

Ref: MLLSEC/137/2024

14 October 2024

To,

**BSE Limited,**  
**(Security Code: 540768)**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai - 400 001

**National Stock Exchange of India Ltd.,**  
**(Symbol: MAHLOG)**  
Exchange Plaza, 5th Floor, Plot No. C/1,  
“G” Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai – 400 051

Dear Sirs,

**Sub: Press Release**

Pursuant to Regulation 30 and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release titled “**Mahindra Logistics Unveils New Brand Identity Representing Accelerating Progress**” to be issued by Mahindra Logistics Limited, which is self-explanatory.

This intimation is also being uploaded on the website of the Company at <https://mahindralogistics.com/disclosures-under-sebi-regulation/>.

Thanking you,

**For Mahindra Logistics Limited**

**Jignesh Parikh**  
**Company Secretary**  
*Enclosure as above*

Press Release

## Mahindra Logistics Unveils New Brand Identity Representing Accelerating Progress

~ Launches new icon that reflects progress, speed, and a dynamic spirit of being driven forward ~  
Watch the unveiling video here: <https://youtu.be/xvtOwLi1odE>

**India, 14 October 2024:** Mahindra Logistics Limited, one of India's largest integrated logistics solutions providers, unveils its new brand identity, marking the next step in its evolution towards innovation and sustained growth. The new identity introduces a bold and dynamic icon, symbolizing the aspiration to scale new heights and the relentless drive to rise. It captures the essence of the company's core values and future-ready vision, emphasizing collective strength and continuous forward momentum.

As a trusted leader in integrated logistics, the new identity unifies all our business segments as we focus on delivering integrated solutions. It symbolizes our deep association with customers, focussing on building customised solutions integrating all stages of the supply chain. The icon represents the unification of diverse services and solutions, with a sharp focus on technology, sustainability, and robust operating systems.

Mahindra Logistics enables its customers' transition to world-class supply chains, offering seamless pan-India connectivity. The new identity reinforces its commitment to accelerating progress, enhancing operational excellence, and delivering continued value to all our stakeholders.

Commenting on the new brand identity, **Rampraveen Swaminathan, CEO & MD, Mahindra Logistics Ltd.**, said, *"Our new identity is a reflection of our vision in our actions. It honours our past, celebrates our present and embodies our vision for the future. At the heart of this new brand identity lies the collective strength and growth of our employees, driving us to push boundaries and deliver agile, technologically advanced, sustainable, and future-ready end-to-end logistics solutions for our customers"*.

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**About Mahindra Logistics:**

Mahindra Logistics Limited (MAHINDRA LOGISTICS) is an integrated third-party logistics (3PL) service provider, specialising in supply chain management and enterprise mobility. MAHINDRA LOGISTICS serves over 400+ corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an “asset-light” business model, providing customised and technology enabled solutions that span across the supply chain and people mobility services.

For more information, visit [www.mahindralogistics.com](http://www.mahindralogistics.com)

**About Mahindra:**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world’s largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

For more information, please contact: [media@mahindralogistics.com](mailto:media@mahindralogistics.com)

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