

## PRESS RELEASE

### **Mahindra showcases its wide range of electric vehicles at the Pune Alternate Fuel Conclave 2022**

The range will help in easy transition to sustainable mobility

**Mumbai, April 2, 2022:** Mahindra Electric Mobility Limited, part of the Mahindra Group, is showcasing its wide range of electric vehicles at the Pune Alternate Fuel Conclave with the display of Treo auto, Treo Zor Delivery Van, Treo Tipper variant, e Alfa Mini Tipper variant, and Atom quadricycle - the new age electric urban mobility solution for smart India's last mile connectivity needs. Mahindra is the No.1 player in electric 3-wheeler category with a 73.4% market share\*. The Mahindra range of electric 3-wheelers are the preferred choice of customers across India.

This is the first time that the Atom, the only electric quadricycle in India, is being showcased post the 2020 Auto Expo. Atom is designed to appeal to a new India and will change the face of last mile connectivity. It offers a combination of clean, comfortable, and smart attributes. Powered by Mahindra's latest electric drive system, Atom has a spacious interior. Further, the monocoque body offers a safe enclosure for occupants. Atom also comes equipped with telematics connectivity for effective fleet management. The launch of Atom is scheduled in this financial year.

The Maharashtra State Environment & Tourism Minister Shri. Aaditya Thackeray said, Pune is an auto hub and therefore, an ideal venue for the conclave. The conclave is jointly organised by the Maharashtra Industrial Development Corporation (MIDC), Maharashtra Pollution Control Board (MPCB) and the Maharashtra Chamber of Commerce Industries and Agriculture (MCCIA). The organisers have facilitated having an RTO booth to ensure hassle-free registration of vehicles, and also bank kiosks to provide easy financing options.

Along with the Atom, the Mahindra e Alfa Mini Tipper will also be showcased to the public for the first time. The vehicle is based on the successful and rugged e Alfa Mini platform. The vehicle is unique in the way that it has a partition split for the wet as well as the dry garbage. It offers a GPS tracking system and a gradeability of 7 degrees. The tipping angle is 40 degrees. The e Alfa Mini Tipper also comes with a peak power of 1.5 kW and has a driving range of 80 km in a single charge. It offers a loading capacity of 310 kg.

Another 3-wheeler EV that is making its public debut is the Mahindra Treo Tipper. This Lithium-ion 3-wheeler is based on the popular Mahindra Treo platform and has a payload of 578 kg, without the waste bin. The Treo Tipper also boasts the best-in-industry power and torque of 8 kW & 42 Nm respectively. The charging time is just 3 hour and 50 minutes for a full charge. A 3-year, 80,000 km warranty is also being offered.

Speaking about the event, **Suman Mishra, CEO of Mahindra Electric Mobility Limited** said, "Mahindra provides the widest choice of products to its customers. We are the number one electric automaker in the country and the Pune Alternate Fuel Conclave 2022 provides a great platform to not only showcase technologically advanced vehicles but also allows customers to experience them firsthand."

\*As per FY '22 SIAM data for electric three wheelers

## **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 portfolios of electric vehicles with the e2o Plus 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 260,000 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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