

Key CSR Projects for FY 2024-25

Introduction:

At Mahindra & Mahindra Financial Services Limited ('MMFSL' or 'The Company') we sincerely believe that the actions of the organization and its community are highly interdependent. Both on its own and as part of the Mahindra Group, through constant and collaborative interactions with our external stakeholders, MMFSL strives to become an asset in the communities where it operates.

The company's CSR mission aims to actively contribute to the socio-economic development of communities, enabling individuals to partake in and derive benefits from the ongoing socio-economic progress. The company is dedicated to integrating economically, physically, and socially challenged groups into mainstream society through its CSR initiatives.

Company has identified CSR thrust Areas for undertaking CSR Projects/ programs in India which are aligned with national priorities. The Company aims to actively promote diversity and inclusion in all its CSR initiatives. Through these commitments, the Company strives to contribute to social equality and build a more inclusive and vibrant society. The Company will strive to undertake the CSR projects in accordance with national priorities and/or regulatory guidelines.

A. PROMOTION OF EDUCATION:

1. Financial Literacy & Digital Awareness:

The program is envisioned to create awareness about financial and digital literacy/ knowledge for the underprivileged communities and address various challenges faced by them at a personal and professional level w.r.t to financial planning, safeguard them from digital frauds, borrow responsibly and create awareness and increase the uptake of various Govt. schemes.

The aim reaches out to Nano and Micro-enterprises like people working at kirana stores, job work, retail shops, restaurants etc. and Gig workers such as individuals working as farmers, drivers, self-employed persons from low-income community.

2. Nanhi Kali:

In pursuit of supporting Quality Education, we support Project Nanhi Kali that supports the education of underprivileged girls enrolled in government schools across India. The project is designed to support economically and socially disadvantaged girls to complete their schooling and transform their lives.

Project Nanhi Kali affirms that every girl is given the opportunity to learn and achieve her full potential. With daily academic support and care, the project strives to educate girls, enabling them to grow into empowered women.

B. SKILLS DEVELOPMENT AND LIVELIHOOD GENERATION

3. Mahindra Pride:

Mahindra Pride Classroom (MPC) has been implemented with an objective to provide employability training, to women to enable them to gain employment based on their skills. The project is non-residential and offers various alternative trainings for female students in classrooms across government/government aided colleges, polytechnics, industrial training institutions, employer premises etc. to enable them to enter the workforce and get gainful employment.

As a subset of the Mahindra Pride Program, Mahindra Pride Skill Centers (MPSC) trains young women in domain and employability skills. Information Technology enabled services (“ITES”), retail, hospitality, Banking, financial services and insurance sectors are some of the trades covered as part of the training.

4. Women Empowerment

Women empowerment is the transformative process that helps women move from limited power, voice, and choice at home and in the economy to having the skills, resources, and opportunities needed to compete equitably in markets as well as the agency to control and benefit from economic gains.

Under this initiative, eligible women are supported with skill training to drive an auto/ E auto/ Utility vehicles and help them obtain livelihood opportunities. Along with the vehicle driving skills, women are supported to obtain driving licenses. Self-defence skills, interpersonal skills and financial and digital skills are also imparted as part of this project. Further women are encouraged to take to the jobs as chauffeurs and self-employment.

C. ENVIRONMENT:

5. Water Conservation Project:

Under this project, we undertake measures for environmental sustainability to improve the living standards of rural poor through a sustainable watershed technique which support water conservation that enhances agriculture productivity.

6. Tree Plantation:

With an aim of sustainable environment, we promote plantation of tree which provides green cover as well source of livelihood to farmers/local communities.

D. OTHER INITIATIVES:

7. Seed Grants Programs: (Need Based Donations)

Need assessed donations are made to NGOs across India with focus area as Education and Livelihood, Healthcare, Environment or any other category as mentioned under Schedule VII. This includes donation of Ambulance, medical equipment, educational support to children, Preventive and curative health, support to needy communities etc.