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PRESS NOTE

Mahindra showcases sustainable service offerings on World Environment Day

- Mahindra's groundbreaking waste oil recycling program expands: 49,780 Liters recirculated
- To commemorate World Environment Day, Mahindra is also offering free Pollution Under Control (PUC) checks at all its dealerships on June 5th and 6th

June 05, 2023, Mumbai: Mahindra & Mahindra, pioneers of the SUV segment in India, is celebrating the occasion of World Environment Day to highlight its commitment to environmental sustainability through innovative and eco-friendly service offerings across its extensive network in the country.

The company's strategic measures, implemented over the past few years, are focused on reducing emissions and promoting responsible resource utilization within Mahindra's dealerships. These initiatives underscore Mahindra's unwavering dedication to minimizing its environmental impact while maintaining the highest standards of service excellence.

Mahindra, under the banner of sustainable service, has showcased several ground-breaking practices that are contributing to a greener future. In partnership with Shell, Mahindra introduced a pioneering waste oil recycling program in September 2022. Shell through its partners collects and ensure circularity of used oil from Mahindra's dealerships, providing the company with a one-stop solution for end-to-end lubricants-related needs. This innovative initiative has made a significant impact on environment by facilitating the recirculation of an impressive 49,780 liters of waste oil. The program has been successfully implemented in 13 Mahindra dealerships, effectively mitigating adverse environmental impacts. Building on the success of the program, Mahindra has recently expanded its reach to an additional five dealerships in May 2023, further strengthening the company's commitment to sustainable practices. This expansion not only increases the amount of waste oil being recirculated but also raises awareness about the importance of sustainable practices within the automotive industry.

Additionally, adoption of revolutionary mECO car wash, which has been actively conserving water for years is increasing year by year. This ongoing initiative limits water usage to an impressive one liter per wash, resulting in significant water savings. Last year alone, Mahindra's approach to car washing successfully saved an astounding 33.30 million liters of water.

To commemorate World Environment Day, Mahindra is also offering free Pollution Under Control (PUC) checks at all its dealerships on June 5th and 6th, further highlighting its commitment to environmental awareness and customer-centricity.

With over 600 service touchpoints spread across India, Mahindra aims to provide customers with a class-leading, seamless ownership experience. By continuously implementing innovative and sustainable practices in its service operations, the company is actively promoting environmental consciousness among its valued customers.



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About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federations 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.

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