

Press Release

Mahindra Electric Crosses 50 Million Electric Kilometers on Indian Roads

Sets in Motion India's Electric Mobility Mission 2030



Bengaluru, September 14, 2017: Mahindra Electric, a pioneer in the development and manufacture of electric vehicles (EV) and a part of India's USD 19 billion Mahindra Group, today announced the completion of 50 million electric kilometers on Indian roads.

Together, the e2o and e2oPlus electric cars have contributed to a saving of 25,00,000 kgs of carbon dioxide emission into the environment which is the equivalent of planting 2,50,000 new trees. This milestone marks the beginning of a greener future for India and announces the arrival of an Electric Mobility revolution.

Commenting on this milestone, **Mahesh Babu, CEO Mahindra Electric** "Crossing the 50 million electric kilometers milestone comes at a time when the Government has significantly increased its thrust on electric vehicles and accelerated the process of large scale adoption of electric vehicles through its Electric Mobility Mission 2030. This is a proud moment for us and reaffirms our role in India's electric mobility revolution."

Mr. Babu, further said, "To put this 50 million electric kilometers into perspective, imagine the e2o and e2oPlus doing a trip from Earth to Mars. We would like to thank our customers, the EV pioneers of India, for their support that has enabled us to reach the country's first EV milestone and helped us to set out on the next phase of this exciting journey."

India's leading electric car, the e2oPlus has smart technology and telematics integrated into it. These features allow the vehicle to remain connected with the customer as well as Mahindra Electric. Telematics help Mahindra Electric engineers to remotely diagnose and fix any issues that may come up in the vehicle. It also helps collect big data to help fine tune and improve the technology that is at the core of these vehicles.

About Mahindra Electric

Mahindra Electric, a part of the USD 19 billion Mahindra Group is a global pioneer in the development and production electric vehicles. Mahindra Electric is India's only EV manufacturer with indigenously developed EV technologies that have won global accolades. The Mahindra Group has one of the most diversified portfolio of electric vehicles with the e₂oPlus hatch, the eVerito sedan, the eSupro mini van and panel vans and its electric rickshaw, e-Alfa Mini.

Pushing the limits of technology and innovation, Mahindra has acknowledged the need to redefine mobility at every step. This lead to a vision with a desire to transform; a vision which provides an imagination which is more sustainable and more dependable. Venturing into the paradigm of alternative technology has helped Mahindra enable a clean, green and a smarter tomorrow.

About Mahindra

The Mahindra Group is a USD 19 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 has 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information:

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com