

Mahindra Electric Launches New Brand Identity

'Spark the New' brand positioning captures its pioneering essence

Celebrates Over 200 Million electric Kilometres on Indian Roads



Bengaluru, January 30, 2020: Mahindra Electric Mobility Ltd, a part of the USD 20.7 billion Mahindra Group, and the pioneers of electric mobility in India unveiled a new corporate brand identity with a new logo and tagline - '**Spark the New**'. The new brand identity is meant to give the brand a renewed thrust to achieve its global ambition of being a leading player in electric mobility technology solutions.

The identity also simplifies the portfolio so that the vehicles and hardware solutions are offered under ME branding and the software solutions are offered under NEMO branding. The new identity further enhances the brand for a digital world by ensuring the logo works seamlessly on digital assets as well as on the EV components and vehicles. This move will help the brand approach the Indian and global markets with a clarity of purpose and a sharply defined identity.

The launch of the new brand coincides with the completion of over **200 million electric kilometers** by Mahindra EVs on Indian road. The 200 million plus eKilometers done by Mahindra's electric vehicles has helped save over 22,000 metric tons of CO2 emissions in India. This translates into the need to plant over 10 lakh trees to absorb the equivalent levels of emissions.

The company also unveiled its new vision of being a leading brand in enabling customized electric mobility solutions through cutting-edge technology. The new identity intends to position the organization as the preferred e-mobility partner for OEMs across the globe.

Speaking at the launch of the new brand identity, **Mahesh Babu, CEO, Mahindra Electric** said, "Today, with a decade's worth of experience in electric vehicle technology, we are completely prepared to make India an EV hub and take our technologies global. Our new positioning is an acknowledgement of this ambition while being a testament to our pioneering past. It emphasizes our ambition to innovate and create cutting-edge technology with agility, such that we deliver products which make a positive difference to society."

He further added, "Our new identity truly recognizes the essence of 'Mahindra Electric' and there are no better words to capture this than '**Spark The New**'. These powerful words resonate not just with us at Mahindra Electric, but are a clarion call for everyone to join the movement towards sustainable mobility."

New Logo:

In the new logo, the word 'electric' has been derived from the characters of the word Mahindra, thereby ensuring uniformity and recognition. The characters of the word 'electric' have been made lowercase to make the brand more approachable.

The red colour in the logo helps us to ensure our identity is deeply connected with the parent Mahindra brand and the blue ensures our connection with electric mobility is further strengthened.

New tagline:

Our 'Spark the New' positioning is a rallying cry for action and works with both internal and the external stakeholders. It has an active voice and a vibrant energy that ensures our actions are always guided by innovation in order to drive new thinking, new ideas and new solutions in the electric mobility technology space.

About Mahindra Electric

Mahindra Electric, a part of the USD 20.7 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 Mahindra Treo range of three-wheelers.

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.

Learn more about Mahindra Electric on www.mahindraelectric.com

Twitter and Facebook: @MahindraElctrc #SparkTheNew

About Mahindra

The Mahindra Group is a USD 20.7 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 enjoys a leadership position in utility vehicles, electric 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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