

M&M awarded the coveted Golden Peacock Eco-innovation Award 2007 for-Zero Emissions Vehicle

Auto

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Mumbai: Mahindra & Mahindra has been awarded the coveted Golden Peacock Eco - Innovation Award for its Innovative vehicle – Bijlee, the all electric, zero emissions vehicle. The award was recently presented at a Convention on Corporate Response to Climate Change with the theme, 'Combating Climate Change through Market Driven Solutions' at Palampur (Himachal Pradesh). Present on the occasion were Dr. Oliver Giscard d'Esataing, Founder and Chairman, INSEAD, France, Dr. Madhav Mehra, President, WEF, Dr. Ola Ullsten, Former Prime Minister of Sweden, to Dr. Mathew Abraham, GM – Alternate Fuel, M&M, Mr. Naresh Patil, Head – Ingenious Drive, M&M and Mr. Dharendra Singh, Sr. Manager – Alternate Propulsion Technology, M&M.

Said an elated Dr. Arun Jaura – Senior VP, Global Product

Development, Mahindra & Mahindra, *'Innovation is the key to success in today's fast paced environment. At Mahindra, we combine innovation with a concern for the environment and endeavor to create eco-friendly products, of which Bijlee is a classic example. It is an innovative, home grown, first-of-its-kind electric three wheeler, India's tried and tested battery operated vehicle. Apart from the Zero Emissions Vehicle, Bijlee, Mahindra has also unveiled the bio-diesel Scorpio and Bolero DI vehicles for 100% real world*

usage trials. The Scorpio with indigenously developed CRDE technology is the first Asian vehicle in its class to run on 100% bio-diesel.'

The Bijlee is an innovative 'Kind to Man' technology initiative from Mahindra & Mahindra's alternate fuel programme. It is a zero emission electrically powered vehicle that runs on a 72 volts DC motor. The Bijlee's 12 batteries allow the customer to do 80 km at a speed of 35 km/hour. With a replacement battery on board the vehicle can easily give 120 kms. The electric vehicle has spacious interiors, with ample space for an entire family. It has no engine, gearbox radiator and no silencer, which makes it a virtually noise free vehicle. Bijlee gives quality output without choking the environment and is favoured by governments and institutions, which lay focus on conserving the environment. 10 Mahindra Bijlees were recently handed over to customers by the Chief Minister of Puducherry as part of the Puducherry government's drive to promote environment friendly vehicles and conserve the Union territory's pristine heritage.

Mahindra & Mahindra has earlier been awarded the coveted Golden Peacock Award for Excellence in Corporate Governance 2006 and the Golden Peacock for Innovative Product / Service for the All New Scorpio.

Golden Peacock Awards are the holy grail of corporate excellence in quality, corporate governance, corporate social responsibility, innovation, training, environment management, ecological leadership and business leadership. They provide not only worldwide recognition and prestige but a competitive advantage in driving business in this tumultuous world. Leadership Awards are determined through nomination.

About the Mahindra Group

The US \$4.5 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top four tractor manufacturers in the world and is the market leader in multi-

utility vehicles in India. The Group has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly plants in the United States. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. The Group recently made a milestone entry into the passenger car segment with Logan, a product of its JV with Renault SA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies.

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