

# Mahindra Group Supercharges Digital-First Future by Collaborating with Google Cloud

Alliance to underpin group-wide digitization strategy under Mahindra Digital Engine; accelerate adoption of data and artificial intelligence to spur innovation

**New Delhi, India, Mar. 3 2022** – The Mahindra Group and Google Cloud today announced a new collaboration that will power the Group's digital transformation strategy and fuel its next phase of business growth.

Mahindra Group's Digital, Data and Cloud Center of Excellence, referred to as Mahindra Digital Engine (MDE), will use Google Cloud's secure and reliable infrastructure and advanced data analytics technology to drive innovation across the Group's multiple business units, including its core operations, its customer-facing channels, and its employee experience. The partnership will also embed an agile culture within MDE that will foster innovation, embrace change, and build capabilities by cultivating the right talent.

"A digital mindset is front and center in every aspect of the Mahindra Group. We are building for the future with advanced cloud-based technologies and data-driven strategies to speed decision making and maximize synergies across our business. By utilizing Google Cloud's best-in-class infrastructure and data capabilities, we can innovate faster for competitive differentiation, advance our enterprise sustainability goals, and strengthen our talent pool by attracting the best tech talent in the industry," said Mohit Kapoor, Group Chief Technology Officer, The Mahindra Group.

Mahindra is advancing its unified data cloud strategy with Google Cloud. First, the Group will migrate its business-critical applications, including SAP S/4HANA, from its on-premises data centers to Google Cloud under the RISE with SAP program, as well as its data warehouse and data lake. This will enable teams across the Group to gain a deeper understanding of customers' demands and preferences than was available previously. Further, this shift will help in anticipating trends and consumer sentiments to accelerate product innovation and drive a personalized customer experience via new digital platforms; as well as simplify complex data management, lower the total cost of ownership, and improve security and governance.

Working with the cleanest cloud in the industry also advances Mahindra Group's sustainability goals. The Group plans to fully migrate off its on-premises infrastructure over the next two to three years.

The Group will also tap the engineering prowess and the best practices of Google Cloud's Site Reliability Engineering (SRE) and Dev SecOps practices, driving in-house talent to continue to scale their technical capabilities to meet the needs of its ever-expanding business.

Commenting on the announcement, Bikram Bedi, Managing Director, Google Cloud India, said, "As Mahindra Group's trusted innovation partner, we are leveraging our expertise to help the Group bring its enterprise and consumer ecosystems closer together. Our multi-faceted, multi-year collaboration with Mahindra is a great example of the value we bring to customers and our unique ability to help them accelerate their digital transformation strategies, drive sustained business impact, and unlock long-term competitive advantage."

## About The Mahindra Group

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)

For updates subscribe to <https://www.mahindra.com/news-room>

Twitter and Facebook: @MahindraRise

## About Google Cloud

Google Cloud accelerates every organization's ability to digitally transform their business. We deliver

enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

**Media Contact information:**

Pramuch Goel

Head - Group Communications

Mahindra Group

E-mail: [goel.pramuch@mahindra.com](mailto:goel.pramuch@mahindra.com)

**Six Degrees BCW For Google Cloud**

Vilsha Kapoor | +91 9599620066 | [vilsha.kapoor@sixdegrees-bcw.com](mailto:vilsha.kapoor@sixdegrees-bcw.com)

Ayush Tripathi | +91 7838538623 | [ayush.tripathi@sixdegrees-bcw.com](mailto:ayush.tripathi@sixdegrees-bcw.com)

---

<https://www.googlecloudpresscorner.com/2022-03-02-Mahindra-Group-Supercharges-Digital-First-Future-by-Collaborating-with-Google-Cloud>