

## Press Release

# Mahindra Finance and Manipal Academy of BFSI launch 'Prarambh', first of its kind women-centric programme

- 'Prarambh' to encourage women for careers in financial services sector
- Facilities to include mediclaim, wellness policies, and maternity benefits

**Mumbai, 29<sup>th</sup> February 2024:** Mahindra & Mahindra Financial Services Limited (MMFSL), part of the Mahindra Group and one of India's leading Non-Banking Finance Companies, announced a strategic partnership with Manipal Academy of BFSI, a leading hiring and training institute for BFSI careers. This partnership will offer a specialized business training programme called 'Prarambh' exclusively for women candidates.

'Prarambh' is curated to provide women candidates with a pathway to careers in the financial services sector and empower them with necessary skillset for career progression. It would start with the role of Business Executive while providing industry-standard remuneration.

The selected candidates will undergo a 30-day online certification course, crafted by the institute, focusing on key aspects of sales and finance. A total of 40 candidates from the first batch (started on 5<sup>th</sup> February 2024) will receive a certification in sales from Manipal Academy of BFSI upon completion.

**Manish Sinha, CHRO, Mahindra Finance**, said, "At Mahindra Finance, we prioritise Diversity, Equity and Inclusion as key enablers for our success. We believe in creating equitable opportunities for women in our organisation to help build successful careers with us. In this regard we are pleased to announce our partnership with Manipal Academy of BFSI to empower women at the workplace. This initiative underscores our commitment to foster a landscape where women can thrive and achieve their potential."

**Mr. Robin Bhowmik, Chief Business Officer Manipal Academy of BFSI** said, "At Manipal Academy of BFSI, we recognize the immense potential that women bring to the table in the BFSI domain. Our women-only training batch is a strategic move to harness that potential building a diverse and inclusive workforce. Prarambh is a significant step towards building a stronger Diversity ratio at Mahindra Finance, it will contribute to create a more equitable workplace. By tailoring our training specifically to the needs and strengths of female candidates, we will not only increase our women hires but also set them up for success."

The eligibility criteria for applicants include being a graduate, aged 28 years or below, with a minimum of 50% marks in the 10<sup>th</sup>, 12<sup>th</sup>, and graduation courses. The candidates can register online followed by a written test for verbal, analytical & numerical ability, written English, and a listening comprehension test. This would be followed by an online panel interview with both teams and candidates clearing both steps would receive a Provisional Offer Letter (POL).

The selection process for the next batch will commence from June 2024. The enrolment fee for the programme is Rs. 42,000/- + taxes and the job benefits include a group mediclaim policy of up to Rs. 3.5 lacs, several maternity benefits, women's wellness policies, women's travel and accommodation privileges, and many other perks.

The prospective candidate, through this programme will acquire comprehensive knowledge of their job, and the company's business operations. In addition, they will also develop insights into industry trends, enabling them to stay ahead of the curve. The programme will focus on enhancing participants' communication skills, including engaging with customers and building relationships.

Mahindra Finance plans to consistently recruit more women this year through the 'Prarambh' scheme. They aim to further boost women's workforce representation and redefine societal paradigms on gender-based limitations which are considered unconventional careers for women.

For more information on 'Prarambh' programme and the application details, please visit the link - <https://www.mahindrafinance.com/careers/partnerships>

### **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 9.8 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 1,369 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](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/ For updates subscribe to <https://www.mahindra.com/news-room>

### About Manipal Academy of BFSI

Manipal Academy of BFSI is a leading talent development and employee productivity solutions provider across India's banking and finance services industry. With faculty bringing professional expertise into training, the academy combines conceptual learning with real-time experiential learning to equip professionals with relevant skills. With 300,000 professionals trained across banking, insurance and financial services, Manipal Academy of BFSI has partnered to hire and train for over 50 leading banks, insurance, and non-banking financial services in India. Today, the academy of BFSI annually trains over 15000 BFSI industry professionals for its industry partners in traditional operations, sales, and new-gen BFSI roles.

For more information, visit [www.manipalbfsi.com](http://www.manipalbfsi.com)

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