

MQW Wall inauguration event

The Mahindra Quality Wall was inaugurated by our group Chairman Mr. Keshub Mahindra on Aug 9, Monday, 5:00pm at the Mahindra Towers, Worli, ground floor,

The inauguration of this wall marked a symbol of the Mahindra group's long term commitment to continuous improvement and the pursuit of excellence in everything we do.

The function commenced with a brief address by **Mr. Choudhari, Director MIQ**, during which he highlighted that in order to satisfy our customers externally we need to be achieve excellence in everything we do internally. The Mahindra Quality Way has been established as an integrated approach to achieve this excellence in all our processes and systems.

This was followed by the **unveiling of the MQW Wall by Mr. Keshub Mahindra**. This wall will also feature a "Live Board" which will showcase continuous updates on key events and information about on the progress of MQW in the group.

Mr. Ruzbeh Irani, Head of the Office of Strategy Management (OSM) also spoke on the occasion emphasizing the close linkage between the OSM teams' activities and MQW. He positioned MQW as an efficient means for a company to achieve its strategic objectives.

Dr. Hitoshi Kume, principal advisor to the Mahindra Institute of Quality (MIQ) spoke about the importance of the MQW assessment process and also said that the Mahindra Quality Way movement is unique and a one which will bring great prosperity to our companies.

Finally, the chief guest for the evening, **Mr. Keshub Mahindra**, Chairman of the Mahindra group, addressed all present by stating that excellence begins with the attitude of the mind and gets reflected in everything we do. The Mahindra Quality Way has been established to bring out that excellence. He also expressed his hope that the theme "EXCELERATE" would become the slogan of the Mahindra group and wished all companies luck and progress in this journey.

This event marked an important millstone in the Mahindra group, enabling our group companies to "EXCELERATE.....The Mahindra Quality Way"!!!!