



Towards new possibilities

Report

junction.com

Opportunities galore in the rural and the semi-urban market space, we are poised to take our business forward on the pathway of new possibilities. Holding on to our ideal of sustained growth, we will continue to provide competitive, flexible and expeditious lending services.



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436

Offices

4597

Employees

> Rs. 7,000 crore

Total Asset Base

> 810,000

Customer Relationships



Towards new possibilities

We are a well established financial services Company, operating predominantly in the rural and semi-urban landscape. With an outreach across the expanse of India, we have earned the distinction of being a unique financial institution. Our insightful understanding of our market segment empowers us to effectively cater to people with diverse needs and expectations. A strong focus on our business goals and delivering against our commitments has given us a steady pace of growth.

Our affiliation with our parent company, Mahindra and Mahindra Ltd., has always been a source of support and strength for us in our journey of exploration. We are driven by our aspiration to leverage every opportunity that exists and that can be created. Continuing our endeavour to harness the immense potential in the rural and semi-urban market, we seek to further enhance our product mix. Adopting a customer centric approach towards business, we believe in forging lasting partnerships with our bankers, investors and customers. We aim to further leverage on our strong capital base, extensive branch network and dealer relationships. Our recent entry into the Rural Housing Finance business is an example of our multi-pronged initiatives that revolve around the growing needs of our customers. Focusing on the bigger picture, we are well poised to expand our horizons **towards new possibilities**.

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At a Glance

As a subsidiary of Mahindra & Mahindra (M&M), Mahindra Finance is one of India's leading Non-Banking Finance Companies, focussed on the rural and semi-urban sector. We provide finance for utility vehicles, tractors, cars, commercial vehicles, construction equipment and personal loans. Additionally, we are also engaged in insurance broking as well as mutual fund distribution and are now foraying into the rural housing finance arena. Today, we have established one of the largest networks of branches and a pan India coverage.

Our vision

Our vision is to be the leading Rural Finance company and continue to retain the leadership position for Mahindra Products



OUR ASPIRATION

Our goal is to become the preferred provider of financial services, across the rural and semi-urban areas of India.

PLAN OF OPERATION

Our strategy is to provide a range of financial products and services to our customers, through our nationwide distribution network. We seek to position ourselves between the organised banking sector and local money lenders, offering our customers competitive, flexible and speedy lending services.

THE SCOPE OF OUR SERVICES

Asset Finance

As part of our core business, we provide loans for utility vehicles, tractors, cars, commercial vehicles as well as construction equipment. We offer loans for both, new as well as pre-owned vehicles.

Personal Loans

We offer personal loans to fund Medical Treatments, Weddings, Education, Working Capital for farming needs, purchase of Furniture and Consumer Durables and so on.

Mutual Fund Distribution

The Mahindra Finance Mutual Funds Distribution offers Investment Advisory Services through its brand, "Finsmart". With a team of AMFI certified professionals, we are vigorously pushing forth to make our mark on the Mutual Fund arena. Since its inception in 2006, the division has grown in reach from 5 States to 10, and caters to over 20,000 customers.

Insurance Broking

Mahindra Insurance Brokers Limited, a wholly owned subsidiary of Mahindra Finance, mainly deals with offering direct Life and Non-Life insurance broking for corporations and retail customers.

Housing Finance

We are catering to the rising demand for home loans from semi-urban and rural areas through our wholly owned subsidiary - Mahindra Rural Housing Finance Limited, which was incorporated during the year. With this, we intend to capitalise on our distribution reach for creating a niche in this sector.

Business Highlights

Serving the financing requirements of our customers, various laurels mark our journey of fulfilment. We have gained leadership position in our chosen business areas and continue to achieve new milestones.

Crossing milestones

We crossed the coveted Rs. 10 billion benchmark for total income generated, during the year. In addition to this, we have also proposed the highest ever dividend this year, @ 45%. Today, our Net Worth is in excess of Rs. 10 billion.

The winning policy

Mahindra Insurance Brokers Limited crossed the 2,00,000 policy mark for both, Life and Non-Life insurance products.

Initiating moves

We initiated pilot projects for Housing Finance, Personal Finance and Micro Finance.

Yet another start

We started the financing of construction equipment and commercial vehicles under our Asset Finance business.

Allotting equity

We successfully mobilised Rs. 4.14 billion through allotment of our Equity Shares to reputed international investors.

The IT edge

We received an ISO 9001: 2000 certification for our superior Quality Management Systems for IT support services to employees.

The honour of enterprise

We were admitted as a CIO 100 Honouree 2008, for having achieved excellence in "Strategic Enterprise IT Deployment" by CIO Asia.

Excellence awarded

We were also awarded a certificate of "Excellence in Productivity, Quality, Innovation and Management" by the Institute of Economic Studies, New Delhi.



Milestones

1993

Financing for Utility Vehicles initiated from Mumbai

1995

First branch opened outside Mumbai, at Jaipur

1998

Pilot project for retail tractor financing commenced

2001

Total Assets crossed the Rs. 10 billion mark

2002

Senior and Tier II debt obtained from International Finance Corporation, Washington

2004

Non-convertible debentures listed on Bombay Stock Exchange in the wholesale debt market segment

2005

Mahindra Insurance Brokers Ltd. became a 100% subsidiary

2006

Company listed on Bombay Stock Exchange and National Stock Exchange

2007

Crossed 400 branches across India
Achieved over Rs. 2 billion of Profit Before Tax



Corporate Information



DIRECTORS

Anand G. Mahindra	Chairman
Bharat Doshi	Vice Chairman
Uday Y. Phadke	
Anjanikumar Choudhari	
Pawan Goenka	
Dhananjay Mungale	
M. G. Bhide	
Nasser Munjee	
Piyush Mankad	
Ramesh Iyer	Managing Director

CHIEF FINANCIAL OFFICER

V. Ravi

COMPANY SECRETARY

Arnavaz M. Pardiwala

REGISTERED OFFICE

Gateway Building,
Apollo Bunder, Mumbai – 400 001.

CORPORATE OFFICE

Sadhana House, 2nd Floor,
Behind Mahindra Towers,
570, P. B. Marg, Worli,
Mumbai – 400 018.

COMMITTEES OF THE BOARD

Audit Committee

Nasser Munjee	Chairman
M. G. Bhide	
Dhananjay Mungale	
Anjanikumar Choudhari	

Remuneration / Compensation Committee

Piyush Mankad	Chairman
Anand G. Mahindra	
Bharat Doshi	
Dhananjay Mungale	
Nasser Munjee	
Uday Y. Phadke	

Share Transfer and Shareholders / Investors Grievance Committee

Uday Y. Phadke	Chairman
Dhananjay Mungale	
Anjanikumar Choudhari	
Ramesh Iyer	

Asset Liability Committee

Dhananjay Mungale	Chairman
Uday Y. Phadke	

Risk Management Committee

Nasser Munjee	
M. G. Bhide	
Dhananjay Mungale	
Anjanikumar Choudhari	



COMMITTEES OF THE BOARD

Nomination Committee

Piyush Mankad
Anand G. Mahindra
Bharat Doshi
Dhananjay Mungale
Nasser Munjee
Uday Y. Phadke

AUDITORS

B. K. Khare & Co.
Chartered Accountants,
706/708, Sharda Chambers,
Mumbai – 400 020.

SOLICITORS

Khaitan & Co.
Meher Chambers,
R. K. Marg,
Ballard Estate,
Mumbai – 400 038.

REGISTRAR AND SHARE TRANSFER AGENTS

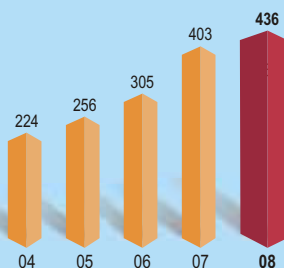
Karvy Computershare Pvt. Ltd.
Plot No 17-24,
Vittalrao Nagar, Madhapur,
Hyderabad – 500 081.

BANKERS

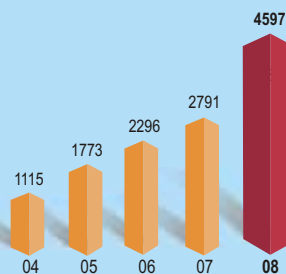
ABN Amro Bank N.V.
Axis Bank Ltd.
Bank of America
Barclays Bank PLC
BNP Paribas Ltd.
Calyon Bank
Canara Bank
Citibank NA.
Corporation Bank
DBS Bank Ltd.
Development Credit Bank Ltd.
HDFC Bank Ltd.
HSBC Ltd.
ICICI Bank Ltd.
IDBI Bank
IndusInd Bank Ltd.
ING Vysya Bank Ltd.
Kotak Mahindra Bank Ltd.
Punjab National Bank
Standard Chartered Bank
State Bank of India
The Bank of Novascotia
UCO Bank
Union Bank of India
Yes Bank Ltd

Financial Highlights

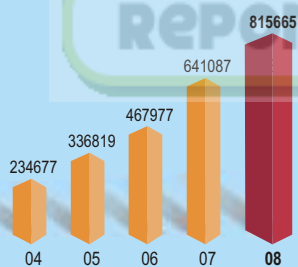
NO. OF OFFICES



NO. OF EMPLOYEES

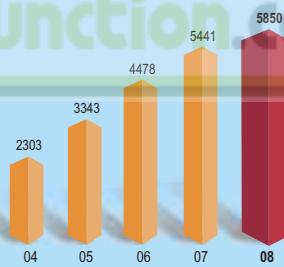


NO. OF CONTRACTS



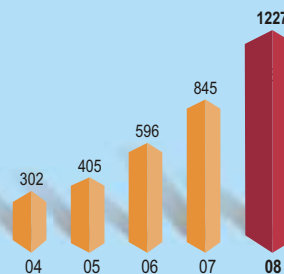
ESTIMATED VALUE OF ASSET FINANCED

Rs. in Crore



GROWTH IN INCOME

Rs. in Crore



GROWTH IN PROFIT

Rs. in Crore

■ PBT
■ PAT

