

Now it's your turn to
fast forward success.



Transport is the lifeline of a modern economy. Now with the government taking a keen interest in road logistics and infrastructure, there are significant new opportunities for transport operators. Which makes it one of the most competitive industries.

To have an edge in this tough industry, transporters need to constantly re-examine their business models and strategies. They have to be up-to-date with the latest developments in business, thought and practice. And they need to 'empower' themselves with the appropriate skills to improve operational efficiencies, enhance quality of services and introduce value-added services.

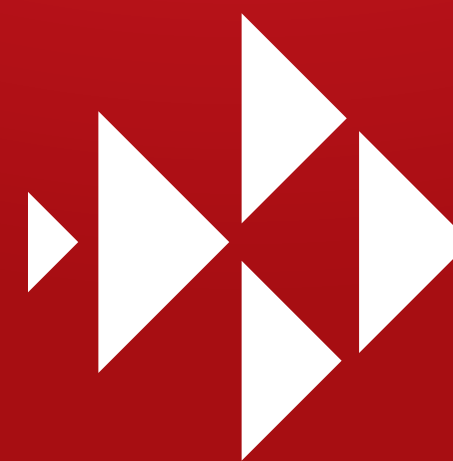
To help professionals in the transport industry meet today's challenges and to take their businesses to new heights, Mahindra's Truck and Bus Division has pioneered 'MPOWER', a management development programme for Youth Transport Entrepreneurs with IIM, Ahmedabad as the knowledge partner.

Recently, the seventh batch of participants completed the MPOWER programme. Young transport entrepreneurs, who are all praise for this course, are already applying their learnings in their businesses. Now, as we are about to begin a new batch, it is your turn to be a part of MPOWER and take your business places.



Batch - VII of MPOWER Participants
(4th July - 11th July, 2015)

Knowledge Partner:





**“Take forward
your family
business with
your own
vision.”**

- Anand Mahindra



Objective

- ▶ To professionalise the Indian trucking industry through management development initiatives for key stakeholders in the industry.
- ▶ To train youth transport entrepreneurs and empower them to outperform in the Indian trucking ecosystem.



Who are we looking for?

- ▶ Young transport entrepreneurs who have joined their 'Papa ka Business' and want to take their family business to newer heights.
- ▶ Youth transport entrepreneurs who are interested in expanding their knowledge base and are committed to professional advancement.
- ▶ They should be graduates (10 + 2 + 3) in any discipline.
- ▶ They should have been a part of the transport business for at least two years and played a key role in running the organisation.
- ▶ They should be between 21 - 40 years of age.



Focus of the course – What will the Youth Transport Entrepreneurs get out of it?

- ▶ The programme is intended to help young transport entrepreneurs manage the growth of their organisation, prepare them to face issues that may come up and help them in decision-making in key areas such as:
 - **PROFESSIONALISM:** How can I help my company evolve from a family managed business to an enterprise run by professional managers?
 - **BUSINESS PLANNING:** How do I create a long-term business plan for my organisation? What is the process to be followed and what are the essential elements of the business plan?
 - **MARKET AND SEGMENTS:** How do I analyse industry trends and determine what markets and segments to focus on for the growth of my business?
 - **HR PRACTICES:** How do I manage the people and talent required for growth, with the practices of the world's leading transport companies? How do I address the troublesome issue of driver management so as to convert this key stakeholder into a business partner?
 - **SERVICE QUALITY:** What are the service quality expectations of my customers? What are the concepts and techniques that will help me in delivering my business into a 3PL/4PL, and what are the operational efficiencies that I can bring in?
 - **FINANCIAL MANAGEMENT AND ACCOUNTING:** How do I get investments from PEs/VCs/banks for my growth aspirations? How do I view ROI differently?
 - **SUPPLY CHAIN MANAGEMENT:** How can I grow my business into a 3PL/4PL, and what are the operational efficiencies that I can bring in?
 - **LEGAL AND REGULATORY:** What changes in the regulatory environment will have an impact on the transport business, and what do I need to do to adapt to and leverage these changes?
 - **INFORMATION TECHNOLOGY:** How is Information Technology playing a role in the transport industry, and how does one transition to a technology-enabled business?
 - **INDUSTRY FOCUSED SESSIONS:** What are the trends and opportunities in key customer industries like steel, cement, automotive, cold chain and retail and how can I cater to their transport requirements?



Programme Duration

- ▶ The course is of 7 days duration – from 21st November, 2015 to 28th November, 2015.
- ▶ This includes field visits and external workshops.
- ▶ The participants need to be prepared to dissociate themselves from their routine responsibilities in their organisations in order to optimise the gains from this prestigious programme, being held exclusively for the transport industry.



Pedagogy

- ▶ Case-based approach
- ▶ Syndicate discussions and presentations
- ▶ Management games and exercises
- ▶ Reflections, experience sharing and integration
- ▶ Workshop - Right Brain Awakening Workshop
- ▶ Field visits
- ▶ Sessions by industry experts



Programme Faculty

- ▶ Prof. Debjit Roy, IIM-A (Course Coordinator)
- ▶ Prof. G Raghuram, IIM-A
- ▶ Prof. Rekha Jain, IIM-A
- ▶ Prof. Kirti Sharda, IIM-A
- ▶ Prof. Sanjeev Tripathi, IIM-A
- ▶ Prof. Sunil Sharma, IIM-A
- ▶ Prof. Sobhesh Agarwalla, IIM-A
- ▶ Other faculty members from IIM-A
- ▶ Guest faculty from industry



Venue and Accommodation

- ▶ The programme will be held at the Indian Institute of Management, Ahmedabad.
- ▶ Participants get fullboard and air-conditioned single room accommodation in the institute campus.



Fee

- ▶ **The MPOWER programme is sponsored by Mahindra & Mahindra Ltd. - Truck and Bus Division. The fee for the course, field visits and workshops are completely borne by Mahindra's Truck and Bus Division.**
- ▶ Only the study material, accommodation and boarding expenses will have to be borne by the participants, in addition to travel expenses, to and from Ahmedabad.
- ▶ Payment towards the above to be made by Demand Draft or Bank Transfer to Mahindra & Mahindra Ltd. - Truck and Bus Division. Details are in the nomination form.



Nomination and Inquiry

- ▶ Nomination should reach Mahindra & Mahindra Ltd. - Truck and Bus Division latest by 10th November, 2015. For nomination forms and enquiries related to the MPOWER programme, please contact:
Senior General Manager - Marketing,
Mahindra & Mahindra Ltd. - Truck and Bus Division, Marketing Department, Mahindra Towers, 2nd Floor, G. M. Bhosale Marg, Worli, Mumbai - 400018
- ▶ You can also write to us at:
MPOWER@mahindra.com or MPOWER@executiveeducation.net.in or call: 22-61311531



A workshop for your right brain

The Right Brain Awakening Workshop is a very integral part of the MPOWER programme. It is designed to encourage creativity, and use of the right brain. It takes the participants out of their routines, away from the grind and gets them to tap into their creative wellspring. And what better than Mallika Sarabhai's Darpana Academy to conduct this workshop?





Darpana – Holding a mirror to your creative side

What began as a dance academy sixty years ago is today a workshop for the arts. Darpana. It's where tradition meets technology to break down the boundaries of art and life. It's where performers from the world over work together to open mindscapes through the arts.

The Academy's vision is to reinforce the role of creativity in culture, researching into our origins and reaching out to the unsaid or unthought of, with a language that is universal. Darpana today is a centre for artists committed to excellence, innovation and the excitement of using the arts for change.

Established by Mrinalini Sarabhai and Vikram Sarabhai in 1949, the Darpana Academy for Performing Arts has been directed by their daughter Mallika Sarabhai since 1977.



About Mallika Sarabhai



Mallika Sarabhai is one of India's leading choreographers and dancers. She is in constant demand as a soloist and with her own dance company, Darpana, she is at the heart of a team that creates and performs both classical and contemporary works.

Dr. Sarabhai has an MBA from IIM Ahmedabad and a Phd in Organisational Behavior from Gujarat University. She has been the co-director of the prestigious arts institution, Darpana Academy of Performing Arts, for nearly 30 years.







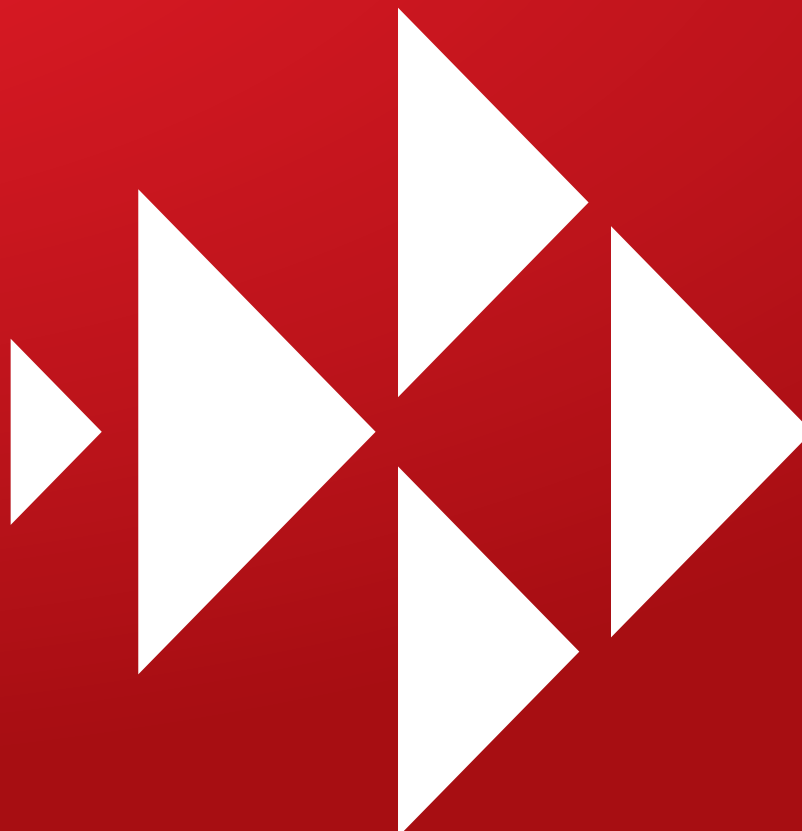
MPOWER War Room

War Room is a practice used by the Mahindra Group as a major tool to engineer transformation of the Group. Seeing its success within the Group, in 2007 Mahindra rolled out its campus version called the 'Mahindra War Room'. It was mainly designed to transform perceptions, while attracting and engaging top-notch B-school talent to creatively discuss and discover realistic business solutions.

The journey to MPOWER War Room started with Mahindra Truck and Bus Division's pioneering MPOWER programme, developed in association with the prestigious IIM Ahmedabad. It is a business competition wherein MPOWER participants present how their learnings from the MPOWER programme helped their family business grow.

The main objective of MPOWER War Room was to:

- Analyze how well the youth transport entrepreneurs have translated their learnings from the MPOWER programme to their family business
- Recognise and reward their efforts for helping their family business outperform



Mentors Summit

To constantly grow in the ever-changing transport industry, it is not only important for industry veterans to have the right tools but it is also important for them to be on the same page as their protégés. And therefore, after successful batches of 'MPOWER' for Youth Transport Entrepreneurs, Mahindra's Truck and Bus Division started the MPOWER Mentors Summit with IIM-A as the knowledge partner.

MPOWER Mentors Summit is a collective learning programme specially designed to 'MPOWER' the Mentors of the Indian Trucking Industry. It offers industry veterans a platform to share their views on the prospects of Indian Transport with other fleet owners and seasoned professionals. At this conclave, the Mentors also get to interact with the IIM-A faculty, learn new-age business methods and discuss how the next generation can be guided to take up the responsibility of helping Indian transport RISE.

The main objective of MPOWER Mentors Summit is to:

- Develop an agenda for further professionalisation of Indian Transport through a gathering of industry veterans
- Facilitate the Mentors to guide and enable their protégés to take charge of the business





About the Mahindra Group

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency. A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

About Mahindra Truck and Bus Division (MTBD)

Mahindra Truck and Bus Division is a wholly owned subsidiary and part of the US \$ 16.9 billion Mahindra Group that provides an entire line of integrated trucking solutions.

The company has taken outperformance to the next level, by creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs. From transit mixers and bulkers to car carriers and refrigerated containers, Mahindra Truck and Bus provides an entire line of integrated trucking solutions that helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect.

The HCV product range has been engineered for Indian requirements with the underlying philosophy of; 'Made in India, Made for India'. In HCV segment, Mahindra Truck and Bus Division already has reached more than 15,000 trucks on road. The company is in the process of addressing every segment of the commercial vehicle market; from 3.5 tonne GVW to 49 tonne GVW, with variants that meet the varying needs of passenger transport, cargo and specialised load applications. The new range of medium and heavy commercial vehicle is being manufactured at the new




green field plant at Chakan. The plant, which spans over 700 acres, has been set up with an investment of over Rs. 4,000 Crore and is producing other Mahindra products as well. This helps the Mahindra group to leverage the benefits of synergies of an integrated manufacturing facility. The company offers 5 Years or 5 Lac Km transferable Warranty, which is an industry first and a cost effective AMC.

In the LCV segment, Mahindra Truck and Bus Division has a market share of 8.9%. It is all set to further strengthen its position all across India with over 125,000 vehicles already on the roads. The entire range of LCV Load vehicles and Buses are manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad.

Mahindra Truck and Bus has rapidly expanded its after sales service and spares network which now includes 66 nos. 3S dealerships, 90 Authorized Service centres and 2516 roadside assistance points; and spares network of 1322 retail outlets to further improve the reach of support for customers on important trucking routes. The company also has India's first multi-lingual helpline, NOW, which is manned by technical experts to provide instant support to customers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

For further information, please visit www.mahindra.com,
www.mahindratruckandbus.com and www.mahidralcv.com

About the Indian Institute of Management, Ahmedabad



The Indian Institute of Management, Ahmedabad (IIM-A) has over forty years of leadership in management education. It was established in 1961 as an autonomous institution by the active collaboration of the Government of India, Government of Gujarat and other industries. Today, it is not only a leader in applied management education in Asia but also one of the finest institutions of management education in the world. Applicants to FPM are from diverse backgrounds and only the best among them are admitted.

IIM-A was conceived as a school of management and not purely as a business school. Its mission is to contribute to the development of management thought through research, teaching, institution building, and consulting. It also aims to professionalise some of the vital sectors of India's economy such as agriculture, education, health, transportation, energy and public administration.

More information on IIM-A is available at www.iimahd.ernet.in











Mahindra & Mahindra Ltd. Truck and Bus Division

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