

1,000 Mahindra Electric Vehicles power Lithium Urban Technologies fleet

Auto

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- Partnership clocks 100 million ekms
- Over 500 Mahindra EVs cross the milestone of running more than 1 lakh ekms
- Mahindra, India's leading EV manufacturer with cumulative sales of almost 30,000 vehicles, partners Lithium, India's largest zero emission service for employee transportation, to transform the way corporate and urban India travels

New Delhi, January 9, 2020: Mahindra Electric, part of the USD 20.7 billion Mahindra Group and **Lithium Urban Technologies**, India's largest zero emission service for employee transportation, today announced that their partnership has crossed the significant milestone of 1,000 Mahindra electric vehicles in the Lithium fleet.

Having clocked 100 million ekms, with over 500 Mahindra EVs running more than 1 lakh ekms, this partnership is set to transform employee transportation solutions in India and drive the adoption of electric mobility in the country. In fact over 75 Mahindra EVs have driven over 2 lakh ekms, a significant achievement in an otherwise nascent EV industry.

The two leading companies in the electric mobility space have joined forces to offer convenient, affordable, zero-emissions mobility for employee transportation. With cumulative sales of almost 30,000 electric vehicles till date, Mahindra has emerged as the leader in 3 & 4 wheeler EVs in India.

Lithium is India's largest EV fleet operator with the majority of its fleet comprising Mahindra vehicles. This partnership between two leaders - Mahindra in EV sales and Lithium in shared corporate employee commutes - has been bringing about a positive change in consumers' daily lives since 2015, by changing the way they commute, making it greener and more sustainable. Initiatives like this are aimed at rapidly transforming the overall EV adoption rate in the country.

Speaking on the occasion, **Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd**, said: "We are delighted to cross this milestone of 1,000 Mahindra EVs and 100 million ekms together with Lithium. Our partnership is aimed at increasing the large-scale adoption of EVs and bringing a positive change in consumers' daily commute. Going forward, Mahindra's expanding portfolio of EVs in both 3 and 4 wheelers across multiple price points will transform the way India travels."

Sanjay Krishnan, Co-Founder & CEO, Lithium Urban Technologies, said, "Mahindra has been with every step of Lithium's journey to sustainably revolutionize urban corporate mobility in India. The partnership that started off with the purchase of the Mahindra e2o in 2015, has now touched the magic figure of 1,000 Mahindra EVs as part of our EV fleet. As a result, we've been able to achieve 100 million ekms, which equals adding over 120+ Cubbon parks to India. With an auto stalwart such as Mahindra as our partner, we have been able to deliver superior customer experience to our clients while enabling them to achieve their goals towards environmental sustainability. We are looking forward to more impactful partnership with the company as we gear up to double our fleet size in the next two years".

Impact of the Partnership between 2 Leaders - Mahindra and Lithium

In 2015 Lithium started with a small fleet of 10 Mahindra e20s in Bangalore and gradually inducted more Mahindra eVeritos to take the fleet size to 1,000 Mahindra EVs. Since then the expansion has been phenomenal both in terms of geographical footprint to 9 cities and industry penetration in IT/ITES, Financial Services, KPO/BPO, Consulting firms. Today Lithium is the top choice for corporate organizations across India as their employee transportation services partner. It is an example of collaboration between leaders to address India's growing need for clean, shared and public mobility solutions.

Together the companies have aided in 20,000+ MT CO₂e abatement and saved 8,500,000+ litres of fuel. The impact can be gauged as it equals to adding 120+ Cubbon Parks to India.

Going forward, electric vehicles will play a major role in reducing urban pollution which is plaguing several Indian cities and enable a green and clean environment. With the increased penetration of EVs and eventual 100% transition, the country and its citizens stand to benefit tremendously. All these initiatives align perfectly with Mahindra's Rise philosophy of empowering people with the right

products and services to enhance the quality of their lives and livelihood.

Please use the following hashtags/handles for social media updates:

#DriveElectric

#GoElectricwithME

@MahindraRise

@mahindraelctrc

About Lithium Urban Technologies

Lithium was started by visionaries Sanjay Krishnan and Ashwin Mahesh with the purpose to bring the Future of Mobility that is shared, connected and electric to present. Hence the mission of Lithium is “Tomorrow’s Transportation Today”. Lithium is India's first zero emission service for employee transportation solutions for corporates, with its own fleets of Electric Vehicles (EVs) and associated charging infrastructure, backed by a strong technology platform that involves telematics, fleet management systems, scheduling, rostering and analytics-based optimisation; and 2000+ trained and certified drivers/ pilots. Today Lithium owns and operates the country’s largest fleet including Electric Cars and buses and has a presence in 9 cities with 30+ corporate companies across the country - it is the world’s second largest EV Fleet operator after China.

Going forward the company plans to move into the electric buses segment, incorporate electric SUVs for top management transportation and add 2,000+ EVs to the existing fleet and extend its services to inter-city in the next year.

Learn more about Lithium on project-lithium.com / Twitter: @LithiumUrban

About Mahindra

The Mahindra Group is a USD 20.7 billion 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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel,

amongst other businesses. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Tags :

Mahindra Mahindra Electric Lithium Urban Technologies milestone of 1 000 Mahindra EVs
100 million ekms shared mobility all electric fleet Dr. Pawan Goenka