

Mahindra unveils a dynamic new visual identity for its new range of Born Electric Vehicles along with an Anthem “Le Chalaang” composed by AR Rahman

Auto

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#LeChalaang #TakeTheLeap

- Mahindra's Cutting-Edge Visual Identity for its new range of Born Electric Vehicles, a Symbol of Infinite Possibilities and a Nod to the Brand's Racing Heritage
- **A Symphony of Innovation:** The unveiling of the new visual identity is enhanced by a Brand Anthem Composed by Academy Award-Winning Composer AR Rahman, Adding Unique Sonic Significance to Mahindra's New Range of Born Electric Vehicles

Cape Town, August 15, 2023: Mahindra Electric Automobiles Limited (MEAL), a newly set-up subsidiary of Mahindra & Mahindra, pioneers of the SUV segment in India, today unveiled a powerful and distinctive new visual identity for its forthcoming range of Born Electric Vehicles.

Revealed at the Mahindra Futurescape in Cape Town, South Africa – a showcase of Mahindra's Go Global vision in Auto and Farm – the new visual identity was introduced for the first time on the 'Vision Thar.e'. Along with the unveiling of the new visual identity, Mahindra also launched an inspiring brand anthem and sonic identity. These were masterfully conceived in collaboration with music maestro and Padma Bhushan and Padma Shri recipient, AR Rahman, winner of Oscar, National Films, Academy Awards,

Grammies, BAFTA, Golden Globe to name a few.

The new visual identity serves as a hallmark of quality and innovation for customers opting for electric vehicles. It symbolizes a blend of revolutionary engineering, cutting-edge technology, and environmental responsibility, offering a distinct and appealing option for those driven towards a sustainable future. It encapsulates Mahindra's ambition to lead in the electric vehicle revolution, providing a clear and unique value proposition for modern, eco-conscious consumers.

Veejay Nakra, President – Automotive Sector, Mahindra & Mahindra Ltd., said, *“This new visual identity, symbolising Infinite Possibilities, is the proud embodiment of our Go Global vision, representing our exciting, energizing, and efficient range of electric vehicles where iconic design meets revolutionary engineering and intuitive technologies. In parallel, the new Anthem – “Le Chalaang” is a depiction of the new visual identity, creating a sonic representation to resonate with new-age customers who deeply care for the planet.”*

Pratap Bose, Chief Design Officer, Mahindra & Mahindra said, *“The new identity is a visual exploration of different dimensions, proudly showcasing our all-new global electric range. The new visual identity will address a global audience with its deep symbolism. The infinity sign represents the constant flow of energy; the racetrack denotes our racing pedigree and the exhilaration of performance, and the circularity indicates intelligent sustainability, which is powered equally by science and creativity towards a positive planet. This new identity is future-facing, sustainable, distinctive, and fun!”*

Different Dimensions of the New Visual Identity:

- The infinity symbol – represents the constant flow of energy, the fluid synergy of the driver and the SUV in multisensory harmony.

- The racetrack - highlights the racing pedigree imprinted in Mahindra's DNA and the pursuit of exhilarating electrified performance.
- The circularity of intelligent sustainability – powered equally by science and creativity towards a positive planet.
- The Mahindra 'M' – rock-solid heritage reimaged for next-generation mobility.

The Brand Anthem:

Conceived in collaboration with music maestro AR Rahman, the Brand Anthem emphasizes the profound connection between music and the human experience. It defines the very concept of a “Chalaang” that symbolizes the spirit of Rise. With lyrics by Anvita Dutt Guptan (Hindi) and Kavingar Snehan (Tamil), the music is composed by AR Rahman, and sung by multiple award-winning artists, the Brand Anthem called “Le Chalaang”, represents the leap towards unleashing an electrifying future through a timeless exploration of new possibilities.

- **Lyrics:** Anvita Dutt Guptan (Hindi), Kavingar Snehan(Tamil)
- **Music:** A. R. Rahman
- **Singers:** Alexandra Joy, Simran, Ria (Hindi), Alexandra Joy and Rakshita Suresh (Tamil)
- **Anthem name:** Chalang

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.

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