

## Mahindra to Deliver 50 eSupro Cargo Vans to Brring Logistics

**October 18, 2016, Mumbai:** Mahindra & Mahindra Ltd (M&M Ltd), part of the USD 17.8 billion Mahindra Group, today announced that it will deliver 50 units of its recently launched eSupro Cargo van to Brring Logistics.

A provider of last mile delivery services for Big Basket, Brring is the online grocery site of Innovative Retail Concepts, India's largest online food and grocery store. This will also make Brring the first logistics company in India to deploy electric vehicles in their fleet and Big Basket the first Indian e-commerce company to use EVs for last mile transportation.

The first consignment of 10 eSupro cargo vans were handed over to Brring Logistics, recently in New Delhi.

Commenting on the handover of the eSupro vans, **Mahesh Babu, CEO-designate, Mahindra Electric** said "We are delighted to hand over eSupro vans to Brring, as it will usher in a whole new concept in cargo transportation. It is a great step by Brring to move toward sustainable mobility. With a host of commercial applications and its suitability for last mile delivery, the eSupro Cargo Van is ideally suited for deployment in e-commerce, courier services and with transportation companies. Going forward, this will encourage other companies, especially in the B2B segment, to use the eSupro range of electric vehicles."

According to **Abhishek Nehru, CEO, Brring Integrated Logistics** said "With Mahindra eSupro, Brring Integrated Logistics has taken another big leap forward in creating an eco-friendly supply chain which is aligned with our vision 'To be the pioneer in end to end supply chain solutions for the food, beverage & perishables industry and 'Reinvent Supply Chains the Greener Way'. Before this, we have already deployed 'Exclusive Green Cold Chain Logistics Solutions for Hospitals'. The Mahindra eSupro electric vehicles will first be deployed in Big Basket's last mile grocery deliveries in Delhi and the NCR."

The recently launched electric commercial mobility vehicle – eSupro Cargo, is India's first electric cargo van. With its load carrying capacity, range per charge and one of the lowest running costs in the industry, the eSupro Cargo van is an ideal choice for last mile connectivity. Charging the eSupro is as simple as charging a mobile phone.

On a full charge, the Mahindra eSupro can travel for up to 112 kms (based on vehicle loading) and can achieve a top speed of 60 kmph. Powered by the latest electric drivetrain technology from Mahindra Electric, a high-torque electric motor and a direct drive transmission, the eSupro can also effortlessly cruise through city traffic.

The eSupro panel van has one of the largest cargo carrying volumes amongst closed panel vans in the country ensuring better economics for cargo delivery operations. Driving the eSupro is a breeze due to its Direct Drive Transmission – no clutch, no shifting gears in congested traffic – leading to reduced driver fatigue. Being fully electric, it is quiet and has zero tailpipe emissions and is an ideal solution to the urban pollution issues plaguing cities today.

## **About Mahindra Electric**

Mahindra Electric, a part of the USD 17.8 million Mahindra Group is a global pioneer in the development and production 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 portfolio of electric vehicles with the e<sub>2</sub>oPlus 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 lead 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 Brring**

Brring is a hyperlocal grocery logistics business that manages fleet and floor operations within a city. Brring hit the roads in 2014 with a qualified team of professionals having over 100 years of experience in Logistics, Retail & Aviation business.

Brring is chalked out to be the first/last mile logistics arm for perishable and non-perishable food, grocery & perishable items. Its expertise with a cold chain logistics also value-adds in carrying out cold chain operations. It has the capability of sourcing and delivering Staples, Fruits/Exotic Fruits, Rice, etc.

## **About Mahindra**

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 17.8 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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