

Press Release

For Immediate Publication

Mahindra & Mahindra Ltd. launched SAEINDIA's 'A World In Motion' program Conducted Volunteers and School Teacher's Training at its Kandivali Plant

Mumbai, 6th September 2010: Mahindra & Mahindra Ltd.(M&M), a part of the US \$7.1 billion Mahindra Group, recently launched SAE International's 'A World in Motion' (AWIM) program, under the aegis of its Corporate Social Responsibility. A teacher-administered, industry volunteer - assisted program, AWIM, encourages various skills related to design and organization and fosters a sense of teamwork amongst students from 9 to 14 years of age. The workshop was conducted with around 20 science & craft teachers from across Mumbai, who were trained on building small vehicles which run in the classrooms.

As part of Human Resource Development initiative for the Automotive Industry, SAEINDIA, in association with ARAI has brought SAE International's AWIM – A World in Motion programme to the Western Part of India. Under this initiative, school students can learn the application of Science and Engineering with fun. SAE International's AWIM is a teacher-administered, industry volunteer-assisted program that brings science, technology, engineering and maths (STEM) education to life for school students, incorporating the laws and lessons of physics, motion, flight and electronics into age-appropriate hands-on activities. Along with teachers, around 20 volunteers from M&M, Automotive Sector and Engineering College students from MHSSCOE, joined in for the training. Further, these volunteers would help the teachers to conduct the school student training in their respective local schools.

Dr. Pawan Goenka, President, Automotive and Farm Equipment Sector, and former president SAEINDIA, said, "We are promoting out-of-classroom education program as a base to orient school children towards hard-core engineering, which will go a long way towards development of Technical Human Resource required for India. We are also delighted to be associated with the AWIM program which has already received such an enthusiastic response from students from Nasik and Pune. We have always focused on education as one of our core corporate social responsibility areas. We firmly believe that education is an enabler that leads to a better quality of life. Competitions such as AWIM, which convey the principles of physics and motion in such an innovative manner, will go a long way in developing the engineering talent of the youth.

Dr. Goenka further added,"The response in Mumbai has been excellent from several schools and it is heartening to know that some of the Principals of participating schools have taken keen interest to promote this program. My best wishes to all the participating teachers, volunteers and the organizing team members."

In AWIM, Children learn concept such as aerodynamics, inertia, friction and laws of motion effortlessly while making their dream cars, whereas the teachers get a chance to network with engineering professionals and industry for a meaningful interaction. AWIM program comprises of a series of four curricula referred to as "Challenges" for students in standards 6th to 9th. The students are provided with a kit containing raw materials to build toys and they are taught to design, build and experiment with it. The Programme has been introduced nationwide by SAEINDIA in association with Mahindra & Mahindra Ltd. for Nashik, Mumbai and

Chakan (Pune), Ashok Leyland for Chennai, Trim India, Maruti Udyog Ltd, for Delhi & Gurgaon, ARAI, Cummins, Eaton & John Deere in Pune.

Based on the training imparted to the school students by the trained teachers and volunteers scheduled in September 2010, a school level contest would also be conducted and the 3 best teams (comprising of 4 students each) would be short listed for the Local Olympics scheduled in October 2009. Further, the winners of these local Olympics would participate in the National Olympics scheduled in November 2010. The winning Team of the National Olympics will get the opportunity to participate in the Jet Toy Olympics 2011 scheduled to be held in Detroit, USA. Schools interested in participating in AWIM 2010 may write to standard.sae@araiindia.com (call 020-30231136) or morye.subodh@mahindra.com (call 022-24975194).

About SAEINDIA

SAE INDIA is a professional engineering society of automotive engineers whose vision is to continuously enrich the knowledge base of practitioners in the mobility industry and institutions in the service of humanity. It is an affiliate of the 103 year old SAE International based in U.S.A. SAE India has 3000 regular members and 24,000 student members. For more details on SAEINDIA, please visit www.sae.org and www.saeindia.org

About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$7.1 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. It is today a full-range player with a presence in almost every segment of the automobile industry, from two-wheelers to CVs, UVs, SUVs and sedan. Mahindra recently acquired a majority stake in REVA Electric Car Co Ltd. (now called Mahindra REVA), strengthening its position in the Electric Vehicles domain.

The Mahindra Group 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 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 and has also received the A+ GRI rating for the year 2008- 09.

For more information on the program, please contact:

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