



## THE DIFFERENT SHADES OF PROSPERITY

Six real life stories that bring alive various shades of Prosperity and highlight how it is far more than just wealth. Turn the pages to see what Prosperity means to the outperforming people of the Transport and Construction ecosystem and what they do to drive it in their own lives and in the lives of those around them.

### CALENDAR 2022



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

# Mahindra



Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

India's most fuel-efficient range delivering higher prosperity

To know more give us a missed call on:  
**1800 315 7799**

To know more give us a missed call on:  
**7303 701 222**



**PROSPERITY IS GIVING YOUR CHILDREN A BETTER FUTURE THAN YOU COULD EVER DREAM OF.**

#MyIdeaOfProsperity

For **Ms. Yogita Raghuvanshi** - India's first woman truck driver, her family and their happiness is all that matters. She broke stereotypes, set an example for the future generation by bravely standing up to snide remarks and hostile stares for her children's bright future. Her idea of prosperity started taking shape when her daughter became an IT professional and her son enrolled in MBA. "The brighter my kids' future, the more prosperous I will be", says Yogita with a shimmer of pride in her eyes.

January 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

**Mahindra**

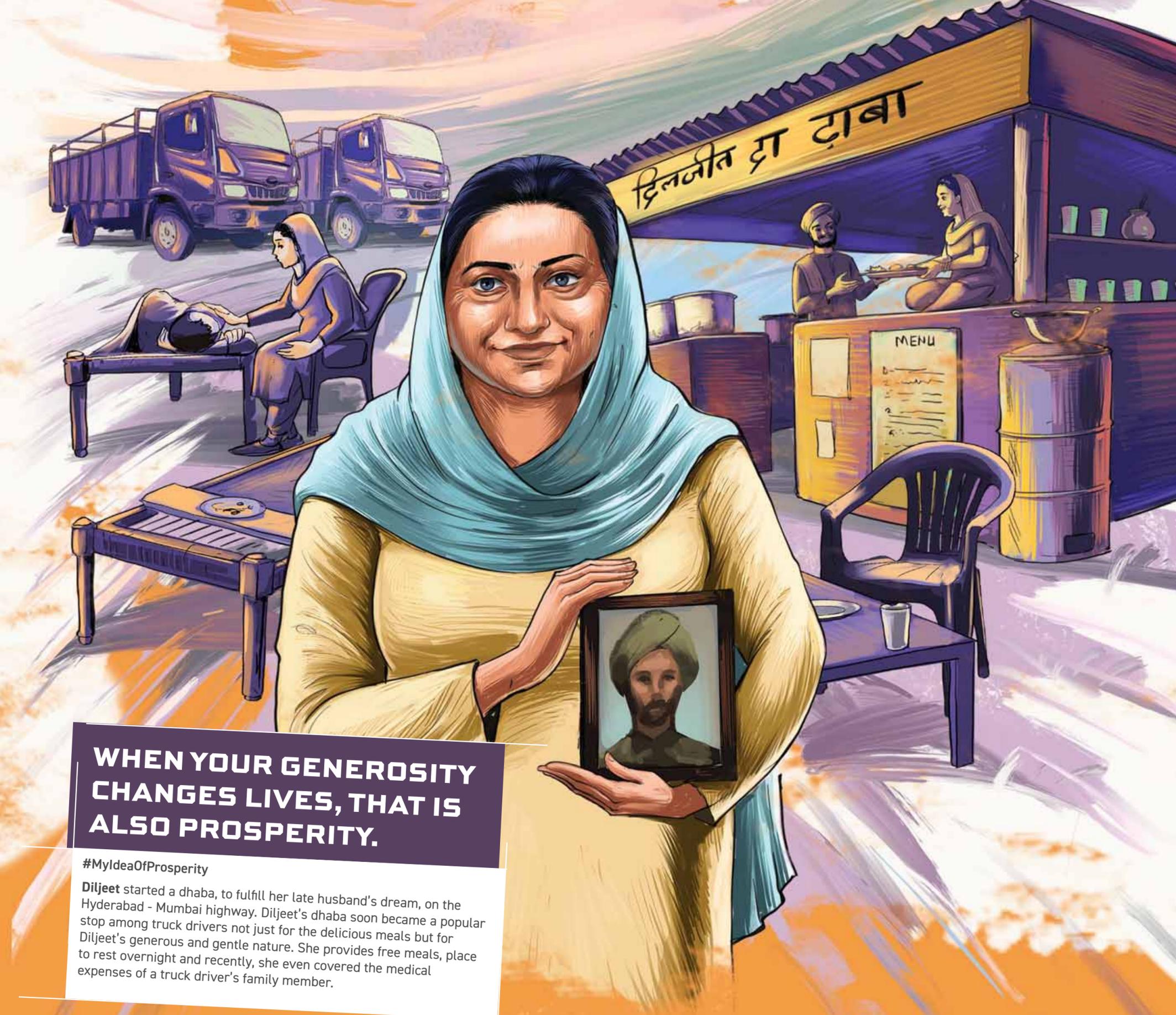


Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

India's most fuel-efficient range delivering higher prosperity

To know more give us a missed call on: **1800 315 7799**

To know more give us a missed call on: **7303 701 222**



**WHEN YOUR GENEROSITY  
CHANGES LIVES, THAT IS  
ALSO PROSPERITY.**

#MyIdeaOfProsperity

Diljeet started a dhaba, to fulfill her late husband's dream, on the Hyderabad - Mumbai highway. Diljeet's dhaba soon became a popular stop among truck drivers not just for the delicious meals but for Diljeet's generous and gentle nature. She provides free meals, place to rest overnight and recently, she even covered the medical expenses of a truck driver's family member.

March 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

**Mahindra**



Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

India's most fuel-efficient range delivering higher prosperity

To know more give us a missed call on:  
**1800 315 7799**

To know more give us a missed call on:  
**7303 701 222**



**PROSPERITY MEANS FULFILLING YOUR DREAMS DESPITE A HUNDRED HURDLES.**

#MyIdeaOfProsperity

Pyare Khan's dream of owning a car and living a better life didn't come easy. He dabbled between professions ranging from that of a construction worker to a security guard and auto driver until he bravely put in all his life savings and bought a truck. Over a span of 10 years he grew his fleet, procured railway contracts and excelled in every path of life. 1500+ trucks, 2000-member workforce and 3 dream cars - The outcome of never quitting.

May 2022

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2022

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



**Mahindra**



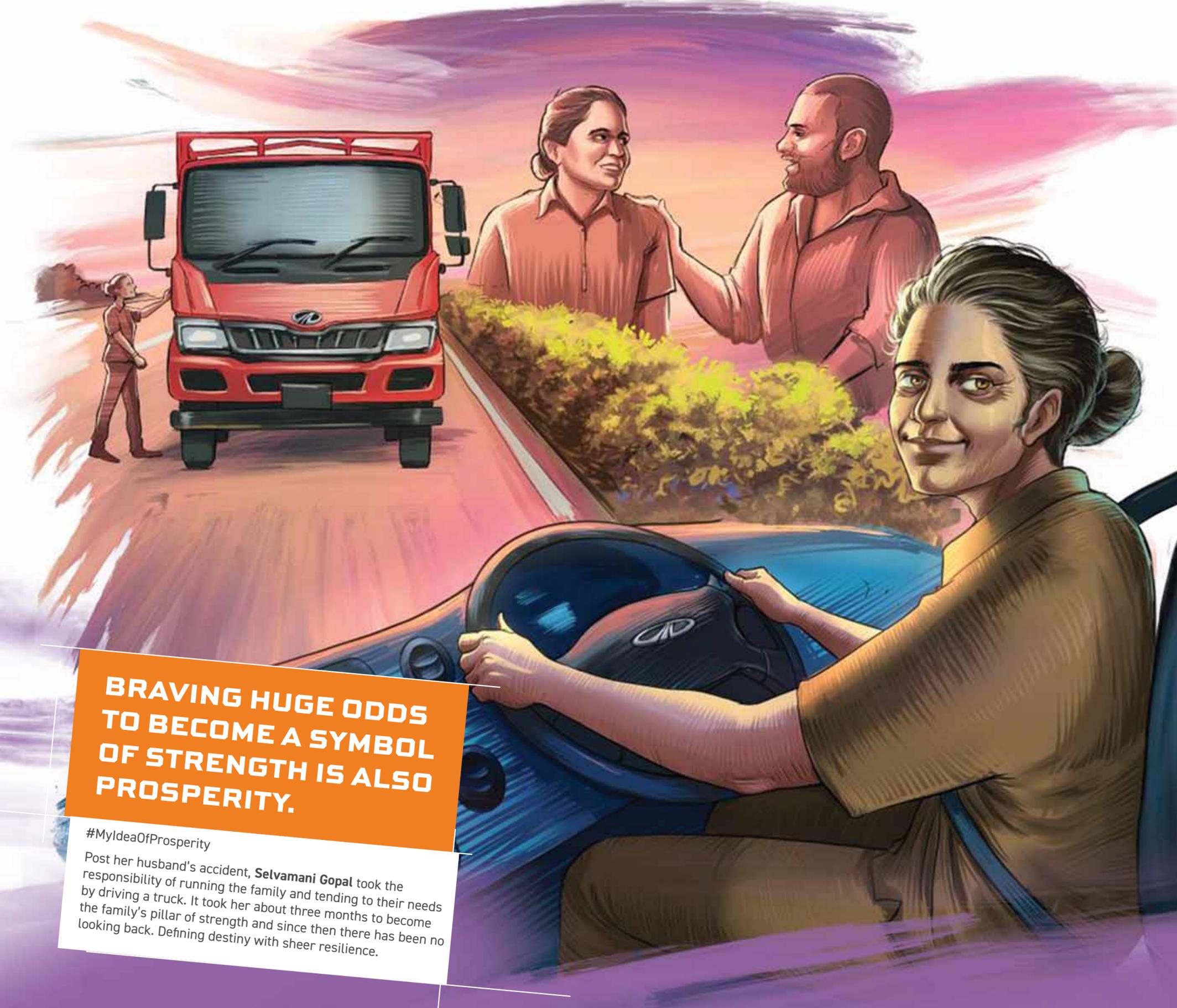
Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

India's most fuel-efficient range delivering higher prosperity

Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

To know more give us a missed call on: **1800 315 7799**

To know more give us a missed call on: **7303 701 222**



**BRAVING HUGE ODDS TO BECOME A SYMBOL OF STRENGTH IS ALSO PROSPERITY.**

#MyIdeaOfProsperity  
 Post her husband's accident, **Selvamani Gopal** took the responsibility of running the family and tending to their needs by driving a truck. It took her about three months to become the family's pillar of strength and since then there has been no looking back. Defining destiny with sheer resilience.

**July 2022**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**August 2022**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

**India's most fuel-efficient range delivering higher prosperity**

Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

To know more give us a missed call on: **1800 315 7799**

To know more give us a missed call on: **7303 701 222**



**PROSPERITY ALSO MEANS GIVING HOPE WHERE THERE WAS NONE.**

#MyIdeaOfProsperity

Helping hands are better than praying lips. Looking at the plight of migrant workers losing their livelihood during lockdown, **Chirag Katira**, a fleet owner and his family decided to start a vocational training school for migrant workers. Along with training, vaccination drives were also spearheaded. Chirag's vocational training empowered many to find an alternative source of income. He believes in the saying "Prosperity grows when shared".

September 2022

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

**Mahindra**

India's most fuel-efficient range delivering higher prosperity



Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

To know more give us a missed call on: **1800 315 7799**

To know more give us a missed call on: **7303 701 222**



**FULFILLING A CHILD'S DREAM IS ALSO PROSPERITY.**

#MyIdeaOfProsperity

Dreams motivate us to work harder and achieve the impossible. For **Ramdeen** it is the image of his son pointing towards an airplane flying in the sky, with his tiny little fingers and innocently asking "Baba, hum kab udenge??" Since then, he has been toiling hard to make his son's wish a reality and can't wait to share this milestone which he believes is the first step towards prosperity.

<b>November 2022</b>	<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30			

<b>December 2022</b>	<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31



**Mahindra**



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

India's most fuel-efficient range delivering higher prosperity

Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

To know more give us a missed call on: **1800 315 7799**

To know more give us a missed call on: **7303 701 222**

## ABOUT MAHINDRA

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and it is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG (Environmental, Social and Governance) globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders and enable them to Rise.



## ENGINEERED BY MAHINDRA FOR SUCCESS

Mahindra Truck and Bus, Construction Equipment vehicles are manufactured in the Greenfield Plant in Chakan, one of the most advanced manufacturing plants in India. Massive in scale, the Chakan Plant is also renowned for its micro-attention to detail. Each vehicle is put together with robotic precision and utmost care to ensure the highest standard of reliability. A young, enthusiastic and well-trained group of technicians ensure the quality of every vehicle that rolls out from this plant. The plant's cutting-edge technology and sustainable practices make it a facility that's ready to roll out generations of outperforming vehicles.



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

**Mahindra**



Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

India's most fuel-efficient range delivering higher prosperity

To know more give us a missed call on:  
**1800 315 7799**

To know more give us a missed call on:  
**7303 701 222**

# INITIATIVES TO TRANSFORM THE INDIAN COMMERCIAL VEHICLE SEGMENT.

**TOUR DE CHAKAN**  
 Showcasing state-of-the-art technology

**TOUR DE CHAKAN:** This is a one-of-its-kind initiative that presents customers a unique tour of Mahindra's state-of-the-art Chakan plant. So they can see the entire truck manufacturing process, the technology and quality control that goes into making Mahindra's trucks the outperforming machines that they truly are.

**MPOWER**  
 A RISE initiative for young transport entrepreneurs

**MPOWER:** Launched in association with the Indian Institute of Management, Ahmedabad as the Knowledge Partner, MPOWER helps young professionals in the transport industry meet today's challenges and take their business to new heights. The programme has received widespread appreciation in the Indian transport industry and has seen over 400 young transport entrepreneurs completing the course.

**SAARTHI ABHIYAAN**  
 Truck driver connect initiatives

**MAHINDRA SAARTHI ABHIYAAN:** Staying true to Mahindra's philosophy of 'Rise', Saarthi Abhiyaan, a unique social project was started. It supports truck drivers and their families through health camps, scholarships, driver training programmes and more.

# GIVE YOUR BUSINESS THE EDGE OF OUR AWARD WINNING COMMERCIAL VEHICLE RANGE.



- 2011: CV AND HCV OF THE YEAR - 25 TONNE
- 2012: PRIME MOVER OF THE YEAR - 40 TONNE
- 2013: HAULAGE TIPPER OF THE YEAR - TORRO 31
- 2014: CARGO CARRIER OF THE YEAR - TORRO 25
- 2015: HCV RIGID CARGO CARRIER OF THE YEAR - TRUXO 37
- 2017: CV AND HCV OF THE YEAR - BLAZO 37
- 2018: MHCV TIPPER OF THE YEAR - BLAZO 25
- 2019: HCV RIGID CARGO CARRIER - BLAZO X 37 PUSHER AXLE
- 2020: HCV TIPPER OF THE YEAR - BLAZO X 28 & HCV PRIME MOVER OF THE YEAR - BLAZO X 55  
 CV OF THE YEAR - MAHINDRA FURIO  
 ICV CARGO CARRIER OF THE YEAR - MAHINDRA FURIO 14  
 SPECIAL APPLICATION CV OF THE YEAR - MAHINDRA FURIO 12 REEFER
- 2021: DIGIES DIGITAL FOR BEST USE OF FACEBOOK FOR LEAD GENERATION - BLAZO X  
 IDMA FOR CUSTOMER ENGAGEMENT DURING DIWALI  
 JAMAI FOR BEST TECH FOR ADVERTISING - FURIO (VIRTUAL REALITY FILMS)  
 SOCIAL SAMOSA - BEST USE OF SOCIAL MEDIA TO GENERATE LEADS OR DRIVE REVENUES  
 AFAQS - BEST DIGITAL BRAND VIDEO - BLAZO X

- Emerging Construction Equipment Company at CIA World Awards 2016
- Best Municipal Solution at Municipalika and Capex 2017
- Best Design Eco Friendly Construction Equipment at Yellow Dot Award 2017
- Innovative Product in Road Construction at the coveted EPC World Awards 2017
- Innovative Product of the Year-2017 at prestigious Construction Time Award
- EARTHMASTER BSIV - Most Cost Effective Product of the Year 2021
- ROADMASTER BSIV - Most Optimised Product of the Year 2021



At Mahindra, we've created an ecosystem through a dense and vast network of dealerships, authorised service centres, trained mechanics, spares outlets and a lot more; to ensure help is just around the corner when its needed. Resulting in higher peace of mind for our customers and helping their businesses thrive.



**Mahindra**



Visit [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com)

India's most fuel-efficient range delivering higher prosperity

Visit [www.mahindraconstructionequipment.com](http://www.mahindraconstructionequipment.com)

To know more give us a missed call on: **1800 315 7799**

To know more give us a missed call on: **7303 701 222**

**75** Mahindra  
*Rise.*