

Press Release

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

Mahindra Electric to offer 50 e2oPlus cars on Zoomcar platform in Kolkata

- Cars to be available for residents and visitors of the city
- Mahindra e2oPlus to be available for self-drive and ZAP Subscribe on Zoomcar
- Set to extend the collaboration in Kolkata post the launches in Mysuru, Hyderabad, Jaipur, New Delhi and Mumbai

Kolkata, June 13, 2018: Mahindra Electric, a 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, by offering electric vehicles (EVs) as shared mobility solution in Kolkata. The initiative is aimed at promoting connected, shared and electric mobility as a model, in line with the recommendations in the NITI Aayog report on the government's 2030 vision. Kolkata is one of the first metros and an important hub for the eastern region of the country, making it a good choice for this initiative.

Mahindra's all-electric city smart car, the e2oPlus was flagged off in the presence of the Honourable Transport Minister of West Bengal, Shri Suvendu Adhikari. Mahindra Electric and Zoomcar are set to offer 50 e2oPlus cars in Kolkata, which will be available on the Zoomcar platform for self-drive purpose. The e2oPlus will be made available on ZAP Subscribe at an affordable price of Rs. 9,999/- per month. ZAP Subscribe is a revolutionary way to get a personal car, without the hassles of down-payment, service & insurance.

Speaking on the occasion **Mahesh Babu, CEO, Mahindra Electric** said, "Mahindra Electric is the pioneer of electric mobility in the country and Zoomcar is leading the movement to provide EVs on a shared mobility platform as a self-drive rental. We have come together to make the EV technology available to more and more people. Today, we are proud to extend our association with Zoomcar and introduce our EVs on the shared mobility platform in Kolkata. We are happy that this comes at a time when the conversations around infrastructure development in the state are picking up pace. We are positive that this initiative will contribute to West Bengal's journey towards a greener future."

Greg Moran, Co-Founder and CEO, Zoomcar said "We are thrilled to once again partner with Mahindra Electric to bring innovative, green mobility solutions to the people of Kolkata. First through our PEDL cycle service and now with our electric vehicle launch, Kolkata 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 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 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.

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

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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.

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