

PRESS RELEASE

Mahindra Last Mile Mobility Limited, India's No.1 electric CV manufacturer, to launch game-changing electric Four-Wheeler 'e-ZEO'

Mumbai, September 9, 2024: On World EV Day, Mahindra Last Mile Mobility Limited (MLMML), the pioneer in transforming last mile mobility in India with its market-leading e3Ws, has revealed the name of its all-new commercial electric four-wheeler. MLMML's latest breakthrough in sustainable mobility: the all-new electric four-wheeler will be called '**e-ZEO**'. The name 'e-ZEO', stands for "**Z**ero **E**mission **O**ption", unequivocally conveys the environmental benefits of the electric vehicle. It resonates with the Company's mission: to electrify the last-mile transportation and help customers prosper in their lives.

The all-new Mahindra 'e-ZEO' will be a compelling EV option in the ICE-dominated SCV category. The 'e-ZEO' comes with an efficient high-voltage architecture that gives superior energy efficiency, higher range and faster charging times. This along with a compelling cost advantage, will make it the ideal choice for businesses.

World EV Day, celebrated every year on September 9, marks a global commitment to sustainable transportation. The launch of the 'e-ZEO' is a testament to Mahindra's dedication to advancing this movement and driving the transition to a greener future.

Ms. Suman Mishra, MD & CEO of Mahindra Last Mile Mobility said, "Having led the charge in the last mile electric three-wheeler vehicle space, it gives us immense pleasure to reveal the brand name of our four-wheeler, 'e-ZEO', on World EV Day. This name resonates deeply with our purpose and aligns with global efforts to accelerate EV adoption, particularly in the sub-two-tonne category. Backed by the Mahindra trust, the 'e-ZEO' is poised to reshape urban logistics and drive prosperity for our customers."

The 'e-ZEO' will be launched on October 3, 2024, marking a new era for Mahindra in the commercial four-wheeler e-mobility revolution.

About Mahindra Last Mile Mobility Limited

Mahindra Last Mile Mobility Limited, a subsidiary of M&M Ltd, is responsible for the Company's widely acclaimed mix of electric, petrol, CNG, diesel last mile mobility 3 and 4-wheeler passenger and cargo vehicles. These include the Mahindra Jeeto 4-wheeler, Alfa range of 3-wheelers, and the electric-only Zor Grand and Treo range.

Learn more about LMM on mahindralastmilemobility.com / X/LinkedIn/Instagram (@mahindralmm), and Facebook (@MahindraLastMileMobility).

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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