

Mahindra Drives its Electric Range of Vehicles to Uttar Pradesh

Auto

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- Launches its range of all-electric vehicles - e2oPlus, eVerito and eSupro in Uttar Pradesh
- e-Alfa Mini, Mahindra's electric rickshaw for passenger movement, was launched in Uttar Pradesh, in September, 2017
- Vehicles to be available in Lucknow, Agra and Kanpur

Lucknow, February 5, 2018: Mahindra & Mahindra Ltd (M&M Ltd), part of the diversified USD 19 billion Mahindra Group and a pioneer in the development and production of electric vehicles in India, today announced the launch of its electric vehicle range in Uttar Pradesh. The company launched its all-electric e2oPlus hatchback, the electric sedan eVerito and the electric commercial vehicle eSupro (both passenger and goods carrier). The e-Alfa Mini, Mahindra's electric rickshaw for passenger movement, was launched in Uttar Pradesh, in September, 2017. With these vehicles Mahindra is set to usher in a whole new concept of urban mobility in Uttar Pradesh.

The Honourable Chief Minister of Uttar Pradesh, Shri Yogi Adityanath was the Chief Guest at the launch event.

Commenting on the launch, Mahesh Babu, CEO, Mahindra Electric said, "Mahindra is committed to sustainable mobility and in line with this

commitment, we are very happy to launch our entire range of electric vehicles in the major cities of Uttar Pradesh today. As pioneers in the EV industry, it has always been our endeavour to be at the fore front of all movements in favour of ecological conservation. Housing some of the most important archaeological sites of the country, Uttar Pradesh is seriously considering different policies around environmental preservation and we are sure that our vehicles will be able to positively contribute towards this cause."

At the core, these electric vehicles are powered by the latest electric drive train technology from Mahindra Electric. Boasting of innovative features like remote diagnostics, regenerative braking, REVive etc. the vehicles are designed to deliver much more than the zero-emission advantage. They have been designed to reinvent urban commute, shared mobility, last mile delivery and last mile connectivity. Simply put, they are going to reform the way urban India moves.

About Mahindra

The Mahindra Group is a USD 19 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 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, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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