

Press Release

For Immediate dissemination

Mahindra Continues Annual Saarthi Abhiyaan: 1000 New Scholarships to Daughters of Truck Drivers

- *1000 new Scholarships worth Rs. 10,000/- to be handed out to meritorious applicants (Truck Driver's Daughters) who have studied and passed the 10th standard and are pursuing further education in FY'25*
- *Since its launch in 2014, Mahindra Saarthi Abhiyaan, 10,029 Truck Drivers' daughters have been awarded scholarships in the past*
- *These Scholarships are granted regardless of whether the applicant's father owns a Mahindra commercial vehicle*

Pune, September 17, 2024: Mahindra Truck and Bus Division (MTBD), a part of the Mahindra Group, in commemoration of Drivers Day 2024, today announced Scholarship scheme for girl child of truck drivers through the Mahindra Saarthi Abhiyaan. Through this project, Mahindra is committed to make a small contribution towards transforming the lives of truck drivers' meritorious girls by supporting their right to higher education.

Mahindra is one of the first commercial vehicle manufacturers to pioneer this initiative and felicitate the selected candidate with a scholarship of Rs.10,000/- along with a certificate in recognition of their achievement. This endeavour marks another 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. This will be done through reach out program at 75+-transport hubs pan India with well-defined, transparent, and independent process. Until now, 10,029 young girls have already benefited from scholarships under the initiative, allowing them to pursue their aspirations.

Mr. Vinod Sahay - President of Trucks, Buses, CE, Aerospace & Defence Businesses - Mahindra & Mahindra Ltd, Member of Group Executive board, Mahindra Group, said, "Through the Mahindra Saarthi Abhiyaan, we are not just providing scholarships but opening doors to a brighter future and instilling hope in young hearts. We are dedicated to transforming lives by providing educational opportunities for the daughters of the truck driver partners. By investing in their futures, we are cultivating a generation of empowered women who will contribute significantly to our communities and the economy at large.

Speaking on the occasion, **Mr. Jalaj Gupta, Business Head – Commercial Vehicles, Mahindra & Mahindra Ltd.**, 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 see more women in the commercial vehicle segment and 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 has planned to 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 will be hosted from February to March 2025, at select locations by Mahindra Truck and Bus leadership, wherein 1000 scholarships will be presented to Truck Drivers' 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 the new green field plant 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 Mahindra & Mahindra Ltd. facility at Zaheerabad (Telangana State).

Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes 85 of 3S dealerships, 174 Authorized Service Centers, 1600 Spares retailers and @ 2900 roadside assistance points. The company also has India's first multi-lingual helpline, NOW 24x7, which is manned by technical experts to provide instant support to customers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

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/ For updates subscribe to <https://www.mahindra.com/newsroom>

Media contact information:

Nayana Borthakur

Head – Communications
Automotive & Farm Sector (Corporate)
Mahindra & Mahindra Limited
Email – borthakur.nayana@mahindra.com

For MTB Product / Marketing related queries, please contact:

Ravi Agrawal

Head – Marketing, IT and Telematics, Commercial vehicles
Mahindra & Mahindra Limited
Mobile – + 91 9371062202
Email Address – agrawal.ravi@mahindra.com