

The 50,000th electric Mahindra e-Alfa rolls out of Haridwar Plant

Auto

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To celebrate this momentous occasion, Mahindra dealers are helping customers to upgrade to the superior e-Alfa Mini with an attractive INR 7,500 exchange bonus scheme

Haridwar, March 24, 2023: Mahindra Last Mile Mobility (LMM), a division of Mahindra & Mahindra, has rolled out its 50000th e-Alfa from the Haridwar Plant. LMM sells the e-Alfa Mini e-rickshaw as well as the e-Alfa Cargo. The milestone vehicle was a red e-Alfa Mini. The **e-Alfa Mini is one of the highest selling Mahindra electric 3-wheelers** and was launched in 2017. Mahindra launched the cargo version in 2021.

The Mahindra e-Alfa boasts of a sturdy full metal body construction paired with a lead acid battery pack. While both the e-Alfas produce 1.5 kW of peak power, the Cargo variant is equipped with an optional High Torque Gear for improved performance. Both the vehicles have a real-world range of 80 km/charge. Mahindra is the **only OEM to offer driver accidental insurance of ₹ 10 Lakh, 24x7 roadside assistance and downtime guarantee**. A best-in-class vehicle warranty of 2 years (1 year standard + 1 year extended) makes this electric 3-wheeler, a compelling proposition.

To celebrate this momentous occasion, Mahindra dealers are helping customers to **upgrade to the superior e-Alfa Mini with an attractive ₹ 7 500.00 exchange bonus scheme**. Along with every e-Alfa Mini sold, **customers also stand to get an assured gift**. Both the offers are valid till stocks last.

Suman Mishra, CEO of Mahindra LMM said, *“The e-rickshaw segment is seeing tremendous growth and I’m happy to announce that we’ve rolled out 50000 e-Alfas. The immense earning potential, trust of Mahindra and solid reliability of our EVs make them a preferred sustainable option for our customers.”*

The Mahindra e-Alfa vehicles are available pan-India, subject to State regulations.

About Last Mile Mobility

The Last Mile Mobility (LMM) division of M&M is responsible for the Company’s widely acclaimed mix of petrol, CNG, diesel and electric last mile mobility 3- and 4-wheelers – passenger and cargo vehicles. These include the Mahindra Jeeto 4-wheeler, Alfa range of 3-wheelers, and the electric-only Zor Grand and Treo range.

Learn more about LMM on www.mahindralastmilemobility.com / Twitter/LinkedIn (@mahindralmm), and Facebook (@MahindraLastMileMobility).

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 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 / Twitter and Facebook:

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