

ON TRUST

Mahindra
Rise.



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The Mahindra Group is a federation of many companies, yet we are one brand. With an inspiring history, an inspiring set of values, and a clear sense of purpose. Today, Brand Mahindra is as important to our success as the quality of our products and services. It's the emotional and intellectual foundation on which our customers and stakeholders base their decisions. Our brand is driven by our 'Rise' philosophy, which gives it meaning and purpose instilling an ambition and attitude that we can achieve whatever we set our minds to. It declares who we are, how we operate, what we believe in and our collective aspirations.

Our brand philosophy, Rise, connects us to our audiences which dictates that we put our customers at the centre of our business and build strong relationships with them. Rise is a rallying cry which enables people to unify around shared ideas, values, principles, a way of life, and our common goal. It is a call to see opportunities where others can't and to set an example for the world.

In fact, our core purpose is what lays the foundation of our relationship with our audiences and is articulated thus - We will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.

Trust is one of the building blocks of our relationship with our customers and our communities at large. And consistent delivery against a promise is the biggest driver of trust for a brand. This is something which the Mahindra Group has been doing since we entered business. Apart from this, high quality products and services, adherence to highest standards of corporate governance, the very high integrity of the leaders who run the company have helped brand Mahindra earn the trust of all its stakeholders.

We believe that we have to deliver on our promises in terms of superior products and services, day in and day out, 365 days a year. But apart from that every

brand communicates trust in two ways: external communications through advertisements, collaterals like brochures and social media and also through another important second route, our employees and our leaders.

We believe that products quickly become commoditized whereas a unique culture with empowered employees who constantly deliver value to stakeholders is extremely difficult to emulate or beat. The responsibility of consistent delivery of the brand promise rests with the employees. The fact that in all our communications, we play an enabling role with the customers as the hero also helps infuse trust in Mahindra as an enabler.

Building a brand based on emotions like security and trust creates positive perceptions in consumers' minds. We believe in communicating to customers that they can trust brand Mahindra through our brand messaging and through various touch points with the brand which leads to experiences that reinforce our messaging.

We really value our Customers as Promoters Score (CaPS), where we measure and analyze the feedback from our customers and stakeholders for all our businesses. More than any measure of market share and volumes, this score is a real indicator of the customers' levels of satisfaction with our products and services; and we measure how much trust they place in our brand.

Maintaining a trust relationship with stakeholders is of utmost importance for a brand. Consumers are unforgiving when the brand promises are broken. There is no room for inconsistency when you base your brand messages and experiences on trust. And Mahindra is among the most trusted brands in the country and has been associated with quality and value since we started our journey. The fact that we place a great deal of emphasis in communicating and reinforcing the Group's core values throughout all our businesses has helped the brand immensely in maintaining this relationship, at whose core is Trust.