



Mahindra and Mahindra Ltd.

Global Aspirations Power New Visual Identity for Mahindra and Mahindra

This change is more of an evolutionary one than a revolutionary one



CORPORATE LOGOS

About Mahindra & Mahindra Limited

Mahindra & Mahindra Limited (M&M) is an Indian multinational automobile manufacturing corporation headquartered in Mumbai and is one of the largest vehicle manufacturers by production in India. It is part of the Mahindra Group, an Indian conglomerate. The company was founded in 1945 in Ludhiana as Mahindra & Mohammed by brothers K.C. Mahindra and J.C. Mahindra and Malik Ghulam Mohammed. After India gained independence and Pakistan was formed, Mohammed emigrated to Pakistan. The company changed its name to Mahindra & Mahindra in 1948.

Mahindra & Mahindra Limited is ranked #21 in the list of top companies of India in Fortune India 500 in 2011.

Now, after 65 years, Mahindra has grown from a humble local outfit to a US \$15.9 billion corporation employing more than 155,000 people around the world and having global leadership in utility vehicles, tractors, and information technology, as well as significant presence in financial services, leisure, hospitality, engineering, trade, and logistics



Mahindra is one of the largest vehicle manufacturers by production in India.



New Logo of Mahindra & Mahindra Limited

Three - Year New Visual Identity Exercise

The Group has come up with a new logo in line with its pursuit to become "one of the top 50 most admired global brands within a decade".

As part of a 120-crore brand repositioning mission that started in 2011 with a campaign called Rise, the \$16-billion Mahindra & Mahindra has unveiled the latest phase of the transition, which reflects a new, contemporary, global brand identity. The objective is to showcase 'one Mahindra' to the world, with businesses that range from automotive to information technology to financial services.

The familiar Mahindra logo has been substituted by a visual identity that is now more in sync with the conglomerate's global aspirations. The new corporate logo is a hand drawn word mark that uses a more edgy character style and is depicted in a deeper shade of the signature Mahindra

red that forms an important connect with the brand.

Unveiled by Anand Mahindra, Chairman, Mahindra Group and Mr. S.P. Shukla, President – Group Strategy and Chief Brand Officer, Mahindra Group and Member of the Group Executive Board this new corporate logo represents the Mahindra Group across all its businesses globally from January 2013. Commenting on the new brand identity adopted by the company, Anand Mahindra said, "The Mahindra Group has grown exponentially over the past decade, with businesses covering a wide range of industries. Hence, we felt the need to refresh our visual identity to better reflect a Mahindra that has evolved over the years and is ready to take on future challenges. Continuity and change have both been integral parts of Mahindra's growth story."

SP Shukla, president group strategy and chief brand officer, Mahindra group, is quick to point out that the move is not a brand change. "Over the years the group has transformed beyond recognition. We have to be able to reflect that change - it's internal, it comes from product diversification and our Indian and international aspirations." Adding further, he said, "The new wordmark and other elements of our



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refreshed visual identity have been adopted after extensive research and feedback. We wanted a word mark which would reflect the evolving nature of our organisation, our global outlook and progressive management style. In short, it should reflect the 'core' of Mahindra."

“Rise isn't just a word - it is a rallying cry which enables people to unify around shared ideas, values, principles, a way of life or a common goal. For Mahindra, Rise means achieving world-class standards in everything we do, setting new benchmarks of excellence and conquering tough global markets.”

- SP Shukla, president group strategy and chief brand officer, Mahindra group,

Old wordmark



New wordmark



Old wordmark V/s New wordmark

The reworked Mahindra logo will look to build on the Group's heritage, while bringing in a sense of modernity and dynamism into the brand. A lot more contemporary, edgy and sleek owing to its unique graphic element. The word mark is accompanied by a new graphic device called the 'ridge', which conveys the

setting of a Himalayan mountain range, thereby conveying the idea of 'Rise.'

'Ridge' the new visual identity also incorporates various colour combinations that will be used to visually distinguish the Group's

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Mobility



Red - Red

B2B



Red - Grey

Non-Mobility B2C



Red - Yellow



Red - Green



Red - Blue



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various businesses. Corporate and mobility businesses will be all red, B2B businesses will be red-grey and B2C businesses will have different colour combinations.

Managing the brand's local and global aspirations is not an easy task and the team at Mahindra took its time - over a year - to decide on the winning look that has been created by Landor Associates in collaboration with the company's internal design unit.

Brand Mahindra's evolution involves maintaining the brand's heritage attributes even as it adds new ones. The new imagery has also been created with the intention to appeal to a younger and more discerning consumer.

"RISE"

The four letter moniker that was added to its existing title two years ago represents a new

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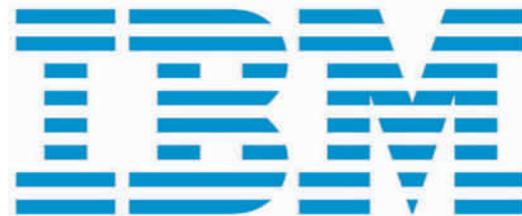
"The new wordmark and other elements of our refreshed visual identity have been adopted after extensive research and feedback. We wanted a word mark which would reflect the evolving nature of our organisation, our global outlook and progressive management style. In short, it should reflect the 'core' of Mahindra."

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WORDMARK

(Also Known As: logotype)





A wordmark, word mark or logotype is usually a distinct text-only typographic treatment of the name of a company, institution, or product name used for purposes of identification and branding. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product.

A type of logo, a wordmark is a text-based mark identifying an individual, company, organization, product, or brand. With a wordmark, the company or product name is set in a specific typeface, often with some special treatment such as manipulated letters or corporate colors. A wordmark may have some graphic-like elements incorporated (such as a leaf shape to dot an i or extra flourishes and swirls surrounding some letterforms) but it is essentially just text — a logotype.

Well-known examples of wordmarks include:

IBM with the blue/white striped letters (even in black/white it's readily recognized)

Google, the multi-colored standard Google logo

Coca-Cola with its distinctive script typeface (in red or white)



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- Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group

chapter in the history of this iconic 65 year old brand, and has become the new face of this diversified group of companies with its increasingly global ambitions. Speaking on Mahindra’s new brand position, Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group, said, “Rise isn’t just a word – it is a rallying cry which enables people to unify around shared ideas, values, principles, a way of life or a common goal.

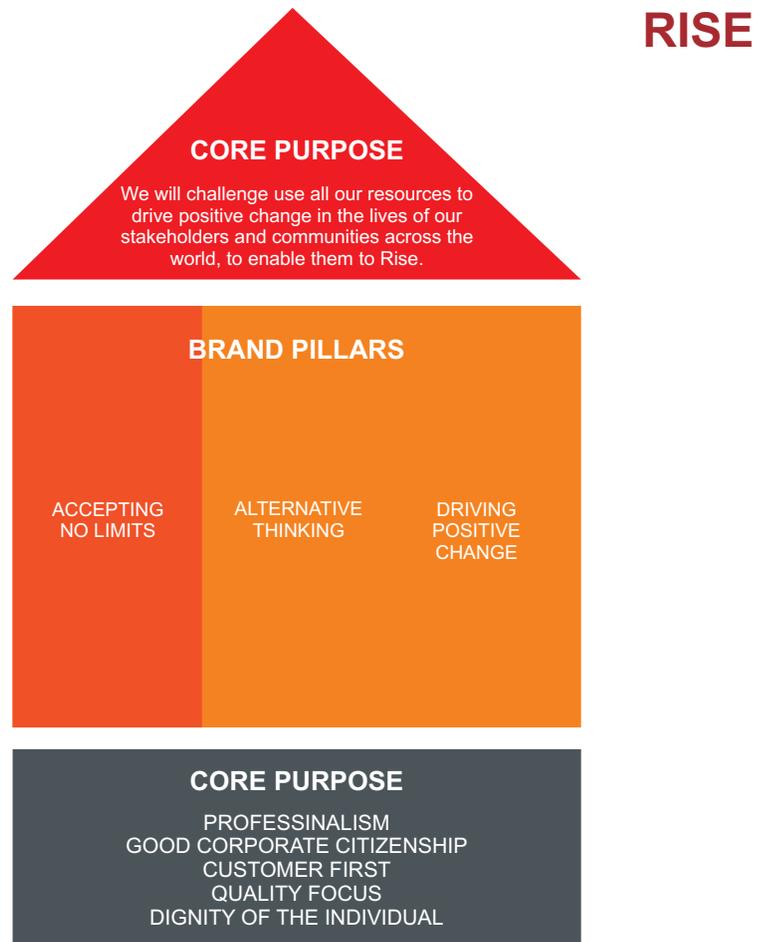
For Mahindra, Rise means achieving world-class standards in everything we do, setting new benchmarks of excellence and conquering tough global markets.”

A simple yet powerful verb, which now defines the Mahindra Group, this new identity challenges conventional thinking within the

Mahindra walls, and innovatively uses all its resources to drive positive change in the lives of its stakeholders and communities across the world, and enable them to Rise. For an organization which has a presence in over 100 countries, clarity, versatility and longevity are top in the books when it comes to picking a new visual brand signature.

However, every phase of this make over has roots in the company’s philosophy and ethos that is summed up in the word Rise. The campaign, created by agency Strawberry Frog, went live in 2011 to reflect the brand’s new position and the evolving nature of brand and company. “Rise”, said Anand Mahindra, is a rallying cry and a word to sum up the company’s raison d’etre and its intent on “enabling people to rise”.

The spirit of Rise is based on the following



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- Mr. Anand Mahindra

three Brand Pillars:

- Accepting No Limits
- Alternative Thinking
- Driving Positive Change

So how deep is this attempt to create a global brand with a new wordmark and ridge? Says Shripad Nadkarni, founder director, Market Gate, a brand consulting firm: “If it’s only a design change, then it becomes very hollow. But this is a very positive move because if you look at M&M they have been at the forefront of change for well over a decade. Furthermore, consumers are already experiencing the changes due to their interactions with the company’s products and services. So this move is very congruent with what they are doing and is an important signal to the world.” ■