

Mahindra Electric and Zoomcar collaborate to offer e2oPlus in Pune for self-drive and subscription

- *Mahindra Electric will offer 50 e2oPlus on Zoomcar platform in Pune*
- *Mahindra e2oPlus to be available for self-drive and ZAP Subscribe on Zoomcar*
- *Extend their collaboration to Pune post offering the service in Mysuru, Hyderabad, Jaipur, New Delhi, Mumbai and Kolkata*

Pune, July 05, 2018: Mahindra Electric, part of the USD 20.7 billion Mahindra Group and Zoomcar, India's largest shared mobility platform, today announced the extension of their unique service of offering EVs as shared mobility solution in Pune. The companies are set to offer 50 e2oPlus in Pune, on both the self-drive rental as well as ZAP subscribe program. ZAP Subscribe is a revolutionary way to get a personal car, without the hassles of down-payment, service & insurance; and the e2oPlus will be available on it at an affordable price of 9999/- per month.

The vehicles were flagged off in the presence of Dr. Rajendra Jagtap, CEO - Pune Smart City Development Corporation Ltd (PSCDCL). The initiative aims at promoting connected, shared and electric mobility as a model in Pune, in line with the recommendations in the NITI Aayog report on the government's 2030 vision. Pune is an upcoming IT centre and is an important hub in the state of Maharashtra, and hence makes for an excellent choice for this service.

Speaking on the occasion **Mahesh Babu, CEO, Mahindra Electric** said, "Mahindra Electric, as the pioneers of electric mobility in the country and Zoomcar, as the leading shared mobility platform, have joined hands to bring electric mobility technology to more and more people. Today, we are proud to extend our association and introduce our EVs on Zoomcar's shared mobility platform in Pune. This initiative comes as one of the first steps after the announcement of Maharashtra's EV policy and we are positive that it will contribute to the state's mission of rapid adoption of EVs"

Greg Moran, Co-Founder and CEO, Zoomcar said "We're thrilled to once again partner with Mahindra Electric to bring innovative, green mobility solutions to the people up Pune. First through our PEDL cycle service and now with our electric vehicle launch, Pune continues to demonstrate strong leadership in supporting innovative first and last mile urban mobility solutions."

The vehicles under this initiative are financed as a part of larger financing arrangement between Zoomcar and LeasePlan which will see Zoomcar obtain customised EV financing. Mahindra Finance continues to be financing partners in various other cities for Zoomcar & Mahindra Electric for EV financing.

About Zoomcar:

Zoomcar holds the distinction of being India's first self-drive mobility platform, with the introduction of car sharing services in 2013 and the introduction of cycle sharing services in 2017. With a strong focus on the mobile experience, Zoomcar allows users to rent cars by the hour, day, week, or month. Cycles can be rented in increments of 30 minutes. Founded in 2013 and headquartered in Bangalore, Zoomcar operates in nearly 35 cities across India. In 2017, Zoomcar introduced India's first peer2peer based marketplace for cars with the launch of ZAP. In February 2018, Zoomcar inaugurated India's first car subscription program under the ZAP umbrella.

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 panel vans.

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 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:

Mahindra & Mahindra Ltd.

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Office Direct Line – + 91 22 28468510

Office Email – nair.mohan@mahindra.com

Zoomcar

Rushali Khandelwal

Senior Manager (Communications)

Zoomcar

Ph - + 91 9899695319

E- Rushali.khandelwal@zoomcar.com