multiple collection centres after our first centre at Greater Noida. We will soon be operating in Chennai and Mumbai with 25 collection centres in next 4-5 years.

We have also entered the business of Structural steel for Solar panels and construction industry under brand name of 'Purtec'. Cero, Purtec and geographical expansion follow our key strategy to be a 'Multi – Products, Multi – Verticals, Multi – Locations' company. Happy and enthused employees, delighted customers, relentless focus on innovation and sustainability, along with process excellence are our key ingredients sustaining the growth of Mahindra Accelo. With all our efforts, we want to be the most trusted brand for our customers, create a positive impact on our stakeholders and financially, become a Billion dollar company by 2025.

A peek into the big picture

Breaking country barriers, MACE is proving its calibre across continents

Dr. B. Suresh
MD & CEO, Mahindra Consulting Engineers Ltd

Mahindra Consulting Engineers Ltd [MACE] is a purpose-driven company, and the business model and deliveries are in perfect congruence with Rise philosophy while demonstrating the highest ethical standards and governance in its practices. MACE has systematically and effectively inculcated the Rise tenets and has witnessed commendable sectoral and geographical diversification and achieved remarkable accolades. The company is geared up to address the changing market trends in the recent period.

Originally conceived as a consulting arm for the Mahindra Group projects, MACE has grown as a true customer-centric company and spread its wings beyond the Group companies and has its presence felt not only throughout the country as one of the leading engineering consultancy organisations, but also in Africa, GCC and other markets. Apart from being a provider in engineering, project advisory, infrastructure consulting and sustainability advisory, MACE had the privilege of touching the lives of people and communities by participating in socially inclusive projects across India, neighbouring countries and Africa.

With the efforts of MACE fast culminating in success, the company would play a stellar role in achieving the objective of Mahindra Group in becoming one of the “Top 50 Most Admirable Brands”

MACE has already positioned itself as a knowledge hub blended with a strong underlay of social inclusion and smart, sustainable solutions. The priority areas of MACE would encompass addressing the needs of urban consolidations and providing leadership in sustainable urbanisation solutions, inclusive,



sustainable industrial development, rural development, social inclusion and capacity building initiatives.

Our impeccable focus on sustainable development and providing the best in class solutions have been acknowledged by our stakeholders. Clients, employees and competitors acknowledge this differentiated value proposition, through different metrics.

Our impeccable focus on sustainable development and providing the best in class solutions have been acknowledged by our stakeholders.

MACE has devised new strategies which have started delivering the desired results. We have been able to replicate our success beyond the country barriers by rendering services to high profile and blue chip international clients. The prominent one worth mentioning is its strategic entry into Africa and opening doors to Africa for Mahindra Group through innovation in process, product lines and in the business model. By virtue of its unprecedented efforts, inclusive solutions, dedicated teamwork and passion, MACE has made significant strides in this direction, and today MACE is synonymous with quality, perfection, innovation and reliability.

With the efforts of MACE fast culminating in success, the company would play a stellar role in achieving the objective of Mahindra Group in becoming one of the “Top 50 Most Admirable Brands”.

Innovating their way to the future

Mahindra Tsubaki Conveyor Systems faces their challenges head on with innovations.

Ravindra Vaidya
MD, Mahindra Tsubaki Conveyor Systems

Mahindra-Tsubaki is in the phase of continuous transformation, with the purpose to serve the customers better than their expectations and at the same time derive maximum value for all stakeholders.

The past few years have been particularly challenging in view of the prevailing business environment of shrinking markets, growing competition and rising input costs. Business opportunities from new investments in sectors where Mahindra Tsubaki operates were limited due to overcapacity and low demand growth. However, in this adversity, we looked at the opportunity to explore new horizons and unfamiliar terrains. We put emphasis on conservation of resources and creating pipeline of products for future

One such success story has been the development of Mahindra Bulk Feeder, a unique device, with belt and chain combination, used for unloading the bulk materials from truck tipplers for transfer to downstream conveyor. Product development started about four years ago and after overcoming initial hurdles, Mahindra Tsubaki, bagged orders for 15 Nos. feeders in this year alone, making it a



significant contributor to the overall sales. All design and engineering of the product has been done by in-house team.

In our Unit Handling products range, we have been successful in getting three repeat orders from a Suzuki Motors, for supply of Friction type overhead conveyor system. Currently the company is focussing on new environs of conveying and distribution solutions for E-Commerce and Logistics.

Mahindra Tsubaki aims to be the preferred choice of customers for all Material Handling solutions and would like to be associated with the most challenging assignments in the field. With this focus, entire Mahindra Tsubaki team is poised to take the business to next level in coming years.

Leading a purpose driven organization

Solar is the way ahead and Susten is only leading.

Basant Jain
CEO, Mahindra Susten



The most exciting thing for us is that we are in a business which is growing and business which is purpose led. We are into green tech and renewable energy and based on the challenges of global warming which we are facing today, there is an inherent purpose in what we do. If I were to combine these two, we are in an exciting time. Our idea is to cover the entire gamut of activities in renewable energy. Solar in itself has multiple facets.

There are utility scale projects which are substituting large fossil fuel based plants and then there are distributed solar projects which homeowners or individual cooperative societies and farmers have adopted. To me the second part is more exciting than the first. Of course utility-scale plants are important but the real potential of solar energy lies in the distributed segment where we can solve the problem of electricity in far flung village where it is very expensive for distribution companies to serve those customers. Majority of these distribution companies are incurring huge subsidies, so the real challenge lies in creating a permanent source of energy for farmers and villagers homeowners. I clearly see Susten leading

in this space both in terms of growing business and also having technology leadership.

If you look at the different business segments in Susten, structurally we are being driven by an entrepreneurial vision. In the last few years we have interestingly incubated many businesses such as Build Solution, ONM Machine Pulse, IPP business, Product Business and this could be made possible because we had a bunch of guys who had that entrepreneurship drive in them and we gave them the right opportunity.

Our people are our real force driving the company to greater heights. All in all we serve all our stakeholders in the most humble manner, ensuring safety and compliance in all aspects including CSR and sustainability. We have grown and continue to grow in a balanced and responsible manner only getting better at what we do.

Master of the big waves

Mahindra Marine has mastered the waves of change.

Hiten Ghelani
CEO, Mahindra Marine



The company was established in 2008 to enable the group accomplish one of its visions in core business domain of mobility viz. T'o become a full line mobility solution provider' across all 3 mediums of land, water and air.

The company envisaged huge opportunity in the emerging area of the marine segment on account of the changing lifestyle and affluence of the Indian HNI. The segment has also offered an opportunity to derive brand salience. The recreational segment responded a little slowly on account of the handicapped infrastructural supportand ecosystem.

Nevertheless, Mahindra Marine built independent skills in the domain as it is the only corporate boatyard in India engaged in FRP boat building, a first mover advantage of sorts. The FRP (Fibre Reinforced Plastic) was identified as a future-popular material offering advantages of being light-weight, long-lasting and low maintenance.

The government drive to augment marine infrastructure to reduce the load on rail and road infrastructure for movement of goods and people can boost the demand to unprecedented levels.

Unlike the boats made of traditional materials like steel, wood, aluminium, etc. our boats, are able to significantly conserve the carbon footprint with a lower horse power required to achieve the optimum speed for boats of all sizes.

Mahindra Marine successfully focused on becoming a systems integrator with core FRP body building and customization skills established in-house. Strategic tie-ups for engines, auxiliary equipment and specialised base materials were done to deliver international-standard end products.

With 8000 km of coastline and 7000 km of major inland waterways make India the 7th largest waterline country and is arguably the largest unexplored market

in the world for marine equipment offering immense business potential in times to come. The government drive to augment marine infrastructure to reduce the load on rail and road infrastructure for movement of goods and people can boost the demand to unprecedented levels.

The company decided to expand the product portfolio in two other segments viz. Defence and Commercial. Both segments offered a continuous flow of business and provided an opportunity to strengthen the expertise of boat building for a wide range of size, structure, propulsion systems, equipment and accessories.

These efforts have only strengthened in the last three years starting with ISO:9001 and IACS approved Boatyard certification, end product certification rigor, in-house capability to build moulds, indigenization and the frugally accomplished design adaptation expertise for varied applications and variants. The cumulative orderbook since inception is 100 Cr with half of it to be executed in the upcoming months.The likely launch of the 1st Electric Harbour Cruise boat in the last quarter of F18 may open more avenues for future. Our ambitious vision will be to build Formulae-1 type race boats, Carbon-Fibre boats and armoured boats.

The Inland Waterways Transport (IWT) policy formulation coupled with Defence modernization plans will see a spurt in activities in maritime states for the next decade. Supporting infrastructure development will help the recreational segment rise to next level. The company envisages investment in state-of-the-art waterfront boatyards to prepare ourselves to ride the growth wave offering international standard product to a variety of segments.

Aiming High!

MWUL has been raging ahead with its business.

Pugezhendhi K M
COO, Mahindra Water Utilities Limited



MWUL has performed phenomenally in the past 3 years. We have achieved some significant feats in bringing efficiency in all our aspects and concentrating on quality of services. MWUL has been instrumental in increasing the turnover of our client, New Tirupur Area Development Corporation Limited (NTADCL) from 70 crores (2012-13) to 166 crores (2017-18) - Expected to cross 188 crores in 2018-19 – Will reach

Some of our key ingredients of growth continue to remain strong leadership, pursuing new business approaches, retention of right talents, client relationships, operational efficiency and risk taking approach.

200 crores mark in 2019-20 and so on. We have improved water supply from an average of 77 MLD (Million Litres perday) in 2012-13 to 158 MLD (Million Litres perday) in 2018-19. We have also drastically brought down the water loss is tremendously brought down from an average of 6% in 2012-13 to 3% in the current year (2018-19), whereas the industry average is somewhere around 35%.

MWUL is currently focusing on increasing the efficiency of its operation – carrying out major refurbishment of Plant and Equipment to meet the maximum demand of the customers. The team is continuously innovating and improving on business development to reach the peak capacity of the plant.

Some of our major drivers of growth have been our expansion in the serviceable areas outside of Tirupur, changing our focus from processing industries to other industries, supply of additional quantity to Tirupur Municipal Corporation, and the support of Government of Tamil Nadu (GOTN) on additional quantity. Our innovations in distinguished process improvements, energy saving initiatives and cost optimization has taken our company a long way.

Some of our key ingredients of growth continue to remain strong leadership, pursuing new business approaches, retention of right talents, client relationships, operational efficiency and risk taking approach.

As the way ahead for the company we would want to establish a packaged drinking water plant and

Our vision ahead is scaling the business revenue from 24 crores to 100 crores in the next 3 years and transforming the company from a Single Project Organization to become a Multi Project Organization in the field of O&M of Water and Waste Water Treatment and Distribution.

market the same under the banner of brand Mahindra. We would also like to join hands with Tech Mahindra and venture into Overseas O&M Projects on Water and Waste Water Treatment or Distribution.

Our vision ahead is scaling the business revenue from 24 crores to 100 crores in the next 3 years and transforming the company from a Single Project Organization to become a Multi Project Organization in the field of O&M of Water and Waste Water Treatment and Distribution.

New beginnings, new horizons

Mahindra Retail has survived a tumultuous journey and emerged triumphantly.

Al Majumdar
CEO, Mahindra Retail



The past 3 years have been full of highs & lows for Mahindra Retail. 3 years ago, the company was in expansion mode, having acquired Babyoye in February 2015, in a bid to become an omni-channel company and provide a seamless experience to customers across online and offline channels. Various initiatives were taken during this period: franchise network expansion, the Babyoye app, integrated marketing campaigns and marketing alliances. However, despite having a network of 120+ stores and a growing online presence, the company continued to operate with large losses. In 2016, a strategic consolidation took place with Firstcry.com, the largest online player in the segment, wherein the brands were unified under the banner of Firstcry.com, and Mahindra Retail became a master

franchisee. Also, Mahindra Partners invested in the parent company -Brainbees Solutions, that owns the Firstcry brand, through Mahindra Retail and other vehicles –thereby becoming the largest shareholder in Brainbees.

Since then, Mahindra Retail has been focused exclusively on the Mahindra-owned and operated stores, while Firstcry manages the franchise and online business. Through continuous efforts, the losses have come down significantly. October 2018 became the first month in over 30 months, when the store network became profitable. To sustain our growth we are continuously trying to improve our in-store customer experience through training, while marketing and CRM campaigns provide the push.

A number of innovations are lined up to further improve to serve our customers better.

The SCM team acquired a number of new clients in warehousing, stores and line feed and transportation. Market penetration took place in various clients in stores and line feed, transportation, warehousing, last-mile deliveries and sort centres. PTS team also expanded their presence with new clients across Pune, Hyderabad, Noida, Chennai, Bengaluru and entered new locations like Kerala.

MLL invested in Transtech Logistics (TLPL), which worked under the brand name 'ShipX'. ShipX is a SAAS (Software as a Service) based Transport Management Solution platform. This acquisition will help MLL increase end-to-end digitization and bring in operational efficiencies.

MLL increased its shareholding from 60% to 78.8% in its freight forwarding subsidiary Lords freight (India) Pvt. Ltd.

MLL's PTS Business in synergy with Mahindra Electric had a vision to induct Electric Vehicles into its fleet at locations across India. After a number of pilots, key customer surveys and several trial business models, PTS came up with a model to deploy Electric vehicles at the cost of diesel vehicles with similar seating capacity of a sedan vehicle. Currently, 45 Electric Vehicles (E20 PLUS and E-Veritos) have been deployed across Bangalore, Delhi and Trivandrum with 20 more orders in pipeline. The goal is to roll out 150 vehicles in FY 18-19 across 6 cities.

GST – a potential disruptor – into a major opportunity. Pirojshaw Sarkari, CEO of MLL emphasized this in a media interview. He said, "It's easier for a customer to get the full benefit of the Goods and Services tax by dealing with a fewer number of vendors. Customers will seek large third-party logistics players instead of a number of carrying and forwarding agents previously".

MLL is also driving the thought-leadership positioning through its marketing and PR strategy. Through its extensive and strategic media coverage across India, MLL is positioned to be the 'most favourable' amongst all Mahindra Companies in the media during the year. This is measured by the reputed external rating platform - CARMA.

A Year in the Public Eye

Mahindra Logistics had an eventful year since its IPO

Nayana Borthakur
Mahindra Logistics

Mumbai: On the 31st of October 2017, Mahindra Logistics Limited (MLL) launched its Initial Public Offering, the first Mahindra Group in over a decade to go public. The offering was a resounding success. Mahindra Logistics had priced its shares at Rs. 425-429, a piece. The portion of shares reserved for institutional investors saw a subscription of 15.6 times, while the portions reserved for retail investors and high net-worth individuals were subscribed 5.97 times and 2.07 times, respectively. These were sound numbers; and coming close on the heels of an attempt to disrupt the offering by a

carefully timed stay-petition, there was a collective sigh of relief among the Mahindra Partners and Mahindra Logistics teams. The first indications of the impact of an IPO is the company's first public Annual General Meeting and Annual Report, and expectations were riding high for the MLL AGM in August 2018. MLL's Annual General Meeting was held in Mumbai. The Annual Report was also released, providing the first key indications to market analysts on the impact of the IPO on the company. The company crossed the milestone of Rs. 100 Crore PBT and half a billion USD in revenues. In its very first year of listing, the Board of Directors recommended a dividend of 15% (Rs. 1.50 per share). The achievements of MLL since its IPO were testament to the mutually reinforcing confidence that clients, investors and the public were reposing in the company. It must be noted that the public listing has made it abundantly clear to all stakeholders (employees, customers, shareholders and potential customers, among others), that in a crowded market, MLL stands head and shoulders above the competition. There is no doubt that a strong public listing gave the company marketplace like never before and provided powerful headwinds to drive MLL towards these milestones it achieved in the last one year. Here are the key milestones of MLL since its IPO listing in 2017.

MSAT (Mahindra Swift Action Team) was launched with the objective of building a team of over 100 MLL operations staff capable of taking over operations in the case of an emergency.

In line with MLL's key priority of 'Do good while doing well', the team is steadfast in improving the living conditions of the villagers in its newly adopted village called Tembha in Thane district of Maharashtra and contribute to their overall development. A much-needed water project has been inaugurated to overcome severe water shortage the village faces every year. In addition to this, in order to develop skilled drivers, MLL has taken upon itself to train 10,000 drivers this year under the PMKVY (Pradhan Mantri Kaushal Vikas Yojana) scheme of the Government of India. We believe that these drivers can really contribute to move the wheels of India's economy.



Everyday, We Rise

As said by Bobby Knight, “The key is not the will to win... everybody has that. It is the will to prepare to win that is important.” Our companies have outdone themselves again this year by winning various accolades across business units, processes and quality assessments. Clearly reflective of the perseverance, imagination and hard work of all involved, these awards are yet another reminder for us to keep going and Rising to do better, each time.



Mahindra Accelo

Mahindra Accelo

Accelo was ranked 6th in India's Great Mid-Sized Workplaces by the Great Place to Work® Institute in 2018.

Won the award for ‘Next Employee Practices’ in the large industry category at the 11th National championship case study competition by Confederation of Indian Industries (CII) at New Delhi on 21st November 2018.

Won the award in Change Management and Excellence in HRM at the CII National HR circle competition, New Delhi on 29th September 2018.

The team was awarded 1st Runner up in the Performance Management, Training and Development category at CII National HR circle competition, New Delhi on 29th September 2018.

Accelo received the Excellence in Customer Service award by Manufacturing Today at Mumbai on 21st September 2018.

Mahindra Auto Steel Limited (MASL):

MASL won the ‘**Zero Vision**’ award trophy for more than 50% reduction in injuries at Club Mahindra, Tungi, Lonavala from Mahindra Central Safety Council on 25th October 2018.

The Chakan plant received the ‘**The Mahindra Safety Way**’ stage 4 award at the Mahindra RISE award ceremony in Mumbai on the 14th November 2018.

MASL also won the ESOP Star Performer award at the Mahindra RISE award ceremony.

Accelo got the ‘The Mahindra Way’ Business Excellence stage 5 trophy at the Mahindra RISE awards in Mumbai on 14th November 2018.

Accelo received ‘The Mahindra Safety Way’ stage 3 award for its Vadodara plant at the Mahindra RISE award ceremony in Mumbai.

Mahindra Steel Service Centre Limited (MSSCL):

MSSCL won the ‘Zero Vision’ award for more than 50% reduction in injuries at Club Mahindra, Tungi, Lonavala from Mahindra Central Safety Council on 25th October 2018.

MSSCL won the runner up award at the Excellence Learning Centre’s Poka Yoke competition at Pune on 23rd May 2018.

MSSCL won the ‘**Kaizen**’ award trophy at the 11th national kaizen competition by Confederation of Indian Industries (CII) at New Delhi on 21st November 2018.

Won the ‘**Runner Up**’ award trophy for ‘**Zero Defect**’ in the large industry category at the 11th National championship case study competition by Confederation of Indian Industries (CII) at New Delhi on 21st November 2018.

Won the ‘**Runner Up**’ award trophy in ‘**New Product Development**’ in the large industry category at the 11th National championship case study competition by Confederation of Indian Industries (CII) at New Delhi on 21st November 2018.

Bagged the runner up award in **Excellence Learning Centre’s Poka Yoke** competition at Pune on 23rd May 2018.

1st rank for the Kaizen award in the Environment category at the 10th National Cluster Summit at CII, New Delhi on 6th December 2017.

Received a **special appreciation award in the Championship case study in ‘Productivity across the value chain’** category at the 10th National Cluster Summit at CII, New Delhi on 6th December 2017.

MSSCL Bhopal got the best subcontractor award certificate on 30th November 2017



Mahindra Logistics

MLL has been assessed at ‘Stage 4’ in the Service category in TMW Assessment F’18

The Mahindra Way (TMW) is an integrated approach that extends beyond the quality of our products and services; to promote excellence in all processes and operations of a company to help it achieve business objectives efficiently. The assessment serves as a common yardstick to measure progressive improvement in the four management processes, selected business processes and Mahindra Group’s common policies and practices.

Two operating sites of MLL - Vodafone Chakan and HUL Vapi teams achieve Stage 3 in The Mahindra Safety Way (TMSW) Cycle 1 assessment
The Mahindra Safety Way was launched this year. Five operating sites of MLL were assessed this year and two sites - Vodafone Chakan and HUL Vapi reached Stage 3. 25 process-related and 8 result-oriented safety parameters were used for the assessment. The pre-requisites for qualifying were: Zero accidents of serious nature for last 2 years and a rating of more than Level 3 in process-related and result-oriented parameters in the TMW scorecard assessed by the Central Safety Council.

The Mohali team received a ‘Certificate of Appreciation’ at the customer’s Annual Conference 2018

The Mohali team was felicitated at the customer’s Annual Conference held in Kuala Lumpur, Malaysia for their contribution in F’18. Our team delivered 1, 13,000 tractors in F’18 and also successfully fulfilled additional requirements during the peak season.

MLL wins two awards for Village adoption and Driver Welfare at the ESOPs Awards 2018

MLL was shortlisted from over 31 teams across the Mahindra Group for 2 projects - Project Gram Vikas for the Tembha village adoption program and Project Samantar, the Driver Welfare program. This is the fourth consecutive year that MLL received the ESOPs awards for their CSR efforts.

Mahindra Logistics won the ‘Overall Excellence Award’ at the prestigious CII SCALE (Supply Chain and Logistics Excellence) Awards 2018

MLL won the **Overall Excellence Award’ at the CII Supply Chain and Logistics Excellence Awards 2018** in the following four categories: Freight Forwarders, Industrial Retail, Warehousing, Road Transportation and Third Party Logistics.

MLL wins 3 Silver awards at the On the Job Achiever's Contest - Lakshya organized by NITIE
Out of 37 projects presented by over 19 organizations, MLL won 3 silver awards for the following projects in the Categories: Operations Module, for the project - Mobile Dock Leveler; SCM Module, for the project - Rodent, Obsolete, Damaged Stock Management and General Management & HR, for the project – Sanjeevani.

MLL Nagpur team won the gold award for Best Safety Practices at the Glow Care Awards, New Delhi

MLL’s Nagpur team received this award for their best practices in: Creating safety awareness through trainings, Identification of hazards and assessment and control of risks and, contingency preparedness and response. Glow Care India is a non-profit organization, established in 2016 with an aim to honor outstanding performance in environment, occupational health and safety, human resources and other issues like risk management, innovation ideas, corporate ethics and eco innovation.

MLL won the Best Indian 3PL company of the year at the Global Logistics Excellence Awards for the 2nd time in a row! Their commitment to delivering excellence has won them this award for the 2nd consecutive year.

MLL’s Sai Dhara warehouse in Bhiwandi was felicitated for achieving the Gold Level of WAREX model - CII Institute of Logistics’ Warehouse Excellence Certification

WAREX Warehouse Certification is a new endeavor by CII, which not only assesses but also certifies the overall functionality of the warehouse. According to the model, the level of certification has four categories namely, Platinum, Gold, Silver and Bronze based on the overall functions of warehouse, encompassing the various factors for efficient functioning. The core areas of the assessment are on administration; infrastructure; intra-structure; technology; operations; risk and safety.

MLL’s Customer, Motherson Automotive Technologies & Engineering awarded MLL as the ‘Best Service Provider’ for Logistics during their Global Vendor Meet. MLL’s A&E Mumbai team did an excellent job of overcoming the challenges faced by the customer pre-MLL. The team was recognized for improving the turnaround time, reducing damages and achieving on-time deployment of vehicles for transportation.

The MLL team at MVML Chakan won the Silver Award along with the customer at the 2nd National Convention of Innovative QC Team. The team won this award for their contribution to reducing ergonomic concerns and improving working condition of operators by creating space and reducing inventory up to 50%.



Mahindra Susten

Mahindra Susten won the ‘Excellence in Performance’ award for their Marikal, Telangana plant at the CCI Performance Awards 2018 for Solar and Wind plants.

Mahindra Susten was declared as winner in Platinum Category in Global Sustainability Award 2018 Susten won the Energy And Environment Foundation Global Sustainability Awards 2018 on 23rd August 2018 in New Delhi at the 9th World Renewable Energy Technology Congress-2018.

Susten won the Customer Focus Award at the 4th Edition CX Strategy Summit and Awards, Mumbai and a jury recognition under Strategy of the Year 2018 and Professional of the Year 2018.



M&M

The Socially Aware Corporate of the Year 2018 was presented at the Business Standard Awards to Mahindra and Mahindra for their CSR programs.

Mahindra & Mahindra ranked 23rd on the ‘Fortune Change the World List 2018’.

India's Best Companies to Work List in 2018 was compiled by the Great Place to Work® Institute. Mahindra & Mahindra (Automotive & Farm Equipment) ranked 10, Mahindra Finance ranked 14, Mahindra Rural Housing Finance Limited ranked 56, Mahindra Insurance Brokers Limited ranked 59 and Mahindra Holidays ranked 66 respectively.

The award for Corporate Citizen of the Year 2017 at The Economic Times Awards for Corporate Excellence was conferred on Nanhi Kali by The Economic Times in the field of business, corporate and government policies, economies in India.

The Marketing campaign by Mahindra and Mahindra of #ButThisIsNotEnough won 2nd place at 2018 – GCO Platinum Awards.

The Innovator for the Year Award 2017 of the TIME India Awards was presented to Mahindra and Mahindra, to recognize companies for their innovation and excellent financial results.

#LadkiHaathSeNikalJaayegi won the ‘Best Digital Campaign at 2nd annual South Asia Laadli Media and Advertising Awards, 2017. Laadli Media Awards honors campaigns and advertisements that highlight pressing gender concerns.



Rise MANIFESTO

Today is another perfect day to defy the world’s naysayers.

Today, we will think bigger than our size.
Today, we will refuse to accept limitations.
Today, we will not be held back by the past.

Today, we will focus on the future – and never, ever blink.

Today, we will break down another barrier.
Sco at another convention.
And use alternative thinking.
To solve another previously unsolvable problem.

Today, we will accomplish something astounding.
And in the process, change someone’s life for the better.

Today, we will set an example for the world.

With boldness.
With confidence.
With relentless optimism.

Good Morning.

Today is another perfect day...

To Rise.

Family of Mahindra Partners

Since its genesis, Mahindra Partners has been growing through its diverse business units. Empowering enterprises across borders, we shape change in the life of our stakeholders, building communities we are a part of and nurturing the planet in everything we do. Driven by a strong vision and mission, our companies continue to create a global workforce through partnerships and expansions. Here is a bird-eye view of this amazing unit that we are in the Family of Partners.

MAHINDRA ACCELO

With creative new business ideas and constant expansions, Mahindra Accelo has proved its alignment with its revised brand identity of agility. Ranked 6th in Mid-sized workplaces by the Great Places to Work Institute, Accelo has displayed excellent alignment, engagement and growth. The passion of the employees is clearly visible with its over entries at the Mahindra Innovation awards 2018. In the past year alone, Accelo has added the new business units of Purlins and CERO and have reached remarkable feats in the respective units too. Under the brand of Accelo, the many companies of Intertrade have not only received a new vision but also a renewed vigor in growing better, faster.

MAHINDRA RETAIL

Mahindra Retail has changed the face of retail with its imaginative approaches towards selling. Their lucrative tie-ups and loyalty programs have not only retained but also significantly grown their customer base over time. Resilient in the face of challenges, the teams have displayed wondrous amount of commitment and dedication to drive the company further.

MAHINDRA MARINE

In a substantial feat for 2018, Mahindra Marine crossed the 100 crore mark in its cumulative order book. With its array of influential customers, it has been growing significantly. A lot of hard work, research and strict quality checks have gone into making what are now exceptional quality of boats. Its unique vision, exceptional employees and intuitive business acumen is propelling them into the future of the marine industry. Having the first-movers advantage in the marine industry was only the start for this ambitious entity. Innovating with some of the most originaive ideas, Mahindra Marine is championing sustainability as well as product excellence for the marine industry at large.

MAHINDRA WATER UTILITIES (MWUL)

At MWUL, employee health and wellness come first. Safety is another focus area in their line of work for which MWUL has taken many qualitative measures. In the past year, they even reported zero accidents. Committed to providing clean water, MWUL forms a part of the Mahindra Group's backbone in their mission for sustainability. Passing through several layers of grueling tests and research, their treated water meets high quality standards every time. Employing top technology, the best in its sector, it is a formidable green crusader.

Family of Partners

MAHINDRA LOGISTICS

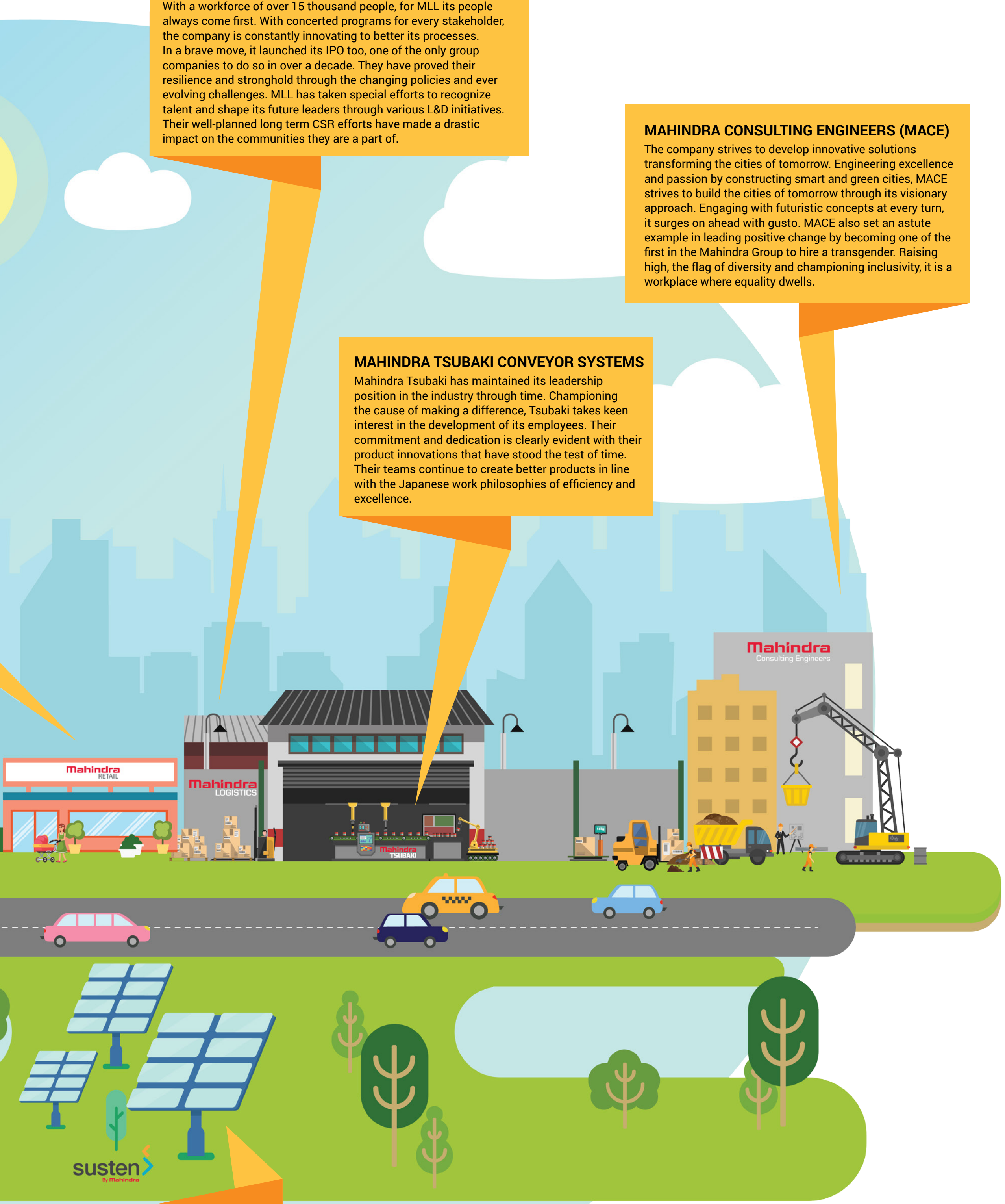
With a workforce of over 15 thousand people, for MLL its people always come first. With concerted programs for every stakeholder, the company is constantly innovating to better its processes. In a brave move, it launched its IPO too, one of the only group companies to do so in over a decade. They have proved their resilience and stronghold through the changing policies and ever evolving challenges. MLL has taken special efforts to recognize talent and shape its future leaders through various L&D initiatives. Their well-planned long term CSR efforts have made a drastic impact on the communities they are a part of.

MAHINDRA CONSULTING ENGINEERS (MACE)

The company strives to develop innovative solutions transforming the cities of tomorrow. Engineering excellence and passion by constructing smart and green cities, MACE strives to build the cities of tomorrow through its visionary approach. Engaging with futuristic concepts at every turn, it surges on ahead with gusto. MACE also set an astute example in leading positive change by becoming one of the first in the Mahindra Group to hire a transgender. Raising high, the flag of diversity and championing inclusivity, it is a workplace where equality dwells.

MAHINDRA TSUBAKI CONVEYOR SYSTEMS

Mahindra Tsubaki has maintained its leadership position in the industry through time. Championing the cause of making a difference, Tsubaki takes keen interest in the development of its employees. Their commitment and dedication is clearly evident with their product innovations that have stood the test of time. Their teams continue to create better products in line with the Japanese work philosophies of efficiency and excellence.



MAHINDRA SUSTEN

Driving the wave of solar energy in rural pockets of the country, till date Mahindra Susten has generated over 2.064 GWh of solar power. With an expanding workforce and varied business units to tackle, it is one of our fastest growing partners with exciting opportunities on the horizon. Susten has made remarkable efforts in adopting strong policies on a diverse yet inclusive workforce. They walk the talk and have seen this policy through by making concerted efforts in including specially-abled people into the workforce. The team at Susten also takes keen interest in impacting the communities they are a part of, especially those around its solar sites. Encouraging sustainability in all its aspects, be it their employee engagement initiatives or their village adoption activities, the team is thoroughly motivated to drive positive change.



CERO is India's first authorized recycler of vehicles

CERO (Mahindra MSTC Recycling Pvt. Ltd.), a joint venture between Mahindra Accelo and MSTC (a Government of India enterprise under the Ministry of Steel) has established India's first organized, fully compliant, pollution free recycling facility at Greater Noida. They received accreditation by the Delhi Government on 21st December, 2018. End of Life vehicles are collected, depolluted and dismantled at this state of the art facility. The facility embraces a Zero pollution objective, (hence the name Cero which means 'Zero' in Spanish), and the automated plant has the capacity to recycle old trucks, buses, cars, two and three wheelers, and consumer durables.



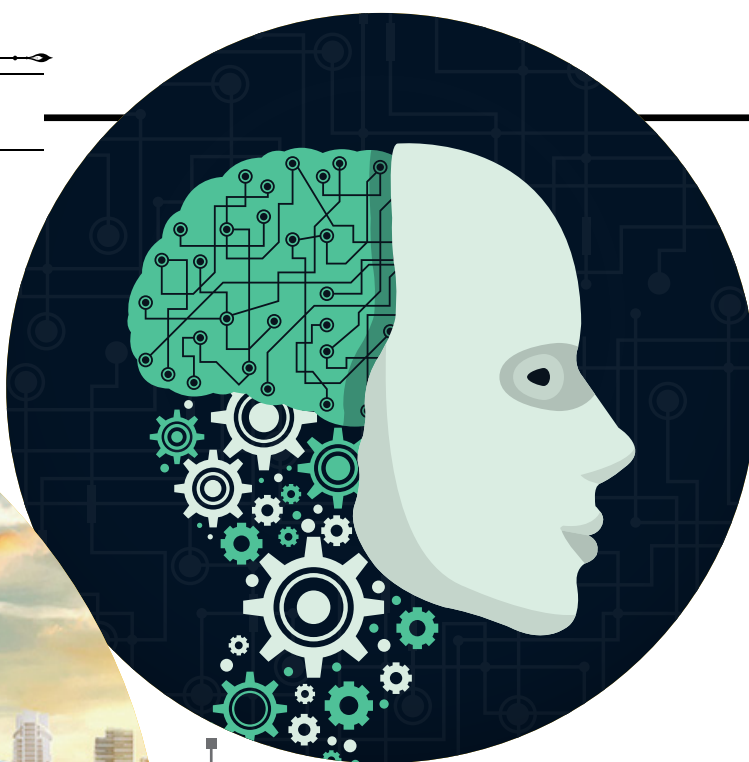
Mahindra Marazzo-silent like a shark; smooth like a shark

Born of an engineering collaboration between Mahindra Automotive North America (MANA), Detroit and Mahindra Research Valley (MRV) Chennai, the Marazzo has been engineered for excellence to ensure smooth ride, agile handling, quietest cabin, fastest cooling and luxurious space. The shark-inspired Marazzo's head-turning design, an outcome of a collaboration between Pininfarina, Italy and Mahindra Design Studio in Mumbai, is streamlined and aerodynamic. Its grille carries the aggressive appearance of shark-like teeth and tail lamps of the shark's tail.



Mahindra Electric rolled out Treo and Treo Yaari

This electric 3-wheeler range is powered by the latest lithium ion battery technology, which is more durable and requires lower maintenance compared to other battery chemistry. The variants include Treo electric auto and Treo Yaari electric rickshaw, both available in the industry first hard top weather proof variants. It also offers the best in class comfort for passengers with one of the most spacious interiors in the segment and for the driver through its clutch-less, noiseless and vibration free drive, thereby reducing the overall fatigue of the journey. The Treo is well positioned to serve as the cleanest, most efficient urban last mile connectivity solution in the country.



Tech Mahindra launches GAiA

GAiA is the first enterprise edition of the open source Artificial Intelligence (AI) platform Acumos. GAiA will enable enterprises across industry verticals to build, share and rapidly deploy AI-driven services and applications to solve business critical problems. GAiA will also provide support to enterprises in adopting open source AI platform offerings to implement custom use cases, models and integration services. The launch of the GAiA platform is in line with Tech Mahindra's TechMNxt charter which focuses on leveraging next generation technologies like Artificial Intelligence to address real world problems and meet the customer's evolving and dynamic needs.



Alturas-royalty redefined

With advanced high-tech features and unmatched safety equipment, the Alturas G4 is all set to create a new benchmark in the high-end SUV segment. The Alturas G4 is exclusively available through separate high-end showrooms within the existing Mahindra 'World of SUVs' dealerships. These outlets are equipped with ultra-modern digital technology to provide an enhanced and immersive high-end experience for customers. With the Alturas G4, Mahindra also introduced a new premium loyalty program, Purple Club+. This is a first-in-category loyalty program that will enable customers to earn and redeem points, based on engagements with the Mahindra brand.

AROUND MAHINDRA AND MAHINDRA

The year of 2018 has seen some breathtaking launches, power-packed Joint ventures and a range of innovations. Here is our list of the most exciting happenings around the Mahindra Group that made prominent national and international news while at it.



Jawa: An icon resurrected

The Jawa is an amalgamation of the cult of generations and the newfound love of the millennial. Built from ground up, in collaboration with the best of Italian engineering, it offers an unwavering, consistently powered ride. With a new 293 cc liquid-cooled, single-cylinder DOHC engine, 27 bhp and 28 Nm of torque, and a generous mid-range flat torque curve, the Jawa never ceases to impress. The Jawa and Jawa forty two break cover as the brand's new torchbearers, bringing back the classic appeal of Jawa with a retro-cool twist.



Mahindra Agri Solution forms JV with the Sumitomo Group for crop care

Mahindra Agri Solutions Ltd. (MASL), entered into a joint venture agreement with Sumitomo Corporation Group, Japan, a global player in multiple industries including crop care, having access to the latest crop protection technologies. The joint venture will have Mahindra and Sumitomo Corporation holding 60% and 40% equity respectively in the new company named Mahindra Summit Agriscience Limited. The combined strength of both the shareholders will leapfrog MASL's crop care business into the next orbit of growth, back the classic appeal of Jawa with a retro-cool twist.



Mahindra Telephonics develops Mobile Surveillance and Protection System (M-SPS)

In a first of its kind achievement, Mahindra Telephonics has developed an indigenous mobile, all weather, all terrain M-SPS Platform with multiple sensors integrated with a command and control system developed in-house. The M-SPS can be operated independently or in a networked environment. The mobile platform is ideal for border protection and surveillance by military and para-military forces. It can also be used for critical infrastructure security and covert support for manoeuvring forces. Depending upon customer requirements, the M-SPS can also be configured to support launch and control of drones equipped with smart optical payloads for covering obscured areas.



Tech Mahindra and Rakuten Collaborate to set up 5G Labs in Tokyo and Bengaluru

Tech Mahindra and Rakuten Mobile Network Inc., the mobile network subsidiary of Rakuten Group, the Japan-based global leader in internet services, signed a MoU to collaborate on building world-class next generation 4G and 5G software defined network laboratories in Tokyo and Bengaluru. With Tech Mahindra's capabilities in the 5G domain - Mobile Networks, IT, Cloud and Enterprise Applications, and Rakuten's vision to create a resilient fully automated 5G ready network in Japan and beyond, the labs in Tokyo and Bengaluru will focus on fostering innovation in the telecom space.



MyAgriGuru 2.0 launched

MyAgriGuru is a platform for farmers and agri-experts to interact with each other in a real-time manner. Through the peer-to-peer sharing platform, a farmer can connect with other farmers and agriexperts and start a conversation. This interaction is open and visible to all other users, creating an exceptionally empowering and trustworthy eco system. MyAgriGuru also provides crop-related agri-advisory at one place. The farmer agri-expert interactions cover over 90 diverse crops - ranging from cotton, wheat, and tomato to non-traditional crops like tulsi, aloe vera, flowers etc. They also cover and share agronomic activity calendar, crop health diagnosis, new technologies and innovative practices of the crop and farmer success-stories.



IFC invests \$100 million in Mahindra Finance

IFC, a member of the World Bank Group, has invested INR 6.4 billion (\$100 million) in Mahindra & Mahindra Financial Services Ltd (Mahindra Finance). This investment will enable Mahindra Finance to further augment its growth, by extending loans to individuals, including farmers, to buy tractors, vehicles and other equipment, along with financing small and medium enterprises. The investment in Mahindra Finance, the country's leading rural finance company and India's largest tractor financier that reaches more than half of India's 600,000 inhabited villages, will be through secured nonconvertible debentures.



BLAZO X by Mahindra Truck and Bus

The BLAZO X addresses the rising fuel cost woes of transporters by delivering higher mileage than the BLAZO and ensuring a unique and unmatched mileage guarantee of 'get more mileage or return the truck'. The new BLAZO X features many improvements - improved efficiencies in the vehicle's air management system, rolling characteristics, and the vehicle's rotating parts among others. In fact, fuel is a major component of a transporters' operating cost and the launch of BLAZO X comes at a time when fuel prices are continuing their upward spiral.



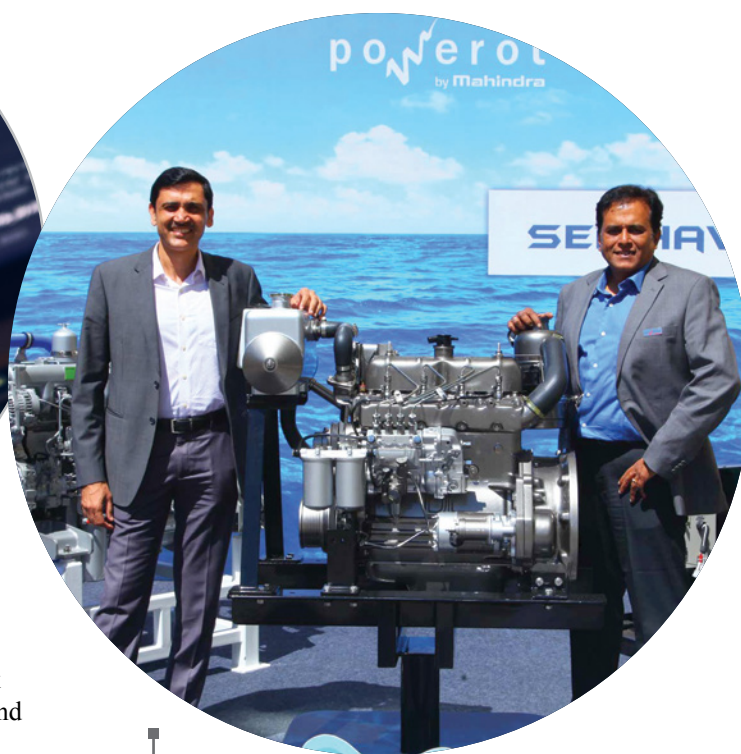
Tech Mahindra and i1too Partner to Launch Next-Generation Software Development Platform

Tech Mahindra and i1too, a digital disruptor, announce their strategic partnership to launch a next generation software development platform aimed at accelerating innovation, automation and digitalization across a broad spectrum of industries globally with no-code application platform WEM. The disruptive platform empowers existing developers to build enterprise web and mobile applications rapidly, as much as 90% faster than hand or low code methods. It further enables business end-users to build and scale their business software without the need for programming expertise due to an innovative and highly intuitive interface.



Tech Mahindra partners with the US-based LIFARS

Tech Mahindra announced a strategic partnership with LIFARS, LLC, a New York City-based cyber security digital forensics and incident response firm, to premier an elite Advanced Managed Threat Detection and Response Service for their customers. Tech Mahindra's Security Operations Center (SOC) offering and LIFARS' incident response service will be combined to innovate and create new services in specific areas of threat detection, mitigation, incident management and integrated cyber resilience. This partnership augments well with the larger Tech Mahindra strategy of delivering excellence and value in the cyber security space under the TechMNxt charter.



Mahindra Powerol Launches New Seahawk Range of Marine Engines

Mahindra Powerol, announced its debut into the Marine Engines segment with its all new Seahawk Series. These engines, ranging from 24hp to 300hp, include 11 variants of Marine Engines and Marine Generators. The Seahawk range of engines are designed with best in class fuel efficiency, superior technology and a robust tracking system for safety and service alerts. These engines are easily serviceable at the network of exclusive 3S - Sales, Service & Spares Marine Dealers set up in the coastal areas.



Mahindra Aerospace & Canada's Viking Air Ltd form strategic alliance to help boost India's regional air connectivity

Mahindra Aerospace Private Limited [Mahindra Aerospace] and Canada's Viking Air Ltd [Viking] have signed a Memorandum of Understanding to form a strategic alliance to support and take advantage of India's growing regional air connectivity opportunities. The MOU was signed during the visit of Canadian Prime Minister, Mr. Justin Trudeau, to India. Under this alliance, Mahindra Aerospace and Viking will work together to support each other's non-competing aircraft business to boost market penetration in identified territories and provide potential customers with multiple options based on specific operational requirements.



Mahindra First Choice Wheels Introduces "Edition"

Mahindra First Choice Wheels, launched its "Edition" brand, the country's first Premium used cars franchise network. The first "Edition" store opened in Juhu, Mumbai and with an eye popping assortment of premium car brands including Mercedes Benz, BMW, Audi and Jaguar. To make the deal really sweet for customers, there is a comprehensive warranty coverage for its vehicles. Mahindra First Choice Wheels is currently India's No. 1 Multi-brand Certified Used Car Company, with over 1200 outlets across 500+ cities. The company has a comprehensive 118- point quality inspection and refurbishment process that ensures its vehicles are of the highest quality.



Mahindra Electric Mobility Ltd, open Rs. 100 crore manufacturing hub in Karnataka

Mahindra Electric Mobility Ltd, dedicated to the country its first ever Electric Technology Manufacturing Hub in Karnataka. This new hub aligns with Mahindra's strong belief in an all-electric future and is based on its future of mobility vision of producing clean, connected and convenient vehicles. Mahindra is the pioneer of Electric Vehicle (EV) technology in India, and is gearing up to realise this vision with its new, futuristic EV products, concepts and solutions. The new facility, located in Bengaluru, Karnataka is set to revolutionise the way electric vehicle technology would be used in India, under Mahindra's +ME brand.



Mahindra-TERI Centre of Excellence to enable energy efficiency in the real estate industry

Mahindra Lifespace Developers Ltd. (MLDL) and The Energy and Resources Institute (TERI) today launched the first-ever Centre of Excellence (CoE) to boost energy efficient real estate in India. The CoE will leverage state-of-the-art research techniques, tools and performance measurement solutions to boost the development of green buildings in India. The CoE will aim at developing a robust and coherent database for market-ready, scalable and energy efficient materials and technologies. It will also work towards preparing policy briefs for Central and State Ministries to promote 'green' development that can transform India's housing industry and thereby help reduce the country's carbon footprint.



Mahindra Racing's futuristic All- M5Electro race car makes Its India Debut

The M5Electro is based on generation two of the Formula E race car, featuring cutting edge EV powertrain technology that has been aggressively developed through the rigour of four seasons of top level Formula E racing. It will be able to touch 100km/h in just 2.8 seconds and go on to a top speed of 280km/h. The design sees an evolution of the team's iconic and unique red, white and blue colour scheme, updated and created to reflect the exhilarating new design of the Gen2 car. The new team kit draws inspiration from iconic Indian symbols, the Bengal tiger and the lotus flower.

Partners for Change, Partners for Kerala

The Kerala floods of 2018 caused major damage to public schools. Fragile minds of young children were gravely affected as their books, uniforms and certificates were washed away. Dilapidated structures and washed away records made it difficult to stabilize their education. In collaboration with Smile Foundation, Mahindra Partners raised Rs 3,06,601 through the contribution of 400 employees across our 8 partner companies. The funds are being used to aid affected government schools and to bring them back to normalcy. Each one of you has made a valuable contribution and as a token of our gratitude Mahindra Partner would like to recognize all those who contributed.

*The names of the contributors are listed in alphabetical order from left to right.

A.Ramesh • A.Ravi • A.Sivakumar • Aakash Patel • Aarti Chhatpar • Abdulkarimkhan Pathan • Abhishek • Abhishek Kannan • Abhishek Pandey • Adarsh Manjeshwar • Aditya • Aditya Kumar Sharma • Ajay Rane • Akanksha Tandel • Akhil Panpalia • Akshay Choudhary • Alex Aravind • Alok Dukle • Alok Singh • Ambhi • Amit Kumar • Amol Palkar • Ana Gad • Aniket Juvekar • Anil Joshi • Anil Nandihalli • Anjali Das • Ankur Singhai • Annasaheb Ramkrishna Shinde • Anthony K • Anthony Selvaraj • Anup Kumar Singh • Anupam Mishra • Ardhendukumar Nayakv • Arun Kumar V • Arvind Singh • Ashraf Ali Shaikh • Aswanth Rajeev • Atul Kumar • Avanti Joshi • Avinash Upadhyay • B.Satheeshkumar • Babita Kanwar • Balajee P K • Balaji J • Balaji S • Balasubramanian B • Bavani S • Bhagiaraj.V.M • Bharti Patel • Bhaskar Kalita • Bhavesh Sinha • Bibeen R • Biswajit Bhattacharya • Biswajit Dey • BV Ranganatha • Chetanbhai Patel • Chinnaiyan • D.Balaji • D.Vijayakumar • Damian Xavier • Danish Shaikh • Daya Ram Gurjar • Debajyoti Mishra • Deepak Girkar • Deepak Kumar • Deepak Kumar • Deepak Kumar Singh • Deepak Shetye • Deepali Padmakar Shejaval • Deepan K J • Deepika Malvi • Deven Chawada • Dhanna Singh • Dharmendra Kumar • Dhiraj Chaurasia • Dhiren Khatri • Diksha Sharma • Dilip Taywade • Dimbeswar Kalita • Dinesh Jadhav • Dinesh Kalel • Dipul Deka • Divyanshu Singh • Diwakar Srivastava • E.Vishnuprasath • Edwin Lobo • Fathima Banu • G.Francis • Gagan Prakash • Ganesan • Ganesh K • Gautam Das • Girija • Girimurugan • Girjesh Agnihotri • Gopala Krishnan Krishna Prasad • Guruprakash • Harish Namdev Kuchekar • Himmat Singh • Hiren Parmar • Indra S • Ishwar Saxena • It Helpdesk • J.Manimaran • Jabez Samuel • Janakkumar Thakar • Janarthanan M • Jay Dadlani • Jayant Chitnis • Jiteshbhai Patel • Jyoti Vinesh Pardeshi • K Rakesh Kumar Goud • K S Mahadevan • K. Sivakumar • K.Elangovan • K.Hari Prasad • K.Panneerselvam • K.Sakthivel • K.Sastikumar • Kailash Chand Saini • Kalyan Chakravarthi R • Kamal Kapoor • Kamaldeep Singh Sran • Kamlesh Choudhary • Kanak Dutt • Kanhaiya Lal Sharma • Karthik K • Khalil Shaikh • Kharadi Purveshkumar Ashokbhai • Kiran Menon • Kishore Fiske • Kishore S • Komal Singh Dhaked • Koncha Vijaya Lakshmi • Krishnakumar Nair • Krunal Jadav • Kumar • Kumar G • Kumaresan.L • Lincy D'souza • Loheswaran • M Marimuthu • M Sai Kumar • M. Senthilkumar • M.Dhanapal • M.Kannan • M.Kannan • M.Karthikeyan • M.Manigandan • M.Pratap • M.Rajasekar • M.Sakthivel • M.Sivakumar • M.Sivasankar • M. Vallinayagam • Mahendran • Mahesh Rajput • Maneesh Kumar • Mangalsingh S Chouhan • Manish Jain • Manish Tiwari • Manivannan K • Manoj Sharma • Md Akheel • Md Waheed Basha • Mehboob Patel • Mehernosh Mehta • Mehernosh Porbunderwalla • Mehr Arneja • Michelle Dsouza • Mitesh Jadhav • Mitesh Jayant Joshi • Mohammad Lateefuddin • Mohammed Farzan • Mohansingh Sen • Mukund Sharma • N. Sathish • N. Selvaprasad • Nagabhushanam M • Nagarajan T • Nagendra Pal Singh • Namani Harish • Nandan Chikhlikar • Narayanan C S • Narayanan R • Narendra Singh • Naveenkumar • Navin Kumar Jha • Neeraj Balani • Neetha Kotain • Nidhi Sharma • Nilesh Gujar • Nilesh Rajendra Mallah • Niwas Gandhale • Nora Bhatia • Om Prakash Meena • P Gurumoorthy • P. Shanmugam • P. V. Boopathi • P.Chandrasekaran • P.Dineshkumar • P.Saravavan • P.Vasudevan • Padmanaban.R • Pallav Dhara • Parag Shah • Parvez M. Saiyed • Pavan Swami • Peethambaram A B • Peeyush Lal • Persis Hataria • Pirojshaw Sarkari • Piyush Mehra • Pooja Hanumant Sonkamble • Pradeep D P • Pradeep Dp • Pradeep Zoting • Pradip Ghusale • Prakashkumar Nijap • Pranav Mahajan • Pranav Primlani • Prasanna Pahade • Pratyush Rakesh Kumar • Praveen Gupta • Praveen Khandelwal • Pravin Dhodhade • Pravin P • Pravin Singh • Preeti Singh • Priyadarshini Gupta • Pugezhendhi K M • Punna Anitha • Puran Mal Meena • Pushpanathan A S • Putta Damodar • Pyarelal Verma • R.Jothikumar • R.Kannan • R.Karthick • R.Thiyagarajan • R. Venkatesan • Raghu • Raghubir Singh • Rahul Kumar Choudhary • Rahul Pramanik • Rajasekhar • Rajendra Hadiyal • Rajesh • Rajesh Moolya • Rajesh Shetty • Rajesh Shetty • Rajvimal Agarwal • Rakesh Khaitan • Rakesh Kumar • Rakeshkumar Bhol • Rakeshkumar Chaturvedi • Ram Ratan Choudhary • Rama Chary • Ramesh M • Ramesh S • Ramkumar Vasudev • Ramkuwar Nishad • Ramprasath K • Rani Mishra • Rashmi Haryan • Rashmi Sharma • Ravi Nadar • Ravi Prakash Begur • Ravi Shankar Subramaniam • Ravindra Vaidya • Rehan Farias • Rekha Khan • Renfred Dsouza • Renga Durai M • Renuka Gaddam • Richa Tomar • Ridhi Sharma • Ritesh Kumar Mishra • Rituraj Bidwai • Robin A • Robinson • Rohan Kalbhor • Rohan Kangane • Rohan Thakur • Rohit Bohara • Ruban Prabu D • Rustom Vesavevala • S. Arun • S.Arokiadass • S.Arun Karthik • S.Balasubramani • S. Dinesh Vijayan • S.Karuppusamy • S.Rajan • S.Sivakumar • Sadashiv Kanchan • Sadhasivam Gurukkal • Sajal • Sakthivel S • Sambhaji Mote • Sandeep Kumar • Sandeep Patkar • Sandeep Sharma • Sanjana Mhatre • Sanjiv Sharma • Sanskruti Mavlankar • Santhoskumar Nadar • Santosh Dusane • Saritha • Saroj Kumar Parida • Sasikumar N • Satheesh Reddy Mannem • Sathish Kumar • Sathyamoorthy T • Senthil Kumar Venkatachalam • Senthilkumar M • Shabbar Tambawala • Shahnavaazkhan Pathan • Shailendra Mittal • Shailesh Shriram Shinde • Shaileshbhai Patel • Shanmugam J • Shanmugam T • Sharath Chandran • Shernaz Kapadia • Shibanarayan Rath • Shikha • Shiv Shankar Yadav • Shivaji Jadhav • Shraddha Prabhakar Mayekar • Shrikant Khairnar • Shrikant Tukaram Nikam • Shrish Gupta • Shubham Sharma • Siddhesh Manjrekar • Smita Swami • Sneha Pandey • Somassoundarame C • Somnath Jadhav • Sonali Jain • Sreedevi K • Sreevisakh Mg • Srinivasan A • Subrata Guha • Sudha L • Sudhanshu Upadhyay • Sugato Majumdar • Sukanya Ghag • Sumit Issar • Sumit Roy • Sundar E • Sunil Kumar Shukla • Sunil Surti • Suraj Eknath Kakde • Surendra Kumar • Suresh B • Suresh M • Sureshkumar K • Susanne • Sushil Kumar Rathii • Sweetie • Syed Mohammed Ali • T Meiyappan • T. Govindarajan • Tarunpreet Singh • Tejas Shah • Thirumurugan C • Uday Kumar Sharma • Udit Arora • Utkarsh Shrivastav • V Loganathan • V.Kandasamy • Valmiki Prasad Yadav • Varsha Kisan Suryavanshi • Varsha Rathod • Vedharathinam • Velidandi Lahari • Vetrivel • Vijay Mishra • Vijay Rajurkar • Vijaya R • Vikas Maurya • Vinay Dalmia • Vinay Mohan • Vinod Banda • Vinod Bhojne • Virbhadra Shivraj Swami • Vishal Agarwal • Vishvanath Ajane • Vivek Kumar Pathak • Yogendra Godbole • Yogesh Goyal • Yogesh Kumar • Yogesh Patel • Zaheer Dharwar • Zhooben Bhiwandiwalla

Achieving the big numbers

Impactful numbers showcase the great achievements of our companies. With efforts from sustainability and csr to production and sales, every aspect deserves recognition and applause.

18.9 MN Man Hours
of Safety for
Mahindra Susten



2 Million Tonnes
Total Steel Processed
Till Date by
Mahindra Accelo

The Mahindra Logistics
revenue is
Rs 3,400 Crores.



Cero is India's first organized
vehicle recyclers



Mahindra Accelo
is India's
1st organized steel
service center.

Mahindra Logistics has
over **15,800 people**
including third party employee
in their workforce across India

1210 Mwp Solar PV
Projects Commissioned till date
by Mahindra Susten



Mahindra Accelo is in
the process of setting up a
service center in
Indonesia (company yet
to be incorporated)

Mahindra Accelo has
6 Steel Service Centers
in India



Mahindra Logistics
(Auto operations): **0.56 Million**
sq.mt. (0.6 Million sq. ft.) Of
warehousing space across India.
15 consolidation and
de-consolidation centers
across India.

300 annual employee
man-hours for CSR carried out
by Mahindra Accelo



Mahindra Logistics has
50 plus Stores and Line
Feed Operations



50 Lac Sq. ft.
Design And Construction
taken up by
Mahindra Susten

Mahindra Logistics has
14+ Mn Sq Ft
Warehousing Space.



69 days longest period
of incident free safe
workdays recorded by
Mahindra Tsubaki

Mahindra Logistics
has **22 consolidation**
and de-consolidation centers
for the **Bulk goods** category
across India

The Mahindra Accelo
team acquired
54 new clients from
April to November '18



Mahindra
Logistics has over
350 operating
locations across
India.

CSR Initiatives by Mahindra Accelo:
Construction of Classrooms in schools
near Kanhe, impacted 300 children
by supplying academic material.
800 trees planted, Swachha Bharat
Activity at Three Locations: 32 Hours
Shramadan, Blood Donation Camps
and more.

15 Mahindra
bulk feeders
(new product) orders
received by
Mahindra Tsubaki

Mahindra Logistics (E- commerce
operations): 52 cities, 700+ vehicles
and 1,50,000+ shipments per day.
(Line haul operations): 60 routes,
17 cities, 1800+ trips a month,
Distribution presence in more than
50 cities. Last mile delivery for
44 centers and 30000 units per day.

190 equipment
orders received by
Mahindra Tsubaki

Mahindra Logistics
(FMCG operations): Over
35+ in-plant logistics for
different customers.
54 stockyards pan India.

Mahindra Tsubaki
ventured in
2 new sectors:
Ash handling and
Waste heat recovery
systems

1990 Mwp Solar Projects
under Execution by
Mahindra Susten



16 new customers
acquired by
Mahindra Tsubaki



Mahindra Logistics People
Transport division: 4,000+
vehicles deployed every day,
4,500+ drivers and 500+
business partners, 200+
operating sites pan-India, 12
offices, services provided to
50,000 people every day

2000 tones
per hour - highest
capacity bucket elevator
supplied by
Mahindra Tsubaki

Mahindra Accelo is
6th in India's great
mid-size workplaces 2018



At the Mahindra group level
54,000 employees
volunteered for community-
building initiatives

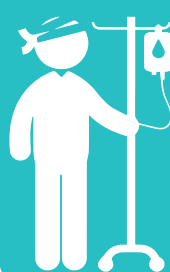
Total CSR Investments by
Mahindra and Mahindra:
2,364.10 Million



2.3 mn trees planted
in India through Mahindra
Hariyali in FY17



11,419 patients
in remote locations
reached through
lifeline express by
Mahindra group
in FY17



\$250,000
Provided Under
under Mahindra
all India technical
scholarship

14,800 Tonnes
of greenhouse gas
emissions mitigated
by Mahindra group
in FY17

50 mn kilometres
driven on all
Mahindra electric
vehicles.

3,10,000 girls
in India educated
through
Nanhi Kali

Mahindra and Mahindra
ESOPS – 1,128 Initiatives,
33,490 Esops Volunteers,
229,670 Man-Hours



Avaamo has developed
deep domain models for
6 key industries
that will help company
optimize its core value
with AI.

Avaamo has
200k pre-built
models and
500k Intents

Avaamo's conversational
bots are deployed around
the globe in **27 countries**
and can translate
voice and text from one
language to another.

Avaamo's
conversational
bots have
14 language models

Avaamo's AI enabled
conversational bots
integrate into the heart
of enterprises with a
record of **1 Million+**
Interactions a day.

Avaamo's has
150+ pre-built
integrations and
9+ deployment
channels

Scoot: 6,160,686
electric miles already
ridden
in San Francisco.

Innovations take off

In the past year, each one of our partner companies have outdone themselves through innovations in their business models, products, facilities and more. This year, Mahindra Partners recorded over 30 submissions for the Mahindra Innovation awards.

Company: Mahindra Accelo
Members: Dharmesh Modi, Mukesh Agrawal, Sarup Chaudhari, Gaurbah Sahu, Maharshi Trivedi, Harshit Pancholi
Innovation: The team designed and developed an optimal multi-tier packaging system for better transit and packaging processes for their Electrical Steel Services. Addressing customer needs, the packaging not only boasts of great weather resistance but also goes through further quality checks and assurance at both, the warehousing and suppliers end.

Company: Mahindra Logistics
Members: Navdeep Singh Momi, Ankur Singhai, Neville A

Innovation: By creating a synergized model between the Heavy Bulk and Network operations, the team was able to avoid the clash of their individual operational performance levels. The model suggested deploying Line Haul vehicles on alternate days which led to a drastic cost saving. The model also provided supply chain visibility as the vehicles could be tracked through the control tower.

Company: Mahindra Logistics
Members: Neeraj Balani, Ankit, Khalid G
Innovation: For better Sales management and tracking of performance, CASSH, a custom designed Customer Relations Management system was launched. The CRM platform is cost effective and provides substantial savings to the bottom line.

Company: Mahindra Accelo
Members: Mukesh Yadav, Paritosh Sarkar, Arvind Tiwari, Manoj Sharma
Innovation: For the manufacturing of power transformers, based on the customer's requirement, expensive steel coils are cut to size. The unused coils were then painstakingly manually tilted and stacked. To save time and make the process safer, a multi-coil lifter was created. The new model can easily lift 4 to 5 narrow width coils at a time.

Company: Mahindra Logistics
Members: Naveen I, Richa Tomar
Innovation: An entire Supply Restructuring was done in the Mahindra People Transport Solutions (MPTS) division using supply-led initiatives. By creating a standard pitch-book for the vendors and trainings for multiple stakeholders, the breakthrough was achieved.

Company: Mahindra Accelo
Members: Mukesh Agrawal, Maharshi Trivedi, Dharmesh Modi, Dashrath Kumar, Bindiya Rathwa
Innovation: Searching for slit coils in the warehouse is a very time consuming process. The chances of getting a wrong coil is very high. Replacing the transparent film rolls covering the coils, colourful films wrapping rolls were used. This simple idea reduced searching time for the coils and reduced the work of the crane operators while improving the shop floor aesthetics.

Company: Mahindra Accelo
Members: Vivek Raut, Gurudatta Bodake, Ravindra Chopade
Innovation: The team developed an in-house machine to chamfer stator by installing an old scrapped drill machine upside down. Along with establishing a uniform chamfering process the team ensured the new machine followed all safety standards. This in itself, did not produce any drastic improvement in the cycle time. However, on combining the chamfering and pressing process, the production per man/ shift increased from 2088 units to 4692 units.

Company: Mahindra Logistics
Members: Rehan Farias, Mehernosh Mehta, Edwin Lobo, Kirti Kohli, Tejas Shah
Innovation: To effectively deal with employee grievances especially considering the large numbers of Fixed Term Contract (FTC) and third-party employees, MLL created Sanjeevani. Sanjeevani is a framework to proactively develop, engage and strengthen employee relations. The application of Sanjeevani boosted engagement scores of FTC employees from 4.04 to 4.19.

Company: Mahindra Logistics
Members: Nisha Ashish Shirke, Rakesh Gandhi, Umar Zaidi, Harish Sharma
Innovation: To combat the festive season dispatch pressure and the otherwise shortage of trains, MLL sought special permissions from the Indian railways to use the DBKM trains for the delivery of tractors and cars. These trains are otherwise only used for the transportation of defense materials. This led to major cost savings that were directly reaching back to the customer.

Company: Mahindra Accelo
Members: Alok Dukle, Rohan Shetye
Innovation: The main aim of the brand creation was to get all the subsidiaries of Mahindra Intertrade Ltd. under one single umbrella brand of Accelo. The establishment of the new brand turned out to be an inclusive process, with inputs from all stakeholders.

Company: Mahindra Accelo
Members: Anilkumar Singh, Mukesh Agrawal, Dharmesh Modi, Mahavir Parmar, Pranav Patel, Hitesh Dhandhukiya
Innovation: The main challenge faced was the 40 minutes set up time from the L.A. E machine hammer to pin stacking. After various sessions of brainstorming, the team settled on the idea to eliminate the overall need of a set up change. Modification were made to the in-house software and machine trials were done.

Company: Mahindra Logistics
Members: Neeraj Balani, Kamal Jha, Kishore Fiske, Pramod Nair, Sadhasivam Swamykkannu Gurukkal
Innovation: The introduction of GST resulted in improvements in the movement of goods both intrastate and interstate. To ensure optimum asset utilization for the distribution of time sensitive goods it was imperative to derive an alternate transport model. The main threats were low space and workforce productivity. The turnaround time for entry and exit was more than 2 hours. Technology was used to control the deployment of vehicles that could be tracked from the control tower. The upgraded design of the warehouse further facilitated better performance for delivery.

Company: Mahindra Water Utilities Limited
Members: Manimaran J, S.Arun, P.Saravanan
Innovation: The innovation worked around the optimal usage of energy consumption in the Sewage Treatment Plant. The challenge faced was the inability to properly treat the sewage while maintaining the process control guidelines. By modifying the level of submergence of the equipment and maintaining the dissolved oxygen levels, all while continuously monitoring the process online, led to the breakthrough with major cost benefits.

Company: Mahindra Accelo
Members: Anshuman Reza, Sachin Kulkarni, Prashant Chatap, Vivek Raut
Innovation: The innovation revolved around converting a manual stator cleating machine into an automatic cleating machine. Following the quality guidelines and ensuring other proportions, the in-house machine was created. This not only helped increase the business volume by 17%, it also improved the quality of the product.

Company: Mahindra Accelo
Members: Sonali Porwal, Vijay Arora, L.B. Popalghat, Rahul Govindwar
Innovation: Mahindra Accelo set out to redefine processes for the recycling of older vehicles at every stage of the value chain. This specific sector had no benchmarks or standardizations to pursue in India. The innovation eventually led to the creation of the whole new automobile recycling sector, CERO with new technology and employment opportunities.

OUR GOLD

susten
 By Mahindra

Company: Mahindra Susten
Members: Vishal Pandya, Basant Jain, Suhas Sutar, L. Krishnakumar
Innovation: The All-Terrain cable tray is suitable for rocky layers which use a vertical module mounting system. This eliminates the need for foundation work at the site for the cable tray. A provision is available to cater to terrain up to 400mm and in a 5.8m pitch.

at Mahindra Partners

Mahindra Partners went onto to bag two Gold awards at the Mahindra Innovation Awards 2018, a first in five years. The All-Terrain Cable Tray from Mahindra Susten and Mobile Dock Leveller from Mahindra Logistics stole the show at the group level. We are proud of every team that participated. Here are the various innovations across Partners and the amazing people who made them happen.

WINNERS



Company: Mahindra Logistics
Members: Nikhil Samant, Bharti Gupta
Innovation: The innovation was based on an idea to develop a dock leveler that is mobile, compact and eco-friendly. The Mobile Dock Leveller is innovated in a way that it does not damage goods at the docks while loading and unloading with an improvement in the turnaround time.

Company: Mahindra Logistics
Members: Sakshi Kapoor, Sumit Roy
Innovation: The MPTS division came up with a digital initiative for quality assurance. With a goal to enhance efficiency and reduce extensive paper work and documentation the Plus 5 quality app was created. The innovation has reduced 9500 hours of workload from the data management team annually.

Company: Mahindra Logistics
Members: Sachin Joshi, Manoj Kurian, Kamal Jha, Kishore Fiske
Innovation: Managing Rodent Obsolete Damaged Stock (RODS).
The Logistics team was looking for a method to efficiently manage Rodent Obsolete Damaged Stock (RODS). The lack of fleet presence posed a challenge to meet the daily demands to place vehicles at 30-40 different locations. Due to poor packing quality of the RODS, there were also instances of spillage inside the vehicles. To prevent spillage, a special packaging was done which was also easy to handle. The new service line created has potential to grow further and has shown a significant margin impact of about 30-31%.

Company: Mahindra Logistics
Members: Parvinder Singh Bakshi, Rakesh Khairnar, Yuvaraj M, Dinesh L
Innovation: The team focused on transforming the employee transport experience through digitization. Inconsistent employee experiences such as safety and compliance among other issues led the administration to look for a seamless solution. To provide consistency, the entire employee transport experience was digitized.

Company: Mahindra Accelo
Members: Sunil Parashram Tidke, Rakesh Pagar, Pravin Chaudhari, Anshuman Ghosh, Amol Londhe, Paresh Suryawanshi, Pankaj Kawalkar, Laxman Mahale
Innovation: The joint partnership between Mahindra Susten and Mahindra Accelo led to the establishment of the new business vertical of Purlins. Mahindra Accelo explored possible ways to manufacture for the construction segment as well. The outcome was the creation of a capacity of 12000 metric tons for the solar and construction industries.

Company: Mahindra Logistics
Members: Sakshi Kapoor, Sumit Roy
Innovation: To be a class apart in the people transportation industry, Mahindra People Transport solutions brought in a customer oriented, incentive driven operational service excellence program. Daily audits and briefings were done to bring in the whole PLUS 5 Experience for customers. After the launch, a customer rating of 5 out of 5 was achieved.

Company: Mahindra Accelo
Members: Mukesh Agrawal, Sarup Chaudhar, Gaurbah Sahu, Mahavir Parmar,, Dharmesh Modi, Anilkumar Singh
Innovation: Initially there were no facilities for core testing for Power Transformer (PT) and Small Power Transformer (SPT). The packing and transportation of these cores were also difficult. The team not only made but also tested big cores to come up with better quality. Furthermore, infrastructure was created and a testing facility was established.

Company: Mahindra Susten
Members: Satish Pandey, Abhay Tilwankar, Sandeep Jadhav, Preetha Pillai, Abhishek Sharma, Rajesh Dhuriya, Mishra Gaurav
Innovation: The solar mobile PV test lab helps detect faults in Photovoltaic (PV) modules at Standard Test Condition (STC) while the flash, el and thermography is performed at the solar plant. The lab is cost effective, reliable, and has a zero risk in transportation. It also reduces the solar plant downtime either due to missing modules or immediate reports.

Company: CERO
Members: Alok Dukle, Vijay Arora, Shubham Pandey, Rohan Shetye
Innovation: The innovation focused on creating an online portal for pre-used spares for customers to purchase reliable spares for their vehicles. This portal gives transparency in the current unorganized pre-used spares market in India.

Company: Mahindra Logistics
Members: Ankita Kulkarni, Pramod Nair, Irfan Mulla, Neeraj Balani
Innovation: The Amazon fulfillment center (FC) is configured and focused for forward movement of order fulfillment. Returns management is a low priority for the FC operations team. The liquidation process at FC is not process driven and lacks data analytics. To control this process, a reverse logistics solution was innovated.

Company: Mahindra Marine
Members: Nelson Nair, Akshay Chavan, Premchand Pillai, Santosh Kumar Ray
Innovation: The innovation came from the need to create a transportation vessel using all the existing moulds and materials while reducing or eliminating the dependency on fossil fuels. The boat, being planned and being a construction that is light-weight, has no dependency on fossil fuels. On being successful, Mahindra will have a 'first mover' advantage as pioneers of eco-friendly water transportation.

Company: Mahindra Water Utilities Limited
Members: Shanmugam P, Thachinamurthy M, Sivakumar M
Innovation: Having gained adequate knowledge about waste water treatment and disposal, MWUL has decided to venture into the Effluent treatment plant (ETP) operations and maintenance business. As this is a new business model, it yet has to be tested.

Company: Mahindra Water Utilities
Members: Karuppusamy S, D.Jabez Samuel, M.Manigandan, T.Meiyappan, V.Loganathan, M. Marimuthu
Innovation: The innovation is focused on building a new sewage treatment plant and renovating the existing plants and then generating revenue from the treated sewage water. This is a new idea.

Company: Mahindra Susten
Members: Surmai Kaushik, Akshat Jalan, Mamta Shetty
Innovation: The skill requirements for rooftop jobs are extremely high and the presence of projects is scattered and small. The manpower in the villages is migratory in nature and constantly moving towards the cities. The main aim was to train women in solar technology to increase skill and business potential to create multi-fold socio-economic returns. This is a new idea.

Company: Mahindra Logistics
Members: Roshni Kothari, Ananda Dasgupta, Sagar Alley
Innovation: As part of MLL's Business Partner Life Cycle Management Program, MLL released BillHub which is a web-based platform which will be a one-stop access point to all invoices. The risk of resistance from the business partners a challenge that was faced while creating the platform. The application saw a 67% improvement in verification and 100% real time statuses. This reduced manual intervention and the loss of documentation was reduced to zero.

Culture Galore

Mahindra organizes brilliant programs under the banner of cultural activities. These cultural programs are a must see for all. If you haven't attended them yet, make sure to book your tickets for the next season.

META Theatre Festival

Since its inception, META has selected and presented over 100 theatrical masterpieces from all over the country. It is a platform that has levelled unknown theatre companies from small towns with better known ones from the big cities. META has come to be known as an institution that recognises, nurtures and propagates great theatre. The awards give viewers a bird's eye perspective of the best of theatre that the country has to offer.

Mahindra Blues Festival

Blues, a form of music that's deeply rooted in the need to challenge adversity. The Mahindra Blues Festival, held in Mumbai, is a tribute to Mahindra's farming customers in the United States of America, and to the great genre of music their culture gave birth to. Its goal is to bring Blues to the forefront of the independent music scene in the country and the world at large.

Mahindra Sanatkada Lucknow Festival

Among the charming old bylanes of Lucknow, lies a festival that celebrates arts, crafts, music, dance, cuisine and heritage. It is aimed at bringing back the fast depleting yet flavourful 'Lucknowi Tehzeeb'. Organised around a fair involving master craftsmen from the region, the festival provides an opportunity to appreciate the old world Nawabi culture.

Mahindra Kabira Festival

Varanasi - the birthplace of saint Kabir, awakens every year at the Mahindra Kabira Festival to celebrate the spirit of Kabir and his teachings. Teachings that resonate with the core values established by the Mahindra Group founders. At the festival you can witness these teachings come alive in the form of various genres of music and the arts – from folk to classical and pop to new age.

Mahindra Open Sky

Protected by the first dune of the mighty Thar desert, adventure and culture meld into a strategically designed immersive experience. An experience that encapsulates the many facets of Mahindra Rise. It's the perfect place for adventurers seeking the secrets of the land. In addition, Mahindra Open Sky boasts of live performances by some of the most coveted artists around.

The Rise Awards

Hard work and dedication always gets noticed at Mahindra. The Rise awards were constituted to recognize the in-house accomplishments of Mahindra Group employees. The 9 main types of awards are listed below. These awards are open to applications from across the group. You can too be a recipient next year around!

1. DIVERSITY

The Diversity Award recognizes sectors and initiatives within sectors that are focused on creating business impact by building a diverse and inclusive organization. Based on the 3 Rise pillars implementation framework, the award selection process will look for D&I practices that have imbibed one or more rise pillars to create sustainable business impact.

2. The Mahindra Way

The Mahindra Way (TMW) is an integrated approach that extends beyond the quality of our products and services; to promote excellence in all processes and operations of a company to help it achieve business objectives efficiently. The assessment serves as a common yardstick to measure progressive improvement in the four Management Processes, selected Business Processes and Mahindra Groups Common Policies and Practices.

3. ESOPS

Esops Awards was institutionalized in 2008 with a view to create a healthy competition amongst various locations conducting social work initiatives in their local communities by volunteering through Esops – Employee Social Options.

The Esops Star Performer Award was instituted in FY 2010-11. The award was conceptualized to identify the star performing locations and individuals in the Factory and Non factory category. The Esops Star Performer Awards are declared based on the Esops activity data shared by each company / location.

4. FRONT END TRANSFORMERS

Rise Awards for Front-end Transformers was launched in 2014 by Group HR in collaboration with the Transformational Work Culture Committee (TWCC) in order to encourage, recognize and reward "Living the Rise Pillars" among our front-end associates and colleagues.

5. INNOVATION

The Mahindra Innovation Awards were instituted

in 2003 to nurture and reward grass root innovations within the group. In its sweet sixteenth year, more than 550 entries competed for top honors. Awards are given in 5 categories namely, Process, Offerings, Business Model, New Business Idea & Dare to Dream. The last award, Dare to Dream, was instituted to encourage each of us to keep attempting and be unfazed by failures, as failures are but stepping stones to success.

6. SAFETY

Safety, health and environment commitment is an integral part of our business activities as believe that safety is a proactive approach. The Central Safety Council started in 2008 has expanded its scope by now covering over 100 plants/locations/sites across our manufacturing and non-manufacturing businesses. It aims to bring harmony and uniformity in the practice of safety [protocol across diverse and rapidly growing federation of companies in the group].

7. SUSTAINABILITY

The Mahindra Sustainability Awards to create a healthy competitive spirit with the group in the domain of driving excellence in businesses with regard to sustainability. The businesses are assessed on various criteria such as leadership and strategy, environmental commitment, product responsibility, supply chain sustainability, employee development, health and safety, social responsibility and economic impact, etc.

8. SYNERGY

Mahindra Synergy Awards was established 3 years ago to celebrate success stories of different group companies working together for greater business value. We had 16 entries and 2 final winners this year, reflecting growing synergies within the group.

9. VEERTA

The Mahindra Veerta Award was instituted in the honor of Mohan Redkar, a Mahindra trainee engineer, who tragically lost his life while trying to save two couples from drowning. The award carries a cash component of Rs 1 lakh along with a certificate and medal. Some of the criterion for this award are that the act must be a selfless act of bravery one where there is an element of risk that could result in physical danger to life or limb. The act must be beyond the call of duty, done without the expectation of any reward or recognition preferably to unknown or unrelated people.

Have you experienced Adventure with Mahindra yet?

True to our spirit of adventure and rugged DNA, Mahindra Adventure organizes a series of off-road adventure and motorsports events in India. With over 35 events annually, Mahindra Adventure is THE perfect platform for driving enthusiasts to explore the country – and their limits.

For outdoor and off-roading enthusiasts, we organize themed events such as the Great Escape, the Vineyard Escape, Monastery Escape and Spice Escape, with each event designed to challenge drivers while supporting environmental initiatives such as Save the Yak. Log onto Mahindra Adventures now and participate!

Mahindra E Racing Shines on!

With the volume of electric cars ever increasing on the road, an electric racing series was the need of the hour. In 2014, the world's governing body for motorsport FIA began the Formula E Championship and there has been no looking back since.

Over the last four years, the series has electrified street circuits across the globe. And what more? Our own team Mahindra Racing has been a prominent part of this journey all along.

Since joining the series as one of the founding teams, we have grown from strength to strength every season. Season 1 was all about learning the tricks of the trade as we finished eighth, before coming back strong to complete Season 2 in fifth place.

Season 3 was when we took a huge step towards

where we aim to be as we won a race for the first time and finished third in the Championship. The good form continued in Season 4 as we won two races and even led the Championship for a brief while.

There were some massive changes to the series ahead of Season 5 and one of them was the introduction of the Gen 2 race cars. The M5Electro, our Gen2 race

car, has been turning heads in the motorsport world and the results so far have been good. In the first race of the season in Saudi Arabia, Jerome D'Ambrosio – in his debut race for us – finished on the podium.

We are keen to build on this start and reach greater heights over the course of the season. And for that, we need your support!



The Shadow Board

A part of the many employee programs at Mahindra, the Shadow Board is a group-wide program. Each sector carefully chooses members to form a team working on a specialized project. The Sector HRs and business heads choose members of Shadow Board. All the shadow boards also receive specialized mentoring based on their projects. The winner of the Shadow Board gets to showcase their presentation at the M101 too.

The purpose of the Shadow Board is to think originally and critique the strategy of the Sector/Business of which they are a part of. The Shadow Board focuses on creating newer avenues for the Sector/Business to outperform and synergize with the rest of the Group. For the Mahindra Group, the Shadow Board is a platform for grooming young talent through experiences and exposures which will ensure that they become the Global Leaders of tomorrow.

Socially Advocating Mahindra Partners

The M-Advocates Program is special social media program run across the group. Facilitated by an app and a website, all the Mahindra social media portals are linked to it. It is a one-stop-shop for all the new happenings in the group in real time. The program is incentivized too at the group level and also at the Partners levels. Some of the group level winners have received prizes like visiting a Race by Mahindra Electric, stay at Club Mahindra, trip to Mahindra Adventures and more. Monthly winners get prizes based on their activity and interaction with the platform. These prizes include amazon vouchers, goodies and merchandise, invitations to certain closed events, etc. Of all the people in Mahindra, only 500 people are chosen to be on the platform and a part of

the program. The next batch of this annual program will begin in February 2019. Applications are open to all. One may apply by sending an email to hr.partners@mahindra.com. Some of the most notable contributions from our Partner companies are listed below. Dinesh Koyiloth from Mahindra Logistics; Pritesh Patel from Mahindra Susten; Zubin Goimewala from Mahindra Logistics; Renga Durai from MWUL; Piyush Patil from Mahindra Partners; Prashant Sharma from Mahindra Susten; Zaheer Dharwar from Mahindra Partners; Sangramsingh Patil from Mahindra Logistics; Sudipa Sarkar from Mahindra Susten; Yogendra Chikane from Mahindra Susten; Adhikar Gaidhani from Mahindra Logistics and Tushar Khandelwal from Mahindra Susten.



Partners shine on in 2018

The Rise awards of 2018 saw phenomenal participation from across the group and an outstanding performance from Mahindra Partner companies too.

'The Mahindra Way' award was presented to Mahindra Accelo and Mahindra Logistics. Mahindra Accelo - Mahindra Intertrade Limited moved from Stage 4 to Stage 5 while Mahindra Logistics moved from Stage 3 to 4 in the Service Category. The Mahindra Accelo team consisted of **Sumit Issar, Vijay Arora, Bhatia, Laxman Mahale, Narayan Dharmadhikari, Sunil Tidke, Nilesh Gujar, Suraj Deshmukh, Sumeet Naik, Purvi Ramanujam and Prashant Chatap**. The Mahindra Logistics team consisted of **Pirojshaw Sarkari, Sushil Rath, Rama Malik, Prasanna Pahade, Rajesh Shetty, Pramod Nair, Vishal Barnabas, Lovinder Saggi, Ankur Singhani, Sushil Rath, Mehernosh Mehta, Huafreed Nasarwanji, Ashwani Pandey, Kamal Kapoor, Tejas Shah, Shannon Fernandez, Ashish Vishwakarma and Sneha Bhosle**.

'The Mahindra Way Safety Award' was presented to Mahindra Accelo and Mahindra Logistics. Mahindra Accelo - Mahindra Intertrade Limited Vadodara plant moved from Stage 2 to Stage 3 and the Mahindra Accelo - Mahindra Auto Steel Limited Chakan, Pune plant moved from Stage 3 to Stage 4. The team included **Mukesh Agrawal** – Chief, Vadodara plant, **Anilkumar Singh, Dashrath Kumar, Sanjay Somkumar** – Chief MASL Chakan plant, **Durga**

Prasad, Gagan Prakash and Udaykumar Jogyar.

The jury made a special mention of the Mahindra Logistics team regarding their efforts in driving the Diversity and Inclusion agenda in their company. The team consisted of **Garima Rastogi and Brishalika Pandey**.

Mahindra Susten won the 'Progressive Performer Award' in the 'Sustainability' award category. The team included **Shahana Mazumdar, EK Kishanchand and Shruti Pawar**.

The 'ESOPS' award was given to Mahindra Accelo. The Mahindra Auto Steel Limited Chakan, Pune plant received the 'ESOP Star Performer' Award. The team comprised of **Sanjay Somkumar** – Chief MASL Chakan plant, **Prasad Padir** – Head Transaction Management and **Biswajit Dey** – Head, Commercial Chakan plant

The Innovation Award was won by Mahindra Logistics and Mahindra Susten. Both the teams won the Gold Award. The Mahindra Logistics team consisted of **Nikhil Samant, Bharti Gupta and Tejas Shah**. The Mahindra Susten team comprised of **Basant Jain, Suhas Sutar, L Krishnakumar and Vishal Pandya**.

The 'Front End Transformers Award' was presented to Mahindra Accelo and the workmen from the Mahindra Steel Service Centre Limited (MSSCL). Kanhe plant received the 2nd award prize of Rs. 75000/- in the 'Accepting No Limit' category.

Uncommon jobs, exceptional work

At our Mahindra Partner companies have amazing job roles that are done by exemplary employees. Common Man Superhero aims to acknowledge the sheer variety of job roles present across our 8 companies and the importance they play in making our companies successful.



Drivers

Mahindra Logistics

When you order something, the seller shows you timelines between which the goods will reach you. There is a much larger process that goes on in the back end to make this happen. The materials have to be transported from one city to another. Each city has a specific turn-around-time for the goods. The drivers have to reach the particular warehouse in the given time as the goods go for further sorting, at the sort centre and then to the distribution centres. If the vehicle reaches late, the entire cycle gets affected and subsequently delayed. This directly impacts the satisfaction of the end customer and the client.



Control Tower

Mahindra Logistics

Shipments and small packages, full truck loads, part truck loads, etc. the control tower tracks all vehicles dispatched. Since all vehicles are not GPS enabled the team has to call and get information too. On an average they track over 3500 trucks on a daily basis. If there are delays or any other exceptions in the routine, it is their job to alert the relevant authorities, internal and external.



Customer Relationship Executive

Mahindra Retail

This customer facing job entails addressing the needs and requirements of the customer. Being the on-ground face of the brand, these executives are always on their best behavior. They leave a lasting impression and experience of the brand with the customer, and hence they play a very crucial role in the organization.



Analytics

Mahindra Susten

The Analytics team works closely with the team that remotely monitors the plant, they study the data from the plant, the generation of electricity, fluctuations in it, etc. If the performance of a plant decreases, it is their job to get to the root of the issue and understand it. They also analyze ways to increase productivity in the plant and suggest measures to the Operations team. It is for them to ensure that the plants function at the optimum level.



Site Engineers

Mahindra Consulting Engineers

Constant construction supervision is a critical day-to-day functioning role at MACE. For third party inspections, the task of monitoring the site can go on for a minimum of 6 months to a maximum of 24 months. These engineers have to prepare daily reports as they chart the progress in the construction.



FRP Laminators

Mahindra Marine

All the processes related to Fibre Reinforced Plastic (FRP) of the boat are handled by these laminators. The stability of the boat depends on the processes handled by these laminators. The boat can sink easily, if there are any glitches in this process and hence their role is extremely important.



Marine Electrician and Marine Fitter

Mahindra Marine

Unlike a regular electrician, Marine electricians have to channel different types of voltage currents in one boat. Marine Fitters handle the placement of the Marine Engine. An important role, if the engine is not properly aligned, the engine will let out vibrations that will impact the experience of the user.



Maintenance Technician

Mahindra Water Utilities

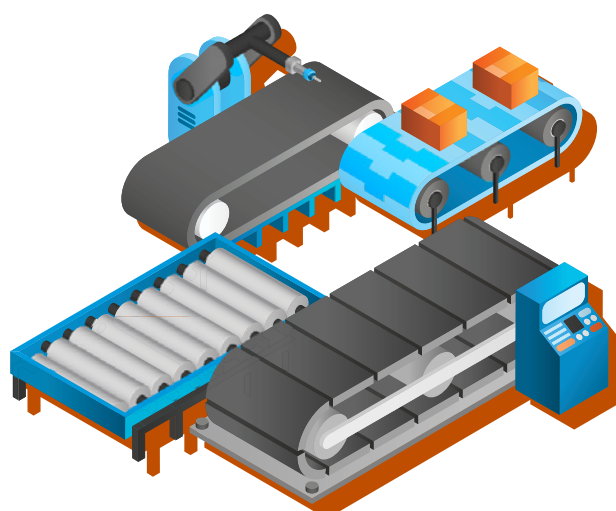
24x7 water supply in Tirupur comes with a set of irrepressible low / high voltage fluctuations and power cuts. Restoring the power to normalcy is practically a challenging task as the technicians have to work with government officials and also have to ensure that the plant functions smoothly through it all.



DET- Production Department

Mahindra Accelo

Feeding steel coils into machines is an important role in a steel plant. If these units do not function at their optimum level, it can seriously impact the productivity of the unit and directly impact the output of the process.



Fitters and Welders

Mahindra Tsubaki Conveyor Systems

These highly skilled workmen form the backbone of the company. If the work isn't done correctly, it can cause operational issues in the functioning of the conveyor belt systems. This job role cannot be done by people who do not have the right skill and experience.

Humans of Mahindra Partners

Our people from across our 8 Partner companies challenge conventional thinking and work to bring about positive change. Humans of Mahindra Partners is a short collection of stories of these inspiring Rise moments that pass us by, every day.

Good Samaritans

Submitted by: Vinay Angadi, Mahindra Logistics Limited, Nashik

On the 26th of October 2018, an Indian Oil Corporation container loaded with highly flammable gas met with an accident near Raigad Nagar, on the Mumbai – Agra Highway. The accident occurred near the MLL's Cross Dock (CD). Our team at the CD, Girish Shegaokar, Vikas Vaje and Sandip Mahale immediately rushed to the spot to help. After calling 101 and 108 for an ambulance, the injured were taken to Nashik Civil Hospital. Our operations were affected due to the accident with huge traffic jams on both ends. For hours at an end the Mahindra Fire Brigade team tried to control the gas leakage and about 3 cranes were called in to lift the overturned container. Our team helped in clearing the traffic on both ends. Mrs. Rupali Ambure (Dy. Superintendent of Highway Traffic Cell) applauded and appreciated the effort taken by the MLL team.

Essential Superman

Name: Sakshi Biswa, Mahindra Logistics

I gladly introduce an incredible human to the entire Mahindra Group – Mr. Sai Prasad Gajanand Khandayath. He serves us beverages and refreshments. His uniform gives away that fact evidently and he wears it proudly with a perennial smile on his face.

He takes utmost care of everything and makes sure that the food is hygienic and sound for consumption. He ensures that hot drinks keep us rejuvenated and that productivity doesn't take a hit due to our fatigue. He knows us like a family. He does his job whole-heartedly, without expecting a single pat on his back.

Safety First

Submitted by: Ketaki Sule, Mahindra Logistics

167 MHE operators of MLL working for GMI Talegaon, received certificates as recognition for their safety standards. They were recognized for operating the material handling equipments with zero incidents, and also for adhering to the stringent safety requirements as per the global standards of General Motors worldwide. MLL is the first 3PL service provider in the history of General Motors Talegaon plant to have been nominated for best safety performance!

Perseverance leads him on

Submitted by: Anuja Doiphode, Mahindra Partners

Sai Vanjare joined Mahindra and Mahindra in 2004 as a pantry boy that helped out in the ground floor canteen. He then switched to car washing and car parking. In 2006, He joined the 5th floor pantry at Mahindra Partners. In 2016 he completed a MSCIT course and went back to studying. He is currently in his final year in the BA course. In August 2016, he was added to the Mumbai Mantra team as an office boy and has shown amazing dedication to his job. Sai has always wanted to learn English to build himself a better future and to be up to date with times, so he enrolled at the Speakwell Academy of English and is determined to master the language. His aspirations for the future are to do as many courses as possible to get ahead in his career and life. He is an important part of the Mahindra family indeed.

Bravehearts

Submitted by: Parbat Modhwadiya, Mahindra Susten

While laying down cables in remote areas one of the major obstacles we face is the high temperatures and sandstorms. During the commissioning time, the temperatures were extremely high and the workers found it difficult to work. One of the technicians, Rohit Sharma, came up to me in a break and said "Sir hum hai na, kar lenge" (Sir, we are there, we will make it happen). Just like him, we were blessed with a motivated team that got us through to finish the project on time.

Setting an Example

Submitted by: Sonu Verma, Mahindra Susten

Being a part of the Business Development team, we are used to handling client pressures and observing strict timelines. I made a friend from our Mumbai office, named Kanak Dutt. He is part of the supply chain management team and works with the CEO as well. In July, I went to Mumbai office for a TMW assessment, I needed to work and meet a few deadlines. The person sitting near me was being interrupted constantly but that didn't stop him and he kept getting back to his work with same enthusiasm. I have immense respect for this man and aspire to be like him in my profession. It is commendable on how he maintains a positive energy, and is always laughing, kind, and humble. It has helped me evolve as a person on a professional front.

A Hidden Gem

Name: Dinesh Koyiloth, Mahindra Logistics Limited

17th September 2018 was a day devoted to drivers and we at MLL Kandivali made this day an occasion to celebrate and thank our dedicated drivers.

One such person was **Mr. Gyan Singh**. *Gyan Singh was a son of laborer living near Jalore, Jhansi. His childhood was spent in extreme poverty and using borrowed books he somehow studied. He had an aptitude towards mobile repairing, opened up a small shop but the income did not meet his family's daily needs. He then decided to become a driver on contract. Electronics was his first love so whatever money he saved from his driving job he contributed towards his passion of mobiles and communication.*

Following his passion, he made a device, which when installed in a motorcycle would let the driver control it from his mobile. The ignition and shut off mechanism could also be controlled. He told me that he showed this to only his near and dear ones, but news soon spread and suddenly he saw media and TV channel representatives at his house.

It is amazing how talented people like him wait ambitiously for a breakthrough which won't only help him Rise, but also pave the way for others to follow.

Lightning speed

Submitted by: Vinay Angadi, Mahindra Logistics Limited, Nashik

On the 26th of October 2018 at 6:45 am a 22 feet vehicle of PBR transport was loaded with Auto components parts of Eicher Motors from Mumbai. Due to technical issues the vehicle overturned on a bridge at Raigad Nagar near the Nashik Cross Dock. The accident was severe and the driver was badly injured and there were materials scattered across the road. Our team immediately rushed to the spot to help out. The team removed the driver from the cabin called 101 and 108 for an ambulance while the 2nd team ensured a smooth flow of traffic. The driver was taken to a civic hospital for further treatment with the traffic police and police being informed about the incident. We salute the team who reacted quickly: Vishal Bhamare, Bhushan Thoke, Ashok Sawant, Bhausaheb Fadol and Sandeep Natkar.

Like a phoenix, Rising

Submitted by: Anuja Doiphode, Mahindra Partners

Mangesh Jadhav has had an amazing 14-year journey with Mahindra and Mahindra. Mangesh joined Mahindra in 2005 as a security guard and helped in Traffic Control. He was positioned at Gate no. 6 and did his job diligently. In 2008, he joined Mahindra Partners as an office boy that helped shifting stuff around the office. 2 months later, Zhooben Bhiwandiwala brought him on board to work at Mumbai Mantra as a full-time employee.

Mangesh has completed his education up to the 12th standard and a MSCIT course in 2016. After almost 13 years, Mangesh has enrolled at Navjeevan College, Bhandup and is current pursuing his BA degree. Growing up, Mangesh had almost no exposure to the English language and felt out of place. But that didn't stop him. Conquering his fear, he enrolled for English training classes and has shown incredible growth. Mangesh is always looking to learn and improve his skills. He is a fun-loving person who puts his 100% in everything he does and is a valuable asset to Mahindra.

Globetrotter

Submitted by: Surmai Kaushik, Mahindra Susten

Debunking the myth that a full time employee can't travel, Nandhini Ganeshan is an employee who has travelled to 52 countries at the age of 30. She started travelling and checking things off the map when she was 21 and nothing has stopped her since. She moved across continents merely with a backpack and a dream to unfold the true beauty of the world. Besides this, she is passionate about learning and can converse in 6 different languages.

A Stitch in Time

Submitted by: Mahindra Logistics Limited, Nashik

On the 23rd September 2018, around 8 pm, a container left from Adagaon towards Mungi Engineering, Nashik. Before reaching the destination, the driver halted at a highway to freshen up. Three men arrived on a bike. One of them took control of the vehicle and drove off. The other men attacked the driver and took him into custody and threatened to kill him if he didn't cooperate or spoke about this matter to anyone. Vinay Angadi registered a complaint at Ambad Police Station. The next morning, after an extensive investigation, 2 suspects were arrested and the driver was called to the police station to identify the suspects. All 3 suspects were arrested within 24 hours of the incident.

Driving Positive Change

Submitted by: Ketaki Sule, Mahindra Logistics

HUL Vapi team noticed that 80% of the 2 wheeler drivers park their vehicle outside the warehouse to avoid wearing helmets. So they conducted a survey where they tried to find out the reasons behind this negligence, which were: lack of awareness about importance of wearing helmet, lack of time to buy one, lack of finance. To overcome this problem, our team undertook the following steps: conducted an awareness session on road safety and importance of wearing helmet, arranged a helmet vendor right outside the warehouse premises, spoke to the business partners to give advance to the drivers for buying helmets. As a result of these efforts, our team witnessed 100% adoption of the practice of wearing helmets amongst our driver partners, not only during working hours, but also in their personal lives. Kudos to HUL Vapi team for 'Driving Positive Change'!!

Ray of Sunshine

Submitted by: Vishwa Tanna, Mahindra Susten

Ankur Singhai is a ray of sunshine and radiates positivity as far as the professional life is concerned. His love for travel is evident and I absolutely adore his working style and wish to learn from him.

Yours truly

Submitted by: Surmai Kaushik, Mahindra Susten

"A working mom, a diligent employee and a one-woman army", Mamta Shetty- Sr Manager Customer Experience, has a solution to every problem and is like an in-house grievance consultant. She has completed 108 surya namaskars in one sitting as a tribute to the business of Susten. She is a real inspiration and is setting the right example of a versatile employee who believes in the power of fitness, yoga and connecting with people.

Power Ranger

Submitted by: Gohil Hiteshkumar, Mahindra Susten

Cable laying is one of the toughest jobs in the routine especially in the afternoons when the temperatures soar. The workforce encouraged each other and worked as team. A total of 274355 metre DC cable and 11 lac metre Solar cables were laid in the entire project all while meeting the deadline.

Rising Stars

Submitted by: Mitesh Jadhav, Mahindra Accelo

The Accelo team at Kanhe embarked on an ambitious journey to win the TPM Excellence – Category 'A' award. The aim was to bring a cultural transformation for continuous improvement with total employee involvement. Everyone collaborated to promote the culture of "I Operate, I Maintain, I Control". These efforts manifested and Mahindra Accelo won the award in 2017 at Kyoto, Japan. Teamwork was the key to factors that kept the team together during this Rise journey.

Tunes of Sustainability

Submitted by: Surmai Kaushik, Mahindra Susten

Shahana Mazumdar along with her colleagues spends weekends with underprivileged students, educating them about environmental conservation through theatre, puppetry and music. Watching Shahana find the tunes of music to reflect in everything is truly mesmerising. Her soulful connect with music helps create ripples of change around her and in people's lives.

Frugal Crusader

Submitted by: Rekha K.G, Mahindra Logistics Limited

Chandrajit Mitra, Bangalore Credit Manager, is truly an inspiration. He has a simple outlook on being frugal. First being, take care of the money you have; second rule being not to forget the first. Chandrajit is always enthusiastic and pays close attention to detail. He values his customer's finances and is constantly adding value to the company.

Kaun Banega Crorepati

In a rendition of Kaun Banega Crorepati (KBC), we ask you questions from around the Mahindra group and around Mahindra Partners. Test away your knowledge about what has happened in the past year in your company.

50:50X2

Which company released their IPO?

A : Accelo

B : MACE

C : Logistics

D : Susten

This company deals with conversational AI bots?

A : East India Company

B : Cloudleaf

C : Nightingale

D : Avaamo

Which flagship car of Mahindra was released in 2018?

A : XUV 500

B : Marazzo

C : Bolero

D : TUV 300

Which motorcycle was originally known as the Kyvacka?

A : Gusto

B : Jupiter

C : Jawa

D : Duro

Where was the M101 held in 2018?

A : Prague

B : Paris

C : Milan

D : Venice

What commitment did Mahindra and Mahindra live up to from 2008 till date?

A : Sustainability

B : Consistency

C : Efficiency

D : Professionalism

What is Innovation at Mahindra and Mahindra called?

A : #RiseForGood

B : #FUTURise

C : #RiseForKerala

D : #RiseWithMe

Which portfolio company has a strong presence in San Francisco, USA?

A : Scoot

B : Porter

C : Gusto

D : Medwell

What is Mahindra's latest electrical rickshaw called?

A : Raahi

B : Thukral

C : Treo

D : Ape Xtra DLX

This Italian company designed the Istanbul airport tower.

A : DC Design

B : Pininfarina

C : Desmania

D : Marcello

Fanboost for the next race and win exciting goodies

Formula E is one racing series where you can influence the outcome of the race. The all-electric racing series has a feature known as FANBOOST. Every race, five drivers get one extra power boost during a race.

There are two ways you can vote for FANBOOST:

- Head over to fanboost.fiaformulae.com and vote for a Mahindra Racing driver.
- Send out a tweet with either #FANBOOST #JeromeDAmbrosio or #FANBOOST #PascalWehrlein

You can vote twice a day – once on the website and once on Twitter!

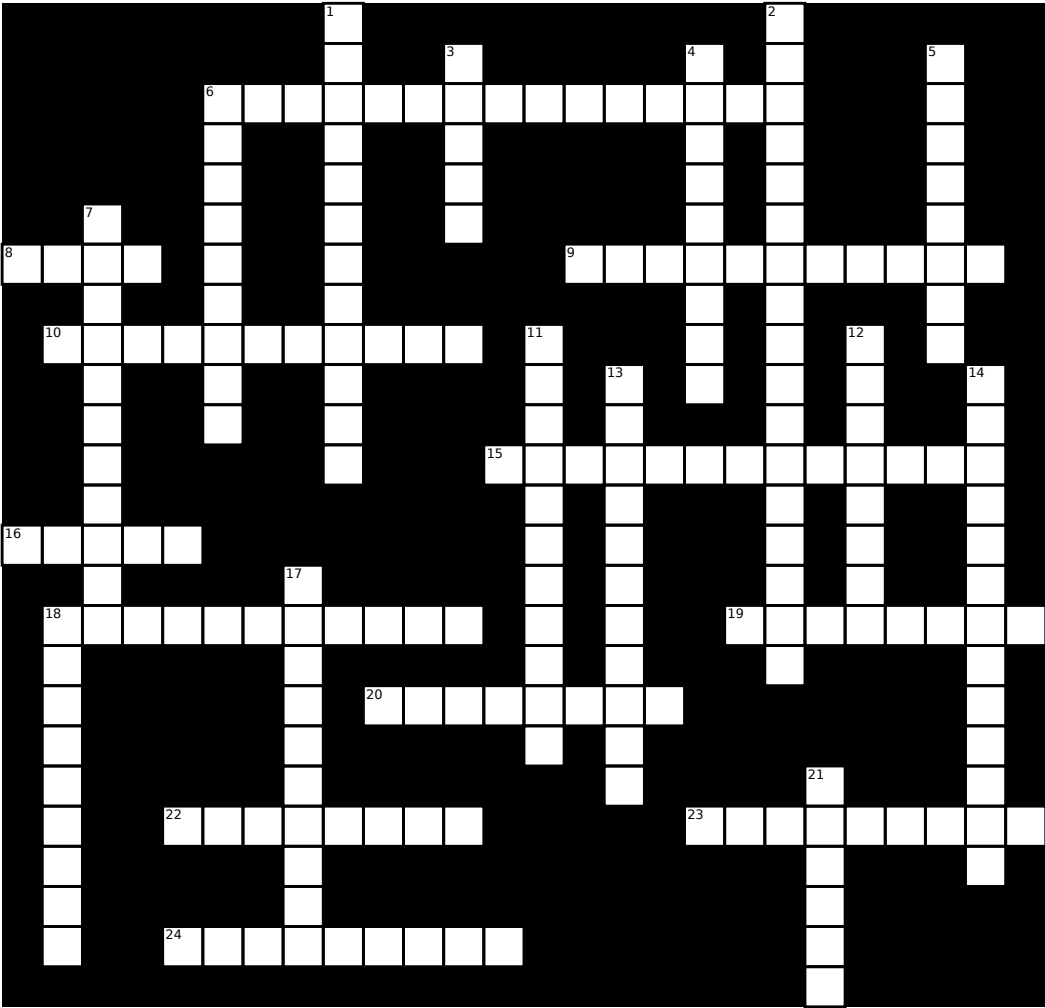
Voting for FANBOOST begins on the Monday before a race.

Here are the races you can win for: 16th February, 10th March and 23rd March 2019.

All you have to do is go on the link and vote and tweet for each of the 7 days before the race. Register with your name, email id and number at hr.partners@mahindra.com and begin Fanboosting!!!

Crossword

The game's goal is to fill the white squares with letters, forming words by solving clues, which lead to the answers. The numbers are marked across the clue suggest the starting block of the word to be filled. The horizontal clues are listed in the across section and the vertical clues are listed in the down section.



- Across

6

These group consist of people with different practical expertise working towards a common goal.

8

India's first organized vehicle recycling company

9

A formal arrangement in which two or more parties cooperate to manage and operate a business together.

10

The act of buying another company.

15

The act of working together with other people or organizations to create or achieve something.

16

Trading this element was a core activity for the M&M group, post-independence.

18

A person or group of people who have certain responsibilities towards the success of a business.

19

The official procedure or system of rules of state or organization.

20

A person who buys goods or services from a shop or business.

22

A plan of action designed to achieve a long-term or overall aim.

23

Different people from various groups in society working together within an organization

24

Large plain buildings in industrial parks used to store goods
- Down

1

The action or process of supplying goods to retailers

2

A performance metric used in strategic management to identify and improve various internal functions of a business and their resulting external outcomes. Also called as BSC.

3

The inspection and examination of a process or quality system to ensure compliance to requirements.

4

A complete list of items such as property, goods in stock, or the contents of a building.

5

The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

6

Process time, during which a unit is acted upon to bring it closer to an output.

7

The action or occupation of acquiring equipment and supplies.

11

Appreciation or acclaim for an achievement, service, or ability.

12

A written or spoken agreement that is intended to be enforceable by law.

13

These absorb sunlight as a source of energy to generate electricity.

14

A belt system that consists of two or more pulleys with an endless loop.

17

The act of obeying an order or rule.

18

The part of a workshop or factory where production is carried out.

21

The sale of goods to the public for use or consumption.

Participate and win

All you have to do is post a picture with a few sentences on the themes we have below.

Themes:

- Post a Rise story from your company that inspires you.
- Tell us why your company is a great place to work at.
- Post a story about your participation in a CSR activity with your team members.

Rules:

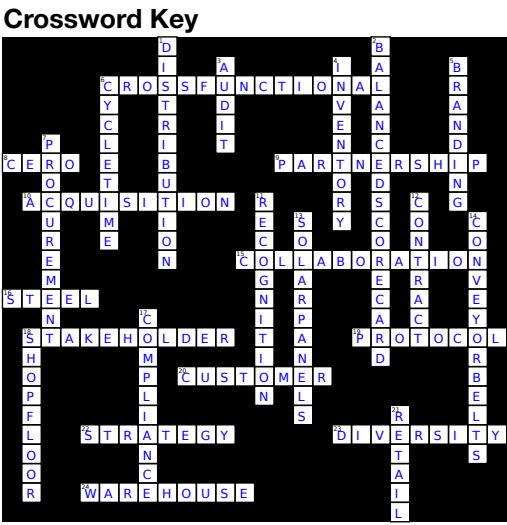
- Use the following hashtags #RiseForGood #PartnersForChange
- You can use either Twitter of LinkedIn to post.
- Based on the platform- tag us.

On Twitter: Mahindra Partners (@MnM_Partners) or **On LinkedIn:** <https://in.linkedin.com/company/mahindrapartners>

- Each person has the opportunity to submit three entries- one per theme.
- The prizes will be given by theme categories.
- If you have any further doubts or questions, you can write to us on hr.partners@mahindra.com

PJ Riddles

- A bus driver goes the wrong way on a one way street. He passes the cops but they don't stop him. Why?
- A man goes out in heavy rain with nothing to protect him from it. His hair doesn't get wet. How does he do that?
- What has a Heart but no other organs?
- Which part of a boat, does a shopaholic like the most?
- What has cities, but no houses; forests, but no trees; and water, but no fish?
- This old one runs forever, but never moves at all. He has not lungs nor throat, but still a mighty roaring call. What is it?
- A lawyer, a plumber, and a hat maker were walking down the street. Who had the biggest hat?
- If two is company and three is a crowd, what are four and five?
- What is the longest word in the dictionary?
- Which weighs more, a pound of feathers or a pound of bricks?
- What has only two words, but thousands of letters?



Kaun Banega Crorepati

Key: 1 (c); 2(d); 3(b); 4(c); 5(a); 6(a); 7(b); 8(a); 9(c); 10(b); 11(d); 12(b).

PJ Riddles - Answer Key

(1) He was walking; (2) He is bald; (3) A deck of cards; (4) The sail; (5) A map; (6) Waterfall; (7) The one with the biggest head; (8) Nine; (9) Smiles, because there is a mile between each's'; (10) Neither, they both weigh one pound; (11) Post office.

Write your Story Here:



Write your Story Here: _

Write your Story Here: _

Grab a pen and envision what 2019 would look like for yourself. If you were the employee of the year, what would it say? How would you imagine your Rise story for 2019? If you had to win an award for Rise, what would it be? If you had to make to yourself resolutions or put down milestone for 2019, what would they read? Use this space to reflect and put down what will define your Rise journey in 2019.

1. _____

2.

4. _____

3.

5.

6.

7.

8.

9.