

## Vijayawada welcomes shared electric mobility with Mahindra Electric and Zoomcar in association with AP Tourism

- 15 all-electric Mahindra e2oPlus on Zoomcar platform for self-drive
- Mahindra e2oPlus is available for subscription on Zoomcar
- Vijayawada to become the next shared electric mobility hub after Mysuru, Hyderabad, Jaipur, New Delhi, Mumbai, Kolkata and Pune.

**Vijayawada, August 8, 2018:** Today, **Honourable Chief Minister, N. Chandrababu Naidu Andhra Pradesh** flagged off 15 all-electric Mahindra e2oPlus on the Zoomcar platform in the city. Mahindra Electric and Zoomcar announced the extension of their unique service of offering EVs as shared mobility solution, to Vijayawada in association with AP Tourism. Others present on the occasion were Acharya Jayarami Reddy, Chairman, APTDC and Mukesh Kumar Meena, Chairman, Tourism and Culture Principle Secretary, Himanshu Shukla, MD, APTDC and Greg Moran, CEO & Co-founder, Zoomcar

The program 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. In the state, Vijayawada is one of the most important cities and is also an important business hub for the south region of the country, making it a good choice for this initiative. All-electric e2oPlus will be available for hire as a self-drive rental on the Zoomcar platform. In addition, it will also be made available on ZAP Subscribe at an affordable price of 9999/- per month. ZAP Subscribe will present a revolutionary way to subscribe to the EV, without the hassles of down-payment, service & insurance.

**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 of Vijayawada. Today's roll out of 15 EVs coupled with best-in-class fast charging infrastructure is an extension of the Andhra Pradesh government's vision for a cleaner, greener India."

Speaking on the occasion **Mahesh Babu, CEO, Mahindra Electric** said, "As pioneers of electric mobility in India, we at Mahindra Electric take several initiatives to ensure the EV technology is adopted far and wide. We are happy to announce that today we extend our partnership with Zoomcar, to bring electric shared mobility solutions, for the citizens of Vijayawada." We are confident that this initiative will prove to be an important step towards the mission of adopting sustainable mobility."

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](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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