

Mahindra SA drives positive change with #MahindraRISE

Mahindra South Africa, its staff, dealers, and partners are following the company's ethos of #MahindraRISE by heading to disadvantaged communities to help people in need.



Source: Supplied



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The #RISE ethos is at the heart of everything the company does across the globe, including South Africa. The ethos has three pillars, namely 'Accepting no limits', 'Alternative thinking' and 'Driving positive change'. These remain the key driving principles behind all the company's endeavours.

The campaign kicked off at the start of July with a series of road trips by Mahindra's staff to support a worthy cause. Each of the company's various departments has received money towards a #RiseForGood initiative, with staff adding their own contributions and each department left free to decide on what it wants to do.

"At Mahindra, we are always looking for opportunities to help our local communities. We conceptualised the idea of

partnering with everyone in our sphere of influence for a #RiseForGood campaign, which was kick-started by our friend and the winner of the last *Survivor* series, Rob Bentele," says Rajesh Gupta, CEO of Mahindra South Africa.

"Bentele started the momentum by using his own money, commandeering his friends and family - and his XUV300 - and delivering as many food parcels as possible to needy households in his childhood community of rural KwaZulu-Natal.

Following this selfless action, we handed the baton to our staff and challenged them to do the same, and we encourage dealers and other companies in our sphere of influence to help out."

The #RiseForGood campaign is part of a wider initiative by Mahindra to spark positive energy among its staff, customers and the communities in which it operates. In this, it is working closely with its network of 67 dealers and their communities.

Mahindra believes that 'doing good' goes beyond philanthropy and corporate social responsibility. It is more than just random acts of kindness. 'Doing good' is a purpose, an attitude, and a way of life. A guide for conducting business and the company itself.

"We are very fortunate that our dealer network has adopted this philosophy and that they are also keen to #RiseForGood. Many of them have already started helping their customers and communities with donations, service support and even transport during the lockdown," says Gupta.

Mahindra South Africa's #RiseForGood campaign started on 1 July with the first donations by some of its internal departments. Its marketing team will monitor these, and the projects initiated by its dealers.

Customers and the public at large who would like to participate are invited to share their campaign on social media, using the tags #MahindraSA, #RiseForGood, #WithYouAlways, #AlwaysUpForAChallenge and #MahindraRise.

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