

Press Release

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## **After disbursing 11,000+ scholarships to truck drivers' daughters, Mahindra announces the 12<sup>th</sup> edition of 'Saarthi Abhiyaan' Program**

- *11,029 scholarships worth over Rs. 11 Crores have been awarded to Truck Drivers' daughters across India since its launch in 2014.*
- *On its 12<sup>th</sup> edition this year, 1000 new Scholarships worth Rs. 10,000/- each to be handed out to applicants (Truck Driver's Daughters) who have passed the 10<sup>th</sup> standard and are pursuing further education.*
- *These Scholarships are granted regardless of whether the applicant's father owns/ drives a Mahindra truck or any other brand*

**Pune, November 6, 2025:** Mahindra's Truck and Bus business, as a part of its much celebrated and renowned CSR Program, **Mahindra Saarthi Abhiyan**, has announced the onset of its 12<sup>th</sup> edition, with plans to awards another 1000 scholarships of Rs. 10,000/- each to truck drivers' daughters who have passed Std X exam and are pursuing further studies.

This program is aimed at saluting and honouring the exceptional spirit of the truck drivers in ensuring their daughters get an equal opportunity to rise in their lives and educating them beyond X Std. Mahindra is one of the first commercial vehicle manufacturers to pioneer this initiative and felicitate truck driver daughters who meet the eligibility criteria. This program was initiated in 2014. The selection of the eligible truck driver daughters will be done through a reach out program at 75+ transport hubs pan India with well-defined, transparent, and independent process. Until now, 11,029 young girls have already benefited from scholarships.

**Mr. Vinod Sahay - President – Trucks, Buses & Construction Equipment, Member of Group Executive Board**, said, *"Through Mahindra Saarthi Abhiyaan, we are not just providing scholarships but opening doors to a brighter future for girls and instilling hope in young hearts. By investing in their future, we are cultivating a generation of empowered women who will contribute significantly to our communities and the economy at large."*

Speaking on the occasion, **Dr. Venkat Srinivas, Business Head – Trucks, Buses & Construction Equipment, Mahindra Group**, said, *"Our sustained commitment through the Mahindra Saarthi Abhiyaan not only uplifts the daughters of truck drivers, but also fosters a culture of new opportunities and motivation. Through this initiative, we wish to remain steadfast in our commitment to investing in their futures, and developing a stronger, more equitable society where every girl can aspire to fulfil her potential and become the leaders of tomorrow."*

The company will felicitate each girl selected for this scholarship with a direct bank transfer of INR 10,000 and a certificate in recognition of this achievement. The felicitation of 1000 daughters will be hosted between February to March 2026, at select locations by Mahindra Truck and Bus leadership.

## About Mahindra's Truck and Bus Business

Mahindra's Truck and Bus business is a part of the Automotive and Farm sector of Mahindra Group that provides an entire line of integrated trucking and people transportation solutions. The company has taken outperformance to the next level, by creating commercial vehicles that are specifically designed to minimize total cost of ownership and maximize profits, peace of mind and prosperity for its customers.

Continuous product innovation and obsession with customer centricity is at the core of its business with the entire range – Mahindra BLAZO X, FURIO, OPTIMO and JAYO – backed with unique and unparalleled double service guarantees – back on road in 48 hours or Rs. 1000/- compensation per day & guaranteed turnaround of vehicle in 36 hours at the dealer workshop or compensation of Rs. 3000/- per day.

The HCV product range has been engineered for Indian requirements with the underlying philosophy of 'Made in India, Made for India'. From transit mixers and bulkers to car carriers and refrigerated containers, Mahindra provides an entire line of integrated trucking solutions that helps customers profit by giving them the advantage of quick turnaround time and reliability. The M&HCVs and ICVs are manufactured at the new green field plant at Chakan (Pune), which spans over 700 acres, has been set up with an investment of over Rs. 4,000 Crore and is producing other Mahindra products as well. The entire range of LCV Trucks & Buses are manufactured in the M&M Ltd. facility at Zaheerabad (Telangana State).

Combined with SML network, Mahindra's truck and bus sales, service and spares network has now grown to 203 3S dealerships, 137 2S dealerships, 273 authorized workshops, 2000+ Spares retailers, 200+ Mobile Service vans & mobile workshops as roadside assistance points supported with 22 exclusive M-Parts Plazas outlets. The company also has India's first multi-lingual helpline, NOW 24x7, manned by technical experts to provide instant support and complaint resolution to customers and drivers.

The range is also equipped with Mahindra iMAXX Telematics solution, India's most advanced telematics technology, offering benefits like location tracking, geofencing, vehicle health monitoring, driver performance analytics, fleet dashboards, and more.

For further information, please visit [www.mahindra.com](http://www.mahindra.com), [www.mahindratruckandbus.com](http://www.mahindratruckandbus.com).

## About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 3,24,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and 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 globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

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