



Mahindra

Press Release

Mahindra & Mahindra delivers over 500 Bolero Pik-ups in J&K under 'Project Mumkin'

Mumbai, 28 April 2022: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading automotive companies, announced handover of over 500 Bolero Pik-up vehicles in Jammu and Kashmir under the 'Project Mumkin'. 'Project Mumkin' is a customized livelihood generation program by the J&K administration. The Mission Youth J&K, and the Vehicle Manufacturers are providing financial assistance to the youth in the region to acquire new small commercial vehicles (SCVs) to create avenues for sustainable livelihood.

The Mahindra Group has always stood for serving the customers' needs and driving positive change in the lives of the stakeholders under the company philosophy of 'Rise'. By participating in 'Project Mumkin', M&M supports the J&K youth with entrepreneurial opportunities to earn a livelihood, promote business ownership and strengthen their trade practices.

Bolero Pik-ups have been the market leader for over two decades with their unique product offering and value proposition. The company continues to delight the customers in this segment by constantly updating product offerings based on customer insights, needs, and market trends.

Mission Youth, J&K is implementing the Scheme through district-level committees constituted for the purpose. Under this initiative, the Mission Youth, J&K, is offering a special incentive of Rs.80,000 or 10% of the on-road price of the small commercial vehicle (whichever is lower). Additionally, the vehicle manufacturer is offering a discount, matching the incentive as contributed by Mission Youth, J&K. The move will help revive the Agri produce-daily needs market as these vehicles are primarily used for intercity goods transportation. Interested youth between the ages 18 and 35 can avail of the scheme by applying and registering with the required documents at the J&K Government's official website <https://www.jk.gov.in/jammukashmir/>.



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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.

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