

Mahindra Reva launches unique and innovative scheme for easy ownership of its e2o electric car

Key Highlights:

- ❖ **First of its kind scheme christened 'Goodbye Fuel, Hello Electric'**
- ❖ **Ownership of the Electric, Automatic & Connected Mahindra e2o at a down payment of Rs 4.99 lac**
- ❖ **Rs.2,599/- per month Inflation-proof running cost for next five years**
- ❖ **Battery performance guaranteed**

Bengaluru, February 18, 2014: Mahindra Reva Electric Vehicles Pvt. Ltd., a part of the US\$ 16.7 billion Mahindra Group, today announced the launch of an innovative and first-of-its-kind programme called, '**GOODBYE FUEL, HELLO ELECTRIC**' for an easy and simple ownership of its automatic electric car, the e2o.

Speaking at the launch of this programme, **Chetan Maini, Chief Executive Officer, Mahindra Reva Electric Vehicles Pvt. Ltd.** said, "Customers have greatly appreciated our automatic, connected and future ready e2o. Today by launching our '**Goodbye Fuel, Hello Electric**' programme we have made it much more affordable to own an e2o."

Mr Maini further added, "This first of its kind initiative, guarantees customers' battery performance coupled with inflation proof running costs. We firmly believe this ownership experience will set a milestone in the way people perceive and own electric vehicles in the country".

Key Features:**Ownership Simplified**

The "**GOODBYE FUEL, HELLO ELECTRIC**" programme separates the initial acquisition cost of the e2o and the usage cost (in the form of the battery and its maintenance) to make the e2o more affordable. It also guarantees the performance of the battery as the ownership of the battery lies with Mahindra Reva.

Pay only for the distance you drive and Save more with Electric Mobility

Mahindra Reva has introduced an attractive monthly energy fee starting from Rs. 2,599/- which will allow the customer to drive 50,000 KMs (800 KMs of usage per month) over 5 years. With rising fuel prices, this programme allows the customer to beat inflation by locking in the running cost for 5 years.

Benefits:

1. Performance guaranteed for the battery, since ownership of battery lies with Mahindra Reva
2. Inflation Proof running costs
3. 24 x 7 Assistance and courtesy car guaranteed during battery repair period

The Mahindra e2o is available in three variants as under:

CITY	CATEGORY	BASE	PREMIUM	PREMIUM+QUICK2CHARGE
Bengaluru	Ex-Showroom	Rs.499,999	Rs.555,499	Rs.599,999
	*Monthly energy fee payment	Rs.2,599	Rs.2,999	Rs.2,999

*Conditions Apply

Quick2Charge® technology – DC Fast Charging

Mahindra Reva also launched its 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.

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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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 16.7 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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