

**Press Release**

## **Mahindra Electric christens its all-new electric car - 'e<sub>2</sub>oPlus'**

**Bengaluru, October 7, 2016:** Mahindra Electric, part of the diversified USD 17.8 billion Mahindra Group, today announced that the name of its eagerly awaited new electric car would be **e<sub>2</sub>oPlus**. The name is an amalgamation of e<sub>2</sub>o which stands for energy to oxygen and Plus for the positive contributions that the car will make in the lives of customers.

The e<sub>2</sub>oPlus is the next generation electric car from Mahindra Electric and is expected to be launched soon. Apart from the standard electric car benefits like zero emissions, low running costs, ease of driving and home charging, the e<sub>2</sub>oPlus features superior styling, an increased range and fast charging capability.

According to **Pravin Shah, Director, Mahindra Electric**, "The e<sub>2</sub>oPlus is all about positive additions. We have incorporated additional space - something that would delight our customers. We have also added extra range and fast charging, among other very interesting 'pluses'. I am confident that this new model will be a game changer not only in the electric vehicles segment but also among all other categories of cars".

**Please visit:** [www.mahindrae2oplus.com](http://www.mahindrae2oplus.com) for more details and images.

### **About Mahindra**

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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