

Press Note

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Mahindra Reva drives into a better tomorrow with a Freedom Rally in New Delhi

~ Calls for a fuel free and pollution free India ~

August 25, 2013, New Delhi: Mahindra Reva, India's electric vehicle pioneer and part of the USD 16.2 billion Mahindra Group, is organising an exclusive rally of Electric Vehicles in New Delhi for its proud customers of the **Mahindra e₂o** and the **Reva i**. In a first of its kind of initiative, around 30 customers of Mahindra e₂o and Reva i will participate in the Rally. An attempt to create public awareness on the rising fuel prices and ever-increasing pollution, the 'Freedom Rally' will be flagged off at 9:45 AM from Hyatt Regency, on Sunday, 25th August 2013.

Developed around the theme 'Drive for a Better Tomorrow', the rally will witness the largest ever gathering of the first generation adopters of green mobility in the country. The rally will cover an approx. distance of 14 KMs through Vasant Kunj Malls, Vivekananda Marg, Nelson Mandela Marg and ends at Hyatt Regency.

Speaking on the occasion, **Chetan Maini, Chief Executive Officer, Mahindra Reva Electric Vehicles Pvt. Ltd said**, "We are delighted to be hosting the largest ever gathering of electric vehicles in the country and thankful to our customers for joining hands with us in championing the cause of sustainable and emission-free personal mobility solutions for the future. Our customers are the true proponents of electric vehicles and we sincerely hope that more people will join hands with us in this movement, especially in the current era of rising inflation and fossil fuel costs."

Mahindra Reva had unveiled its future-ready, next generation all-electric, zero emission Mahindra e₂o (powered by Reva) in New Delhi a few months ago. The car is equipped with a fully automatic transmission with Boost Mode for quick acceleration and a range of 100kms, making it ideal for city driving. Mahindra Reva has also installed around 80 public charging points across New Delhi, ensuring the customer is just a few KMs away from a charge point anywhere in the city. 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 also advances the Mahindra Group's efforts at redefining sustainable urbanization with the creation of an eco system that includes mobility solutions along with other environment friendly innovations.

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 16.2 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. 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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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 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 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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