

Press Release

Mahindra Finance launches its new ad campaign titled – ‘Ab Fixed Deposit hoga Fast Deposit’

- *New ad campaign to be aired on TV & digital during the ongoing ICC World Cup 2023*
- *Tagline ‘Ab Fixed Deposit Hoga Fast Deposit’ captures the seamless, secure, and swift characteristics of investing digitally in Mahindra Finance FDs*

Mumbai, November 10, 2023: Mahindra & Mahindra Financial Services Limited, (MMFSL), part of the Mahindra Group, and one of India’s leading NBFCs, today announced the launch of its new ad campaign - ‘**Ab Fixed Deposit hoga Fast Deposit**’. The new campaign captures the digital agility and reliability of Mahindra Finance’s Fixed Deposit schemes, further nudging today’s young investors to avoid frugal expenditures. The TVCs will be airing during the ongoing ICC World Cup 2023 in TV & digital mediums.

Mahindra Finance is one of the few deposits taking NBFCs and this campaign aims to strengthen its Fixed Deposit Portfolio. The company is currently offering an attractive interest of up to 8.05% per annum with 0.25% extra for senior citizens. The latest digital offering from the brand allows consumers to open their Fixed Deposits in just 4 easy and fast steps.

The two 15 seconds TVCs focus on the ‘Speed & Ease’ aspects of investing in Mahindra Finance FDs; enabled by a simple ‘4-steps only’ process. This is encapsulated in a secured end-to-end digital journey.

Raul Rebello, MD & CEO – Designate, Mahindra Finance said, “Fixed deposits is a low-risk, assured and secured investment opportunity, being an ideal option for those reluctant on exposing their savings to market fluctuations. At Mahindra Finance, our constant endeavor is to be a responsible financial solution partner to emerging India with a secure digital investment option. Through this campaign, we aim to tap such investors and educate them with the offerings of our Fixed Deposit products available at the click of a button”.

Link to the TVCs:

- <https://youtu.be/8Lfhe8pPSsE>
- <https://youtu.be/Fz5X8gYkTsM>

The two 15 seconds ad films have been conceptualized keeping the consumer insights at the centre of communication. The 4 weeks campaign will also be amplified on social media and other key digital platforms. The campaign plans to generate and amplify substantial buzz around Mahindra Finance’s Fixed Deposits.

Mahindra Finance Fixed Deposits are an attractive investment avenue, with a AAA Rating by CRISIL & India Ratings indicating highest safety standards. Customers can conveniently book Mahindra Finance Fixed Deposits by visiting www.mahindrafinance.com.

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 9.5 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 59th among India's Best Companies to Work 2023 by Great Place to Work Institute.

Mahindra Insurance Brokers Limited (MIBL) a wholly owned subsidiary, is 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 acts as the Investment Manager of Mahindra Manulife Mutual Fund.

Mahindra Manulife Trustee Private Limited (MMTPL), acts as a Trustee to Mahindra Manulife 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 / 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 / Twitter and Facebook: @MahindraRise/
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Media Contact:

Mohan Nair
Head – Communications
Mahindra & Mahindra Financial Services Limited
E-mail: nair.mohan@mahindra.com
Mobile #: +91 9004012237