

PUBLICATION NAME : THE ECONOMIC TIMES
CITY WHERE IT APPEARED : BANGALORE
DATE : 03.09.2007

Mahindra Finance Wins Coveted "Pioneer Award"

Mahindra & Mahindra Financial Services Ltd, part of the \$ 4.5 billion Mahindra Group and a leading player in providing financial services in the rural and semi-urban markets, has won the "Pioneer Award" in the individual category of the Enterprise Connect Award '07, instituted by Cybermedia India Online Ltd and Dataquest. This award has been given in recognition of MMFSL's innovative project called 'MF Connect 3000', which has been designed to enhance the quality of delivery to the customers. The project was developed under the leadership of Suresh Shanmugam and demonstrates the benefits of deploying large-scale IT systems both within the organisation as well as outside business environment. In the photo, Suresh Shanmugam, National Head (Information Systems & Technology) and C I O, Mahindra Finance, receiving the "Pioneer Award" in the individual category of the Enterprise Connect Award '07, instituted by Cybermedia India Online Ltd and Dataquest

