

## **Mahindra's Electric 3 Wheeler range - Treo and Treo Yaari champions Madhya Pradesh's transformation towards electric mobility**

*Auto*

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- *Over 70 units of Mahindra Treo delivered to MP government to empower women under Mukhya Mantri Rozgar Yojna*
- *Mahindra Treo range has the potential to increase the driver's savings by up to Rs 21,600 annually\**

**Indore, December 7, 2019:** The state of Madhya Pradesh has taken yet another significant step towards electrifying mass mobility in the state by inducting over 70 Mahindra Treo range of electric three-wheelers under the Mukhya Mantri Rozgar Yojna. Under this scheme, the Madhya Pradesh government aims at empowering women in the state by increasing their earning potential with Mahindra Treo. The government led by Shri Kamal Nath provides an additional benefit of Rs 55,000 over the central FAME subsidy.

### **Ashok Sharma, Member of Group Executive Board, Mahindra &**

**Mahindra** said, "It is very encouraging that Mahindra's leap of faith in EVs is helping the nation towards a greener and sustainable future. The massive penetration of electric vehicles in Indore and other cities of Madhya Pradesh will set an example to other states to implement mass-scale public adaption of EVs with Mahindra Treo. We are indebted to the Hon'ble Chief Minsyter

of the state under whose vision, today's unique project is being rolled out".

At the handover ceremony, **Arvind Mathew, Director, Mahindra Electric** mentioned, "The three-wheeler segment, with its sheer size, has the potential to make a significant contribution to Madhya Pradesh and India's all-electric mobility vision. The vehicles also give owners and drivers an opportunity to improve their earning potential by 15-20%, a very significant margin. I am confident that the Mahindra Treo range of electric three-wheelers that will not just transform Indore's last and first mile travel but will also increase the driver's daily income with its lesser cost of operation. We are also glad to be part of this unique programme for women empowerment".

### **About Mahindra Treo**

Mahindra Treo, India's first lithium-ion electric three wheeler platform, provides eco-friendly first and last mile mobility. The Treo platform was conceptualised to effectively cater to the needs of both individual customers and aggregators such as fleet owners and institutional buyers, while delivering a superior value proposition.

Both Treo models are available in the industry-first hard top weather proof variants. The use of composite body panel makes the Treo exceptionally light weight and comes with safety-first technologies. The Treo auto boasts an ARAI certified driving range of 170 kilometres and has a typical driving range of 130 km on the Mahindra Treo in full charge. The certified range on the Treo Yaari eRickshaw is 129 kilometres.

Charging a Mahindra Treo or a Treo Yaari is as simple as charging a smartphone. The vehicle comes with a portable charger making it easy to charge anywhere including home very convenient using a regular 15 amp socket. Mahindra Treo's cost of operation is as less as 0.38 paise per kilometre as against Rs 1.30 per kilometre when compared to a CNG auto.

This results in increased savings for the customer with an increased earning potential of up to Rs 21,600 every year.

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[Mahindra Electric](#) [Treo](#) [Treo Yaari](#) [women drivers](#) [last mile connectivity](#)