

Project report on

***Mahindra and Mahindra financial
services***

**“comparative study of Mahindra and
Mahindra India”**

submitted in partial fulfillment of
requirement of the degree of
(Bachelor of Business Administration)

BBA

BY

Nikhil Machhindra Gaikwad

Under The Guidance Of

Mr. Tambe sir

Department Of Commerce

Art commerce and science college sonai
year 2020/2021

CERTIFICATE

This is to certify that project report entitled "Mahindra and Mahindra Financial Overview" has been written by Nikhil Machhindra Gaikwad student of BBA, 6th Sem ., Mula Education Society Art Science and Commerce Collage Sonai affiliated under my guidance and supervision. This is his own work and the project is fit for submission in partial fulfillment of degree of BBA.
(Academic year-2020-2021)



(Project Guide)



(Internal Examiner)



(External Examiner)

DECLARATION

Mr. Gaikwad Nikhil, an BBA student of Mula Education Society Art, Science and Commerce collage sonai hereby declare that the Summer Project Report entitled “A Study on Mahindra and Mahindra Financial services is a bonafide project work undertaken by me at Mahindra and Mahindra Financial services during the period of June-July, 2021 as partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) of Mula Education Society Art, Science and Commerce collage sonai.

Further, the same Project Report has not been submitted by me elsewhere for the award of any Degree, Diploma or other qualification.


(Nikhil Machhindra Gaikwad)

ACKNOWLEDGEMNT

Industrial training is an integral part of any financial program. I feel extremely lucky that I got the opportunity to do the training in one of the largest and most popular Mahindra and Mahindra Finance sector.

I take the opportunity to express my gratitude to all of them, who helped me to accomplish this challenging project in Mahindra Finance. I wish to express my deepest sense of gratitude towards our respected mentor, Mr. Kailas fulari , Manager in Mahindra finance Ahmednagar. Also like to thank the employees of Mahindra Finance for sharing their insights with me and helping me in completion of the project. I have received enormous inputs and inspiration in various stages of my project from them.

I also extend my heartiest thanks to my project guide Mr.Tambe sir Art, Science and Commerce collage sonai gracing my knowledge and his guidance that I could see the completion of this training.

Finally without the blessing of God almighty and moral support of my family members, it would not have been possible to complete the dissertation successfully.

A handwritten signature in black ink, appearing to read 'Nikhil', written in a cursive style and underlined.

(Nikhil Machhindra Gaikwad)
Art, Science and Commerce College
Sonai, A. Nagar

- **Chapter 1** -INTRODUCTION: History, company profile, competition information.
- **Chapter 2**- Research Methodology, sampling, Objective of the study.
- **Chapter 3** – S.W.O.T Analysis of Mahindra finance, Data Analysis and finding.
- **Chapter 4**-Conclusion
- **Chapter 5**-Recommendations and Suggestions
- **Chapter 6** Limitations of the Study

● Chapter 1

INTRODUCTION OF MAHINDRA FINANCE



Mahindra
Finance

Empowering potential. Transforming lives.

Two decades ago, Mahindra and Mahindra Financial Services Limited (MMFSL) commenced its journey in the rural non-banking finance industry. And with that was born a vision to transform rural and semi-urban India into a self-reliant, flourishing landscape. Since then, we have come a long way, empowering millions of ambitious individuals with personalised finance for a wide range of vehicles, home development

requirements and many other diverse endeavours – all to help them live their dreams and Rise in life.

At Mahindra Finance, we are guided by a firm belief in people, their dreams, and their potential to achieve those dreams. Hence, our socially inclusive business model facilitates loans to customers based not on their current financial status, but their future earning capacity. This philosophy has instilled a sense of confidence in the minds of rural and semi-urban India – a confidence that allows them to believe that no dream is too big. Today, as one of the leading non-banking finance companies, we are proud to have touched over 2.5 million such lives.

During the course of our journey, apart from emerging as the top tractor financier in India, we have constantly strived towards developing skill sets of the local population. Which is why, we provide employment to

over 13,000 people in over 650 branches across India. This not only ensures equal growth opportunity for all, but also enables us to serve our customers better through local understanding and expertise.

So be it a humble farmer or a budding entrepreneur – we are committed to empower every individual with resources to help their dreams see the light of day.

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 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, aftermarket, information technology and vacation

ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

HISTORY

The history of Mahindra Finance has been one of continuous ascent where our effort to empower our customers has been a constant element. A strong set of values, an evolved lineage and a group of highly motivated individuals is what we started with.

What followed was a series of events that helped us grow from strength to strength. And two decades that witnessed many dreams across the nation see the light of day. Come, walk with us through the journey of time and take a glimpse of how Mahindra Finance grew with all those who believed in it.

We were incorporated on January 1, 1991 as Maxi Motors Financial Services Limited and received certificate of commencement of business on February 19, 1991. The name was changed to Mahindra & Mahindra Financial Services Limited on November 3, 1992. We are registered with the RBI as an NBFC with effect from September 4, 1998 under Section 45IA of the Reserve Bank of India Act 1934.

Key Events in our business history

Calendar Year Event

1993 Commenced financing of M&M UVs 1995 First branch opened outside Mumbai, at Jaipur 1996 Commenced financing M&M dealers for purchase of tractors 1998 Launched pilot project for retail tractor financing 1999 Commenced tractor retail financing in rural and semi-urban areas 2001 Total Assets crossed Rs. 10 billion 2002 Commenced financing of non-M&M vehicles Received Tier II debt from International Finance Corporation Our first securitization transaction of Rs. 434.8 million 2004 Long term credit rating of AA+/Stable Branch opened in Port Blair Listing of non convertible debentures on BSE on the wholesale debt market segment Securitization of tractor assets of Rs. 256.6 million 2005 Tie-up with HPCL MIBL became our wholly owned subsidiary Commenced distribution of third party mutual funds

2006

Following a successful IPO, subscribed nearly 27 times more, Mahindra & Mahindra Financial

Services Ltd (MMFSL) priced its shares at Rs 200 each. The original price band for the issue of two crore shares of Rs 10 each, for cash at a premium decided through the book-built process, had been fixed at Rs 170-200 a share.

-Mahindra & Mahindra Financial Services Limited has informed that Mr. Narayan Shankar has ceased to be the Company Secretary of the company with effect from October 26, 2006. Ms. Angarika Baviskar would continue to hold the post of Deputy Company Secretary and Compliance Officer of the company.

-Tied up with Maruti Udyog Limited. -Reached a new benchmark with 400 branches.

2007 -Commenced Home Loans Business through our subsidiary Mahindra Rural Housing Finance Limited.

2008 -Received 12.5% equity participation from NHB for our Subsidiary Mahindra Rural Housing Finance Ltd.
-Preferential allotment of shares to Standard Chartered Private Equity Ltd. & TPG Axon Private Equity Ltd.

2009 Commenced Fixed Deposits Program.

2010

More than 2 lakh new customer contracts in a financial year for the first time.

Branch network crosses 550 branches.

2011

Maiden QIP Issue. Joint Venture with Rabobank subsidiary for tractor financing in USA.

2012

Mahindra Finance wins the inaugural Porter Prize in the category of Creating Distinctive Value. Mahindra Finance are first runners up at CNBC TV18 Best Bank & Financial Institution awards. Ranked 9th in the

prestigious Dun & Bradstreet's India's Top 500 Companies 2011(released on 1st June, 2012), based on the total income in the FIs/ NBFCs/ Financial Services Sector.

2013 Company has splits its Face value of Shares from Rs 10 to Rs 2

Company Profile:

Two decades ago, Mahindra and Mahindra Financial Services Limited (MMFSL) commenced its journey in the rural non-banking finance industry. And with that was born a vision to transform rural and semi urban India into a self-reliant, flourishing landscape. Since then, we have come a long way, empowering millions of ambitious individuals with personalised finance for a wide range of vehicles, home development requirements and many other diverse endeavours - all to help them live their dreams and Rise in life.

At Mahindra Finance, we are guided by a firm belief in people, their dreams, and their potential to achieve those dreams. Hence, our socially inclusive business model facilitates loans to customers based not on their current financial status, but their future earning capacity. This philosophy has instilled a sense of confidence in the minds of rural and semi-urban India - a confidence that allows them to believe that no dream is too big. Today, as one of the leading non-banking finance companies, we are proud to have touched over 3 million lives.

Fixed Deposit Scheme:

| Mahindra & Mahindra Financial Services Limited | | | | | | | |
|--|--------------------------------|------------------------------|--------|-----------------------|----------------------|----------------------|--------------|
| Non Cumulative Deposit | | | | Cumulative Deposit | | | |
| Period | Interest p.a. (Half Yearly) | Interest p.a. (Quarterly) | Period | Minimum Deposit (Rs.) | Interest Rate (p.a.) | Maturity Value (Rs.) | Yield (P.a.) |
| 12M | 8.50% | 8.40% | 12M | | 9.00% | 10900 | 9.00% |
| 24M | 9.25% | 9.15% | 18M | | 9.25% | 11430 | 9.53% |
| 36M | 9.50% | 9.40% | 24M | | 9.50% | 11990 | 9.95% |
| | | | | 10,000 | | | |
| 48,60M | 9.00% | 8.90% | 36M | | 9.75% | 13219 | 10.73% |
| Minimum | | | 48M | | 9.25% | 14246 | 10.61% |
| Deposit(Rs.) | 25,000 | 50,000 | 60M | | 9.25% | 15563 | 11.13% |

Notes:

0.25% Extra for Senior Citizens & 0.35% for Employees/Employees relatives of the company.

Interest Compounded Annually.

Interest Payment Quarterly on 30th June, 30th September, 31st December and 31st March only through ECS/NECS/NEFT.

Under Cumulative Scheme minimum amount of deposit to be accepted is 10,000/- . Under Non Cumulative Scheme minimum amount Rs.25000/- for half yearly scheme & Rs. 50000/- for Quarterly scheme to be accepted.

Additional in multiple of 1,000/- to be accepted thereafter.

KYC Norms (Pan Card copy and Address Proof) are mandatory incase of new investor.

TDS as applicable will be deducted if interest income is more than Rs. 5,000, however no TDS will be deducted if a duly filled Form 15 G/H is submitted.

Who can apply:

- Resident Individual
- Minors through their Guardians
- Domestic Company
- HUF
- Registered Trust (exemption certificate not acceptable)

Payment of interest:

Interest on Deposit (Non Cumulative) will be paid on 30th September and 31st March under Half Yearly scheme and on 30th September, 31st December, 31st March and 30th June under quarterly scheme. In case of interest payment for part period the same will be made on pro-rata basis. However, if a Deposit is made within a period of 30 days prior to any of the interest payment date, the interest for the part period will be paid on the next interest payment date. Payment of interest will be made through National Electronic Clearing Services (NECS) in respect of the places where such facility has been offered by the company or through interest warrant incase of NECS rejected cases. PDC s will not be issued.

Banking Details:

- Payment should be made by means of Account Payee Cheque/ demand draft made payable to 'MMFSL-Fixed Deposit' payable at Designated HDFC Bank Branches where the application is submitted.
- Outstation cheques/drafts will not be accepted.

Stamp on Application Form:
RR Investors Retail Services Pvt. Ltd.

Loan on Deposit:

Loans may be granted against public deposits upto 75% of the Deposit amount carrying interest @ 2% per annum (at half yearly rests) above the interest rate and any other additional charges as applicable on such deposits, provided such deposits has run for a minimum period of three months. The outstanding loan together with interest shall be settled in one lump sum by the Depositor or shall be adjusted on maturity of the Deposit. However, the granting of loan will be at the sole discretion of the Company.

Premature Withdrawal:

As per the directions of the Reserve Bank of India currently in force, the deposit shall not be repaid before the expiry of 3 months from the date of deposit. In case of premature withdrawal after 3 months, interest shall be paid at the following rates:-

- After 3 months but before expiry of 6 months - No interest
- After expiry of 6 months but before the date of maturity - 3% below the contracted rate

Refund / Renewal of Deposit:

- Deposits can be renewed by submitting the Deposit Receipts discharged on reverse(with revenue stamp)along with a fresh Application Form duly filled and signed by sole/joint Depositor(s) four week prior to the date of maturity. Any renewal of Deposit in advance of its maturity date, as of its maturity

date will be subject to the rate of Interest and other items and conditions prevailing on the date of said maturity date. No change in the first name of the depositor is permitted at the time of renewal.

- The Fixed Deposit will be repaid only on maturity and not on demand or notice except at the discretion of the Company.
- Repayment of the principal amount will be made by account payee cheque/demand draft on the Company's Bankers encashable at par/Electronic Clearing Service [ECS/NECS] facility/RTGS.
- No change in the first name of the depositor is permitted at the time of renewal.
- Company reserves the right to repay the deposit in case of non receipt of renewal request 4 weeks before the date of maturity.

| MANDATORY DOCUMENTS TO BE SUBMITTED AS PER KNOW YOUR CUSTOMER NORMS, DIRECTED BY RESERVE BANK OF INDIA | | |
|--|----------------------------|--|
| Category, if | TO prove | Document to be submitted along with application form |
| A. Individual | -Proof of Identity | (i) Passport (ii) PAN Card (iii) Voters Identity Card (iv) driving license (v) Identity card (vi) Letter from recognized public authority or public servant verifying the identity and residence of the customer one document mentioned above |
| | -Correct permanent address | (i) Telephone bill (ii) Bank account statement (iii) Letter from any recognized public authority (iv) Electricity bill |
| | | (v) Ration Card (vi) Letter from employer |
| | | (any document mentioned above) |

| | | |
|-------------------------|---|--|
| B. Companies | <ul style="list-style-type: none"> -Name of Company -Principal place Of business -Mailing address of the company -Telephone/Fax Number | <ul style="list-style-type: none"> (i) Certificate of incorporation and Memorandum & Articles of Association (ii) Resolution of the Board of Directors to open a deposit and identification of those who have authority to operate the deposit (iii) Power Of Attorney granted to its managers, officers or employees to transact business on its behalf (iv) Copy of PAN allotment letter (v) Copy of telephone bill |
| C. Partnership firms | <ul style="list-style-type: none"> -Legal name -Address -Name of all partners and their addresses -Telephone numbers of the firm and partners | <ul style="list-style-type: none"> (i) Registration certificates, if registered (ii) Partnership deed (iii) Power of Attorney granted to a partner or an employee of the firm to transact business on its behalf (iv) Any officially valid document identifying the partners and the persons holding the Power of Attorney and their addresses (v) Telephone bill in the name of firm/partners |
| D. Trusts / Foundations | <ul style="list-style-type: none"> -Name of Trustees, settlers, beneficiaries and signatories -Names and addresses Of the founder, the managers/directors and the beneficiaries -Telephone/fax numbers | <ul style="list-style-type: none"> (i) Certificate Of registration, if registered (ii) Power Of Attorney granted to transact business on its behalf (iii) Any officially valid document to identify the trustees, settlers, beneficiaries and those holding Power Of Attorney, founders/managers/directors and their addresses (iv) Resolution Of the managing body Of the foundation/association (v) Telephone bill |

Passport size photograph & PAN of all applicants are mandatory.

Competition/comparative:

Shriram City is one of **Mahindra Finance's** top competitors. Shriram City's headquarters is in Chennai, Tamil Nadu, and was founded in 1986. Like **Mahindra Finance**, Shriram City also operates in the Diversified Financial Services industry. Shriram City generates 51% of **Mahindra Finance's** revenue.

| Name | Last Price | Market Cap. (Rs. cr.) | Sales Turnover | Net Profit | Total Ass |
|--|---------------|--------------------------|-------------------|---------------|---------------|
| Bajaj Finance | 5,610.75 | 338,661.70 | 23,532.16 | 3,955.51 | 135,804 |
| Muthoot Finance | 1,266.20 | 50,799.42 | 8,714.64 | 3,018.30 | 48,701 |
| Bajaj Holdings | 3,513.15 | 39,099.08 | 367.47 | 198.59 | 10,692 |
| Shriram Trans | 1,455.05 | 36,821.72 | 17,421.00 | 2,487.27 | 112,376 |
| IRFC | 23.45 | 30,645.65 | 13,838.46 | 3,692.42 | |
| Sundaram Fin | 2,496.60 | 27,738.19 | 3,842.09 | 723.95 | 32,884 |
| L&T Finance | 93.60 | 23,124.64 | 171.26 | 116.05 | 11,305 |
| M&M Financial | 159.75 | 19,737.59 | 10,395.20 | 335.15 | 70,826 |
| Manappuram Fin | 156.30 | 13,228.68 | 5,172.25 | 1,697.91 | 22,861 |
| Bharat Fin | 898.00 | 12,594.17 | 3,036.64 | 984.60 | 9,002 |
| Motilal Oswal | 811.60 | 11,906.07 | 2,161.45 | 712.40 | 5,610 |
| Shriram City | 1,720.10 | 11,353.52 | 5,730.90 | 1,010.94 | 30,373 |
| CreditAccess Gr | 647.30 | 10,071.71 | 2,027.53 | 142.39 | 10,491 |
| Magma Fincorp | 129.70 | 9,900.40 | 2,177.55 | -10.01 | 12,519 |

| | | | | | |
|---------------------------------|----------|----------|----------|------------|--------|
| IDFC | 56.65 | 9,043.37 | 152.57 | 64.18 | 9,255 |
| Edelweiss | 64.80 | 6,068.41 | 236.69 | 82.59 | 3,601 |
| Capital First | 587.20 | 5,817.54 | 3,592.96 | 327.01 | 19,788 |
| Tata Inv Corp | 1,059.55 | 5,360.82 | 140.06 | 108.83 | 7,973 |
| M&M FS - RE | 79.85 | 4,932.85 | -- | -- | |
| Indostar Capita | 311.75 | 3,857.29 | 1,470.45 | -340.09 | 9,314 |
| Spandana Sphoor | 577.35 | 3,713.25 | 1,442.91 | 128.98 | 5,624 |
| Paisalo Digital | 622.75 | 2,633.75 | 337.45 | 54.04 | 1,826 |
| PTC India Fin | 18.45 | 1,185.01 | 1,364.25 | 110.00 | 11,389 |
| PNB Gilts | 59.35 | 1,068.36 | 882.24 | 186.35 | 13,206 |
| Vardhman Hold | 2,500.10 | 797.92 | 19.78 | 15.05 | 603 |
| Muthoot Cap | 407.25 | 669.83 | 586.49 | 60.48 | 2,862 |
| Summit Sec | 594.80 | 648.44 | 15.02 | 8.66 | 1,191 |
| Satin Credit | 85.95 | 619.02 | 1,399.57 | 156.27 | 6,861 |
| NBI Industrial | 2,462.85 | 605.07 | 14.38 | 12.96 | 1,616 |
| Sasta Sundar | 188.85 | 600.74 | 0.01 | 0.64 | 273 |
| The Investment | 109.65 | 564.92 | 76.54 | -2.84 | 554 |
| Arman Financial | 609.55 | 517.41 | 67.11 | 18.24 | 291 |
| SREI Infra | 7.25 | 364.74 | 89.21 | -24.13 | 3,656 |
| Rel Capital | 13.35 | 337.37 | 563.00 | -10,972.00 | 20,718 |
| SIL Invest | 235.20 | 249.21 | 23.34 | 17.29 | 684 |
| Nahar Capital | 125.80 | 210.67 | 10.64 | 3.70 | 639 |
| Consol Finvest | 61.30 | 198.39 | 5.08 | 5.62 | 357 |
| Industrial Inv | 70.15 | 158.17 | 20.73 | -40.55 | 412 |
| Capital Trust | 89.65 | 146.68 | 142.68 | 0.53 | 436 |
| Coral India Fin | 32.05 | 129.17 | 20.26 | 12.97 | 127 |
| Sakthi Finance | 18.90 | 122.29 | 168.91 | 11.18 | 1,005 |
| Motor and Gen F | 19.85 | 76.87 | 5.69 | -5.45 | 85 |
| McDowell Hold | 44.00 | 61.57 | 2.76 | -6.84 | 583 |

| | | | | | |
|---------------------------------|-------|-------|--------|--------|-----|
| Lakshmi Finance | 78.55 | 23.57 | 2.74 | -6.59 | 33 |
| Williamson Mago | 18.85 | 20.65 | 31.16 | -76.33 | 457 |
| Hb Stockhol | 18.20 | 12.99 | 1.96 | -7.30 | 31 |
| Transwarranty | 3.90 | 9.54 | 1.42 | -4.33 | 42 |
| Viji Finance | 1.10 | 9.07 | 0.99 | 0.14 | 14 |
| Nagreeka Cap | 7.15 | 9.02 | 88.40 | -64.73 | 114 |
| TCI Finance | 5.70 | 7.34 | 4.21 | -52.32 | -11 |
| Guj Lease Fin | 2.25 | 6.10 | -- | -0.35 | 5 |
| C&KFS | 0.35 | 2.55 | 101.86 | 3.34 | 489 |

Chapter. 2.

RESEARCH METHODOLOGY

Meaning of research

Research in common parlance refers to a search for knowledge. One can also define search as a scientific and systematic search for pertinent information on a specific topic. In fact research is an art of scientific investigation. The advanced learner's dictionary of current English lay down the meaning of research as "A careful investigation or inquiry specially through search for new facts in any branch of knowledge."

This inquisitiveness is the mother of all knowledge and the method which man employs for obtaining the knowledge of whatever the unknown can be termed and research.

What is research methodology?

It is the science that tells the method of doing research. It mainly consist of following steps;

- ☐ Developing research design.
- ☐ Determining the data collection.
- ☐ Developing sampling plan.
- ☐ Conducting field work.

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. The word research has been derived from French word *rechercher* means to search.

Definition of research methodology:

Research may be defined as “a careful investigation or enquiry specially through search for new facts in any branch of knowledge” in a technical sense research comprise defining & redefining problems, formulated making deduction & researching conclusion & at least carefully testing the conclusion to determine whether they fit the formulating hypothesis.

RESEARCH DESIGN: Research design is the conceptual structure within which research is conducted. It constitutes the blueprint for collection, measurement and analysis of data. The design used for carrying out this research is descriptive. Research design used in the survey:

Considering the objectives of the study and also the importance of the decision it was decided to undertake an exploratory survey.

Data collection:

1. primary data-primary data are those which are fresh and collect for the first time and thus happen to be original character.

2. Secondary data-It is the data that is already been collected by someone else.

In this survey I used both primary and secondary data. All information collected through questionnaire.

Data sources:

The sources of collection of primary data are:

☐ Questionnaire

The sources of collection of secondary data are:

☐ Books

☐ Websites

☐ Magazine

☐ Brochure

Analysis and interpretation:

Data collection through questionnaire and personnel interview resulted in

availability of the desired information but these were useless until there were analyzed.

Various steps required for this purpose were editing, coding and tabulating. Tabulating refers to bringing together similar data and compiling them in an accurate and meaningful

manner. The data collected by questionnaire was analyzed, interpreted with the help of table, bar chart and pie chart.

Sampling plan

It is very difficult to collect information from every members of population as time and cost are the major limitation that the researcher faces a sample 30 was taken the sample size of 30 individual where selected on the basis of convenient sampling techniques. The individuals were selected in the random manner form sample and data were collected from research study.

Need for sampling

☐ Sampling can save time and money. a sample study usually less expensive than a senses study and produces result at a relatively faster speed.

☐ Sampling remains the only way when population contain infinitely may members.

☐ Sampling remains the only choice when a test involves the destruction of the items under

Studying

OBJECTIVE

PRIMARY OBJECTIVES

☐ To know about Promotional policies of Mahindra Finance.

SECONDARY OBJECTIVES

☐ The main objectives of this project is to find, what steps Mahindra Finance is adapting to be market leader and to differentiate itself from its competitors.

☐ The basic objective of this project is as mentioned above to find ways so that Mahindra Finance remain market leader by considering all the needs & wants and fulfilling their demand.

☐ To find out the Strategy of Mahindra Finance to remain market leader in future.

☐ It should do something to give after sales service and collect feedback from the customers.

Chapter 3

S.W.O.T Analysis of Mahindra Finance

STRENGTHS

Mahindra Finance has advantage of brand name of Mahindra & Mahindra Group.

Mahindra Finance has large asset base of Rs. 5000 crores.

It has large distribution channels with 350 branches all over the nation.

Company has large financial base as its IPO was subscribed 26.88 times.

. Mahindra Finance is leading company in NBFCs.

Mahindra Finance has advantage of brand name of Mahindra & Mahindra Group.

. The credit rating of this company is very high. It has CRIS IL FAAA credit rating.

There are lot of branches in India.

The main advantage is that Mahindra Finance has many type of product which help the financial sector.

- . Customers typically rebel against price increases by switching to competing products, but if a company has pricing power, customers will continue using Mahindra finance's products and services.

- . Superior technology allows Mahindra finance to better meet the needs of their customers in ways that competitors can't imitate.

- . A strong supply chain helps Mahindra finance obtain the right resources from suppliers and delivery the right product to customers in a timely manner.

Financial leverage allows Mahindra finance to use their balance sheet to expand their business and increase their profits.

Lower costs lead to higher profits for Mahindra finance. A low cost leader can undercut rivals on price.

Mahindra finance only needs to target new customers in order to grow their business.

DATA ANALYSIS-

TOOLS OF PRESENTATION-It means what all tools are used to present the data in a meaningful way so that it becomes easily understandable

TOOLS OF ANALYSIS- In this research the tools of analysis used was SPSS software.

LIMITATIONS OF THE STUDY- This study will facilitate in understanding the consumer preferences towards the MAHINDRA AND MAHINDRA FINANCE fixed deposit, and broker empanelment. There are certain limitations of this studies are :

This study will be limited to only some areas of Jalandhar city.

It is only for short period of time.

Survey to a only limited numbers of people.

The sample size is only 50 so the sample may not be truly representative of Jalandhar population.

Some respondents did not provide the all and accurate data. There may be some biased response from the respondents.

SHORTAGE OF TIME- The time period of study was very limited. A period of 4-6 weeks is not enough for the proper study of the project.

BIASNESS IN THE RESPONSES-The answers provided by the respondents suffer from biasness.

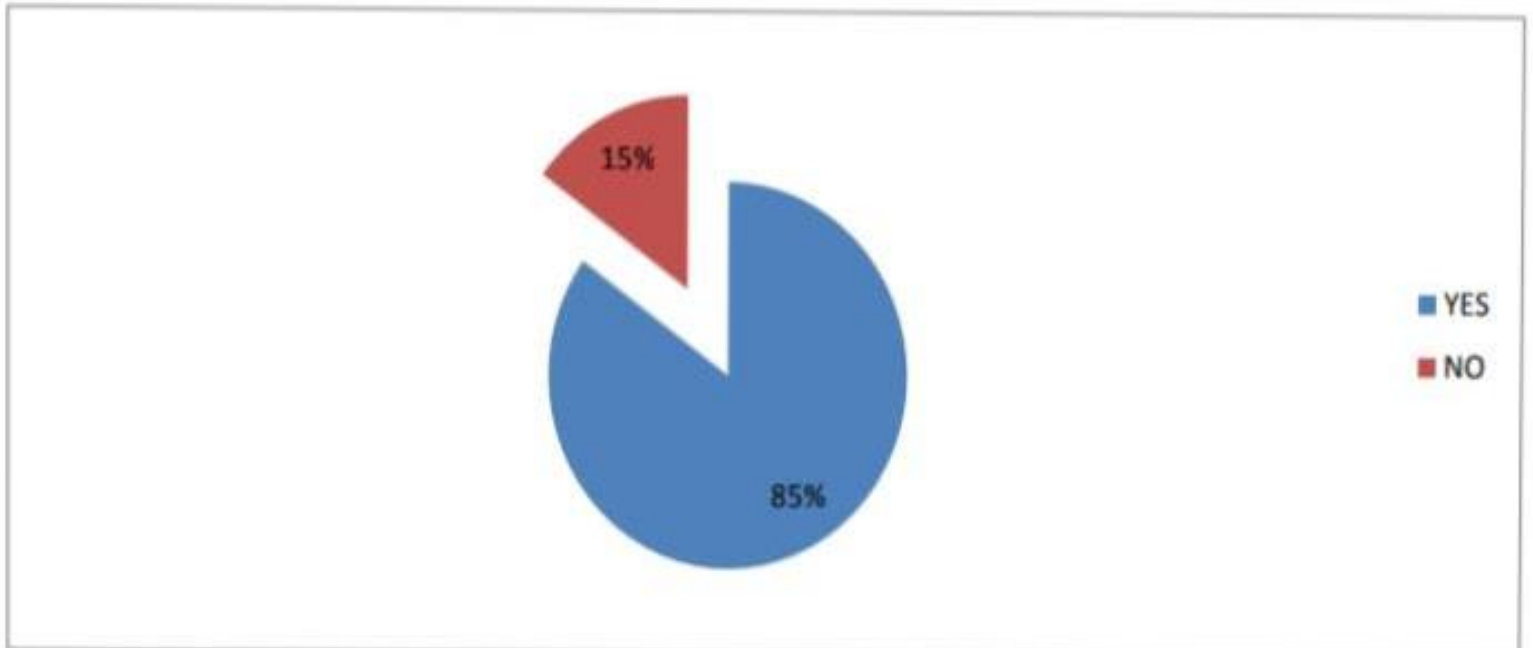
COST FACTOR- It was not possible to conduct extensive research due to paucity of funds.

INADEQUATE DATA-The data provided was not up to the mark due to which we faced problems in our research.

DATA ANALALYSIS AND INTERPRETATION

Q1. Are you aware about Mahindra Finance?

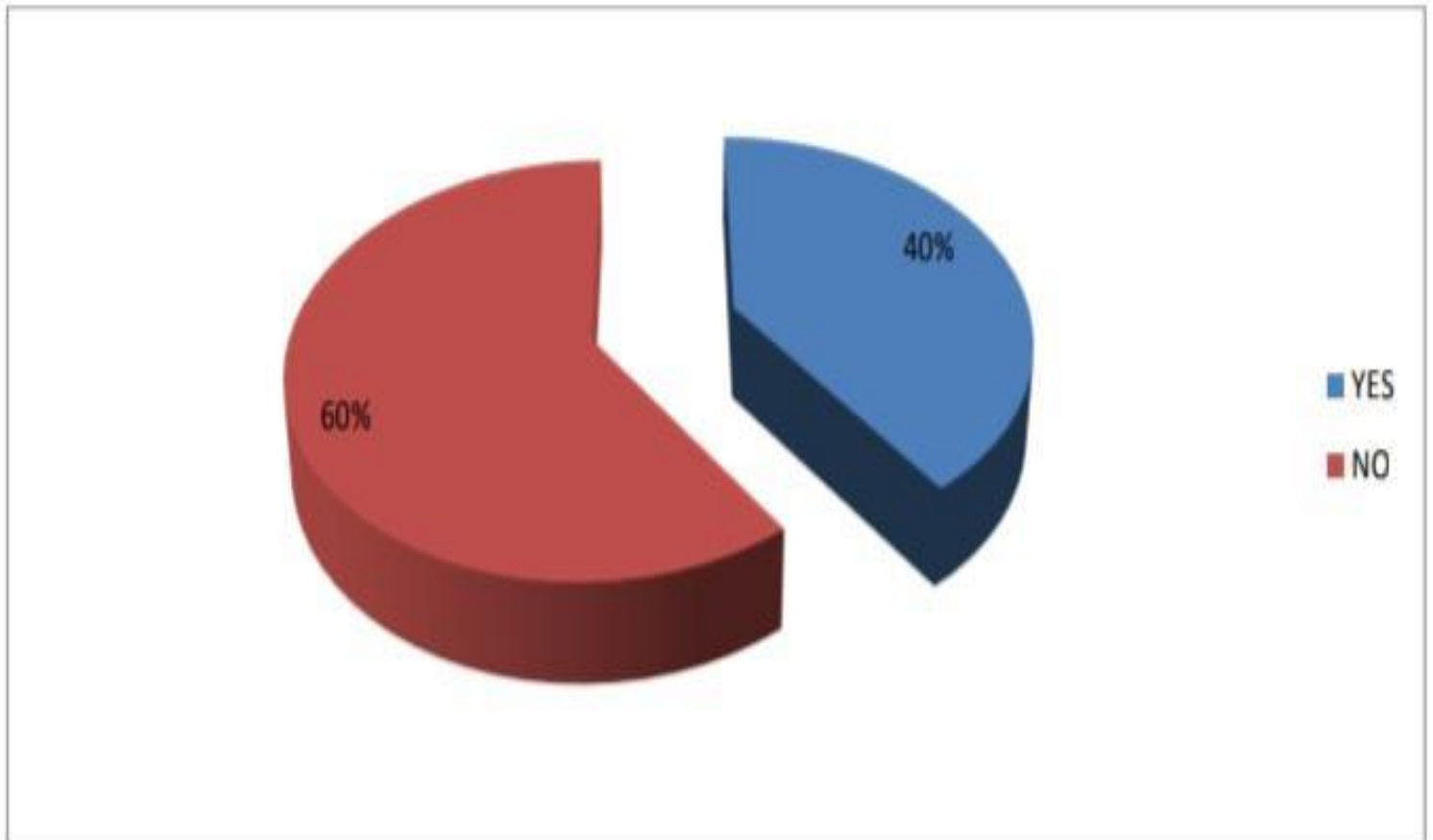
| YES | NO |
|-----|-----|
| 85% | 15% |



According to survey we find that 85% of customers are aware about Mahindra Finance while 15% are not.

Q2. Have you owned any Services of Mahindra Finance?

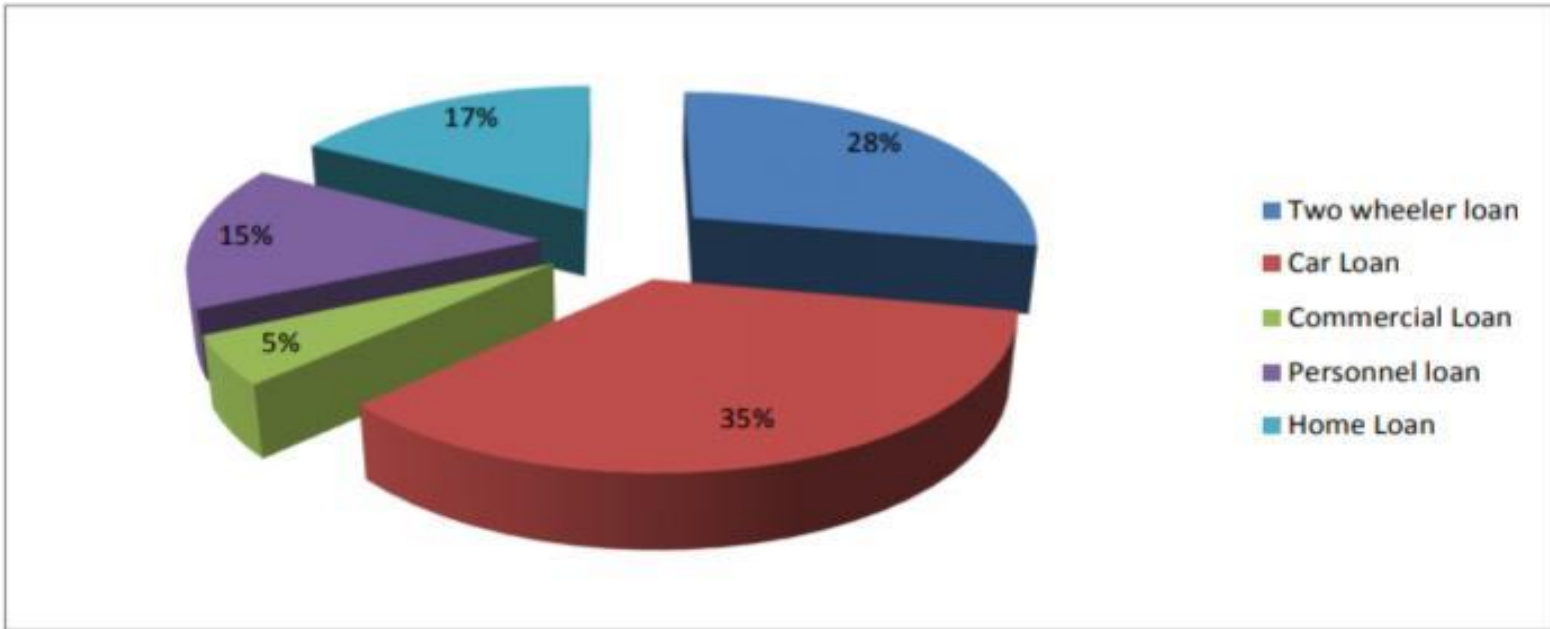
| YES | NO |
|-----|-----|
| 40% | 60% |



According to survey we find that 40% of customers are owned a services of Mahindra Finance while 60% are not.

Q3. Which type of Service do you owned?

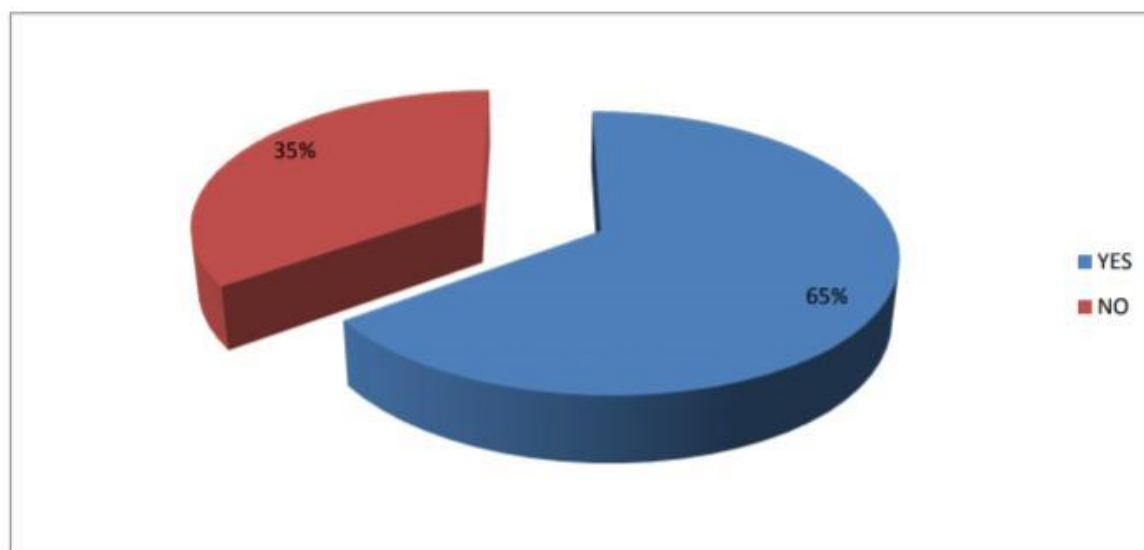
| | |
|-------------------------|------------|
| Two wheeler loan | 28% |
| Car Loan | 35% |
| Commercial Loan | 5% |
| Personnel loan | 15% |
| Home Loan | 17% |



According to survey we find that 28% of customers are owned Two wheeler loan, 35% customers have Car Loan, 5% customers have Commercial loan, 15% customers owned Personnel loan while 17% customers are have Home Loans from Mahindra Finance.

Q4. Are you satisfy with the interest rates and services provided by Mahindra Finance?

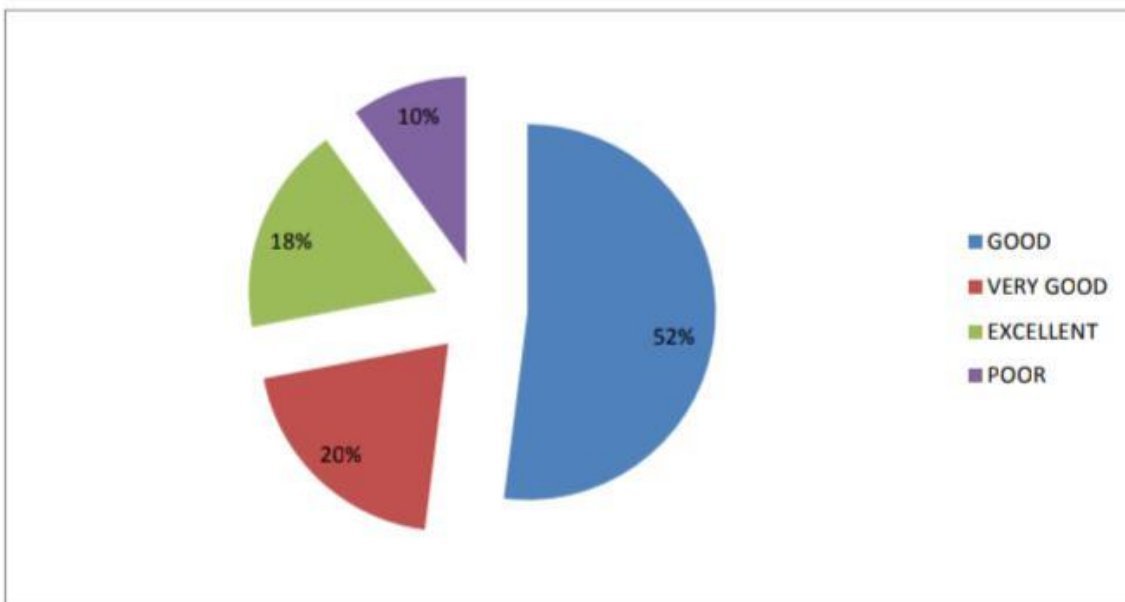
| YES | NO |
|-----|-----|
| 65% | 35% |



According to survey we find that 65% of customers are satisfy with Mahindra Finance while 35% are not.

Q5. Rate the product about your satisfaction?

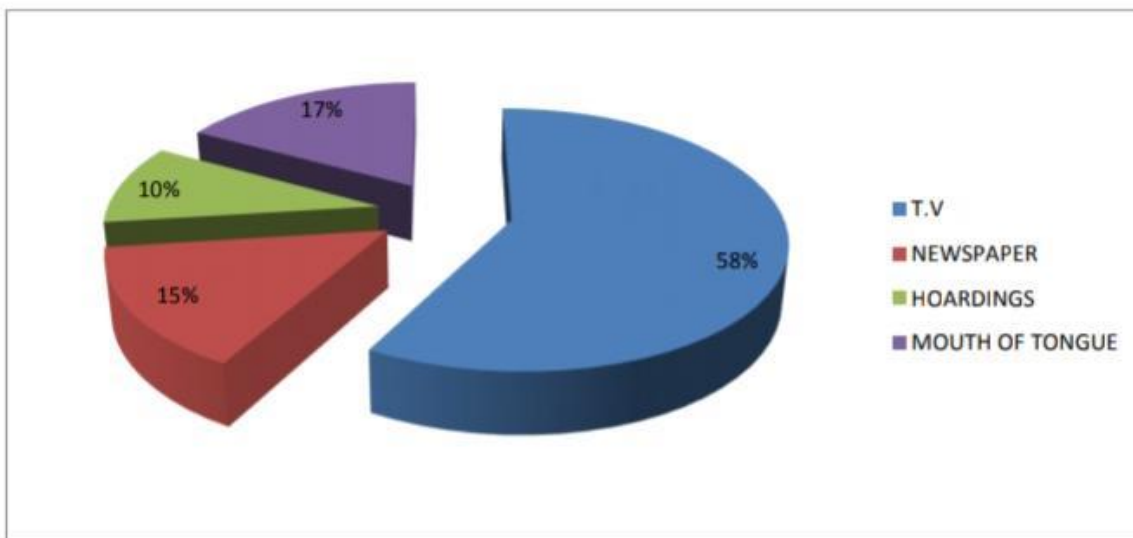
| | |
|------------------|------------|
| GOOD | 52% |
| VERY GOOD | 20% |
| EXCELLENT | 18% |
| POOR | 10% |



According to survey we find that 52% of customers are likely to says that its Good, 20% customers says its Very Good, 18% customers says its excellent while 10% says its Poor.

Q6. By which source you come to know about Mahindra Finance?

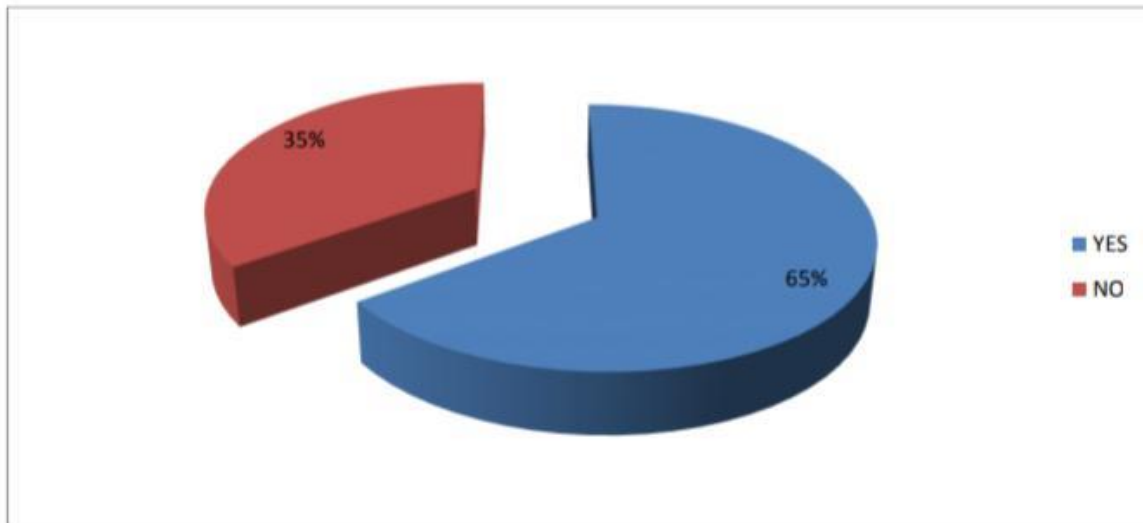
| | |
|------------------------|------------|
| T.V | 58% |
| NEWSPAPER | 15% |
| HOARDINGS | 10% |
| MOUTH OF TONGUE | 17% |



According to survey we find that 58% of customers are come to know by T.V, 20% customers says by Newspaper, 10% customers says by Hoardings while 17% says by Mouth of tongue.

Q7. Did you aware about Promotional policies of Mahindra Finance?

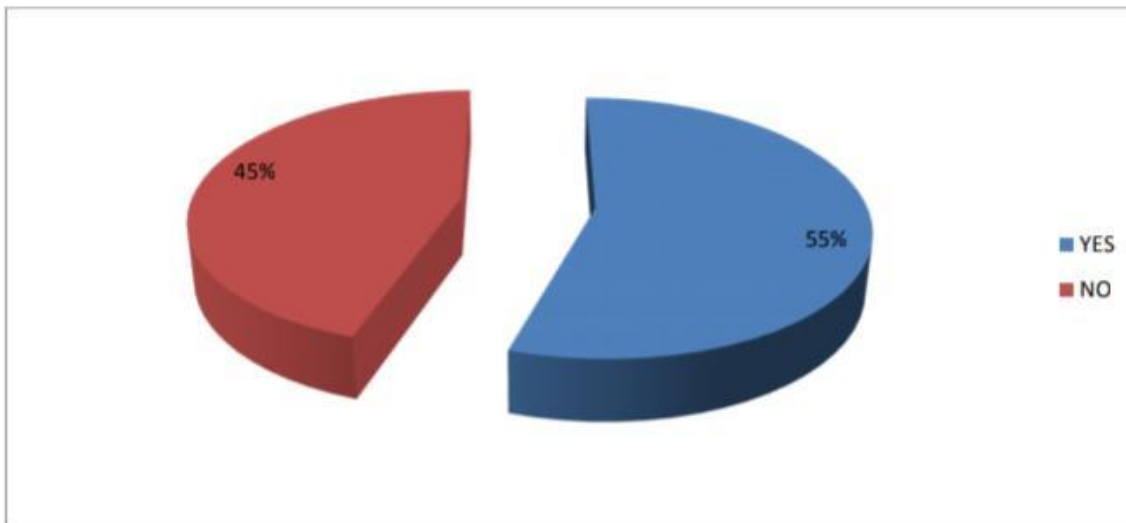
| YES | NO |
|-----|-----|
| 65% | 35% |



According to survey we find that 65% of customers are aware about promotional policies while 35% are not.

Q8. Are the employees of Mahindra Finance cooperative with you when you visit?

| | |
|------------|------------|
| YES | 55% |
| NO | 45% |



According to survey we find that 55% customers are satisfied with the workers of Mahindra Finance while 45% customers are not satisfied.

FINDINGS

- 1** Major competitors of Mahindra Finance are Sundaram Finance L&T and many more.
- 2** Peoples who are in profession line preferred Mahindra
- 3** Finance due to its interest rates.
- 4** Interest rates applied are affordable by the customers.

FINDING OF THE STUDY

Almost all the people are aware of Mahindra finance. 62% people are aware of the Mahindra Finance.

- Not all the people know about FD scheme of Mahindra Finance in Jalandhar. 14% of people are aware of Mahindra Finance.

Only few people are aware of its competitors due to lacking of a department in the city.

Study shows that people's perception about Mahindra Finance is highly positive so it should adopt the steps to maintain that position.

- The profits and net worth are increasing every year.
- The number of contracts have also increased.

92% people are highly satisfied with its customer care service.

People are saving a huge part of their income for investment in long term because of high rate of return.

- Most of the people now a days are preferring in fixed deposit because of less risky than shares or other in investment.

The study shows that the customers know that the Mahindra is proving good products and there are very less no. of people who says that the interest rate is good. But they say the brand name is very good.

According to the survey respondents are of the opinion that they look for the returns before investing in any company.

The study reveals that the 68% are happy with the services of Mahindra and Mahindra and mostly the people like the quality so overall evaluation is also good.

Chapter 4

CONCLUSION

The overall disbursement registered a growth of 35.3 per cent at Rs.19,504.3 Crores as compared to Rs. 14,419.9 Crores in the previous year. Your Company during the year under review, continued to provide a wide range of financial products and services to its customers through diversification of its product portfolio within its vehicle financing business as well as through the

introduction and growth of other financial products and maintained its market leadership position in rural and semi-urban markets. Your Company has increased its presence in financing of commercial vehicle, construction equipment, as well as, pre-owned vehicle while maintaining aggressive growth in car financing, retaining its leadership position in financing Mahindra range of vehicles and tractors in addition to extending its lending to vehicles of other Original Equipment Manufacturers (OEMs).

Chapter 5

SUGGESTION

1. Should give their product at affordable interest rates.
2. More and more promotion techniques should be there to promote it
3. Make more offices in every place.
4. Should be available in every place. In small town there is a problem of office or franchise.
5. Generally people are not aware. make them aware

Chapter 6

LIMITATIONS

☒ Non Cooperation's of Respondents :-

☒ The respondent was not cooperative at the time of survey.

☒ They were hesitating to talk with the strangers.

☒ Language Problem:-

☒ The problem of English was occurring.

☒ Shortage of time

☒ The time period was not fulfilled.

☒ The requirement of more time was there.