

Mahindra Last Mile Mobility Limited, India's No.1 electric CV manufacturer, to launch game-changing electric Four-Wheeler 'e-ZEO'

Auto

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Mumbai, September 9, 2024: On World EV Day, Mahindra Last Mile Mobility Limited (MLMML), the pioneer in transforming last mile mobility in India with its market-leading e3Ws, has revealed the name of its all-new commercial electric four-wheeler. MLMML's latest breakthrough in sustainable mobility: the all-new electric four-wheeler will be called 'e-ZEO'. The name 'e-ZEO', stands for "Zero Emission Option", unequivocally conveys the environmental benefits of the electric vehicle. It resonates with the Company's mission: to electrify the last-mile transportation and help customers prosper in their lives.

The all-new Mahindra 'e-ZEO' will be a compelling EV option in the ICE-dominated SCV category. The 'e-ZEO' comes with an efficient high-voltage architecture that gives superior energy efficiency, higher range and faster charging times. This along with a compelling cost advantage, will make it the ideal choice for businesses.

World EV Day, celebrated every year on September 9, marks a global commitment to sustainable transportation. The launch of the 'e-ZEO' is a testament to Mahindra's dedication to advancing this movement and driving the transition to a greener future.

Ms. Suman Mishra, MD & CEO of Mahindra Last Mile Mobility said, *"Having led the charge in the last mile electric three-wheeler vehicle space, it gives us immense pleasure to reveal the brand name of our four-wheeler, 'e-ZEO', on World EV Day. This name resonates deeply with our purpose and aligns with global efforts to accelerate EV adoption, particularly in the sub-two-tonne category. Backed by the Mahindra trust, the 'e-ZEO' is poised to reshape urban logistics and drive prosperity*

for our customers.”

The 'e-ZEO' will be launched on October 3, 2024, marking a new era for Mahindra in the commercial four-wheeler e-mobility revolution.

About Mahindra Last Mile Mobility Limited

Mahindra Last Mile Mobility Limited, a subsidiary of M&M Ltd, is responsible for the Company's widely acclaimed mix of electric, petrol, CNG, diesel last mile mobility 3 and 4-wheeler 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.

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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