

Rajeev Dubey is President (HR, After-Market and Corporate Services)

Emerging

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Mumbai: Leading automotive major Mahindra & Mahindra today announced the creation of a new business Sector, the After-Market Sector, to be headed by Mr. Rajeev Dubey. This will be in addition to his current responsibilities as President (HR & Corporate Services), and he will now be designated President (HR, After-Market & Corporate Services) & Member of the Group Management Board, Mahindra & Mahindra.

The After-Market Sector will focus on the vast untapped potential in the after-market space covering multi-brand pre-owned vehicles, servicing, spares and the financial instruments and exchange platforms, which support this business ecosystem. This will create in the Organized Sector a business ecosystem which mirrors the existing ecosystem for new vehicles.

The Business Units in the After-Market Sector will include Mahindra Spares Business, Mahindra First Choice Ltd. (purchase and sale of pre-owned vehicles), and Mahindra First Choice Services Ltd. (multi-brand service chain).

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top

tractor brands in the world. Mahindra's Farm Equipment Sector has recently won 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. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer- centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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