

Press Release

Mahindra Truck and Bus Salutes Truck Drivers through a Scholarship for their girl child

Synopsis:

- Mahindra Saarthi Abhiyaan, a CSR project launched by Mahindra Truck and Bus Division has been well received
- Scholarships worth **Rs. 10,000/-** handed out to meritorious applicants (Truck Driver's Daughters) who have studied and passed standard 10th and pursuing further education
- As a pilot the Scholarship was launched for the Daughters of Truck Drivers of Maharashtra, Tamil Nadu, Bihar, Rajasthan and Haryana
- Truck Driver's Daughters from Pune and Mumbai Felicitated with a DD worth Rs. 10,000/- and a Certificate

Pune, 28th August 2014

Mahindra Truck and Bus Division today felicitated the girl child of truck drivers through its Mahindra Saarthi Abhiyaan which was launched during January 2014. This special drive will provide scholarships to the daughters of truck drivers to further their education. Project Mahindra Saarthi Abhiyaan is committed to making a contribution to transforming the lives of truck drivers' girl children in India by supporting them their right to higher education.

Speaking on the occasion **Nalin Mehta MD and CEO – Mahindra Trucks and Buses Limited, who is also the Chairman of MAHINDRA SAARTHI ABHIYAAN Governing Board** said, "True to its philosophy of driving a positive change within the transport ecosystem, through this pioneering effort we are striving to improve the life of drivers at a grass root level as they are one of the most important stakeholders in our business. There are more than 70,00,000 Truck drivers in India today and I look forward to that day when every truck driver's daughter is highly educated and self-sufficient. Mahindra Saarthi Abhiyaan, is a salute to these drivers who inspite of all odds, have shown great mettle in educating their children, especially Daughters. Through this initiative we salute these heroes who have ensured their daughters become the next engineers, IT professionals, Teachers etc. This is our way of thanking them, showing a sense of gratitude for this exemplary effort!"

The Background

Before embarking on this project the Mahindra Saarthi Abhiyaan's Operating Committee undertook need assessment within the Driver Communities across India, to understand what would be the most necessary improvement that MTBD could offer. A survey was undertaken in various parts of India where mostly Drivers hailed from and it revealed that the average age of a Driver in India is about 38 years with an average monthly salary of Rs. 12000/-. His family consists of 2 children who go to Private Schools with an average spent of Rs. 10,000/- to 12000/- per year on education. Hence the amount of Rs.10, 000/- was decided upon. But if you go closer in analyzing further the consistency of education prevalent in these Girls compared to boys, the meter dropped drastically. In India, it is endemic to dissuade girl child from achieving further education due to many socio economic reasons. Within the driver community only 20 % attain their Secondary education and 10 % make it to Higher secondary.

The process

The pilot project garnered targeted application numbers and touched several thousands of Drivers. The application received were put through a rigorous process of due diligence through a reputed audit firm. Based On the same the final list of Driver girl children was arrived at.

The Felicitation Ceremony

Mahindra and Mahindra is one of the first OEM to have thought of this unique way of applauding the efforts put in by the Drivers. This does not stop here. The company has planned to felicitate each one of the candidates selected for this scholarship in the presence of prominent personalities and management team from Mahindra by giving her the Demand Draft of Rs.10, 000/- (in her name) and a Certificate in recognition of this achievement. The first celebration was hosted in Pune on 28th August 2014 felicitated the Truck Drivers' Daughters in the company's head Quarters based in Chinchwad.

About Mahindra Truck and Bus Division

Mahindra Truck and Bus Division is a wholly owned subsidiary and part of the US \$ 16.2 billion Mahindra Group and provides an entire line of integrated trucking solutions.

The company has taken outperformance to the next level; by creating trucks that are specifically designed for different applications. And deliver outperformance whatever be the business needs. Forms transit mixers and bulkers to car carriers and refrigerated containers tucks, Mahindra Truck and Bus Division provides an entire line of

integrated trucking solutions. That helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect.

The HCV product range has been engineered for Indian requirements with the underlying philosophy of; 'Made in India, Made for India'. In HCV segment, Mahindra Truck and Bus Division already has reached more than 10,000 trucks on road. The company is in process of addressing every segment of the commercial vehicle market; from 3.5 tonne GVW to 49 tonne GCW, with variants that meet the varying needs of passenger transport, cargo and specialised load applications. The new range of medium and heavy commercial vehicle is being manufactured at the new green field plant at Chakan. The plant, which spans over 700 acres, has been set up with an investment of over Rs. 4000 Crore and is producing other Mahindra products as well, to help the group leverage the benefits of synergies of an integrated manufacturing facility.

In LCV segment, Mahindra Truck and Bus Division already has double digit market share and is all set to further strengthen its position all across India with over 100,000 vehicles already on the roads. The entire range of LCV Load vehicles and Buses are being manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad.

It comes with first in Industry 5 Years or 5 Lac Km transferable Warranty and most cost effect AMC; with over 1906 service points, including 62 3S dealerships, 343 Authorized Service Points drawn from other dealers of Mahindra Automotive and Farm sector and nearly 1,563 roadside assistance points and spares network of 705 retail points to further improve the reach for customer on important trucking routes. The company also has India's first multi-lingual helpline which is manned by technical experts to provide instant support along with the NOW mobile service vans and workshops.

For further information, please visit www.mahindra.com, www.mahindratruckandbus.com and www.mahidralcv.com

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#), [financial services](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components,

consulting services, [defence](#), energy, industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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