

Mahindra Finance Felicitated By CIO Magazine in the 3rd Annual CIO 100 Awards, India

Bangalore, 26 August, 2008: IDG India's CIO magazine has recognized **Mahindra Finance** as a recipient of 2008 CIO 100 Award. The annual award program recognizes organizations that exemplify the highest level of operational and strategic excellence in information technology (IT). This year's award theme, "The Bold 100", recognizes those executives and organizations who embrace great risk for the sake of great reward. These organizations are playing not just to survive, but to win.

***Mahindra Finance**, the leading non-banking finance companies. Focused on the rural and semi-urban sector, we provide finance for utility vehicles, tractors and cars and have the largest network of branches covering these areas. "Our goal is to be the preferred provider of retail financing services in the rural and semi-urban areas of India, while our strategy is to provide a range of financial products and services to our customers through our nationwide distribution network," says **Mr. Suresh A Shanmugam**, National Head-Business Information Technology Solutions.*



"The Bold 100 honorees stand out because they have dared to take on risk for the chance of reward in challenging business climates," says **Vijay Ramachandran**, Editor-in-Chief, IDG India. "The CIOs leading these projects are smart, inventive and determined — I offer them my best wishes."

The CIO 100 Awards will be presented at a grand function honoring winners on September 6, 2008 at Jaipur.

For more information on the awards, please visit <http://www.cio100.in/>