



mPOWERED
TRANSFORMATION

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THERE ARE TWO INDIAS IN INDIA.

The urban and the non-urban. The haves and the have-nots. That is,
those who have credit history and those who don't.

Their aspirations are the same. Their emotions are similar. Both want to grow. One is
relentlessly pursued with credit offerings. The other is never approached.

At Mahindra Finance, we believe the strength of the chain lies in the strength of its weakest link. 75% of
India lives in non-urban areas. For India to emerge as a super power, semi-urban and rural India has to grow.

At Mahindra Finance, we believe in making a difference, differently. Just as a Start button empowers gadgets, we like
to empower transformation in the lives of people. People who want to transform and have the potential, yet have
been overlooked for lack of collateral. We want to be the catalysts, which bring about safety, security and
prosperity in people's lives. Through Mahindra Finance, we empower. Rather Mpower.

We enable those who have the aspiration and the confidence to realise their dreams and their ambitions.

We have transformed the lives of 1.19 million rural and semi-urban Indians by financing a utility vehicle that has
helped build a business or by financing a tractor that has helped them produce more or by financing a first car, the pride of
the family. And in many other ways.

Behind the scenes, we Mpower the people by collaborating with them. We tell them to go ahead, to grow, to think
big, think even bigger. When they grow, India will grow. When they transform, India will.

Over 6,900 people in 25 states of India and two union territories are constantly Mpowering people who
have the dream but not the means. Because we don't just see returns when we provide credit. We see
the transformation of India.

We Mpower today for a Transformation tomorrow.

WELCOME TO MAHINDRA FINANCE.



COMPANY SNAPSHOT

Mahindra & Mahindra Financial Services Limited (Mahindra Finance), a subsidiary of Mahindra & Mahindra Limited, is a leading Non-Banking Finance Company that offers a range of financial services to people residing in rural and semi-urban areas.

VISION

To be the leading rural finance company and continue to retain the leadership position for Mahindra products.

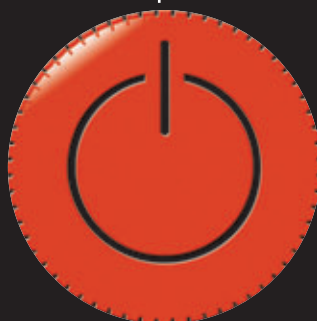
1.19 million
Relationships

6,972
No. of employees engaged

Rs. 103,290 million
Assets Under Management
(AUM), up 21% over the
previous year

459
Offices

Rs. 35.78
EPS - Basic



Rs. 36,125 million
Market capitalisation
(National Stock Exchange)

Rs. 15,688 million
Total income, up 13% over
the previous year

Rs. 3,427 million
PAT, up 60% over the
previous year

PRODUCT PORTFOLIO

1

Asset Finance



Mahindra Finance provides loans for utility vehicles, tractors, cars, two-wheelers, three wheelers, commercial vehicles as well as construction equipments. This is the Company's core business.

2

Refinance



The Company also provides loans for the purchase of used cars, utility vehicles, commercial vehicles and tractors. Also, if a customer has a four wheeler that is not more than 10 years old nor mortgaged/hypothecated to any bank or financier, Mahindra Finance provides loans against such four wheelers at significantly lower rates than other unsecured loans in the market.

3

Mutual Fund
Distribution



The Company advises clients about investing money through mutual fund schemes, through AMFI certified professionals under the brand 'Finsmart'. Mahindra Finance understands their needs and offers them the most suitable and rewarding schemes.

4

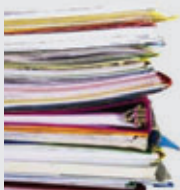
Fixed Deposits



The Company also offers fixed deposit schemes to clients at highly competitive interest rates.

5

Insurance Broking



The Company provides insurance solutions to retail customers as well as corporations through its subsidiary, Mahindra Insurance Brokers Limited.

6

Housing Finance



The Company provides easy, flexible and cost effective loans for buying, renovating, extending and improving homes in rural India. This is accomplished through its subsidiary, Mahindra Rural Housing Finance Limited.

7

Personal Loans



The Company offers loans for a range of personal requirements including weddings, children's education, medical treatment, furniture, consumer durables, working capital needs for agriculture, etc.



OUR MILESTONES

1993

Commenced financing for
utility vehicles from Mumbai

1995

First branch opened outside
Mumbai at Jaipur

1996

Commenced financing M&M
dealers for purchase of tractors

1998

Launched a pilot project for
retail tractor financing

1999

Commenced retail tractor financing
in rural and semi-urban areas

2001

Total Assets cross Rs. 10 billion

2002

- Commenced financing of non-Mahindra & Mahindra vehicles
- Received Senior and Tier II debt from International Finance Corporation

2004

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

2005

Mahindra Insurance Brokers Limited became a 100% subsidiary

2006

- Went public with an Initial Public Offering (IPO) and the shares were listed on the Bombay Stock Exchange and the National Stock Exchange
- Entered into a partnership with Maruti Udyog Limited

2007

Reach extended to over 400 branches

2008

Commenced the Home Loan business through our subsidiary, Mahindra Rural Housing Finance Limited

2009

- Received 12.5% equity participation from the National Housing Bank for Mahindra Rural Housing Finance Limited
- Recommenced Fixed Deposit programme

mPOWERED TRANSFORMATION

RURAL INDIA

We have consciously chosen rural India as a major thrust area for us. We focus on understanding the wants of rural customers and fulfilling all their financial needs. Agriculture is their main source of income and providing tractor loans is the key service we offer to our customers, amongst others. We have become a recognisable brand in this segment with significant knowledge of the local characteristics of the market. This is because we recruit employees locally to develop and maintain customer relationships. With simple documentation and prompt loan approval procedures along with a nation wide network of branches, we are confident of sustaining our market leadership in this segment.

