

Press Release

Mahindra launches new *Jeeto Strong* with enhanced payload capacity, best-in-segment mileage

- A higher payload capacity of 815 kg in diesel and 750 kg in CNG – up by 100 kg
- Jeeto Strong offers a best-in-segment mileage of 32.00 km/l in diesel and 35.00 km/kg in CNG.
- Attractive price of ₹. 5.28 Lakh for diesel and ₹. 5.55 Lakh for CNG, ex-showroom Pune.
- Electric vacuum pump-assisted braking system (first in a sub-2 tonne ICE cargo 4-wheeler) provides enhanced control.
- 3 Year or 72000 km warranty showcases commitment to quality and durability, ensuring lasting trust and confidence.
- An all-new digital cluster, providing essential information at a glance, thereby enhancing the driving experience and convenience.

Pune, November 2, 2023: Mahindra Last Mile Mobility Limited (MLMML), a subsidiary of Mahindra and Mahindra, has launched the “Mahindra Jeeto Strong”. There are more than 200000 satisfied Jeeto customers in the country. The Jeeto Strong retains the core value of Jeeto brand – best-in-segment mileage – while bringing in a higher payload capacity and more features.

The Jeeto Strong is all set to redefine last mile cargo transportation. With a much-higher payload capacity of **815 kg in diesel and 750 kg in CNG**, it enhances productivity. It stands out with best-in-segment mileage (**32.00 km/l in diesel, 35.00 km/kg in CNG**), a first in a sub-2 tonne ICE cargo 4-wheeler - **electric vacuum pump-assisted braking, a user-friendly brand-new digital cluster and improved suspension**. To enhance the ownership experience, Mahindra also offers **free accidental insurance worth ₹ 10 Lakh for the driver**, ensuring safety and security of its customers. Mahindra also provides an unmatched **3 Year or 72000 km warranty** showcasing its commitment to quality and durability.

Jeeto Strong is a successor to the Jeeto Plus (diesel & CNG) with 100 kg additional payload than the latter. The new Jeeto Strong is attractively priced at ₹. 5.28 Lakh for diesel and ₹. 5.55 Lakh for CNG, ex-showroom Pune.

Ms. Suman Mishra, Managing Director & CEO of MLMML, said, "At Mahindra, we constantly listen to customer feedback and their evolving needs. *A testimony to our commitment to constant advancement - the Jeeto Strong – with its now unmatched payload capacity, superior mileage as well as attractive pricing makes for a compelling option in its segment. It will not only transform last mile cargo delivery but also the lives of our driver partners, allowing them to deliver more, save more, and achieve more.*"

About Mahindra Last Mile Mobility Limited

Mahindra Last Mile Mobility Limited is committed to the electrification of the mobility landscape, prioritising electric 3- and 4-wheelers. The company offers a wide portfolio of products in various fuel options, including 3-wheelers like Treo, Zor Grand, Alfa, and the 4-wheeler SCV - Jeeto.

Learn more about MLMML on mahindralastmilemobility.com /Twitter/LinkedIn (@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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