



COMMUNICATION
ON TOP IN DAVOS
World Communication Forum
2012

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Corporate Communications
Mahindra & Mahindra Ltd.
Mumbai, India

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A part of India's history



Full circle



EVERY 2 MINUTES A MAHINDRA IS BORN. We call it Rise.

THE ONLY COMPANY HERE TO MAKE EVERYTHING FROM 2 WHEELERS TO TRUCKS.



Mahindra
Rise.

Mahindra
Rise.

A federation of companies



And now aerospace too!



From India to the world - glimpses



Mahindra Reva conquers Europe



Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group with US President, Barack Obama at the US-India Business and Entrepreneurship Summit in Mumbai.

US farmers prefer a Mahindra!



Mahindra acquires Korea's SsangYong Motor Co in 2010



From India to the world



**Mahindra Satyam - Official IT Services
Provider of the 2010 FIFA World Cup**

**Mahindra Racing blazes a trail on
MotoGP tracks in 2011**



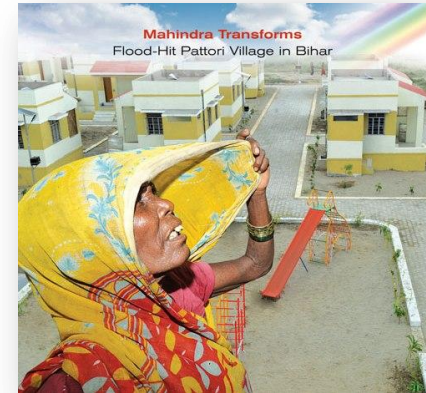
Mahindra Humanities Centre at Harvard

A company with a conscience



Nanhi Kali supports education of the girl child

Mahindra transforms flood hit village in India with sustainable dwellings



Mahindra pledges to plant a million trees every year



The story of Rise



Essence of *Rise*



*“Rise isn’t just a word – it is a rallying cry which enables people to unify around shared ideas, values, principles, a way of life or a common goal. It is a call to see opportunities where others can’t and to set an example for the world. For Mahindra, Rise means achieving world-class standards in everything we do, setting new benchmarks of excellence and conquering tough global markets,” said **Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group***

The spirit of *Rise*

ACCEPT NO LIMITS

**ALTERNATIVE
THINKING**

**DRIVING POSITIVE
CHANGE**

Dreaming the impossible...



OUR BRAND

Mahindra builds three things: products, services, and possibilities.



THE CHALLENGE

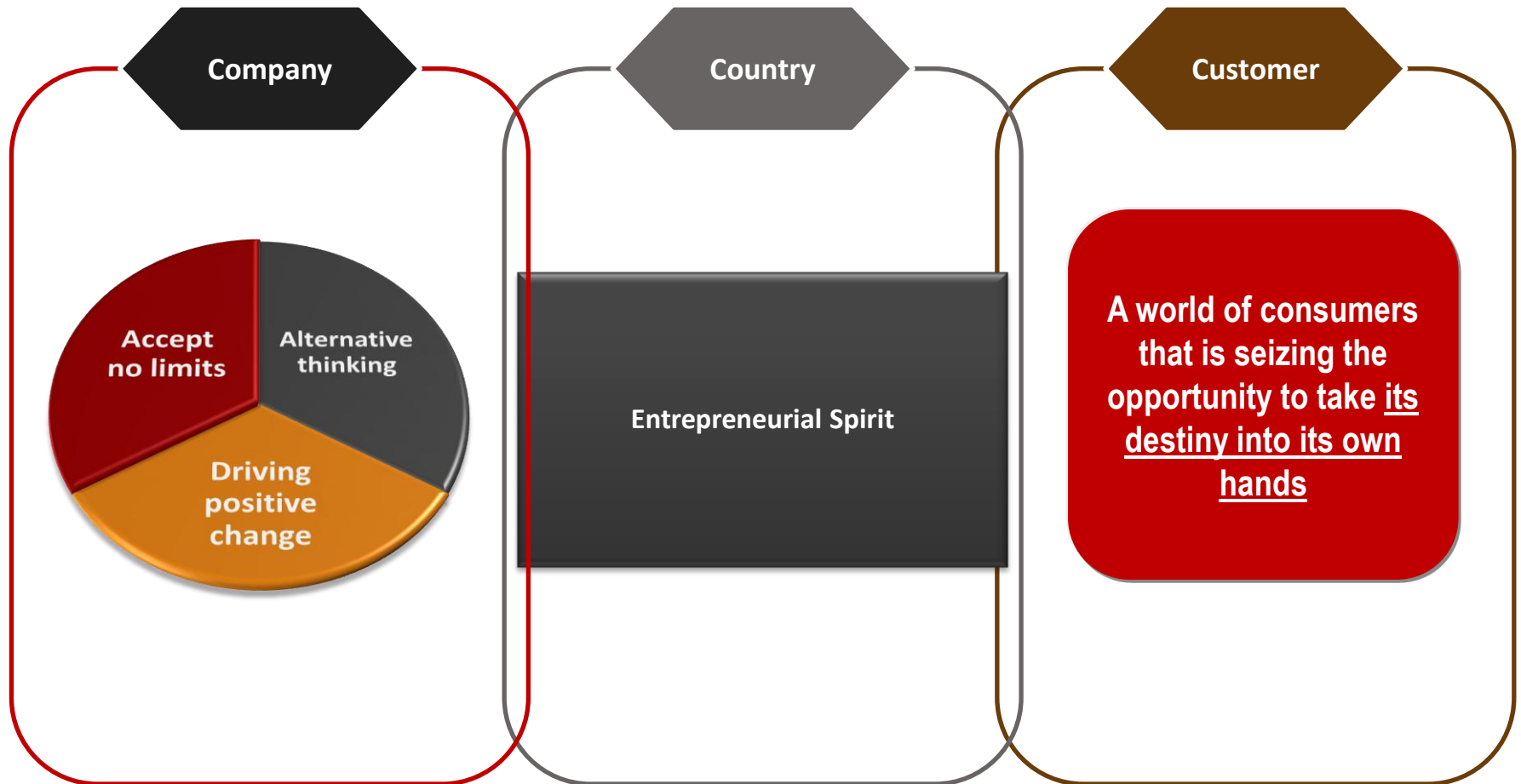
PRITE RISING STARS SLAM DUNK

Integrated Communication@Mahindra



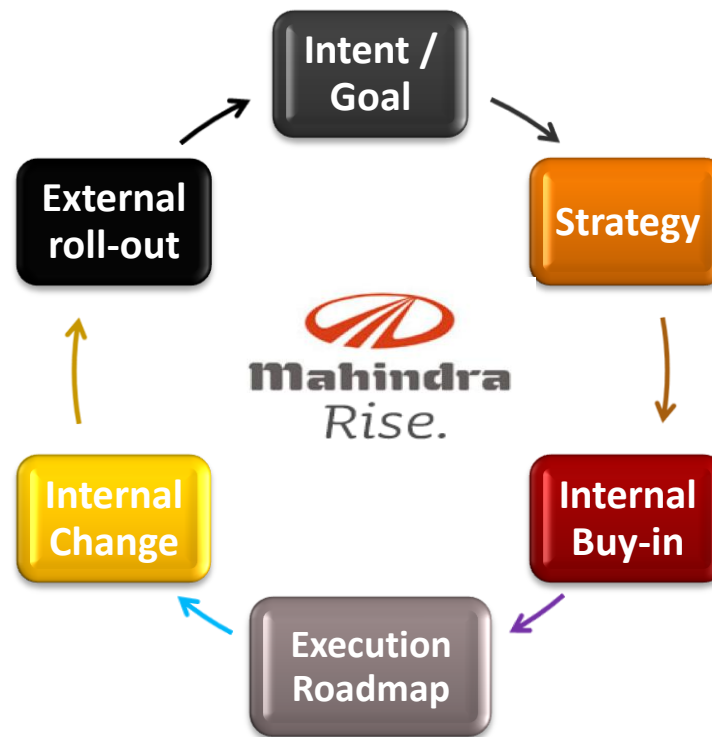
*Deirdre Breakenridge,
CEO, Pure Performance Communications*

Integrated Communication@Mahindra



Culture linkage

“Rise is a Cultural Movement with an innovative strategy to get close to consumers and have them participate in a mass movement along with all the employees of Mahindra. The Rise movement has tenets and values which are as relevant to our customers as they are to the people at Mahindra”



PR 2.0 @ Mahindra Rise.

Teaser
Print
Campaign



Newsletter

Teaser TVC



Ezine



Blog



YouTube



Facebook



Rise Intranet



CEO Twitter



Corporate Website

VOTING IS NOW OPEN FOR ROUND 6!

Spark the Rise

A platform to propel innovation, entrepreneurship, and positive change in India. You know what needs to be done. Now you can take action. Share your ideas, seek help, win grants, and vote for your favourites!

1,342

Approved Projects
for All Rounds

213,306

Users

3,461

Votes Cast in
Current Round

[Start a Project](#)

[How to Promote](#)

[How it Works](#)

Winning Entries

Current Entries

Popular Entries



SAM: Transforming
Young Minds



An Integrated Specialty
Center for Children
W...



HELPING HAND,
Spoken English and
Call Center ...



The Himalayan Farm
Project



Sensitive Greening of
Urban Areas with
Commun...



The Times of India
and National
Primetime TV ...



January 17, 2011, Mahindra changed



Core Purpose - 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.



Mahindra *Rise.*

Please visit www.mahindra.com

www.twitter.com/mahindranews

www.facebook.com/MahindraGroup