

Mahindra Electric partners with “Common Service Centers – CSC” to promote EV adoption

Mumbai, February 17, 2022: In a move to promote the adoption of electric vehicles across India, and to enhance sustainable connectivity in the country, Mahindra Electric Mobility Limited (MEML) has partnered with Common Service Centers (CSC). Through this association with CSC, **MEML will offer their range of electric vehicles like the Treo and Alfa to aspiring customers in the rural markets.** These customers will benefit from the massive savings that Mahindra Electric’s 3-wheelers offer and enhance their livelihoods. For example, the **Mahindra Treo electric auto offers an unbelievable saving of up to ₹ 5 Lakh in fuel cost in 5 years when compared with a diesel 3-wheeler and at the same time, an amazing saving of up to ₹ 2 Lakh in a span of 5 years** versus a CNG three-wheeler. Similarly, a Mahindra Treo Zor electric or e Alfa Cargo offer **fabulous savings of up to ₹ 60 000.00 in a year when compared with a diesel cargo 3-wheeler.**

The electric mobility in rural India will receive a huge boost through this association and at the same time pollution levels will be in check as well. Through this initiative, customers get an opportunity to become entrepreneurs by purchasing multiple Mahindra Treo or Alfa electric vehicles, deploying them for pollution-free mobility/logistics operations and be sustainable in the long run.

While **MEML, India’s No. 1 electric 3-wheeler company***, is helping propagate adoption of electric three-wheelers across India, CSC - a government organisation - helps provide employment in the rural regions of the country. CSC appoints Village Level Entrepreneurs (VLEs) to facilitate a smoother operation and they form the connection between customers and the OEMs. The VLEs spread awareness of the government initiatives amongst others in the villages.

Over a Facebook live session, MEML CEO Suman Mishra and CSC SPV CEO Sanjay Rakesh announced this collaboration. Suman Mishra said, “Such tie-ups can provide gainful employment opportunities for the educated youth in India to earn a proud livelihood. The earning ability with Mahindra electric 3-wheelers is quite high while the maintenance is the lowest when compared to conventional fuel vehicles and the benefit to environment is significant. This tie-up will help us to penetrate rural markets and propagate the use of electric vehicles, thereby helping India achieve its EV mission quicker.”

For Mahindra, the tie-up helps in more ways than one. While there are more than 800 outlets that sell the Mahindra range of last mile mobility products in both electric as well as in conventional fuel forms, the penetration of CSC in reaching rural markets is unmatched. Currently, the **network of VLEs extend to more than 4.7 Lakh individuals across the nation while the number of CSCs is 4.5 Lakh.** The rural e-mobility program was kickstarted last year by **CSC to promote electric vehicles & electric charging infrastructure.**

*As per SIAM billing data for January 2022, for electric three wheelers in the combined L5 passenger and cargo segments

About Mahindra Electric

Mahindra Electric, a part of the USD 19.4 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. Over the years, Mahindra Electric has developed one of the most diversified portfolio of electric vehicles with the e₂oPlus hatch, the Treo range

of 3-wheelers and the electrified eVerito sedan for the passenger & the commercial segment. Venturing into the paradigm of alternative technology has helped Mahindra Electric enable a clean, green & a smarter tomorrow for India.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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