

## Press Release

# **Mahindra Electric and Zoomcar launch EVs for shared mobility in Jaipur**

## *Deploy Mahindra e2oPlus for hire by residents and visitors in the city*

**Jaipur, 21 March 2018:** Mahindra Electric, part of the USD 19 billion Mahindra Group and Zoomcar, India's leading shared mobility platform, today announced the launch of a unique initiative to promote development of the sustainable mobility ecosystem in the city of Jaipur. As part of this initiative, the companies are set to launch the e2oPlus, Mahindra's all-electric city smart car on the Zoomcar platform in Jaipur.

The vehicles were launched as part of the Rajasthan IT day, an exhibition to experience technology at its best, in the presence of the **honourable chief minister of Rajasthan, Smt. Vasundhara Raje**.

The initiative 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. Jaipur being the capital and an important hub in the state of Rajasthan, which is very positive towards sustainable initiatives, makes for a good choice for this initiative. The vehicles under this initiative are financed as a part of larger financing arrangement between Zoomcar and Mahindra Finance, which will see Zoomcar obtain customised EV financing. Mahindra Finance continues to be a preferred financier for Zoomcar & Mahindra Electric for EV financing.

Speaking on the occasion **Mahesh Babu, CEO, Mahindra Electric** said, "Mahindra Electric is proud to be at the forefront of the EV movement in the nation and works continuously towards making sustainable mobility available to people across the country. Today, we are happy to launch the all-electric e2oPlus in Jaipur on the shared mobility platform of Zoomcar. Mahindra as the pioneers of EVs in the country happy to be a part of this initiative in Jaipur. In fact, Rajasthan was one of the first states to announce favourable road tax policies for EVs. We are positive that this initiative will be welcomed and will be the first of many more steps towards sustainable development in Rajasthan."

**Greg Moran, Co-Founder and CEO, Zoomcar** said "Jaipur is showing exceptional visionary leadership on various initiatives and developments such as the Metro launch. The roll out of EVs at scale coupled with best-in-class fast charging infrastructure is an extension of the Rajasthan government's vision for a cleaner, greener India. Zoomcar is pleased to partner with the Mahindra Electric team once again to help accelerate the transition to an all-electric urban mobility model."

### **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 30 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 19 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 19 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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