

Mahindra signs MoU with Government of Bhutan to promote usage of Electric Vehicles in the country

Mahindra Reva launches its future ready –all electric, zero emission, Mahindra e2o in the Kingdom of Bhutan

Synopsis:

- ❖ Mahindra set to provide a comprehensive electric mobility solution for Bhutan thereby creating an eco-system for sustainable and affordable transport for its citizens and tourists
- ❖ Launch of the e2o to be followed by introduction of other models from the Mahindra Electric Vehicle product portfolio soon
- ❖ To assist Bhutan in its endeavour to set up charging infrastructure network for Electric Vehicles across the country
- ❖ Mahindra e2o is a manifestation of Mahindra's vision of the Future of Mobility, expressed by the 5C's framework - *Clean, Convenient, Connected, Clever and Cost Effective.*
- ❖ Available in 3 variants, the e2o will retail at an attractive starting price of 6.99 Ngultrum (ex showroom Bhutan) for the base variant

Mumbai, February 27, 2014: Mahindra Group, a USD 16.7 billion multinational group based in Mumbai, India, today signed a Memorandum of Understanding (MoU) with **Government of Bhutan** for a strategic partnership to promote the usage of electric vehicles in the Kingdom of Bhutan.

On this occasion, **Mahindra Reva Electric Vehicles Private Limited**, India's electric vehicles pioneer and a subsidiary of the Mahindra Group, announced the launch of its all-electric, zero-emission '**Mahindra e2o**' in Thimphu, the capital city of the Kingdom of Bhutan. The launch of the Mahindra e2o in Bhutan is part of the Mahindra Group's larger commitment to partner with the Government of Bhutan in its vision to create a sustainable, clean and green society.

The Mahindra e2o will be available in 3 variants and priced at 6.99 Ngultrum (ex-showroom Bhutan) for the base variant, 7.99 Ngultrum (ex-showroom Bhutan) for the premium variant and 8.39 Ngultrum (ex-showroom Bhutan) for the premium variant with Quick2Charge.

The Honourable Prime Minister of Bhutan, Tshering Tobgay and Dr Pawan Goenka, Executive Director & President, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd. and Chairman, Mahindra Reva Electric Vehicles Pvt. Ltd. were present during the MoU signing and at the launch.

The MoU inks a strategic partnership between the Mahindra Group and the Government of Bhutan to introduce electric vehicles and the requisite charging infrastructure for the country. The introduction of the Mahindra e2o, through the Mahindra Group's subsidiary, Mahindra Reva Electric Vehicles Pvt. Ltd., is the first step in this direction. The Government of Bhutan will provide the required charging infrastructure support for the successful deployment of the Mahindra e2o and for the other electric vehicles from the Mahindra stable to be launched in the future.

Speaking on the occasion, **Dr. Pawan Goenka**, said, "The association between Bhutan and India is one which goes back a long way. It is a matter of pride for an Indian company like ours to be associated with Bhutan in such an important initiative to co-create and nurture a sustainable ecosystem. With the Mahindra e2o we are taking the lead in not only creating a comprehensive ecosystem to nurture sustainable mobility solutions, but also partnering Bhutan to redefine the future of urban mobility."

Dr. Goenka further added, "Given the increasing fuel prices and carbon footprint, we need ample awareness around the benefits of electric vehicles and the initiative taken by the Government of Bhutan is a bold and path-breaking statement that is highly commendable. Little wonder then that the country's social, economic, political and spiritual foundations are rooted in the idea of Gross National Happiness, the main thread for a country's development."

The Mahindra e2o is a manifestation of Mahindra's vision of the Future of Mobility, expressed by the 5C's framework - Clean, Convenient, Connected, Clever and Cost Effective. It is expected to set the standards for clean and affordable road transportation in Bhutan as well as provide an impetus towards a clean and green future.

Speaking at the launch of the Mahindra e2o, Chetan Maini, Chief Executive Officer, Mahindra Reva Electric Vehicles Pvt. Ltd. said, "The Mahindra e2o is a near perfect amalgam of the dramatic advancements in automotive technology, electronics and Information Technology. The vehicle offers innovative features such as the Hill Hold control and advanced regenerative braking which will be very useful while driving in the hilly terrains of Bhutan.. We are certain that the cutting-edge technological innovation that has gone into the Mahindra e2o will help our customers in Bhutan remain connected in a convenient, cool and cost-effective manner."

Co-creating a Sustainable eco-system in Bhutan

Mahindra will work in collaboration with the Government of Bhutan, to create a sustainable ecosystem for electric mobility, through the following:

- Initially map out the Kingdom's Electric Vehicle and charging infrastructure requirement.
- Work towards introducing affordable Electric Vehicles in Bhutan for public and private commuting
- Work towards developing the regular and fast charging infrastructure
- Establishing through our partners' local service and maintenance network to monitor and manage Electric Vehicles

Mahindra e₂o : Ownership Simplified

The Mahindra e₂o is an Electric Vehicle (EV) designed as an urban mobility solution for a sustainable zero-emissions society and gains relevance in the face of issues like environmental degradation, pollution related health concerns, climate change, energy security and rising oil prices, all of which plague communities globally. The vehicle is the Mahindra Group's endeavour to offer its **customers a clean, smart and economical personal mobility solution and thus redefine sustainable urbanization.**

Power in the Palm of Your Hand

The Connected car technology of the Mahindra e₂o is a unique synthesis of energy, mobility and connectivity and it has multiple industry leading firsts to its credit. The entire genesis of this is the control interface for the vehicle, which can be made available on **any smartphone device**

by merely downloading an application. The application then gives the customer the power to remotely manage several functions of the Mahindra e₂o.

For example the smartphone application can help lock the car by simply sending it a lock command and activate the car's air-conditioning remotely. The trip planner in the application integrates the distance to empty information from the Mahindra e₂o into the maps and helps plan each journey with the current charge.

Have a conversation with your Mahindra e₂o.....

With 10 on-board computers, the Mahindra e₂o provides real time feedback of all the vehicle's functions, does a daily heart beat check of the vital systems and sends alerts if anything has to be fixed, corrected or attended to.

Apart from telling you that your Mahindra e₂o is locked or that the cabin is at a pre-set temperature with the air conditioning turned on, the Mahindra e₂o is also capable of telling you that you have forgotten to switch on the mains to charge the car, in spite of plugging it in. Furthermore, this intelligent EV is capable of monitoring how efficiently you drive and can even provide details of your drive efficiency over the past six days in graphical form. The Mahindra e₂o congratulates you when you achieve 100% driving efficiency and also gives tips on improving energy efficiency.

Charging made easy and no more anxiety

Customers can now literally plug in their Mahindra e₂o's to charge, like they would their cell phones, laptops or tablets. It is as easy as that – since the Mahindra e₂o can **charge from any 15A power socket** available in any home. With just 5 hours required for fully charging your Mahindra e₂o – your trusted car will be ready to be driven over 100 kms, more than enough for the average daily commute.

With the patented REVive® technology there is no more range anxiety. In the rare event of running low on charge, you can use the app on the smart phone to remotely activate the reserve energy that can get you going again.

Quick2Charge® technology – DC Fast Charging

Mahindra Reva also boasts of a revolutionary **Quick2Charge®** DC Fast Charging station with its new smart port technology. With this system, the Mahindra e₂o can be completely charged in under 60 minutes. One can get a range of 25 kms in just 15 minutes over a cup of coffee.

The new smart port technology enables intelligent control of bi-directional transfer of energy to and from the electric vehicle. The smart port supports **Quick2Charge®** (DC Fast Charging), **Sun2Car** (Solar Charging), **Car2Home** (technology by which e₂o can power your home); all from a single port in the car, thus making life simple for the customer.

Feature rich yet energy efficient

The Mahindra e₂o comes with a 15.5 cms (6.2 in.) touch screen, with factory fitted GPS navigation system, radio, DVD, Bluetooth and i-Pod connectivity. Locating a place or directions to the nearest charging point is now at your finger tips.

The fully digital cluster, electrically operated wing mirrors, keyless entry & start/ stop button, projector head lamps, LED tail lamps, reverse camera, 4 JBL speakers & 2 tweeters makes the features of the Mahindra e₂o comparable to most high end cars.

The **regenerative braking feature** in the Mahindra e₂o also pumps energy back into the car's batteries and charges them every time you slow down or apply the brakes.

Clean and green

Mahindra Reva has also worked hard to create a sustainable technology ecosystem for EV's, proof of which is the host of technologies created by the company, inspired directly by its vision of the future of mobility. The '**Sun2Car**' technology, which has been developed through the creation of personal solar charging units, provides the user with sufficient energy to power an EV for life, making it a very cost-effective mobility solution. – imagine free energy for life!

Other Key Safety Technologies:

- High strength steel space frame construction that cocoons the occupants
- Colour impregnated, dent resistant polymer body panels
- ISOFIX child seat mount with ALR seat belts
- Adjustable head rests for all 4 seats
- Large front crumple zone
- Dual side impact beams
- Hood designed for pedestrian impact safety
- Batteries under seat, ensuring a low center of gravity

About Mahindra Group

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 16.7 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 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 and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial

services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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About Mahindra Reva

Mahindra Reva is a pioneer of electric vehicle (EV) technologies and one of the world's most experienced EV manufacturers. Founded in 1994 as the Reva Electric Car Company, the company was a joint venture between the Maini Group of Bangalore and AEV LLC of USA. Reva focused on creating affordable electric cars through advanced technology and launched its first model in India in 2001 and in London in 2004.

In May 2010, the USD \$16.7 billion, Mahindra Group acquired a majority stake in the company, which was renamed Mahindra Reva Electric Vehicles Pvt Ltd. Mahindra Reva is headquartered in Bengaluru, India.

Mahindra Reva exemplifies the Mahindra Group's vision of the Future of Mobility. The Future of Mobility envisions an automotive ecosystem that brings Clean, Convenient, Connected, Clever and Cost-effective (the 5 C's) mobility solutions to customers across the world. Today, Mahindra Reva has one of the world's largest deployed fleets of electric cars – customers in 24 countries have driven their Revas petrol-free for over 200 million kilometers. The company manufactures cars, licenses out its electric vehicle technologies, electrifies existing platforms, and helps to deliver integrated zero-emissions mobility solutions. The company's new factory in Bengaluru, the first automobile plant to get platinum rating from Indian Green Building Council, capable of producing 30,000 cars per year, was inaugurated in August 2012.

Recently, Mahindra Reva was ranked 22nd in the prestigious 'Fast Company' magazine listing of the Top 50 Most Innovative Global Companies of 2013 in addition to numerous awards and recognition. The company also won the 'Innovation' award from respected Italian magazine, Focus, during March 2013. It is one of only three global companies to have received this award for the development of the new 'Mahindra e2o' and the new environment friendly plant at Bengaluru.

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