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Mahindra | A Customer Centric Corporation



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Mahindra & Mahindra Limited | Annual Report 2007-08

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To the customer.

For the customer.

With the customer.

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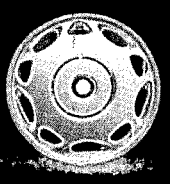
At Mahindra & Mahindra,
we work with a simple philosophy

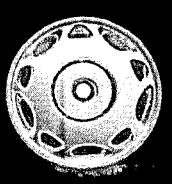
Customers drive us...

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YOU

D.R.





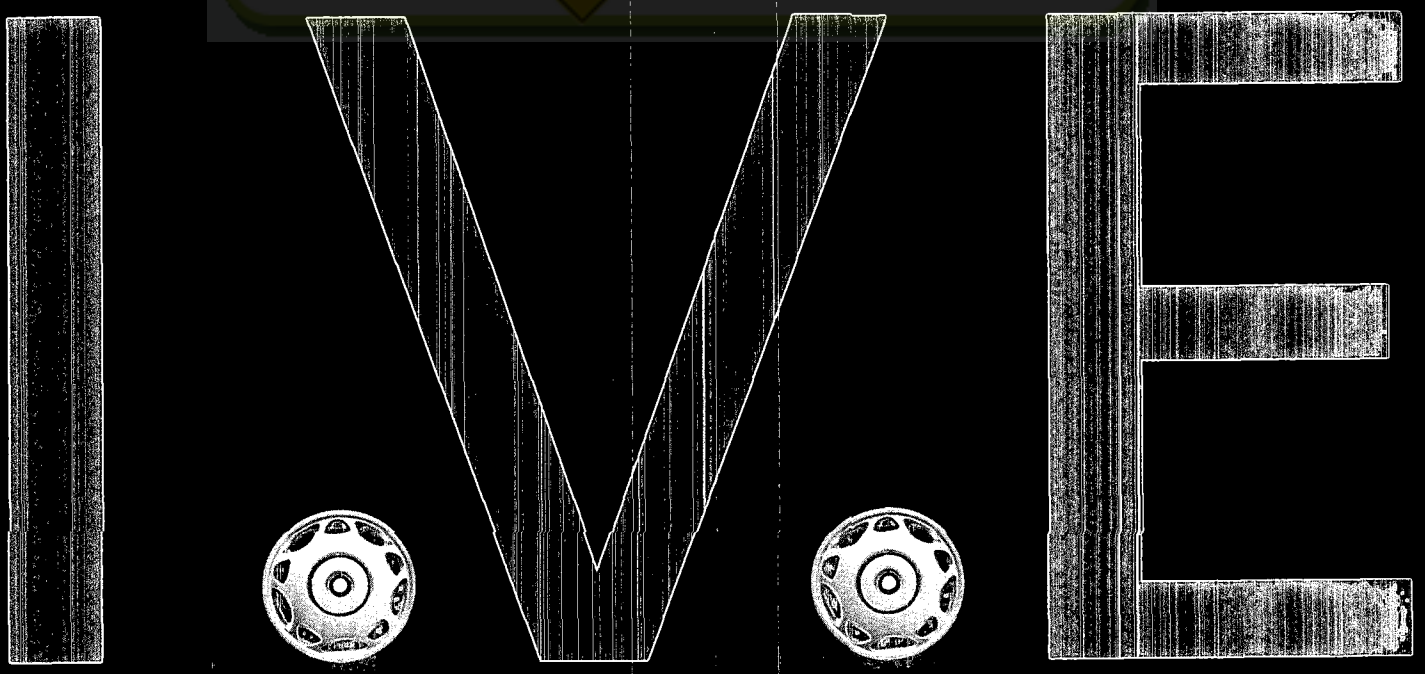
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At Mahindra our objective is not just to sell vehicles but to build relationships. For us the most important aspect of this relationship begins after the sale has occurred. We strive to continue being a part of your *life. To ensure that you never regret having chosen us* above others for taking care of your needs.

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Being next to

YOU

dictates our reach

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Reach for it. Push yourself as far as you can.

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"I lived in the US for about nine years and have always been an automobile enthusiast, owning a lot of classic cars. And don't think I am exaggerating, if I say that the driving experience of the jeep Legend comes very close to that of Porsche Boxster. Moreover, the level of customer service that I receive is unheard of in the world."

Mr. Mahendra Raj, Madurai

"I was really pessimistic of Logan prior to its launch. But after studying every feature of cars from this segment as against their price matrix, I eventually purchased Logan because of its cost effectiveness. I really loved the ceremonial delivery. The way they shoot and the way all the staff members start clapping with respect, one really feels special to be an owner of an M&M vehicle instead of a Skoda or a Hyundai. And finally it was very touching to receive a *pooja* kit to cap it off."

Mr. Amandeep Singh, Ludhiana

"I find myself very secure and safe when I travel in my Scorpio. It makes me feel comfortable and I don't feel worn out. I believe it to be a very sturdy and low maintenance vehicle. As a child, I used to envy M&M vehicles, but today others envy me and I feel proud to be the owner of my Mahindra Scorpio."

Anjali Pramod Jadhav, Mumbai

"It was really fast. They worked day and night. It was like a war field. I have never seen this kind of service in my life time. I was totally amazed to see the teamwork... I am really proud of the Mahindra & Mahindra Brand. Through this service you have made me your customer for life."

Elango Mani



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Dedication is not what others expect of you, it is what you can give to others.



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Servicing YOU with dedication defines our existence

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"Mahindra Tractors represent the best value and quality for your dollar. The reliability and acceptance has been outstanding. We have dealt with several tractor makers in the past, but these tractors are clearly great performers at a reasonable price point."

Mr Anthony Mangold, Australia

"I have been using a Mahindra tractor for close to 20 years, even before it was turned into a DI tractor. It gives the best mileage compared to any other tractor. They even come to our doorstep to serve us and always help us during our season."

Shekhar Reddy, AP

"I have been around equipment all my life. But for $27,000, complete with a front loader, the 54-hp Mahindra (tractor) is by far the best for the money. It has more power and heavier steel. When you lock it into a four-wheel drive, you can move 3,000 pounds like nothing. That thing's an animal."

Jamie Lucenberg, 35, during the cleanup in the wake of Hurricane Katrina as reported in an article in Business Week.

"Mahindra Tractor is a powerful tractor and can be used for multiple applications. I use it for ploughing the field and combine harvesting. When not required in agricultural fields, I use it for loader applications."

Shriram Pal – Raipur, Chattisgarh

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YOU

matter the most

At the beginning of Barack Obama's campaign for the US Presidential nomination, nobody expected him to stand a serious chance. Supporters were few and campaign funds were scarce. And yet the very first thing that Mr Obama did was to spend his scarce funds on creating a 'customer service centre,' so that any one who called at any hour of the day or night would always have a human voice at the other end to listen to his or her concern.

The rest is history.

Against all odds, Mr Obama is today a Presidential candidate, and his people-centred, bottom-up strategy of engaging people's hopes and emotions has played a large part in putting him there.

It is interesting that *TIME* magazine reports that Mr Obama decided from the beginning to run his campaign like a business. Which meant that he followed the dictum of 'customer is king'. It's a dictum that we in M&M try to live up to every day and in every way. A few years ago we publicly declared our ambition to become the most customer centric corporation in the world. And we consciously try to gear all our actions towards achieving this goal.

In the course of this journey, we have realised that customer centricity springs from something much deeper than providing the cheapest product or flaunting celebrity endorsements or the most attractive freebies. Rather, it stems from seeing the customer as a person rather than a statistic in a market share. It comes from an ability to don the shoes of the customer and to see a problem from a customer perspective. It comes from offering customers something that nobody else does – whether it is a service or an experience or just genuine attention and concern. It comes not from making sales but from building relationships.

So when an M&M employee stops his car in the middle of his holiday to help a customer who is stranded by the side of the road – we call that customer centricity. When the President of our Automotive Sector goes on TV to pledge publicly that we are striving to become the most customer caring auto company in India – we call that customer centricity. When we offer a Mahindra On Call service – one phone number for all our products and a friendly voice at any time of the day or night – we call that customer centricity. We measure our levels of customer centricity with an internal score and our companies vie with each other for higher scores.

Our customers respond to this customer centricity with great generosity. We have a Scorpio owner who jokingly calls himself a GM of M&M because he has sold so many Scorpios for us by recommending them to his friends. We have many farmers who have influenced their village communities to buy our tractors. And as our customer base grows beyond the shores of India we hope we will have European, Chinese, American, African, Australian and South American customers also doing the same thing.

A happy customer is our best brand ambassador. And the day that every customer becomes a self-appointed brand ambassador for M&M will be the day when we become the most customer centric corporation in the world.

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