

Press Release

For Immediate dissemination

Mahindra continues its commitment to empowering the daughters of truck drivers through 10,000 SAARTHI ABHIYAAN Scholarships



- Since the project's inception in 2014, 10,000 daughters of truck drivers have received scholarships, marking a unique milestone in the industry
- Scholarships worth Rs. 10,000/- were awarded to meritorious applicants (Truck Driver's Daughters)
- This is for daughters who have studied and passed the 10th standard and are pursuing further education in FY23-24
- The reach out program for this has covered 75+ transport hubs pan India and well defined, transparent, and independent process.

Pune, February, 12 2023: Mahindra Truck and Bus Division (MTBD), a part of the Mahindra Group, continued its commitment to empowering the daughters of truck drivers through the Mahindra SAARTHI ABHIYAAN Scholarships, an initiative to make a small contribution towards transforming the lives of the girls by supporting their right to higher education. The scholarships were awarded through direct account transfer during the event held in Namakkal, Tamilnadu in the presence of Mr. Jalaj Gupta, Business Head, Commercial Vehicles, Mahindra & Mahindra.

This endeavour marks a significant milestone in Mahindra Truck and Bus Division's ongoing commitment to the Truck driver community, which was initiated with the Mahindra Saarthi Abhiyaan in 2014. The reach out program for this has covered 75+ transport hubs pan India and well defined, transparent, and independent process.

Speaking on the industry-first milestone, **Mr. Jalaj Gupta, Business Head – Commercial Vehicles, Mahindra & Mahindra Ltd.**, said, "We are at the forefront of empowering communities and creating sustainable social impact. This unique initiative reached the remote interiors of the country, reflecting our unwavering commitment to fostering positive change and empowering young girls with a platform to pursue their aspirations. Mahindra Saarthi Abhiyaan is our way of thanking the truck driver community and showing a sense of gratitude for the exemplary effort shown in educating their daughters."

About Mahindra Truck and Bus

Mahindra Truck and Bus Division is a division of the Automotive and Farm sector of Mahindra Group that 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. From transit mixers and bulkers to car carriers and refrigerated containers, Mahindra Truck and Bus 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. The new range of medium and heavy commercial vehicle is being manufactured at **Chakan (Pune)**. The plant, 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 and Buses are manufactured in the facility at Zaheerabad (Telangana State).

Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes 80 of 3S dealerships, 174 Authorized Service Centers, 1600 Spares retailers and @ 2900 roadside assistance points.

For further information, please visit www.mahindratruckandbus.com

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 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 / Twitter and Facebook: @MahindraRise/
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