

## **Mahindra's Electric 3 Wheeler range - Treo and Treo Yaari champions Madhya Pradesh's transformation towards electric mobility**

- *Over 70 units of Mahindra Treo delivered to MP government to empower women under Mukhya Mantri Rozgar Yojna*
- *Mahindra Treo range has the potential to increase the driver's savings by up to Rs 21,600 annually\**

**Indore, December 7, 2019:** The state of Madhya Pradesh has taken yet another significant step towards electrifying mass mobility in the state by inducting over 70 Mahindra Treo range of electric three-wheelers under the Mukhya Mantri Rozgar Yojna. Under this scheme, the Madhya Pradesh government aims at empowering women in the state by increasing their earning potential with Mahindra Treo. The government led by Shri Kamal Nath provides an additional benefit of Rs 55,000 over the central FAME subsidy.

**Ashok Sharma, Member of Group Executive Board, Mahindra & Mahindra** said, "It is very encouraging that Mahindra's leap of faith in EVs is helping the nation towards a greener and sustainable future. The massive penetration of electric vehicles in Indore and other cities of Madhya Pradesh will set an example to other states to implement mass-scale public adaption of EVs with Mahindra Treo. We are indebted to the Hon'ble Chief Minsyter of the state under whose vision, today's unique project is being rolled out".

At the handover ceremony, **Arvind Mathew, Director, Mahindra Electric** mentioned, "The three-wheeler segment, with its sheer size, has the potential to make a significant contribution to Madhya Pradesh and India's all-electric mobility vision. The vehicles also give owners and drivers an opportunity to improve their earning potential by 15-20%, a very significant margin. I am confident that the Mahindra Treo range of electric three-wheelers that will not just transform Indore's last and first mile travel but will also increase the driver's daily income with its lesser cost of operation. We are also glad to be part of this unique programme for women empowerment".

### About Mahindra Treo

Mahindra Treo, India's first lithium-ion electric three wheeler platform, provides eco-friendly first and last mile mobility. The Treo platform was conceptualised to effectively cater to the needs of both individual customers and aggregators such as fleet owners and institutional buyers, while delivering a superior value proposition.

Both Treo models are available in the industry-first hard top weather proof variants. The use of composite body panel makes the Treo exceptionally light weight and comes with safety-first technologies. The Treo auto boasts an ARAI certified driving range of 170 kilometres and has a typical driving range of 130 km on the Mahindra Treo in full charge. The certified range on the Treo Yaari eRickshaw is 129 kilometres.

\*Conditions apply, when compared to a traditional CNG/LPG/Petrol Autorickshaw

Charging a Mahindra Treo or a Treo Yaari is as simple as charging a smartphone. The vehicle comes with a portable charger making it easy to charge anywhere including home very convenient using a regular 15 amp socket. Mahindra Treo's cost of operation is as less as 0.38 paise per kilometre as against Rs 1.30 per kilometre when compared to a CNG auto. This results in increased savings for the customer with an increased earning potential of up to Rs 21,600 every year.

**INTRODUCING MAHINDRA TREO & TREO YAARI**  
*INDIA'S FIRST LITHIUM-ION BATTERY POWERED THREE-WHEELER RANGE*

**HIGHER EARNINGS**  
Increased average monthly savings of up to Rs 1800\*

**LOW OPERATING COST**  
Low running cost of only 38 paise/km as compared to Rs 1.3/km of CNG autos

**LONGER DRIVING RANGE (ARAI Certified)**  
Mahindra Treo: 170kms  
Mahindra Treo Yaari: 129 kms



**TREO YAARI**      **TREO**

**TREO**  
SOON BEHOLD YOUR BEST FRIEND BEHOLDERS!

**KING SIZE SPACE**  
Larger cabin space with best-in-class leg room, for driver and passenger

**SUPERIOR DRIVE EXPERIENCE**  
Direct Drive Technology – hassle free clutch-less drive and 12-inch wheels ensures easy ride and handling

**EASY CHARGING AT HOME**  
As simple as charging a mobile phone with a 15 amp socket  
Treo Auto: 3 hours & 50 minutes  
Treo Yaari: 2 hours & 30 minutes.

**RUST-FREE BODY**  
Modular rust-proof Sheet Moulding Compound panels for easy repair or replacement

**GLOBAL BATTERY TECHNOLOGY**  
Zero maintenance, lithium-ion battery for more than 5 years of life

\* Conditions Apply

Mahindra Treo and Treo Yaari electric three wheelers use Mahindra Electric's made-in-India powertrain and maintenance free Lithium-ion battery. Mahindra Electric offers a three years/80,000 kilometres warranty on the entire vehicle.

### 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 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:

\*Conditions apply, when compared to a traditional CNG/LPG/Petrol Autorickshaw

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, defence, 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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