

MMFSL Corporate Social Responsibility (CSR) Report FY 2024-25

With a vision to transform rural and semi-urban India into a self-reliant, flourishing landscape, Mahindra Finance started its journey in 1991 and has grown into a leading NBFC with an employee base of over 25,000 employees all over India. By working with around 18 implementing partners in the areas of Education & Livelihood, Healthcare and Environment, Mahindra Finance strives to become an asset in the communities where it operates. Mahindra Finance's Corporate Social Responsibility (CSR) initiatives are aligned with the company's purpose to drive positive changes in the lives of our communities and are aligned with national priorities.

1. CSR Committee

The Company has duly constituted a CSR Committee in accordance with Section 135 of the Companies Act, 2013 to assist the Board and the Company in fulfilling the Corporate Social Responsibility objectives of the Company. The Committee presently comprises of the following Directors:

Name of the Directors	Designation
Mr. Diwakar Gupta	Chairperson, Independent Director
Mr. Vijay Kumar Sharma	Independent Director
Mr. Raul Rebello	Managing Director & CEO

During the year under review, 3 (three) CSR Committee Meetings were held. The CSR Committee inter-alia, reviews and monitors the CSR as well as BRSR activities.

2. CSR Policy

The CSR Policy approved by the Board encompasses the approach and guidance given by the Board taking into account the recommendations of the CSR Committee, including principles for management of the CSR Project(s)/Program(s) and formulation of the Annual Action Plan. The CSR Policy of the Company was amended to align the same with regulatory provisions pertaining to CSR.

The CSR Policy has been hosted on the website of the Company at:

<https://www.mahindrafinance.com/wp-content/uploads/2025/04/MMFSL-CSR-Policy-Version-8.pdf>

3. CSR Initiatives**i. 'Dhan Samvaad' - Financial Literacy & Digital Awareness:**

Dhan Samvaad addresses a critical need among gig workers and nano- and micro-enterprises, who often lack access to formal financial education and digital tools. By bridging this knowledge gap, the initiative aims to foster financial inclusion and enhance the economic resilience of this vital segment of the workforce.

The comprehensive program covers various topics, including banking basics, savings strategies, e-wallet usage, investment fundamentals, insurance principles, and key government schemes. Through interactive workshops, online modules, and hands-on training, participants gained practical skills to manage their finances effectively in the digital era.



The program also focused on raising awareness as well as increased linkages about relevant central and state level government schemes for amongst targeted beneficiaries while providing information and hands-on support for using digital tools like Digi Locker.

Dhan Samvaad is a significant effort to empower individuals and small businesses with the financial knowledge necessary for sustainable development. This program played a crucial role in creating a more financially savvy and digitally empowered community, ultimately contributing to India's economic progress. Resources used during the program are aligned with the Reserve Bank of India (RBI)'s Financial Inclusion and Development program.

Major highlights of the Dhan Samvaad program include,

- Total outreach: 2,07,700+ beneficiaries educated on financial and digital literacy, boosting their digital and financial skills
- 77,800+ of the total outreach (37%) are women entrepreneurs
- 1,57,000+ (76%) beneficiaries enhanced digital identity by adopting the Digi Locker app.
- 1,37,000+ (66%) beneficiaries were linked with different Government social security schemes namely PMSBY, PMJJBY, ABHA Card, E- Shram Card, Sukanya Samriddhi Yojna, Udyam Registration, Atal Pension Yojana etc.
- Covered 40+ Districts, 7 States reaching diverse communities.

ii. Saksham Scholarship Project:

Saksham Scholarship is an initiative to provide financial assistance to underprivileged students to support them in continuing their education.

The project believes in empowering the academic and career goals of students by removing the financial barrier. The scholarship is open to students from multiple states across India. Students studying in Classes 1 to 12, graduation, and postgraduate levels are eligible. In FY2025, Mahindra Finance provided Saksham Scholarship to around 2,960+ scholars with one-time (fixed) financial assistance.



iii. E/Auto Rickshaw Driving Training for Women:

Mahindra Finance continued E/Auto Rickshaw driving training for women. Under this project, eligible women were supported with skill training to drive an auto/ E auto/Utility vehicle and help them obtain livelihood opportunities. Along with the vehicle driving skills, women were supported in obtaining driving licenses. Self-defense, interpersonal, and financial and digital skills were also imparted as part of this project. Further, women were encouraged to take on jobs as chauffeurs and self-employment.



In FY2025, Mahindra Finance trained 550+ women from Madhya Pradesh, Tamil Nadu, and Puducherry through this project. These women have received a permanent driving license along with a Level 4 Skill India Certificate and placement linkages is in progress.

iv. Employability Skills Training Project:

This project creates a cadre of workers with essential employability skills, including domain knowledge and soft skills. Provided skill training to youth for BCBF (Business Correspondent/Business Facilitator) and iTES-BPO (Information Technology Enabled Services), and make them job-ready and resilient for the future, and improved their livelihood.

In FY2025, Mahindra Finance provided employability skills training to 210+ youth in Mumbai, Maharashtra, along with placement linkages to 170 + youth.



v. Nanhi Kali:

Project Nanhi Kali provides skills training to girls studying in Grades 6 to 10, thereby helping them to make a smoother transition from school to the workplace.

The project focuses on equipping both girls and boys with 21st century skills in an equitable and inclusive environment while promoting holistic, multi-disciplinary, and skill-oriented education that fosters critical thinking, creativity and ethical values.

As a Nanhi Kali, each girl receives the following:

- a) During-School Program: Nanhi Kali will participate in 21st Century Skills sessions, led by a certified trainer with the support of Skills Associates (SAs).
- b) After-School Program: Nanhi Kali will attend sports curriculum twice a week for two-hours sessions held on school or community playgrounds, led by female Skills Associates.
- c) Nanhi Kali Sports Kit: Each Nanhi Kali will receives a sports kit annually, which includes one pair of shoes, two pairs of socks, two t-shirts, 12 sanitary pads, one notebook and two pens.
- d) Equal Opportunity: Nanhi Kalis have opportunities to participate in cultural and sporting events throughout the year.

Mahindra Finance supported the education of 14,630 Nanhi Kalis from Secondary school (Class 6 to 10) for the academic year 2024-25 across 12 districts from 5 states in India.



vi. Mahindra Pride Classroom (MPC):

Mahindra Finance continued its support of the Mahindra Pride Classroom (MPC) project to reach out to marginalized women to create job opportunities in various sectors and enable women to become financially independent and participate actively in the workforce.

Under this program, we conducted minimum 40 hours training for 47,800+ final year female students in classrooms across government/government aided colleges, polytechnics, industrial training institutions, employer premises etc. to enhance their employability prospects. The modular MPC training program focusses on life, language and aptitude skills. To facilitate students who have been trained in the MPC are placed with organizations working in their core trade/ domain an innovative, tech-enabled job drive, known as 'Job Utsav,' was conducted to bring together the best employers and a great talent pool trained under the MPC program.



vii. Mahindra Pride Skill Centers (MPSC):

Mahindra Finance continued its support to MPSC, which is specifically designed to empower women economically through training in the domain of employability skills.

The significant trades covered are / ITES, retail, hospitality, BFSI, and other sectors. By addressing the unique requirements of the job market and emphasizing the development of both technical and soft skills, the model aims to equip women with the knowledge, skills, and confidence needed to succeed in their careers. As part of this initiative, 1,000 women were trained under IT /ITES, retail, coding, hospitality, Tally, IT & GST, and 80% of the trained women were supported in securing gainful employment.



viii. Project Hariyali:

With the aim of a sustainable environment, Mahindra Finance promoted the plantation of trees, which provides green cover as well as a source of livelihood to farmers/local communities.

In FY2025, Mahindra Finance planted 77,000 saplings on around ~570 farmers' land from 37 villages in two districts in Gujarat. The plantation includes a mix of native and fast-growing species like Teak, Mahogany, Bamboo, Drumstick, Aonala, mango, and Neem, which enhance carbon sequestration and improve local biodiversity.



Also, Mahindra Finance supported the maintenance (nurturing and caring) and survival of previously planted saplings in the Financial Year 2023-24 and 2022-23 as part of Project Hariyali in the Araku region, Andhra Pradesh.



ix. **Water Conservation Project:**

In FY2025, Mahindra Finance made investments in sustainable water resource management projects, such as the construction of 11 rainwater harvesting structures in zilla parishad schools, conserving over 45.72 lacs liters of water. Built/repaired 3 check dams and desilted a lake, creating the potential to save over 2.45 crore liters of water in the surrounding area. Through this project, we aim to conserve 2,91,00,000 liters of rainwater for irrigation, ensuring accessibility of water around the year for household and farming purposes and enable farmers to take 2-3 crops. Supporting 2,800 beneficiaries from the rural areas of Maharashtra.



x. Employees Volunteering:

Mahindra Finance has always encouraged employees to participate in various CSR initiatives to drive positive changes in the community. During the reporting period, 23,250+ employees (91%) contributed 1,08,900+ person hours in various virtual and CSR Calendar initiatives undertaken by the company, like Blood Donation, Swachh Bharat, Samantar, Sehat & Gyandeeep initiatives to reaffirm its pledge to society.



Stakeholder Engagement - In FY2025, Mahindra Finance conducted “FSS Partner’s Meet” on 11th Feb 2025, bringing together 28 representatives from 15 implementation partners for a day of collaboration and knowledge sharing. Such stakeholder engagement presents the opportunity to foster collaborations, interact with the senior management, network, and share best practices amongst varied implementation partners. During the meet, Mahindra Finance honoured four of its partners (NGOs) as “Best CSR Implementation Partners 2025” and the rest with a token of appreciation. Also organized a capacity-building workshop on “Appreciative inquiry” – a tool for personal and organizational effectiveness



xi. Project Sehat:

In the area of healthcare, Mahindra Finance organized nationwide blood donation drives in which 4,279+ Blood Units were collected pan- India. Mahindra Finance also conducted 2 health camps, benefiting 300 individuals.



xii. Employees Volunteering:

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Apart from the above major initiatives, Mahindra Finance contributed funds for other causes such as educational grant, day care homes/centers, and supporting underprivileged community.