



NEWS FOR IMMEDIATE RELEASE

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MAHINDRA AUTOMOTIVE'S 2020 URBAN AGRICULTURE GRANTS PROMOTE FOOD GROWTH AND DISTRIBUTION IN DISADVANTAGED COMMUNITIES

AUBURN HILLS, Mich., June 9, 2020 – Eleven Southeast Michigan urban farming groups received \$75,000 in funding from the Mahindra Automotive North America Urban Agriculture Grant Program this week. The grants address COVID-19's impact on locally available food supplies in inner-city areas in Detroit, Flint, and Pontiac, especially for households facing the dual challenge of keeping family members healthy and putting wholesome food on their tables.

"We felt that concentrating our 2020 grant funds on strengthening the urban agriculture community's ability to grow and distribute food to people in need was one of the ways we could be of the most help during the pandemic," said Rick Haas, Mahindra Automotive North America's President, and CEO.

Since the program's inception in 2015, Mahindra Automotive North America (MANA) has donated more than \$625,000 in cash and farm equipment to 20 unique community-based organizations in Southeast Michigan. Those grant funds have been used to train and equip thousands of home gardeners who grow food for their families, friends, and neighbors.

"Now more than ever, we need to support Michigan's urban farmers who are growing healthy food for their communities," said U.S. Senator Debbie Stabenow. "I applaud the commitment of Mahindra Automotive North America and all businesses and organizations who are strengthening urban farms in our state."

MANA's grants in previous years also enabled innovative projects, like the development of a cost-saving home irrigation prototype; while others encouraged the preparation of the next generation of urban farmers for future careers and business opportunities. The company's donations have also included three off-road Mahindra vehicles (including two locally built Mahindra ROXORs) and three Mahindra tractors.

"I am confident," Haas said, "that this year's grant recipients will rise to—and meet—this new challenge and help improve the quality of life for hundreds, if not thousands, of people throughout this region. Mahindra Automotive North America is grateful and humbled to be able to support their heroic efforts."

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The eleven (11) groups receiving 2020 Mahindra Urban Agriculture Grants are:

- Asbury Community Development Corporation (Flint) - \$10,000
- Burnside Farm (Detroit) - \$2,000
- Charles Drew Transition Center Horticultural Program (Detroit) - \$10,000
- Detroit Black Community Food Security Network-D-Town Farm (Detroit) - \$15,000
- Edible Flint (Flint) - \$5,000
- Greening of Detroit (Detroit) - \$5,000
- Keep Growing Detroit (Detroit) - \$15,000
- Micah 6 (Pontiac) - \$5,000
- Mt. Olivet Neighborhood Watch (Detroit) - \$2,000
- Northend Christian CDC (Detroit) - \$5,000
- Yorkshire Woods Community Association (Detroit) - \$1,000

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ABOUT MAHINDRA AUTOMOTIVE NORTH AMERICA

Mahindra Automotive North America (MANA) is the North American headquarters of the 20.7B (USD) Mahindra Group's automotive division. MANA became the first automotive OEM to launch a manufacturing operation in SE Michigan in over 25 years when it began producing the ROXOR off-road vehicle in Auburn Hills, MI. Working with affiliate Mahindra teams in India, Italy, and Korea, MANA also continues to fulfill its mission as a center of automotive engineering excellence, which includes automotive design, engineering, and vehicle development and is led by a team of veteran industry executives, engineers, and designers. For more information, visit www.mahindraautomotivena.com and www.roxoroffroad.com.

ABOUT MAHINDRA

The Mahindra Group is a \$20.7 billion (USD) federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses, and fostering communities. It has a leadership position in utility vehicles, information technology, financial services, and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defense, and two-wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries. Learn more at www.mahindra.com

Photo 1:



Photo 1: Mahindra Automotive North America employees help construct hoops at Edible Flint in Flint, MI.

Photo 2:



Photo 2: Rick Haas (right), MANA's President and CEO, and Rich Ansell (left), MANA's VP of Marketing are given a tour of the Charles Drew Transition Center Horticulture Program in Detroit, MI by Michael Craig (center), the program's instructor.