

Cookie Policy

Introduction

MAHINDRA & MAHINDRA LIMITED, a company incorporated under the provision of the Indian Companies Act, 1913 and having its registered office at Gateways Building, Apollo Bunder, Mumbai – 400 001 through its Farm Equipment Sector- Swaraj Division at Industrial Area, Phase IV, S.A.S. Nagar, District S.A.S. Nagar, Mohali (Punjab), India (**“we”, “us”, “our”, “Swaraj”**), is committed to being transparent about the technologies we use while making our Website, <https://swarajcdms.com/CDMS/> (**“Website”**) available to you as a visitor or user (**“you”, “your”, or “user”**). This Cookie Policy (**“Policy”**) applies to the Website.

This Policy explains how and why we use cookies and the choices available to you. It also describes how Swaraj uses information collected through cookies when you access or use our Website.

Before using our Website or availing any of our products and/or services, you are advised to carefully read our Privacy Policy and the Terms of Use available on our Website. Except as otherwise set out in this Policy, our Privacy Policy governs how we collect and process personal data. By continuing to visit and/or use our Website, you acknowledge that cookies and similar technologies may be used in accordance with this Policy. Where required, we will seek your consent before placing non-essential cookies on your Device.

What are cookies?

A cookie is a small text file stored on your computer, mobile, tablet, or any other device (**“Device”**) when you visit a website, subject to your consent where required. It allows the Website to recognize your Device and remember your preferences and interactions—such as login details, language settings, location, and display choices—over time. This helps streamline your browsing experience by eliminating the need to re-enter such information on subsequent visits and enables a more personalized and efficient interaction with the Website.

For the purposes of this Policy, the term **“cookies”** also includes similar tracking technologies that may store information on, or access information from, your Device. These technologies assist in understanding user behavior, improving functionality, and enhancing overall Website performance.

Why do we use cookies?

We use cookies and similar technologies for following purposes:

- To enable the Website to function properly and securely;
- To provide core website features and services requested by you;
- To remember your preferences and settings;
- To understand how you use the Website, including through analytics and performance measurement;
- To improve the design, functionality, and performance of the Website and our services;
- To help detect, prevent, and investigate fraud, misuse, unauthorized access and other security issues; and
- where permitted, to support personalized content, advertising, and promotional communications based on your interactions with the Website.

Where cookies are not essential for the operation of the Website, we will place them only where you have provided your consent, as required under applicable law.

Categories of cookies we use

We use three categories of cookies on the Website:

1. Essential
2. Analytics & Customization
3. Performance & Functionality

Essential cookies are essential for the operation of the Website and do not require your consent, wherever permitted by applicable law.

The other categories of cookies are optional and will be used only where you have provided your consent through our Cookie Settings or cookie banner. Further details about each category are provided below, together with a cookie list identifying the relevant cookies, their purpose, and duration.

How long do cookies stay on your device?

Cookies may remain on your Device for different periods of time depending on their purpose.

- **Session cookies** are temporary cookies that remain on your Device only for as long as your browser session remains active and are deleted when you close your browser.
- **Persistent cookies** remain on your Device after your browser is closed and stay in place until they expire or are deleted.

The retention period for each cookie used on the Website is set out in the cookie list below. We do not retain cookie-related information for longer than is necessary to fulfil the purposes described in this Policy or as otherwise required or permitted by applicable law.

First party and third-party cookies

First-Party Cookies are cookies set directly by our Website. These cookies help us operate the Website, provide the services requested by you, remember your preferences, maintain security, and improve Website performance.

Some first-party cookies are essential for the proper functioning of the Website and cannot be disabled through the Cookie Settings tool. If you block these cookies through your browser settings, some parts of the Website may not function properly.

Third-Party Cookies are cookies placed on your Device by third parties whose services, content, tools or features are integrated with our Website. These may include analytics providers, advertising partners, embedded content providers, or social media platforms. Third-party cookies may collect information about your interaction with the Website and, depending on the third party and the choices you make, may be used to provide analytics, personalize content, or support advertising and campaign measurement.

Where third-party cookies are optional, they will be placed only if you consent to the relevant category of cookies. Please note that third parties may process information collected through their cookies in accordance with their own privacy or cookie notices, and Swaraj does not control such third-party notices or practices.

How to use the Cookie Preference Centre

You can manage your cookie preferences at any time through the “Cookie Settings” or “Cookie Preference Centre” link available on our Website [<hyperlink>](#).

Through the Cookie Preference Centre, you can:

- review the categories of cookies used on the Website;
- accept all optional cookies;
- reject all optional cookies;
- enable or disable specific categories of optional cookies; and
- change or withdraw your consent at any time.

What happens if you select “Accept All Cookies”?

If you choose to “Accept All Cookies”, you accept all cookie categories and agree that we share this information with third parties, such as our advertising partners. If you do not choose to “Accept All Cookies”, only required cookies no other cookies than the ones categorised as “essential” will be placed on your Device. You can at any time disable cookies that are not categorised as essential for the Website to function by withdrawing your consent.

What happens if you select “Reject All Cookies”?

If you select “Reject All Cookies”, only essential cookies will be placed on your Device, except where other cookies are permitted without consent under applicable law. In that case, certain features, personalization options, analytics capabilities, or marketing-related functions will be unavailable or will not work as intended.

How do you withdraw your consent?

You may withdraw your consent for optional cookies at any time by visiting the Cookie Preference Centre and updating your settings. Withdrawal of consent will apply going forward and will not affect the lawfulness of cookies use based on consent before its withdrawal.

Will changing cookie preferences affect the Website?

Yes, disabling certain categories of optional cookies may affect your experience on the Website. For example, some personalization features will not work properly, certain settings will not be remembered, and content or promotional material will not be shown to you.

Managing cookies through your browser settings

In addition to using the Cookie Preference Centre, most web browsers allow you to control cookies through browser settings. Depending on your browser, you may be able to view, block, delete, or restrict cookies.

Please note that if you use browser settings to block or disable essential cookies, parts of the Website may not function properly. Deleting cookies through your browser will not automatically withdraw any consent previously given through the Cookie Preference Centre, and you may be asked to submit your preferences again when you revisit the Website.

Detailed Cookie Register

Essential

These cookies are necessary to maintain our services and cannot be switched off. They are usually only set in response to actions made by you, such as creating an account or saving a wish-list for later. You can set your browser to block or alert you about these cookies, but that can make some parts of the Website not work. These cookies do not store any personally identifiable information.

Cookie Name	Publisher	Purpose	Duration	Mandatory/Optional
.ASPXAUTH	First Party	This cookie identifies the user and used to determine if a user is authenticated.	Session	Mandatory
__RequestVerificationToken*	First Party	This cookie is used to stop unauthorized posting of content to the website, known as Cross-Site Request Forgery.	Session	Mandatory
__cf_bm	First Party	This cookie is used as on-end user devices that access customer sites that are protected by bot management or bot fight mode.	Session	Mandatory
__privacy_cookie_consent_generated	First Party	The cookies help maintain and honor consent preferences submitted by the user.	Session	Mandatory
__privacy_cookie_consent_uuid	First Party	The cookies help maintain and honor consent preferences submitted by the user.	Session	Mandatory
__privacy_cookie_consent	First Party	The cookies help maintain and honor consent preferences submitted by the user.	Session	Mandatory
__privacy_latest_published_version	First Party	The cookies help maintain and honor consent preferences submitted by the user.	Session	Mandatory
SwarajCDMSWeb	First Party	This is cookie is used to collect unique user information at the time of user login.	Session	Mandatory

Analytics & Customization

These cookies track how visitors interact with your website, capturing metrics like page views and session duration. Customization cookies store your preferences to provide a tailored browsing experience. Together, they optimize site performance and create a personalized journey.

Cookie Name	Publisher	Purpose	Duration	Mandatory/Optional
_ga	First Party	Used to distinguish users.	Session	Optional
_ga*	First Party	This cookie is used to persist session state.	Session	Optional

Performance & Functionality

These cookies allow us to count visits and traffic so we can collect insights like which pages are the most popular and see how visitors move around the Website. All information these cookies collect is aggregated and therefore, anonymous. If you do not allow these cookies, we will not be able to provide you with a tailored experience.

Cookie Name	Publisher	Purpose	Duration	Mandatory/Optional
dtCFG_*	First Party	This is configuration cookie that hold client-specific configuration data for monitoring sessions. It allow Dynatrace to correlate performance/session data for diagnostics.	Session	Optional
dtTAB_*	First Party	Stores state information related to monitored browser tabs.	Session	Optional
dtCookieId0ejnfsp	Third Party	tracking user session for performance monitoring	Session	Optional

Safeguarding the privacy of children

Swaraj does not knowingly collect or solicit personal data from minors. Our products and services are not designed for persons under 18 years of age, and we do not knowingly permit such persons to register for products and/or services or share information through any web forms without verifiable consent from their parents or lawful guardians. Further, we do not undertake tracking or behavioural monitoring of children or targeted advertising directed at children.

If we learn that we have collected personal data from a minor without verified parental consent, we will erase such personal data. If you believe that a child under 18 years of age may have provided us with personal data, please contact us.

Contact us

If you have any other queries/ concerns about our Cookie Policy, please reach out through <https://privacy-central6.securiti.ai/#/dsr/2a518a3d-6aee-45c0-9c3d-04957b9c21f1>

Revisions to the Swaraj Cookie notice

We may update this Policy from time to time to reflect changes in applicable law, the cookies and similar technologies we use, the functionality of the Website, or our business practices.

Any changes to this Policy will be posted on this page and will become effective from the date they are published, unless otherwise stated. We encourage you to review this Policy periodically to stay informed about our use of cookies and similar technologies.

Last updated: July 2026