



Mahindra and Mahindra (M&M) has integrated sustainability as a core component of its long-term business strategy, actively reducing its environmental impact and driving positive change across its operations and value chain. The company centres its approach to sustainability around three key pillars -- greening its operations, decarbonising industries and rejuvenating nature. "Sustainability isn't just about reducing emissions in our operations but about transforming the entire value chain, from suppliers to consumers," says Rajesh Jejurikar, Executive Director & CEO, Auto and Farm Sector, Mahindra and Mahindra.

A Leader's Move

In FY24, M&M achieved a 33 per cent share of renewable electricity in its overall energy mix, marking a 6 per cent increase over the previous year. The company has also improved its energy productivity significantly, with a 120 per cent increase in the auto sector and a 94 per cent rise in the farm sector over the past 15 years. In addition, M&M's commitment to waste management is reflected in 20 of its 23 manufacturing sites being certified as Zero Waste to Landfill, highlighting its leadership in sustainable industrial practices.

M&M is also pushing the boundaries of decarbonisation

through its investment in electric vehicles (EV). "Our vision for the future is heavily invested in electric. By FY28, we want 30 per cent of our portfolio to be electric. We are already market leaders in the electric three-wheeler segment," Jejurikar informs. M&M commands 60 per cent market share in electric three-wheelers. With plans to launch four new electric SUVs, it is committed to leading the transition to greener transportation. M&M has initiated a Rs 1,200 crore investment in a hybrid solar and wind energy project to support this transition further.

Making a Larger Impact

In addition to its environmental goals, M&M has been instrumental in promoting sustainable agriculture and reforestation. Through its flagship afforestation initiative, Project Hariyali, the company has planted over 25 million trees, benefiting more than 27,000 tribal farmers in Andhra Pradesh. The company's efforts to promote regenerative agriculture and offer climate-resilient solutions are crucial to building a sustainable farming ecosystem.

M&M's ambitious sustainability plans include expanding its renewable energy capacity, accelerating its journey to net-zero emissions and strengthening its governance framework to embed sustainability metrics into employee performance evaluations.

Team BW



Rajesh Jejurikar,
Executive Director and
CEO, Auto & Farm Sector,
Mahindra & Mahindra

Mahindra & Mahindra

Overall Rank: #2

Sector: Automotive

Sectoral Rank: #1

SUSTAINABILITY AT THE HEART OF MOBILITY

Mahindra & Mahindra embeds sustainability into its strategy, zeroing in on renewable energy, decarbonisation, and regenerative agriculture