

**Press Release****Mahindra Finance launches ‘Money Gyaan se Jeevan Asaan’ campaign for awareness on financial literacy**

- Public awareness campaign through A/Vs targeted to masses across rural and urban consumers educating on basic financial behaviors
- Financial literacy campaign on 3 pillars of messaging viz. borrowing responsibly, beware of EMI payment frauds & usage of government’s financial support schemes

**Mumbai, March 10, 2023:** Mahindra & Mahindra Financial Services Limited, (MMFSL), part of the Mahindra Group, and one of India’s leading Non-Banking Finance Company, today launched a campaign - ‘**Money Gyaan se Jeevan Asaan**’ - to spread public awareness about financial matters. The campaign is targeted to rural and urban masses across the country.

The campaign, through a series of three videos features a fictional character called ‘*Money Babu*’. The character educates consumers around key financial aspects including borrowing responsibly, being aware of EMI payment frauds and usage of government’s financial support schemes.

**This financial literacy public awareness campaign is a part of Mahindra Finance’s CSR initiative.** The NBFC aims to enhance financial awareness levels amongst individuals and communities in rural as well as urban parts of the country.

**Anand Dubey, Head-Marketing, Mahindra Finance mentioned,** “We are pleased to launch our public awareness campaign ‘Money Gyaan se Jeevan Asaan’ which highlights the importance of being financially literate thereby ensuring peace of mind. It has been developed around interesting consumer insights and the core message is delivered in an endearing manner. At Mahindra Finance, we strive to educate consumers on finance related aspects, and we believe that this campaign will enhance their understanding, allowing them to make informed choices”.

The creative agency behind conceptualizing the campaign is ‘Social Beat’. The videos have been produced by Eight MM Films. This campaign is currently live on Digital and Social Media platforms.

Link to the 3 films is as below:

[https://youtube.com/playlist?list=PLXlcYJC-KYTS2tORpz8YxMMI9EC\\_d2q5H](https://youtube.com/playlist?list=PLXlcYJC-KYTS2tORpz8YxMMI9EC_d2q5H)

1. **Borrow Responsibly**: In the first film, Money Babu urges consumers to take loans according to one's financial capacity and not go overboard. He also insists consumers to repay the EMIs on time thereby ensuring peace of mind.
2. **Beware of Fraud**: In the second film, Money Babu goes on to educate viewers about EMI related payment frauds. He urges consumers to beware of fraudsters who are constantly luring consumers by offering various discounts or offers via fake links and QR codes. The video aims to highlight this critical issue and urges consumers to safeguard their funds by being vigilant.
3. **Avail MSME Government Schemes**: The third video voices the lack of information that Indian masses have about various government schemes for financial assistance of micro and small businesses. Money Babu explains one of the government's credit guarantee scheme for Micro and Small Enterprises and how it helps in the growth of small businesses.

For more details - <https://www.mahindrafinance.com/rise-for-good/money-kathayein>

### **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 8.7 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 1,386 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).

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).

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

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.

Learn more about Mahindra Finance on [www.mahindrafinance.com](http://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.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com)/ Twitter and Facebook: @MahindraRise/  
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