

Mahindra's 'Driven by Purpose' theme resonates across its Mobility Solutions at Auto Expo 2020

Auto

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- **#DrivenByPurpose** – Mahindra's bold statement offering innovative, future ready products, technology and mobility solutions
- Impressive showcase of **18 vehicles**, including a futuristic concept vehicle and a line-up of Electric Vehicles, Passenger & Commercial Vehicles
- One of the widest **displays of EVs** by an Indian OEM at this year's Auto Expo
- Unveils **concepts and vehicles** which seek to redefine the mobility space
 1. **Funster** – a roadster concept with a playful convertible mode, an object of desire
 2. **ATOM** – a new age electric urban mobility solution for Smart India's last mile connectivity needs
 3. **e-KUV100 & e-XUV300** – the eagerly awaited electric vehicles for shared mobility & the personal commute, respectively
- Announces a competitive price of **Rs. 8.25 lacs** for the **e-KUV100** (ex-showroom Delhi, post FAME benefit, for the entry level variant), India's most affordable EV
- Displays first-of-its-kind future electric vehicle architecture - **Mahindra Electric Scalable Modular Architecture (MESMA 350)**
- First ever display of the **mStallion** range of advanced **BSVI ready gasoline engines**
- **CERO** – **India's first organised vehicle recycler**, for a zero pollution, zero waste nation

- Showcases wide **range of Commercial Vehicles** ranging from half a tonne to 49 tonnes
- Launches **Cruzio**, an all-new range of BSVI compliant LPO bus

February 5, 2020, Greater Noida: Mahindra & Mahindra Ltd., a part of the US \$ 20.7 billion Mahindra Group, today announced its theme **#DrivenByPurpose** at the country's 15th Auto Expo, to address a larger good that touches and transforms lives through innovative, future ready products and mobility solutions. Under this purpose statement, the company is showcasing a wide and varied range of its concept vehicles, EVs, passenger and commercial vehicles, as well as technology solutions. Mahindra's Rise philosophy of driving positive change resonates well with this year's theme as the company addresses the consumers' needs for a better today and a sustainable tomorrow.

As the pioneer of electric mobility in India, Mahindra has displayed one of the widest ranges of EVs and related technology solutions by an Indian OEM at this year's Auto Expo. This clearly demonstrates the company's commitment to be #DrivenByPurpose, for a cleaner, greener tomorrow.

Mahindra turned the spotlight on its range of electric vehicles and solutions, which include:

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1. **Funster**, a thrilling roadster electric concept with a playful convertible mode, nothing short of being an object of desire
2. **ATOM**, a new age electric urban mobility solution for Smart India's last mile connectivity needs
3. **e-XUV300**, the electric version of the popular compact SUV, an aspirational electric SUV for those who want a thrilling performance.
4. **e-KUV100**, India's most affordable EV starting at a competitive price of Rs. 8.25 lacs (ex-showroom Delhi, post FAME benefit)

Apart from the concept car and three EVs, Mahindra also showcased 2 variants of the Treo, the pioneering Lithium-ion battery electric 3-wheeler. There was also a display of a first-of-its-kind future electric vehicle architecture **MESMA 350 (Mahindra Electric Scalable Modular Architecture)**, electric batteries and charging station to drive a connected experience for the consumer.

In keeping with the upcoming BSVI emission norms implementation, Mahindra has displayed **mStallion**, its range of advanced **BSVI ready turbo gasoline direct injection, TGD engines** which will deliver a great 'fun to drive' experience to its customers. Developed at its cradle of R&D and innovation, the state-of-the-art Mahindra Research Valley, the mStallion range of gasoline engines have been designed, engineered, developed and tested to deliver thrilling performance across varied driving and traffic conditions.

For a better tomorrow that is Driven by Purpose, Mahindra showcased its new division **CERO (Mahindra MSTC Recycling Pvt. Ltd.), India's first organised vehicle recycler**. CERO stands for a world of zero waste and zero pollution through automobile recycling and reuse.

Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd. said, "As Mahindra enters its 75th year, our theme of Driven by Purpose will be the pillar on which we develop sustainable mobility solutions for the future. Our focus will not only be on growing our clean business unit through our electric mobility business but to also provide cleaner engines as we approach the implementation of BSVI norms. I am also delighted that Mahindra's showcase this year reflects our commitment to the 'Make in India' philosophy, while developing globally relevant mobility solutions."

Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd. said, "What gives us a sense of pride today, is the display of our new M

Stallion BSVI range of Gasoline Engines, which are truly world class with the highest level of technology. It is fitting that we choose to display these engines at an important industry event like the Auto Expo. I am particularly proud of our new range of BSVI trucks which have had minimal changes and offer a hassle free ownership experience. The launch of our CRUZIO range of buses is another significant step toward making us a full range player in the CV segment."

The Mahindra Auto Expo Pavilion Hall 10, Stall N2 will have various digital interfaces, customer engagements and activities, all of which would make for a unique visitor experience.

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

#DrivenbyPurpose

@MahindraRise

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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:

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Tags :

Mahindra Auto Expo Driven by Purpose Mobility Solutions Funster
ATOM e-XUV300 e-KUV100 Dr. Pawan Goenka Rajan Wadhera