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Dear Sirs,

Sub: Mahindra's 'Driven by Purpose' theme resonates across its Mobility Solutions at Auto Expo 2020

Please find enclosed a Press Release issued by the Company on the captioned subject.

Kindly take the above on record.

Yours faithfully,  
For MAHINDRA & MAHINDRA LIMITED



 NARAYAN SHANKAR  
COMPANY SECRETARY

Encl: a/a

## Mahindra's 'Driven by Purpose' theme resonates across its Mobility Solutions at Auto Expo 2020

- **#DrivenByPurpose** – Mahindra's bold statement offering innovative, future ready products, technology and mobility solutions
- Impressive showcase of **18 vehicles**, including a futuristic concept vehicle and a line-up of Electric Vehicles, Passenger & Commercial Vehicles
- One of the widest **displays of EVs** by an Indian OEM at this year's Auto Expo
- Unveils **concepts and vehicles** which seek to redefine the mobility space
  - **Funster** – a roadster concept with a playful convertible mode, an object of desire
  - **ATOM** – a new age electric urban mobility solution for Smart India's last mile connectivity needs
  - **e-KUV100 & e-XUV300** – the eagerly awaited electric vehicles for shared mobility & the personal commute, respectively
- Announces a competitive price of **Rs. 8.25 lacs** for the **e-KUV100** (ex-showroom Delhi, post FAME benefit, for the entry level variant), India's most affordable EV
- Displays first-of-its-kind future electric vehicle architecture - **Mahindra Electric Scalable Modular Architecture (MESMA 350)**
- First ever display of the **mStallion** range of advanced **BSVI ready gasoline engines**
- **CERO** – **India's first organised vehicle recycler**, for a zero pollution, zero waste nation
- Showcases wide **range of Commercial Vehicles** ranging from half a tonne to 49 tonnes
- Launches **Cruzio**, an all-new range of BSVI compliant LPO bus

**February 5, 2020, Greater Noida:** Mahindra & Mahindra Ltd., a part of the US \$ 20.7 billion Mahindra Group, today announced its theme **#DrivenByPurpose** at the country's 15<sup>th</sup> Auto Expo, to address a larger good that touches and transforms lives through innovative, future ready products and mobility solutions. Under this purpose statement, the company is showcasing a wide and varied range of its concept vehicles, EVs, passenger and commercial vehicles, as well as technology solutions. Mahindra's Rise philosophy of driving positive change resonates well with this year's theme as the company addresses the consumers' needs for a better today and a sustainable tomorrow.

As the pioneer of electric mobility in India, Mahindra has displayed one of the widest ranges of EVs and related technology solutions by an Indian OEM at this year's Auto Expo. This clearly demonstrates the company's commitment to be **#DrivenByPurpose**, for a cleaner, greener tomorrow.

Mahindra turned the spotlight on its range of electric vehicles and solutions, which include:

1. **Funster**, a thrilling roadster electric concept with a playful convertible mode, nothing short of being an object of desire
2. **ATOM**, a new age electric urban mobility solution for Smart India's last mile connectivity needs
3. **e-XUV300**, the electric version of the popular compact SUV, an aspirational electric SUV for those who want a thrilling performance.
4. **e-KUV100**, India's most affordable EV starting at a competitive price of Rs. 8.25 lacs (ex-showroom Delhi, post FAME benefit)

Apart from the concept car and three EVs, Mahindra also showcased 2 variants of the Treo, the pioneering Lithium-ion battery electric 3-wheeler. There was also a display of a first-of-its-kind future electric vehicle architecture **MESMA 350 (Mahindra Electric Scalable Modular Architecture)**, electric batteries and charging station to drive a connected experience for the consumer.

In keeping with the upcoming BSVI emission norms implementation, Mahindra has displayed **mStallion**, its range of advanced **BSVI ready turbo gasoline direct injection, TGD engines** which will deliver a great 'fun to drive' experience to its customers. Developed at its cradle of R&D and innovation, the state-of-the-art

Mahindra Research Valley, the mStallion range of gasoline engines have been designed, engineered, developed and tested to deliver thrilling performance across varied driving and traffic conditions.

For a better tomorrow that is Driven by Purpose, Mahindra showcased its new division **CERO (Mahindra MSTC Recycling Pvt. Ltd.), India's first organised vehicle recycler**. CERO stands for a world of zero waste and zero pollution through automobile recycling and reuse.

**Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd.** said, "As Mahindra enters its 75<sup>th</sup> year, our theme of Driven by Purpose will be the pillar on which we develop sustainable mobility solutions for the future. Our focus will not only be on growing our clean business unit through our electric mobility business but to also provide cleaner engines as we approach the implementation of BSVI norms. I am also delighted that Mahindra's showcase this year reflects our commitment to the 'Make in India' philosophy, while developing globally relevant mobility solutions."

**Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd.** said, "What gives us a sense of pride today, is the display of our new M Stallion BSVI range of Gasoline Engines, which are truly world class with the highest level of technology. It is fitting that we choose to display these engines at an important industry event like the Auto Expo. I am particularly proud of our new range of BSVI trucks which have had minimal changes and offer a hassle free ownership experience. The launch of our CRUZIO range of buses is another significant step toward making us a full range player in the CV segment."

The Mahindra Auto Expo Pavilion Hall 10, Stall N2 will have various digital interfaces, customer engagements and activities, all of which would make for a unique visitor experience.

**Please use the following hashtags/handles for social media updates:**

**#DrivenbyPurpose**  
**@MahindraRise**  
**@Mahindra\_Auto**

### **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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

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## **A Mahindra Driven By Purpose for a Sustainable Tomorrow**

#DrivenByPurpose perfectly aligns with Mahindra's Rise philosophy of driving positive change. It is not just about effectively delivering on business promises but also about addressing the larger good that touches and transforms lives.

Be it owning the SUV space with its 4X4 vehicles and taking the world to places & terrain where no one has ventured before, or being the pioneers in electric mobility, Mahindra has always strived to create a better tomorrow. Hence this year's theme of #DrivenByPurpose which comes to life through all the exciting displays at the Mahindra Pavilion.

### **Showcase Vehicles**

#### ***Funster - Roadster concept with a playful convertible mode***

'Play-for-fun' is the core experience that personifies Funster, a 'sports electric vehicle'. It enables seamless acceleration, available at a press of the throttle. With its dual electric motors and full-time AWD system, Funster offers a class leading output of 230 kW with a top speed of 200 kmph, clocking 0 to 100 kmph in a breath-taking 5 seconds. Funster is equipped with a high end 59.1 kWh battery pack, enabling an impressive range of 520 kms on a single charge. The techy front end, floating tail lamps, sports-shoe inspired wheel arches and advanced interiors express an active sporty lifestyle as the new norm.

#### ***A.T.O.M. – Smart Commute for a Smart India***

Designed to appeal to the emerging new India and transform the face of last mile connectivity, ATOM is a combination of clean, comfortable and smart mobility. Powered by Mahindra's latest electric drive system, ATOM has a spacious interior and a monocoque body that offers a safe enclosure for occupants. ATOM also comes equipped with a state of the art 4G ready connectivity system and aims to revolutionize the way Indians travel.

#### ***The Stylish eXUV300: Electrifying Indian Roads***

Mahindra's electric compact SUV, the 'eXUV300', is an aspirational electric SUV which is the perfect mobility solution for the environment conscious customer and the ideal vehicle for those who desire thrilling performance. The eXUV300 is powered by a powerful motor that gives you instant acceleration and at the same time the refinement and quiet drive of an EV. The large battery capacity ensures a long range that prevents any range anxiety. The eXUV300 has a new futuristic design with new features, smart and premium interiors with blue highlights to accentuate the new character of this SUV. Most importantly, the eXUV300 has been built on a platform that has 5-star safety rating from GNCAP.

#### ***eKUV100 – India's most affordable compact electric SUV***

The eKUV100 provides the benefits of driving an SUV combined with the unique advantages of an electric vehicle. The eKUV100 is ideally suited for daily city commutes to schools, offices, malls, etc. It offers peak power output of 40kW, torque of 120 Nm and a range of 147 kms, ensuring that daily commutes are easily covered. Fast charging can extend the range by 80% within 60 mins. Its silent drive, coupled with an Automatic Transmission, offers a relaxing, fatigue free driving experience in chaotic city traffic. In addition to

smartphone connectivity, onboard computers will allow for remote diagnostics, cabin precooling, remote door lock/unlock, location tracking, monitoring your driving pattern & updates on the battery status as well.

### **Mahindra Electric #DrivenByPurpose For a Greener Tomorrow**

At the 2020 Auto Expo, Mahindra Electric, a leader in EV technology and manufacturing showcased a range of mobility solutions from vehicles to EV platforms to connected mobility solutions. This wide display reinforces the company's commitment to a greener tomorrow that is #DrivenByPurpose.

**Mahesh Babu, CEO, Mahindra Electric** said, "The products displayed at the 2020 Auto Expo clearly demonstrate Mahindra's commitment to develop and manufacture EV technology in India. They also showcase our strength across a range of EV platforms in both the mass and personal mobility segments. The design ready MESMA 350volt powertrain will be made in India for the world."

#### ***Design ready MESMA 350 platform:***

Mahindra Electric unveiled its design ready Mahindra Electric Scalable and Modular Architecture 350 (**MESMA 350**) which is a 350 volt powertrain that has been built from the ground up by Mahindra Electric here in India. MESMA 350 supports motor sizes ranging from 60 kW to 280 kW, dual motor concepts and battery sizes up to 80 kWh. With this new platform, Mahindra Electric is gearing up for the greater adoption of EVs that will help bring economies of scale, driving costs down and enable smaller variants/ models to be made successfully in India.

#### ***New Mahindra Treo with Range Extender & Solar Roof:***

The new Mahindra Treo three wheeler features more than 20 new and improved EV components made in-house by Mahindra Electric. It also features an additional range extender that will increase the Treo's range by 60-70 kms, along with a concept solar roof that further increase the range by 26 kms.

#### ***Mahindra Treo Zor***

From the modular electric three-wheeler platform comes another heavy-duty small electric commercial vehicle named Mahindra Treo Zor. This new model will feature best-in-class performance that will be ideal for a range of applications, from vegetable vendors, to e-commerce players. With a best-in-segment storage area, the cargo box of the Treo Zor can be accessed from all three-sides, enhancing its usability and convenience.

#### ***e-Alfa Mini (Cart Version)***

#### ***The First 3-Wheeler Commercial Load EV from Mahindra***

These battery operated three wheelers with the lowest cost of operation will undoubtedly become an integral part of the logistics eco-system, particularly in the light-weight segments relevant for e-commerce applications. This vehicle represents an ideal solution for last-mile delivery in emerging India. Built on Mahindra's proven e-Alfa Mini passenger vehicle platform, it boasts of a real-world range of 75-80 kms with a full load and an optional swappable battery pack. e-Alfa Cargo is just the beginning of the EV offerings for commercial applications from Mahindra.

### **ME Chargers - Connected charging for your EV**

ME Chargers are Mahindra Electric's latest, key addition to the EV ecosystem in India. These are AC charging solutions which are the need of the hour for India's unique EV mobility paradigm that is driven mainly by electric two and three wheelers.

#### **ME Charger LITE**

The ME Charger LITE is a smart charger with a universal output connector to charge any light electric vehicle, such as any two-wheeler, three-wheeler or even light four-wheeler. It is an ideal solution for retail outlets / department stores with parking, service points, public transit stations like metro or bus stops, etc.

#### **ME Charger 3WR**

The ME Charger 3WR supports the electric three-wheeler revolution in India. With one connector completely dedicated to Treo and one available as a universal output for any low voltage electric vehicle, this smart charger is perfect for public transport stations.

#### **ME Charger 4WR**

The ME Charger 4WR is a specially designed four-wheeler EV charger. It fits in beautifully for applications like home charging units, apartment complexes, office parking lots, airports or even popular highway stops like hotels or restaurants.

## **Engine Story – mStallion Range of Future Ready BSVI compliant Gasoline Engines**

The theme of #DrivenByPurpose for a cleaner performance was taken forward at Mahindra's engine display, where its newest BS-VI ready gasoline engines, the **mStallion** range, was ready to rev into the future.

The **mStallion** range of engine is future ready with state-of-the-art technology, which in current form is BSVI stage 1 and stage 2 compliant. This in turn is equivalent to Euro VI C norms and is fully protected to meet Euro VI D norms.

This new range of BSVI ready gasoline engines will offer the same thrilling drive experience as Mahindra's diesel engine range and will power a number of Mahindra vehicles in the future. The mStallion engines have been built indigenously with support from experts including Bosch, AVL, and Continental among others. The engines have been built for India's unique driving needs of quick acceleration and wide in-gear operating range and have been tested rigorously across India & abroad to deliver uncompromising performance. The engines are powered by the TGD<sub>i</sub> technology and boast of best-in-class performance with the highest torque density. Their world-class engineering delivers better fuel efficiency along with significant improvements in Noise-Vibration-Harshness parameters. The engines also deliver excellent low-end torque and provide a power-packed performance.

## **#DrivenByPurpose for a Zero Pollution Nation, toward a Zero Waste Tomorrow**

### ***Cero (Mahindra MSTC Recycling Pvt. Ltd.) - India's first organized vehicle recycler***

Cero, India's first government authorized vehicle recycling company aims to reduce environmental impact through the recycling of scrap vehicles. It symbolizes an effort to create a Zero Waste, Zero Pollution ecosystem. With this initiative, Mahindra is #DrivenByPurpose toward a Zero Waste Tomorrow. Cero means Zero in Spanish. For us, it stands for – Zero pollution, Zero wastage, Zero tolerance towards unethical and



illegal practices and Zero import of metal scrap. Mahindra Accelo (previously known as 'Mahindra Intertrade') and MSTC Ltd. (a Government of India Enterprise) have joined forces to establish Cero to achieve these goals. Recycling of old vehicles not only helps clean the air, but also makes our roads safer and conserves natural resources which go into making steel. The enterprise is also generating more avenues of employment and steering toward the vision of 'Make in India'. Currently, Cero has set up two world class facilities at Greater Noida and Chennai and has aggressive plans to be present at 25 locations across the country in the coming years.

## **Mahindra's Personal Range of Vehicles - The SUV Pioneers**

Mahindra is the pioneer of SUVs in India with vehicles that embody capability, adventure, authenticity, reliability and freedom. At the Mahindra Pavilion, the display of personal vehicles include:

### ***Alturas G4***

Alturas G4 is an SUV that exudes luxury and elegance. From its bold and imposing exteriors to its exquisitely luxurious interiors, every detail in the Alturas G4 has been meticulously crafted by the finest in the business. With its advanced high-tech features, unmatched safety features, powerful 2.2-litre, 4-cylinder engine producing 133.1 kW (178 BHP) of power and 420 Nm of torque, the Alturas G4 is creating new benchmarks in the high end SUV segment.

### ***XUV300***

The XUV300 is a combination of cheetah-inspired design and breath-taking performance. Armed with free-flowing torque, the sheer joy of driving this SUV kicks in the moment you step on the accelerator pedal. Recently the XUV300 has been awarded the highest 5-Star Safety Rating by Global NCAP. With this global recognition, the **XUV300 becomes the first Indian vehicle to score the highest points among all 5-Star rated cars tested so far by Global NCAP.** The XUV300 also becomes the **first Indian vehicle to score a 4-Star child safety rating.** The Mahindra XUV300 with its many first-in-segment safety features including **7 airbags, disc brakes on all 4 wheels, front parking sensors and heated ORVMs**, offers fortress-like safety that is unmatched.

### ***Marazzo***

The Marazzo MPV is engineered in collaboration with the Mahindra North American Technical Centre and Mahindra Research Valley (Chennai) and is co-designed by the Mahindra Design Studio and the legendary Italian design house Pininfarina, making it a truly global vehicle. Its superior value proposition includes a bold, aerodynamic design, smooth ride, agile handling, luxurious space for up to 8 people, the quietest cabin in its class and industry-first Surround Cool Technology.

Speaking on the vehicle display as well as the company's focus on safety, **Veejay Nakra, Chief of Sales and Marketing, Automotive Division, M&M Ltd** said, "It is a matter of pride for us at Mahindra that our XUV300 is the country's safest passenger vehicle. This recognition will only spur us to take this high level of safety across our product range. Our range of personal and commercial vehicles on display at the Auto Expo is a celebration of our diverse offerings to a wide range of our discerning customers pan India".

## **Safety Zone - Advanced Driver-Assistance Systems (ADAS)** ***For a Safer Tomorrow***

In the Safety Zone, visitors get a chance to see the company's commitment towards making safer vehicles for India. With products such as the Marazzo - India's first GNCAP 4 star rated MPV and XUV300 the highest rated GNCAP 5 Star vehicle in its segment, Mahindra is globally recognized for its commitment toward safety. Hence Mahindra is #DrivenByPurpose for a Safer tomorrow. At Mahindra's Safety Zone in Auto Expo 2020, the company is showcasing its abilities and progress in the field of Advanced Driver Assistance Systems (ADAS). On display is a Marazzo kitted out with active radar, camera and infra-red (IR) sensors. These deliver a host of features that can be experienced first-hand at the stall. The features include, DRIVER MONITORING SYSTEM, ADVANCED DRIVER ASSIST SYSTEMS (Autonomous Emergency Braking, Lane Keeping Assist, Blind Spot Detection System, Cross traffic Alert), all of which will help to create a safer tomorrow.

## **Mahindra's Commercial Vehicle Range on Display**

Mahindra also showcased some of its value-added products in its commercial vehicles portfolio. After all, Mahindra is #DrivenByPurpose to maximize its customer's profit, peace-of-mind and prosperity to enable real progress in life.

### ***Supro Tipper***

The company is showcasing Supro Tipper which is made on the Supro Minitruck variant of the Supro platform. Supro Tipper application is extensively used in cities and towns for solid waste management under the Swatchh Bharat Campaign of the Government of India. Some key customers who have taken Supro Tipper in bulk, include – Ramky Infrastructure, Esssel Group, Eco Green, Jabalpur Municipal Corporation, and Jaipur Municipal Corporation among others.

### ***Jeeto Hopper***

Jeeto Hopper is based on the Jeeto Plus platform; a variant of the Jeeto platform with an increased payload capacity of 715kgs. Jeeto Hopper is ideal for household garbage and can be used for door-to-door garbage collection.

### ***Jeeto Plus***

Jeeto Plus is developed to enhance the value proposition for its customers and it comes with an increased payload capacity of 715kgs and cargo length of 7.4 feet. With the tagline 'Badi Gadi, Badi Kamai, Badi Kamyabi', Jeeto Plus offers a winning combination of higher load carrying capability and lower operating costs to its customers. This product is especially designed to cater to the needs of captive segment businessmen and traders.

### ***Bolero Maxitruck Plus Reefer van***

Mahindra Bolero Maxitruck Plus Reefer van is designed for keeping goods fresh for a longer time. The BMT Reefer van is designed to main the correct temperature (0 degrees to 20 degrees), for transportation of goods such as fruits & vegetables, bakery, and dairy products etc. It can also be designed for negative temperatures (up to -20 degrees) for meat, fish, ice-cream etc. Bolero Maxitruck Plus is driven by the tried and tested m2Di CR engine which delivers a power output of 63bhp and torque of 195Nm. With a payload of 1,200kgs, and bigger tyres, it can easily carry loads across different terrain. BMT Plus is available with a great warranty of 2yrs/1 lakh kms whichever is earlier.



## **Mahindra Truck and Bus launches BSVI compliant range, including brand new CRUZIO range of Buses**

Mahindra Truck and Bus (MTB), announced the launch of its BSVI emission norms compliant range, which includes the BLAZO X range of HCVs, FURIO range of ICVs & LCVs and **CRUZIO** range of Buses.

This BSVI range is launched with the tried & tested mPOWER and MDI Tech engines with FUELSMART technology and robust aggregates, retaining over 90% of the parts of the erstwhile BS4 vehicles. This will help customers with a hassle-free switch to the new BSVI era.

To meet BSVI norms, Mahindra Truck and Bus has used CRDe engines with the incorporation of world-class technologies including SCR, DOC, DPF and EGR, so that the BS6 vehicles are state-of-the-art. This coupled with the company's **unparalleled service and spares availability guarantees**, that MTB customers will now get higher profits and peace of mind in the BS6 era too.

To make things even better and to provide even higher control to the customers over their vehicles and businesses, MTB has introduced the **revolutionary Mahindra iMAXX telematics technology** in the entire BS6 range. This is an intelligent fleet telematics solution enabled with IOT, AI & Machine Learning capabilities that can maximize returns for our customers.

Speaking about the new product launches, **Mr. Vinod Sahay, CEO, Mahindra Truck and Bus and Construction Equipment Divisions, Mahindra & Mahindra Ltd.** said, "The launch of the new CRUZIO bus range marks a defining moment for our Truck and Bus business as we have taken our new ICV bus platform to the next level of customer experience. Aimed at the Employee Transport, Maxi Cab and School Bus segments, CRUZIO is all set to be a game-changer. It is one of the safest, most ergonomically designed and comfortable bus range that is expected to set new standards in the industry."

CRUZIO demonstrates Mahindra's ability to bring the best to Indian customers and was developed based on meticulously gathered consumer insights. Bus operators in this segment are clearly looking for a solution that can balance end-user benefits, as well as help them optimize costs. The company is confident that similar to BLAZO X HCV & FURIO ICV range, the CRUZIO LPO Bus range will also set new benchmarks for performance, earnings and deliver a best in class value proposition to customers.

### **About Mahindra**

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

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