

PRESS RELEASE

Mahindra Finance to organise 2-Wheeler to 20-Wheeler Maha Loan Mela in Nashik

Nashik, December 18, 2019: Mahindra & Mahindra Financial Services (Mahindra Finance), a leading Non-Banking Finance Company (NBFC) focused on rural and semi-urban markets, is organising a **2-Wheeler to 20-Wheeler Maha Loan Mela** in Nashik. The two day event will be held on December 19 and 20, 2019, at Krushi Utpanna Bazar Samiti, Sharadchandra Pawar Mukhya Bazar Awar, Jopul Road, Pimpalgaon Baswant, Taluka Niphad, Nashik – 422209 from 9:00 am to 9:00 pm.

Leading OEMs including M&M, Maruti, Toyota, Hyundai, Tata Motors, Renault, Nissan, Mahindra & Swaraj Tractors, Mahindra Genset, Mahindra Trucks, Honda 2 wheelers will participate and showcase their products through their dealerships. Vehicles ranging from 2-Wheelers, Cars, Utility Vehicles, Tractors, Commercial Vehicles to Commercial Equipment at the venue. Customers who are planning to buy any kind of vehicle – from a 2-wheeler to a 20-wheeler, can avail attractive finance options from Mahindra Finance; all at the same venue.

The unique **2-Wheeler to 20-Wheeler Maha Loan Mela** was conceptualised by Mahindra Finance as a one-stop-shop providing access to a range of products through multiple brand dealerships at a single convenient location. Customers can test drive the vehicles, compare them and avail the best offers from the dealers and Mahindra Finance, without the hassle of visiting multiple dealerships and finance companies to close their purchase. Customers can give a missed call at **80888 49988 for a call back giving out more information.**

Mahindra Finance has been providing loans to rural and semi-urban customers in more than three lakh villages in India for over two decades. The Company has fueled the entrepreneurial aspirations of over 6.4 million customers in rural India with customised loan products and solutions, thus empowering potential and transforming rural lives.

About Mahindra & Mahindra Financial Services Limited

Mahindra & Mahindra Financial Services Limited (Mahindra Finance), part of the Mahindra Group, is one of India's leading non-banking finance companies. Focused on the rural and semi-urban sector, the Company has over 6.4 Million customers and has an AUM of over USD 10 Billion. The Company is a leading vehicle and tractor financier, provides loans to SMEs and also offers fixed deposits. The Company has over 1,300 MMFSL offices and reaches out to customers spread over 3,70,000 villages and 7,000 towns across the country.

Mahindra Finance is the only Non-Banking Finance Company from India to be listed on the Dow Jones Sustainability Index in the Emerging Market Category. Mahindra Finance has been ranked 8th on the list of India's Best Companies to work for – 2019 and 25 Best Large Workplaces in Asia 2019 by Great Place to Work® Institute.

The Company's Insurance Broking subsidiary, Mahindra Insurance Brokers Limited (MIBL), is a licensed Composite Broker providing Direct and Reinsurance broking services.

Mahindra Rural Housing Finance Limited (MRHFL) a subsidiary of Mahindra Finance provides loans for purchase, renovation, construction of houses to individuals in the rural and semi-urban areas of the country.

Mahindra Asset Management Company Private Limited (MAMCPL), a wholly-owned subsidiary of Mahindra Finance, acts as the Investment Manager of Mahindra Mutual Fund.

The Company has a Joint Venture in the US, Mahindra Finance USA LLC, in partnership with De Lage Landen, a subsidiary of Rabo Bank, for financing Mahindra tractors in the US.

Media contact information:

Metabelle Lobo

Head – Corporate Communications

Mahindra Finance

Contact: +91 22 6652 6135

Email: lobo.metabelle@mahindra.com