

## PRESS RELEASE

### **Mahindra Treo range showcased at the Electric Auto Demonstration**

The range will help in easy transition to eco-friendly mobility

**Himachal Pradesh, April 4, 2022:** Mahindra Electric Mobility Limited, part of the Mahindra Group, showcased its wide range of popular Treo electric 3-wheelers at the Electric Auto Demonstration event in Mandi, Himachal Pradesh. The **Mahindra Treo Auto and Treo Zor were showcased** at the 2-day event that was organised by the IIT Mandi, Mandi RTO, Rise Up Foundation and others.

Mandi is the hub of business activity for commercial goods operators that transport agricultural produce to the nearby cities. The eco-friendly Mahindra Treo auto, which brings savings of **₹ 7.3 Lakh\*\* in 5 years** over the conventional petrol auto, promises long-term sustainability for last mile operators and will be the right match for entrepreneurs.

**Mahindra is the reigning No.1 player in the electric 3-wheeler category with a 73.4% market share\*** and Treo is the preferred choice of more than 16000 customers across India. **Treo also has one of the lowest maintenance costs in the industry** and is backed by a **massive 3 year/80000 kilometre warranty**. The 800+ sales and service network ensure that the maintenance needs are well taken care of. The **advanced Li-ion battery pack in the Treo range comes with more than 5 year or 1.5 Lakh kilometre life**.

Mr. Jatin Lal, assistant deputy commissioner of Mandi, inaugurated the event and encouraged the local auto drivers to go electric and protect the environment of the state. Mandi, located on the cross junction of NH-20, 21 and 70, is the gateway to eco-sensitive zones like Leh, Kullu and Lahaul. The Mahindra Treo range promises to reduce pollution, improve lifestyles and promote sustainability, which is the need of the hour and the event promoted eco-friendliness in last mile mobility.

The local bodies invited autorickshaw drivers who are currently driving ICE vehicles, to show them the benefits of EVs. These drivers also test drove the electric 3-wheelers. Spot bookings and other incentives were offered at the event in association with the Himachal Pradesh government on electric 3-wheelers.

**Suman Mishra, CEO of Mahindra Electric Mobility Limited** commented, "The Mahindra Treo range has been developed keeping sustainability and eco-friendliness in mind. We are thankful to the organisers of the Electric Auto Demonstration event for requesting and educating drivers to make the switch from ICE to EVs. Not only are our EVs eco-friendly but they also touch lives by enhancing the living style of our driver partners."

### **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

\*As per FY'22 SIAM data for electric 3-wheelers

\*\* At the current prevailing rate of ₹ 102.65/litre for petrol in Mandi

vehicles with the e<sub>20</sub> 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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