

A Mahindra Driven By Purpose for a Sustainable Tomorrow

#DrivenByPurpose aptly resonates the Mahindra Rise philosophy of driving positive change. #DrivenByPurpose is not just about better delivery on business promises but it also aims to address a larger good that touches and transforms lives.

Be it owning the SUV space with its 4X4 vehicles and taking the world to places & terrains, where no one has ventured before, or being the pioneers in electric mobility, Mahindra has always strived for a better tomorrow. Hence this year's theme of #DrivenByPurpose is coming alive through all its exhibits at the Mahindra Pavilion.

Showcase Vehicles

Funster - roadster concept with a playful convertible mode (change expected in specs and content)

'Play-for-fun' is the core experience that personifies Funster, a 'sports electric vehicle'. It enables seamless acceleration, available at a flip of the throttle. With its dual electric motors and a full-time AWD system, Funster offers a class leading output of 230 kW with 200 kmph top speed, clocking 0 to 100 kmph in a breath-taking 5 seconds. Funster is equipped with a high end 59.1 kWh battery pack, enabling an extensive range of 520km on a single charge. The techy smart front, floating tail lamps, sports-shoe inspired wheel arches and the advanced interiors express an active sports lifestyle as a new norm.

A.T.O.M. – Smart commute for Smart India

Designed to appeal to a new India and change the face of last mile connectivity, ATOM is a combination of clean, comfortable and smart attributes. Powered by Mahindra's latest electric drive system, ATOM has a spacious interior. Further the monocoque body offers a safe enclosure for occupants. ATOM also comes equipped with a state of the art 4G ready connectivity system and aims to revolutionize the way Indians travel.

The Stylish eXUV300: Electrifying Indian Roads

Mahindra's electric compact SUV 'eXUV300', is an aspirational electric SUV which is not only a perfect mobility solution for the environmentally conscious but also the ideal vehicle for those desiring a thrilling performance. The eXUV300 is powered by a powerful motor that gives you instant acceleration and at the same time the refinement and quiet drive of an EV. The large battery capacity ensures a long range that relieves you from any range anxiety. The eXUV300 has a new futuristic design with new features, smart and premium interiors with blue highlights to accentuate the new character of the SUV. Most importantly, the eXUV300 has been built on a platform that is rated for GNCAP 5 stars for safety.

eKUV100 – India's most affordable compact electric SUV from Mahindra

The eKUV100 provides the benefits of driving an SUV and combines it with unique advantages of an electric vehicle. The eKUV100 is ideally suited for commute within the city, for example for daily commute to schools, offices, malls etc. It offers a peak power of 40kW and torque of 120 Nm and boasts of a range of 147km, ensuring daily commutes are well covered. Fast charging can extend the range by 80% within an hour. Its silent drive, coupled with Auto Transmission, offers a relaxing and fatigue free drive in chaotic city traffic. In addition to smartphone connectivity, onboard computers will allow for remote diagnostics, cabin

precooling, remote door lock/unlock, location tracking & monitor your driving pattern & battery status as well.

Mahindra Electric #DrivenByPurpose For a Greener Tomorrow

At the 2020 Auto Expo, Mahindra Electric, a leader in EV technology manufacturing showcased a range of mobility solutions from vehicles to EV platforms to connected mobility solutions. This clearly reiterates the company's commitment for a greener tomorrow that is #DrivenByPurpose.

Mahesh Babu, CEO, Mahindra Electric said, "The products displayed at the 2020 Auto Expo is a testament of Mahindra's commitment to make EV technology in India. The range of products displayed shows our strength across range of platforms in both mass and personal mobility segments. The design ready MESMA 350v powertrain will be made in India for the world."

Design ready MESMA 350V platform:

Mahindra Electric unveiled its design ready Mahindra Electric Scalable and Modular Architecture 350 (**MESMA 350**) with a 350v powertrain which has been built grounds up by Mahindra Electric here in India. MESMA 350 supports motor sizes from 60 kW to 280 kW dual motor concepts and battery size of up to 80 kWh. With this new platform, Mahindra Electric gears up for larger adoption of EVs that will help bring economies of scale, driving cost down and enable smaller variants/models to be made successfully in India.

New Mahindra Treo with range extender and solar roof:

The new Mahindra Treo features more than 20 new and improved EV components made in-house by Mahindra Electric. It also features an additional range extender that will increase Treo's range by 60 kms, along with a concept solar roof that further increase Treo's range by 26 kms .

Mahindra Treo Zor

From the modular electric three-wheeler platform comes another heavy-duty small electric commercial vehicle named Mahindra Treo Zor. It is powered by an 8 kW motor and has a payload capacity of 550 Kg which is ideal for vegetable vendors and e-commerce players. With best-in-segment storage area, the cargo box of Treo Zor can be accessed from all three-sides, thereby adding to the convenience.

e-Alfa Mini (Cart Version)

The 1st 3W Commercial Load EV from Mahindra

These battery operated three wheelers with lowest cost of operation will undoubtedly be an integral part of logistics eco-system, especially in the light weight segments such as e-commerce. This vehicle represents Mahindra's endeavour of an ideal option for last mile delivery in emerging India. Built on Mahindra's proven platform of e-Alfa Mini passenger, it boasts of a real-world range of 75-80 kms with full load and an optional swappable battery pack. e-Alfa Cargo is just the beginning of EV offerings for commercial industry from Mahindra.

ME Chargers - Connected charging for your EV

ME Chargers are Mahindra Electric's latest and a key addition to the EV ecosystem development in India. These are AC charging solutions which are the need of the hour for India's unique EV mobility paradigm driven mainly by electric two and three wheelers.

ME Charger LITE

The ME Charger LITE is a smart charger with universal output connector to charge any light electric vehicle, such as any two-wheeler, three-wheeler or even light four wheelers. It is an apt installation for retail outlets / department stores with parking, service points, public transit stations like metro or bus stops etc.

ME Charger 3WR

The ME Charger 3WR supports the electric three wheeler revolution in India. With one connector completely dedicated to Treo and one available as a universal output for any low voltage electric vehicle, this smart charger is perfect for public transport stations.

ME Charger 4WR

The ME Charger 4WR is a specially designed four wheeler EV charger. It fits in beautifully for applications like home charging unit, apartment complexes, office parking lots, airports or even popular highway stops like hotels or restaurants.

Engine Story – mStallion Range of Future Ready BSVI Gasoline Engines

The theme of #DrivenByPurpose for a cleaner performance was taken forward at the engine display, where Mahindra's newest BS-VI ready gasoline engines, the **mStallion** range, was ready to rev into the future.

The **mStallion** range of engine is future ready with state of the art technology, which in current form is BSVI stage 1 and stage 2 compliant. This in turn is equivalent to Euro VI C norms and is fully protected to meet Euro VI D norms of Europe.

This new range of BSVI ready gasoline engines will offer the same thrilling drive experience as Mahindra's diesel range of engines and will power a range of Mahindra vehicles in the future. The mStallion engines have been built indigenously with support from experts such as Bosch, AVL, Continental amongst others. The engines have been built for India's unique driving needs of quick acceleration and wide in-gear operating range and have been tested rigorously across India & abroad to deliver uncompromised performance. The engines are powered by the TGD_i technology and boasts of the best-in-class performance with the highest torque density. Their world-class engineering delivers better fuel efficiency along with significant improvement in Noise-Vibration-Harshness parameters. The engines also deliver excellent low-end torque and provide a power-packed performance.

#DrivenByPurpose for a Zero Pollution Nation, for a Zero Waste Tomorrow

Cero (Mahindra MSTC Recycling Pvt. Ltd.) - India's first organised vehicle recycler

Cero, India's first government authorized vehicle recycling initiative that aims to reduce environmental footprint through its eco-friendly practices of recycling scrap vehicles. It symbolizes an effort towards creating a zero waste, zero pollution eco-system. With this Mahindra is #DrivenByPurpose for a Zero Waste Tomorrow. Cero means zero. For us, it stands for – Zero pollution, Zero wastage, Zero tolerance towards unethical and illegal practices and zero import of metal scraps. Mahindra Accelo (previously known as 'Mahindra Intertrade') and MSTC Ltd. (a Government of India Enterprise) have joined hands and established Cero to achieve these goals. Recycling of old vehicles not only helps clean the air, but also makes our roads safer and conserves natural resources which go into making steel. The enterprise is also generating more avenues of employment, and steering towards the vision of 'Make in India'. Currently, Cero has set up two world class facilities at Greater Noida and Chennai and has aggressive plans to be present at 25 locations across the country.

Mahindra's Personal Range of Vehicles - The SUV Pioneers

Mahindra is the pioneer of SUVs in India with vehicles that embody capability, adventure, authenticity, reliability and freedom. At the Mahindra Pavilion, the display of personal range of vehicles included:

Alturas G4

Alturas G4 is an SUV that exudes luxury and elegance. From its bold and imposing exteriors to its exquisitely luxurious interiors, every detail in the Alturas G4 has been meticulously crafted by the finest in the business. With its advanced high-tech features, unmatched safety features, powerful 2.2 litre, 4-cylinder engine producing 133.1 kW (178 BHP) of power and 420 Nm of torque, Alturas G4 is set to create new benchmark in the high end SUV segment.

XUV300

The XUV300 is a combination of cheetah-inspired design and breath-taking performance. Armed with free-flowing torque, the sheer joy of driving this SUV kicks in the moment you step on the accelerator pedal. Recently the XUV300 has been awarded the highest 5-Star Safety Rating by Global NCAP. With this global recognition, the **XUV300 becomes the first Indian vehicle to score the highest points among all 5-Star rated cars tested so far by Global NCAP.** The XUV300 also becomes the **first Indian vehicle to score a 4-Star child safety rating.** The Mahindra XUV300 with its many first-in-segment safety features including **7 airbags, disc brakes on all 4 wheels, front parking sensors and heated ORVMs,** offers fortress-like safety that is unmatched.

Marazzo

The Marazzo is engineered in collaboration with the Mahindra North American Technical Centre and Mahindra Research Valley (Chennai) and is co-designed by the Mahindra Design Studio and the legendary Italian design house Pininfarina, making it a globally engineered product. Its superior value proposition includes a bold, aerodynamic design, smooth ride, agile handling, luxurious space for upto 8 people, the quietest cabin in its class and the industry-first Surround Cool Technology.

Speaking on the vehicle display as well as the company's focus on vehicular safety, **Veejay Nakra, Chief of Sales and Marketing, Automotive Division, M&M Ltd** said, "It is a matter of pride for us at Mahindra that our XUV300 is the country's safest passenger vehicle. This recognition will only spur us to take such levels of safety across our range of products. Our range of personal and commercial vehicles on display at the Auto Expo is a celebration of our diverse offerings to a wide range of our discerning customers pan India".

Safety Zone - Advanced Driver-Assistance Systems (ADAS)

For a Safer Tomorrow

In the Safety Zone, visitors get a chance to see the company's commitment towards making safer vehicles for India. With products such as the Marazzo - India's first GNCAP 4 star rated MPV or XUV300 the highest rated GNCAP 5 Star vehicle in its segment, Mahindra is globally recognized for its commitment towards safety. Hence Mahindra is #DrivenByPurpose for a Safer tomorrow. At Mahindra's Safety Zone in Auto Expo 2020, the company is showcasing its abilities and progress in the field of Advanced Driver Assistance Systems (ADAS). On display at the Safety Zone is a Marazzo kitted out with active radar, camera and infrared (IR) sensors. These deliver a host of features that can be experienced first-hand at the stall. The features include, DRIVER MONITORING SYSTEM, ADVANCED DRIVER ASSIST SYSTEMS

(Autonomous Emergency Braking, Lane Keeping Assist, Blind Spot Detection System, Cross traffic Alert), all these for a safer tomorrow.

Mahindra's Commercial Vehicle Range on Display

Mahindra also showcased some of its value-added products in its commercial vehicles portfolio. After all, Mahindra is #DrivenByPurpose to maximize its customer's profit, peace and prosperity to enable progress in life.

Supro Tipper

The company is showcasing Supro Tipper which is made on Supro Minitruck variant of Supro platform. Supro Tipper application is extensively used in cities and towns for solid waste management under Swatchh Bharat Campaign of the Government of India. Some key customers who have taken Supro Tipper in bulk, include – Ramky infrastructure, Esssel Group, Eco Green, Jabalpur Municipal Corporation, Jaipur Municipal Corporation amongst others.

Jeeto Hopper

Jeeto Hopper is based on the Jeeto Plus platform; a variant of Jeeto platform with increased payload capacity of 715kg. Jeeto Hopper is ideal for household garbage and can be used for door-to-door garbage collection.

Jeeto Plus

Jeeto Plus is developed to enhance the value proposition for its customers and it comes with an increased payload capacity of 715 kg and cargo length of 7.4 feet. With the tagline 'Badi Gadi, Badi kamai, Badi Kamoyabi', Jeeto Plus offers a winning combination of higher load carrying ability and lower operating costs to its customers. This product is specially designed to cater to the needs of captive segment businessmen and traders.

BMT Reefer

Mahindra Bolero Maxitruck Plus Reefer van is designed for keeping the goods fresh for a longer time. BMT Reefer van is designed for positive temperature (0 degrees to 20 degrees), for transportation of goods such as fruits & vegetables, bakery, dairy products etc. It can also be designed for negative temperature (upto - 20 degrees) for meat, fish, icecream etc. Bolero Maxitruck Plus is driven by the tried and tested m2Di CR engine which deliver a power of 63hp and a torque of 195Nm. With a payload of 1200kg, bigger tyres, it can carry load easily across different terrains. BMT Plus is available with a great warranty of 2yr/1 lakh km whichever is earlier.

Mahindra Truck and Bus launches BSVI compliant range, including brand new CRUZIO range of buses

Mahindra Truck and Bus (MTB), announced the launch of its BSVI emission compliant range, which includes BLAZO X range of HCVs, FURIO range of ICVs & LCVs and **CRUZIO** range of Buses.

This BSVI range is launched with the tried & tested mPOWER and MDI Tech engines with FUELSMART technology and robust aggregates, retaining over 90% of parts of the erstwhile BS4 vehicles. This will help customers for a hassle-free switch to the BSVI era.

To meet BSVI norms, Mahindra Truck and Bus has used CRDe engines with the incorporation of world-class technologies such as SCR, DOC, DPF and EGR, so that the BS6 vehicles are state-of-the-art. This, coupled with the company's **unparalleled service and spares guarantees**, MTB customers will now get higher profits and peace of mind in the BS6 era too.

To make things even better and to provide even higher control to the customers over their vehicles and business, MTB has introduced the **revolutionary Mahindra iMAXX telematics technology** in the entire BS6 range. This is an intelligent fleet telematics solution enabled with IOT, AI & Machine Learning Capabilities that can maximize the returns for our customers.

Speaking about the new product launches, **Mr Vinod Sahay, CEO, Mahindra Truck and Bus and Construction Equipment Divisions, Mahindra & Mahindra Ltd.** said, "The launch of the new CRUZIO bus range marks a defining moment for our Truck and Bus business as we have taken our new ICV bus platform to the next level of customer experience. Aimed at the Employee Transport, Maxi Cab and School Bus segments, CRUZIO is all set to be a game-changer. It is one of the safest, most ergonomically designed and comfortable bus range that is expected to set new standards in the industry."

CRUZIO demonstrates Mahindra's ability to bring the best to Indian customers and was developed based on meticulously gathered consumer insights. Bus operators in this segment are clearly looking for a solution that can balance end-user benefits, as well as help them optimize costs. The company is confident that similar to BLAZO X HCV & FURIO ICV range, the CRUZIO LPO Bus range will also set new benchmark for performance, earnings and deliver best in class value proposition to its customers.

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, 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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