

# **DELIVERING GROWTH** IN TURBULENT TIMES

ANNUAL REPORT 2009



BROADENING OUR PERCEPTIONS LED  
US TO EXPANDING HORIZONS,  
BRINGING NEWER OPPORTUNITIES  
WITHIN OUR PERSPECTIVE, AND  
WE GREW IN NICHE RURAL SPACES  
DESPITE TURBULENT TIMES.



# DELIVERING GROWTH IN TURBULENT TIMES

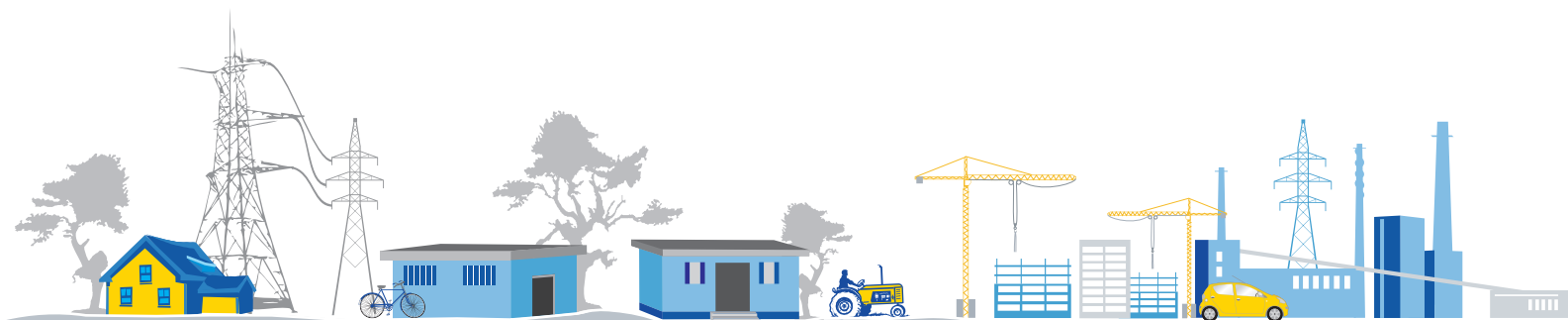
Mahindra Finance salutes the spirit of Rural India. We are partners in progress, always together, amidst turbulence and growth alike- Mahindra Finance and Rural India. Untouched by the vicissitudes of the financial world, and unfazed by the downturn, rural India is a market of choice in turbulent times. Piercing this vast expanse, Mahindra Finance has anchored its growth in rural finance. Today, we are surging ahead with equanimity.

Report



Report Junction

UNTOUCHED BY THE  
VICISSITUDES OF THE FINANCIAL  
WORLD, AND UNFAZED BY THE  
DOWNTURN, RURAL INDIA IS  
**A MARKET OF CHOICE IN  
TURBULENT TIMES.**



## AT A GLANCE

Mahindra Finance a subsidiary of Mahindra & Mahindra Ltd., is a leading Non-Banking Finance Company catering to the financing needs of the vast populace residing in the rural and semi-urban areas of India. By closely aligning itself to the rural & semi-urban customer's needs and expectations, Mahindra Finance has captured a big chunk of this market, via nationwide distribution network, for providing a range of retail products and services such as financing the Utility Vehicles for personal and commercial use, tractors, cars and so on. On perceiving demand in niche segments, we have come up with Mutual Fund Distribution, Insurance Broking, Housing Finance and Fixed Deposit Schemes. Having placed ourselves between the organized banking sector and local money lender in rural India, we have struck strong bonds of growth with Rural India. We continue to deliver on our commitments.

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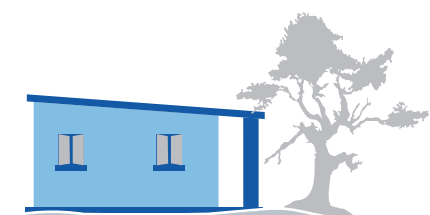
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### OUR ASPIRATION

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

### OUR VISION

OUR VISION IS TO BE THE LEADING RURAL FINANCE COMPANY AND CONTINUE TO RETAIN THE LEADERSHIP POSITION FOR MAHINDRA PRODUCTS



## 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

Our core business is to provide loans for utility vehicles, tractors, commercial vehicles, construction equipment and cars. We provide loans for new and pre-owned vehicles.

### Personal Loans

We provide personal loans for consumer durables, furniture, wedding, education, medical treatment, working capital for agriculture and the like.

### Mutual Fund Distribution

We offer Investment Advisory Services for Mutual Fund Products, through our AMFI certified professionals under the brand "Finsmart."

### Insurance Broking

We provide insurance solutions to retail customers and corporations.

### Housing Finance

We provide loans to rural India for construction, renovation and extension of houses.

### Fixed Deposits

Enhancing our product portfolio recently, we have introduced Fixed Deposit Schemes at attractive rates of interest.



## BUSINESS HIGHLIGHTS

AT A STEADY PACE, WE HAVE MOVED FROM STRENGTH TO STRENGTH, MAKING A STATEMENT OF OUR PRESENCE WITH GOOD PERFORMANCE. OUR POSITION OF LEADERSHIP FOLLOWED US NATURALLY & UNASSUMINGLY, EVERYWHERE.

### THE LEAP

Our scrip on The Bombay Stock Exchange Ltd. moved from "B" to "A" group.

### NEW BENCHMARKS

Our Profit Before Tax crossed Rs. 3 billion & Profit After Tax crossed Rs. 2 billion mark.

### IN THE FOOTSTEPS

Our subsidiary, Mahindra Insurance Brokers Ltd. crossed Rs. 10 crore Profit Before Tax mark.

### THE RE-LAUNCH

We re-launched the Fixed Deposit Scheme.

### SUPPORT EQUITY

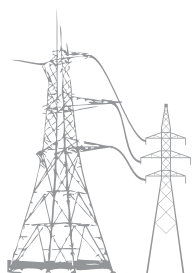
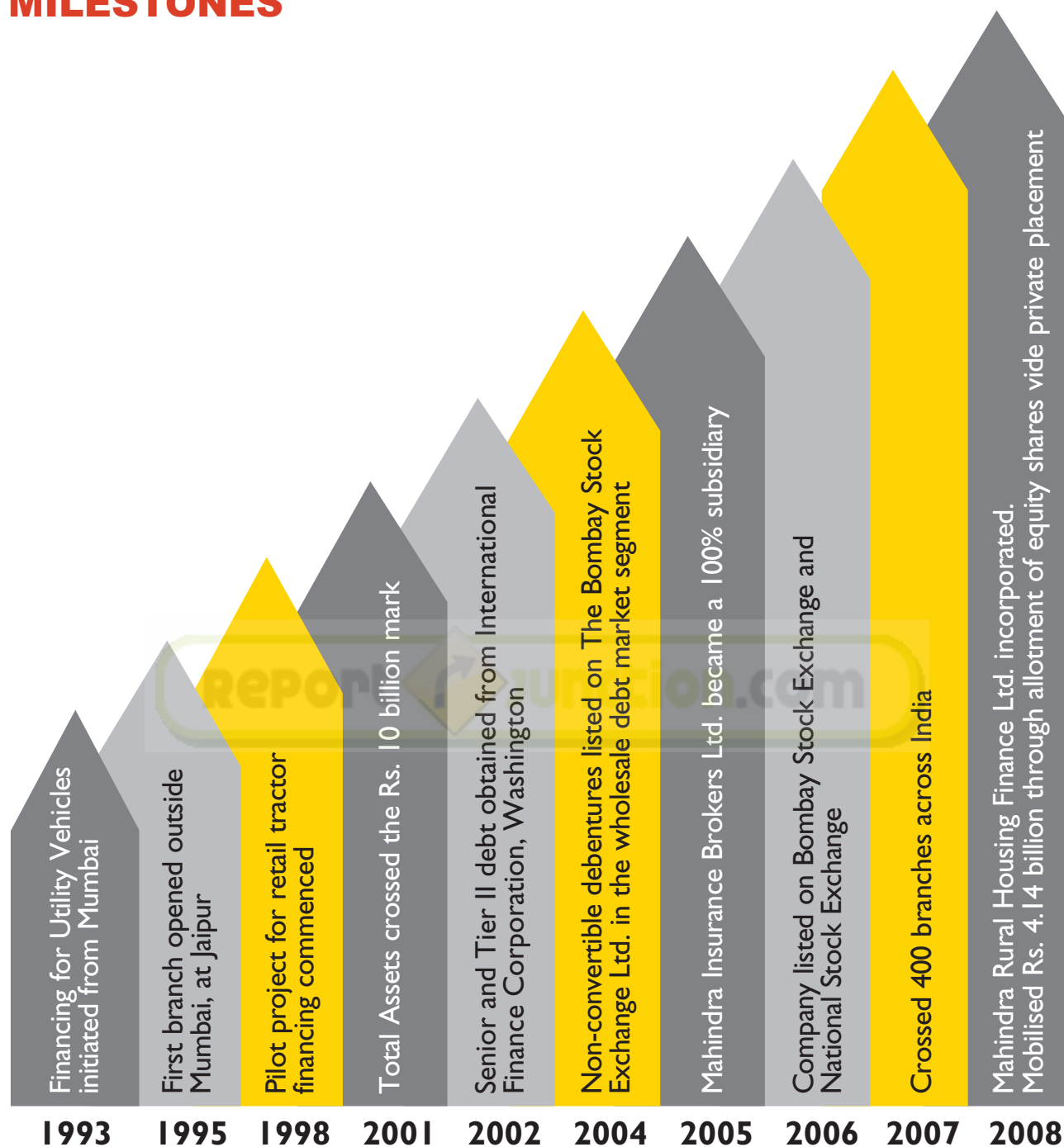
Our subsidiary, Mahindra Rural Housing Finance Ltd. secured equity participation from National Housing Bank.

### EXCELLENCE RECOGNISED

We received "Amity HR Excellence Award for Retention" by Amity International Business School, Noida. Also felicitated by IDG India's CIO Magazine in the 3rd Annual CIO 100 Awards.



## MILESTONES



# CORPORATE INFORMATION

## DIRECTORS

Bharat Doshi - **Chairman**  
 Uday Y. Phadke - **Vice Chairman**  
 Anjanikumar Choudhari  
 Dhananjay Mungale  
 M. G. Bhide  
 Piyush Mankad  
 Rama Bijapurkar  
 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

Dhananjay Mungale - **Chairman**  
 M. G. Bhide  
 Anjanikumar Choudhari  
 Rama Bijapurkar

### Remuneration / Compensation Committee

Piyush Mankad - **Chairman**  
 Bharat Doshi  
 Dhananjay Mungale  
 Uday Y. Phadke  
 M. G. Bhide

### 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

Dhananjay Mungale  
 M. G. Bhide  
 Anjanikumar Choudhari  
 Rama Bijapurkar

### Nomination Committee

Piyush Mankad  
 Bharat Doshi  
 Dhananjay Mungale  
 Uday Y. Phadke  
 M. G. Bhide

## 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  
 Bank of Baroda  
 Bank of India  
 Barclays Bank PLC  
 BNP Paribas Ltd.  
 Calyon Bank  
 Canara Bank  
 Chinatrust Commercial Bank  
 Citibank NA.  
 Corporation Bank  
 DBS Bank Ltd.  
 Dena Bank  
 Deutsche Bank AG  
 Development Credit Bank Ltd.  
 HDFC Bank Ltd.  
 HSBC Ltd.  
 ICICI Bank Ltd.  
 IDBI Bank Ltd.  
 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  
 The Dhanlakshmi Bank Ltd.  
 The Jammu & Kashmir Bank Ltd.  
 Union Bank of India  
 Yes Bank Ltd.



The world we live in today wasn't shaped by conventional thinking. Whether it was using a round object as a wheel or converting a grain of sand to power the technology of the future. Every leap in human evolution is a consequence of our ability to rethink the regular. Alternative Thinking is the fountainhead of progress, leadership and successful businesses.

Reduce • Reuse • Recycle • Renew • Regenerate • Replenish

# RETHINK

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At Mahindra we have embraced Alternative Thinking as a philosophy to ensure a sustainable business in step with pressing societal and environmental needs. We have been actively seeking and implementing alternative solutions that are inclusive, responsible and propel us forward. Be it providing access to finance in rural and semi-urban areas, supporting alternative routes that make healthcare accessible, creating an alternative reality for the girl child and investing 1% of our PAT on a continuous basis in socially responsible activities, our involvement is pervasive across the economic, environmental and social domains.



alternative  
**THINKING**  
THE MAHINDRA APPROACH TO SUSTAINABILITY

To know more about how Mahindra is pioneering a future that runs on alternative thinking, visit [www.mahindra.com/sustainability](http://www.mahindra.com/sustainability)

## FINANCIAL HIGHLIGHTS

