

Mahindra Electric delivers first Treo auto under RAAHI Project in Amritsar

To deliver over 500 Treo Electric Autos in the next few months for sustainable last mile mobility

Amritsar, April 22, 2022: Mahindra Electric Mobility Limited (MEML), part of the Mahindra Group and one of the empaneled OEMs under the **RAAHI (Rejuvenation of Auto-Rickshaw in Amritsar through Holistic Intervention) Project** instituted by the Ministry of Housing and Urban Affairs (MoHUA) has delivered the first Treo auto to a beneficiary – Narinder Singh Chaudhry, stand pradhan from Amritsar Railway Station. Kunwar Vijay Pratap Singh, MLA Amritsar North, Sandeep Rishi, CEO of Amritsar Smart City Ltd and Commissioner, MCA, and Inderpreet Singh Anand, DP, Mahindra Worldwide Autozone were the esteemed dignitaries and they handed over the EV. RAAHI project focuses on reducing air pollution levels in the city and is a part of City Investments to Innovate, Integrate and Sustain (CITIIS). A total of 12 cities including Amritsar have been selected under the CITIIS program and MEML will deliver over **500 Treo electric autos** over the next few months.

Under the RAAHI project, a subsidy of ₹ 75 000.00 is given to each beneficiary, with an allotted outlay of ₹ 108 Crore. If the customer decides to buy the Treo upfront, the full subsidy will be deposited in their account whereas if they take a loan, ₹ 15 000.00 will be credited. The balance ₹ 60 000.00 will be adjusted in the loan amount. Beneficiaries will be given loans at attractive interest rates under this scheme with a maximum loan amount of ₹ 2.5 Lakh for 4 years. It is **noteworthy that the subsidy is over and above the FAME-II discounts.**

The Mahindra Treo electric auto offers an unbelievable saving of over ₹ 5 Lakh in fuel cost in a span of 5 years when compared to a diesel 3-wheeler and an amazing saving of over ₹ 2 Lakh** in a span of 5 years versus a CNG 3-wheeler.** The Treo uses an indigenous powertrain and maintenance-free Lithium-ion technology. It boasts a real-world driving range of around 130 km* on a full charge. One can easily charge the Treo in 3 hours and 50 minutes through a 16 V charging socket. The Treo electric auto also offers the best-in-class comfort for passengers with one of the most spacious interiors in the segment and ease-of-driving through its clutch less, noiseless and vibration free drive, thereby reducing overall fatigue.

Suman Mishra, CEO, MEML said, “It is an honour to participate in the RAAHI Project and deliver our technologically-advanced electric 3-wheelers to beneficiaries under the scheme. 3-wheelers play a pivotal role in last mile mobility and the Treo fleet will promote usage of electric vehicles over ICE – thereby reducing pollution. Along with significantly higher earnings and improved lifestyles, our driver partners will be trendsetters.”

The RAAHI scheme was launched in 2019 and has six interlinked components – multiple electric auto charging stations, strengthening of 3-wheeler sector, livelihood opportunities, pedestrian safety, first and last mile connectivity, and better air quality. MEML, through its range of Treo electric autos, will address all components of the RAAHI scheme. The project aims to replace over **12,000** ageing diesel 3-wheelers. All beneficiaries are selected and scrutinised by the Amritsar Smart City Ltd team. The female beneficiaries' family are, additionally, eligible to avail skill development courses from NSDC.

*Depends on driving conditions

**Cost of diesel at ₹ 93.96/litre in Amritsar as of April'22

About Mahindra Electric

Mahindra Electric, a part of the USD 19.4 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. Over the years, Mahindra Electric has developed one of the most diversified portfolio of electric vehicles with the e2oPlus hatch, the Treo range of 3-wheelers and the electrified eVerito sedan for the passenger & the commercial segment. Venturing into the paradigm of alternative technology has helped Mahindra Electric enable a clean, green & a smarter tomorrow for India.

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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