



PRESENTATION ON IMPACT OF COVID AND POST COVID
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UNDER THE GUIDANCE OF MRS. POOJA GAWANDE

INTRODUCTION

- Mahindra is an Indian multinational conglomerate company founded in 1945.
- It operates in multiple industries such as automotive, agribusiness, aerospace, defense, energy, finance, healthcare, hospitality, information technology, leisure and hospitality, real estate, retail, and two wheelers.
- The company has a global presence and is headquartered in Mumbai, India.
- Mahindra is the largest manufacturer of tractors in the world and one of the largest vehicle manufacturers in India.



FOUNDER AND PROMOTER

- The founder of Mahindra Group is J.C. Mahindra.
- J.C. Mahindra co-founded the company with K.C. Mahindra and Malik Ghulam Muhammad in 1945.
- The company started as a small steel trading business and has since grown into a multinational conglomerate with a presence in multiple industries.
- J.C. Mahindra served as the chairman of the company from its inception until the mid-1960s.
- Under his leadership, the company expanded its operations and diversified into multiple industries, making it one of India's largest and most successful companies.
- J.C. Mahindra is remembered as a visionary entrepreneur who built a successful company with a strong focus on quality and customer satisfaction.
- The company is now led by Anand Mahindra, who serves as the Chairman and Managing Director of the group.



VISION AND MISSION

- Vision The vision of Mahindra Group is to create a better world by empowering communities and businesses through innovative and sustainable solutions.
- Mission: The mission of the company is to provide world-class products and services that exceed customer expectations and contribute to the development of the communities in which it operates.

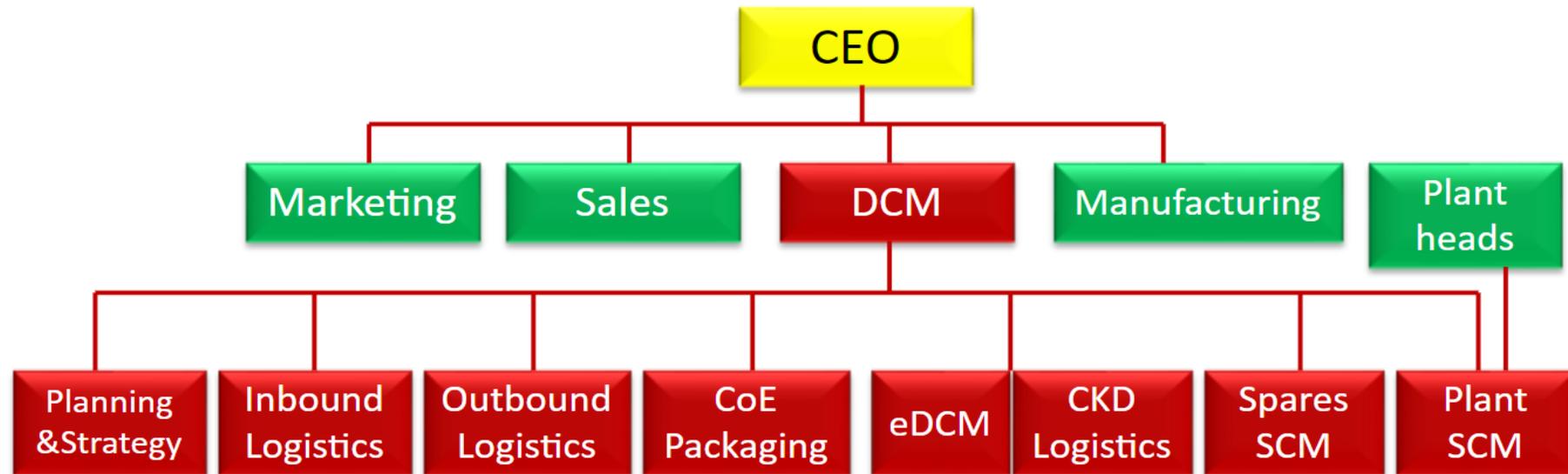


QUALITY POLICY OF THE COMPANY

- Customer focus
- Continuous improvement
- Employee involvement
- Compliance with legal and regulatory requirements
- Partnership with suppliers
- Investment in technology and innovation



Organization Structure



MANUFACTURING CHALLENGES AT THE TIME OF COVID

- **Supply Chain Disruptions:** The pandemic has disrupted the global supply chain, leading to delays in the delivery of raw materials and components.
- **Labor Shortages:** The lockdown measures implemented in many countries have resulted in labor shortages, making it difficult for companies to operate at full capacity.
- **Reduced Demand:** The pandemic has resulted in a significant decrease in demand for goods and services, affecting the overall sales of the company.
- **Health and Safety Concerns:** Ensuring the health and safety of employees has become a top priority for the company in the wake of the pandemic.
- **Financial Challenges:** The pandemic has had a significant impact on the financial performance of the company, leading to reduced profits and cash flow.

Production Forecasting during Covid-19

- Real-time Data Analysis: By collecting and analyzing real-time data on market conditions, supply chain disruptions, and demand patterns, companies can get a clearer picture of what to expect in the future.
- Scenario Planning: Companies are using scenario planning to model and prepare for a range of potential outcomes, such as a second wave of COVID-19 or a significant reduction in demand.
- Collaboration with Suppliers: Companies are working closely with their suppliers to ensure that they have a clear understanding of each other's production capabilities and plans, and to minimize the risk of supply chain disruptions.
- Digital Transformation: Companies are using digital technologies such as artificial intelligence, machine learning, and big data analytics to improve the accuracy of their production forecasts.

Production Forecasting for Post Covid

- Recovery of the global economy: The recovery of the global economy from the impact of the pandemic will play a significant role in determining demand for goods and services and, in turn, production levels.
- Supply chain disruptions: Supply chain disruptions caused by the pandemic may take some time to fully recover, affecting production forecasting in the short-term.
- Investment in technology: Mahindra has been investing in technology and automation to overcome the challenges posed by the pandemic. This investment will likely continue post-COVID, as the company seeks to enhance its competitiveness and increase production efficiency.
- Consumer behavior changes: The pandemic has changed consumer behavior, with many people shifting to online shopping and e-commerce. This change may have a lasting impact on production forecasting, as the company adapts to meet the new demand.
- Competition: Competition in the market will continue to play a role in production forecasting, as the company strives to maintain its market position and meet the demands of its customers

HOW THE COMPANY HANDLED IT EMPLOYEES DURING COVID 19

- Work from home arrangements
- Health and Safety Measures:
- Financial Support:
- Employee Engagement:
- Mental Health Support



GOVERNMENT POLICIES AND SUPPORT

- Financial Assistance
- Relaxation of Labor Laws
- Supply Chain Support
- Tax and Regulatory Relief



THANK YOU