

PRESS RELEASE

Mahindra Finance unveils logo for its Leasing & Subscription business, 'Quiklyz'

- Quiklyz logo represent dynamism and adaptiveness to create a distinct identity for the brand
- Brand to cater to individual and corporate consumers

Mumbai, October 21, 2021: Mahindra & Mahindra Financial Services Limited (MMFSL/Mahindra Finance), part of the Mahindra Group, today unveiled the brand logo for '**Quiklyz**' - its **Leasing and Subscription business**. The company had announced the brand name '**Quiklyz**' last month, denoting the changing mindset on mobility, especially with millennial-minded consumers and new-age corporates.

The emblem in the logo is **Q for Quiklyz**, bringing the brand name to the forefront thereby increasing brand recall. Spokes have been added to the 'Q' which makes it look like a steering wheel that cues the category. The logo expresses that the consumer is in the driver's seat, giving them the power to drive their path towards a new experience.

Speaking on the release of logo of Quiklyz, **Turra Mohammed, SVP & Head, Leasing & Subscription, Mahindra Finance mentioned**, "*Quiklyz as an offering has been conceived keeping in mind the millennial mindset consumer and new-age corporates who prefers experiences over the hassles of ownership. As a brand, it is reflective of the changing consumer belief - that new is better and simple is smart. Being a digital born brand, convenience, agility and responsiveness are embedded into its DNA*".

The brand identity has been designed to reflect all of the above traits. The wordmark is deliberately written in lowercase – to exude a casual and approachable vibe, welcoming and encouraging all to explore the offering like never-before.

The defining color is a calming yet vibrant blue with a gradient that suggests dynamism and adaptiveness - in line with the offering that is relevant, flexible, agile and responsive. Blue is also a universal color for trust and stability – qualities that customers can come to expect from Quiklyz.

The name 'Quiklyz' denotes an aspirational mindset of ensuring hassle free vehicle usership to its consumers. The objective for 'Quiklyz' is to build a nimble model with very high asset quality. This also gives the brand a springboard to launch similar products in semi-urban and rural markets in times to come.

Mahindra Finance and Mahindra Group ecosystems would give an edge to 'Quiklyz' with the business utilizing all common infrastructure of Mahindra Finance.

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 7.3 Million customers and has an AUM of over USD 11 Billion. The Company is a leading vehicle and tractor financier, provides loans to SMEs and also offers fixed deposits. The Company has 1,388 offices and reaches out to customers spread over 3,80,000 villages and 7,000 towns across the country.

Mahindra Finance has been ranked 54th among India's Best Companies to Work 2021 by Great Place to Work Institute.

Mahindra Insurance Brokers Limited (MIBL), the Company's Insurance Broking subsidiary 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 Finance CSR Foundation is a wholly-owned subsidiary company, under the provisions of section 8 of the Companies Act, 2013 for undertaking the CSR activities of the Company and its subsidiaries.

Mahindra Manulife Investment Management Private Limited (formerly known as Mahindra Asset Management Company Private Limited) acts as the Investment Manager of Mahindra Manulife Mutual Fund (formerly known as Mahindra Mutual Fund). On 29th April, 2020 Mahindra Finance divested 49% stake in its wholly-owned subsidiary, Mahindra Manulife Investment Management Private Limited to Manulife Investment Management (Singapore) Pte. Ltd., to form a 51:49 joint venture.

Mahindra Manulife Trustee Private Limited (MMTPL), (formerly known as Mahindra Trustee Company Private Limited) acts as a Trustee to Mahindra Manulife Mutual Fund (formerly known as Mahindra Mutual Fund). On 29th April, 2020 Mahindra Finance divested 49% stake in its wholly-owned subsidiary, Mahindra Manulife Trustee Private Limited to Manulife Investment Management (Singapore) Pte. Ltd. to form a 51:49 joint venture.

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 vehicles in the US.

Ideal Finance Limited (Ideal Finance) is a subsidiary of the Company in Sri Lanka, in which the Company owns 58.2% stake. Ideal Finance focuses on providing a diversified suite of financial services to the Sri Lankan market.

Learn more about Mahindra Finance on www.mahindrafinance.com / Twitter and Facebook: @MahindraFin

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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