



MAHINDRA & MAHINDRA AUTOMOTIVE SECTOR PRESIDENT TO TAKE ON ADDITIONAL ROLE AS PRESIDENT OF FARM EQUIPMENT SECTOR

Mahindra & Mahindra India is proud to announce that the President - Automotive Sector, Dr. Pawan Goenka, who visited Australia to launch the Mahindra Pik-Up utility vehicle in 2007, will assume the additional responsibility of the Farm Equipment Sector, and be reappointed as President - Automotive and Farm Equipment Sectors from April 1, 2010.

Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group, said, "The outstanding performance of the Farm Equipment and Automotive Sectors in the past few years is a reflection of the outstanding leadership and strength of the management team. It also vindicates the organisational structure that was adopted by the Group in 1994, where autonomous Sectors were established. This configuration allowed our businesses to be more customer centric and provide the Sector's leadership with the empowerment necessary to effectively deploy their business strategies."

He added, "Taking on leadership of both the Sectors, Dr. Goenka will continue the customer-centric market focus and global business growth of the two independent businesses, whilst aggressively exploiting the existing and potential synergies between the two."

While establishing autonomy between the Automotive and Tractor divisions as part of the reorganization in 1994, the Mahindra Group has successfully driven synergies between the two Sectors over the years for greater value and customer centricity. The current challenging market scenario places even more emphasis on the Group's strategy of synergy and Dr. Goenka's appointment further underscores this intent in the mission to introduce new standards of customer focus, global business growth, scale and efficiency.

Currently, both the Automotive and Farm Equipment sectors have a growing presence in Australia and undoubtedly, with Dr. Goenka at the helm, there will be more avenues for the two divisions to work more closely on a local level.

This appointment comes directly after the company posted a phenomenal 242% growth at the end of Q2, compared with the same time last year. This growth has been largely attributed to strong sales performance by both the Automotive and Farm Equipment Sectors and the company's continued and relentless focus on cost reengineering and cost control.

Dr. Goenka, who is the Chairman of Mahindra Automotive Australia, boasts a long list of credentials, including the title of 'Man of the Year' by a leading Automotive Industry magazine in India.

Claire Tynan, CEO of Mahindra Automotive Australia says, "We have been very appreciative of Dr. Goenka's strong support of growth in the Australian market, and we look forward to continuing this journey and sharing his vision within his new role."



For more information about the Mahindra Pik Up and Mahindra Automotive Australia, visit www.mahindrapikup.com.au

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About the Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and has made an entry in the two-wheeler segment, which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

The Mahindra Group recently expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

About Mahindra Automotive Australia

Mahindra Automotive Australia is a joint venture between Indian auto manufacturer Mahindra & Mahindra and Australian distributor TMI Pacific. It was recently formed to continue the growth and distribution of the Mahindra range of vehicles in Australia.

With over 20 dealers in rural and metro NSW, VIC and QLD, and others in WA and SA to be announced shortly, the company is well positioned to offer a value for money workhorse to both rural and tradesman markets across the country.

For further information, interviews or images, please contact:

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