

## **Mahindra Zor Grand electric launched to revolutionise last-mile cargo delivery**

*Auto*

*Author : mahindraadmin Category : Auto Published : 8/29/2022*

*Combines the advanced Li-ion battery technology along with a metal body in a Mahindra electric 3-wheeler*

**Bengaluru, August 29, 2022:** Mahindra Electric Mobility Limited (MEML), part of the Mahindra Group, has launched its all-new cargo electric three-wheeler – Zor Grand. The premium product from Mahindra is attractively priced, starting at **INR 3.60 lakh, ex-showroom Bengaluru. Mahindra has 12,000+ bookings of the Zor Grand** through strategic Memoranda of Understanding with leading logistic companies like **Mahindra Logistics, Magenta EV Solutions, MoEVing, EVnow, Yelo EV, Zyngo** and more. This unwavering trust in the Mahindra Zor Grand has been enabled by strong in-house competencies in the areas of battery, motor and telematics backed by rigorous validation and experience of putting more than 50,000+ 3-wheeler EVs on the road.

The technologically advanced Zor Grand comes with the **NEMO connected vehicle platform for fleet management and better operational efficiency**, as well as an all-digital instrument cluster that shows State of Charge (SoC), range, speedometer, battery health indicator and the tell-tale lights. **The vehicle comes with a five year/150,000 kilometre battery warranty.**

**Suman Mishra, CEO of Mahindra Electric Mobility Limited** said, *“The last mile delivery and logistics segment has seen a need for premium and high-quality electric vehicles to enable reliable and cost-effective cargo transportation. We are excited to launch our all-new Zor Grand to effectively address these demands. It offers a power-packed performance and enables us and our stakeholders to meet their sustainability goals.”*

### **Mahindra Zor Grand highlights:**

#### Best-in-industry performance

- Best-in-industry **power of 12 kW** ensures superlative performance, more trips, and more earning
- Best-in industry **gradeability of 11.5 degree** makes climbing slopes with load easier
- **50 Nm Torque** - excellent pickup and acceleration
- Clutch-free, gearless, noiseless, vibration-free drive, fatigue-free experience

#### Save BIG

- Save **up to INR 600,000.00** in **ownership costs** in **five years** compared with **diesel** and **up to INR 300,000.00** compared with **CNG cargo three-wheelers**

#### Advanced Li-ion battery

- Enhanced range of more than **100 km per charge**
- Advanced Lithium-ion technology battery ensures a charging time of less than four hours.

#### Better productivity

- **6 feet loading tray and OE-fitted 140/170 Cu.feet delivery box** – carry more, earn more
- **3-side opening cargo tray** – easy loading and unloading

## **Robust quality**

- **Strong metal body**, weatherproof design **with cabin doors**
- Modern design, attractive colour, trendy new look

## **Mahindra reliability**

- More than 800 touchpoints for better after-sales service across India
- Vehicle warranty of **three years/ 80,000 kilometre** gives peace of mind

## **About Mahindra Electric**

Mahindra Electric, a part of the Mahindra Group, is a global pioneer in the development and production of electric vehicles. Mahindra Electric is India's only EV manufacturer with indigenously developed EV technologies that have won global accolades. Over the years, Mahindra Electric has developed one of the most diversified portfolios of electric vehicles with the e2o Plus hatch, the Treo range of 3-wheelers, Alfa 3-wheelers and the electrified eVerito sedan for the passenger & the commercial segment. Venturing into the paradigm of alternative technology has helped Mahindra Electric enable a clean, green and a smarter tomorrow for India.

## **About Mahindra**

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive

change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook:

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