

Mahindra Electric launches NEMO Life

Celebrates over 100 million e-Kilometres on Indian Roads

Bengaluru, January 16, 2019: Mahindra Electric, a leader in the development and manufacturing of electric vehicles (EV) & technologies and a part of the USD 20.7 billion Mahindra Group, today launched the all new 'Next-Generation Mobility app' – NEMO Life. This announcement coincides with the completion of over 100 million electric kilometres by Mahindra EVs on Indian roads.

Mahindra Electric has studied the usage pattern of EVs in India for 100 million ekm and has conceptualised the perfect Connected Mobility solution that will allow personal users to take control of their mobility, including the EV ecosystem, with the touch of a finger.

Incorporating valuable feedback from its customers, Mahindra Electric, undertook the study of EV usage patterns and various parameters including, but not limited to, the charging cycle, real-time driving data, vehicle controls, etc. The company has used its learnings to develop many unique first-in-segment features on the NEMO Life Mobile App, with the aim of making mobility – Clean, Connected and Convenient.

The 100 million plus eKilometers done by Mahindra's electric vehicles has helped save over 11,000 metric tons of CO₂ emissions in India. This translates into the need to plant over 5 lakh trees to absorb the equivalent levels of emission. This milestone marks a shift toward a greener future, as India readies itself to embrace electric mobility.

Speaking on this milestone, **Mahesh Babu, CEO, Mahindra Electric** said "I would like to thank all our customers, dealers and all stakeholders for their continuous support that has helped us to become India's first automaker to complete over 100 million electric Kilometres. To put this number into perspective, one can imagine going around the earth 2,500 times. The learnings from this milestone have gone into the creation of the NEMO Life app for our personal car users, for them to experience the very best of connected electric mobility."

Mr. Babu further added, "It took 4 years for our electric cars to complete the first 50 million eKms and now the second 50 million eKms milestone is achieved in less than two years. This indicates that the pace of adoption of EVs is increasing in India and once again affirms Mahindra's role in moving the world towards electric mobility."

With over 40* new features **NEMO Life** is set to usher in a modern era of Clean, Connected and Convenient mobility. **NEMO Life** 'Next-Generation Mobility' is aimed at delivering an advanced gamut of connected mobility experiences. It is based on NEMO, a cloud based platform that enables a new generation of shared and connected services to enhance urban electric mobility.

Customer Benefits of NEMO Life :

Convenience:

Manage multiple users, cars through one app, get reminders to charge your car, and insights into your driving and charging performance.

Safety and Security:

Manage multiple verified users for your car through user authentication. Get alerts for unlocked doors & handbrake not engaged.

Control:

Remotely access your car - lock/unlock doors, start or stop charging or even check your cabin temperature and remotely control the A/C unit.

Good Bye Range Anxiety:

Check if your car can complete your planned trip or how much more charge you need to reach your destination. Forget range anxiety with all the information right on your fingertips, just tap and drive.

Assistance:

Get 24x7 road side assistance and extra emergency range with REVive.

Social:

Doing your bit for the environment? Let your friends and family know about it! Easy login into NEMO Life with your social profiles and share eco-savings and contributions.

Under the NEMO brand, Mahindra Electric already has NEMO Driver and NEMO Commuter mobile apps along with NEMO Integrated Mobility Centre for our fleet customers. NEMO *Life* will now help personal electric car users to overcome some of the major barriers to adoption of EVs such as range anxiety, battery performance, and multiple user management, among others.

It provides deep insights into the vehicle performance and delivers essential vehicle control to the users'. The new mobile app sets a benchmark in the connected mobility space and is available to download on both the iOS and Android platforms.

Download the NEMO *Life* Mobile App now:

[Android Play Store](#)

[Apple App Store](#)

About Mahindra Electric

Mahindra Electric, a part of the USD 20.7 billion Mahindra Group is a global pioneer in the development and production of 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 portfolios of electric vehicles with the e2oPlus hatch, the eVerito sedan and the eSupro mini-van and Mahindra Treo range of three-wheelers.

Pushing the limits of technology and innovation, Mahindra has acknowledged the need to redefine mobility at every step. This has led 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 20.7 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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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