

PRESS NOTE

India's No.1* e-three-wheeler manufacturer, Mahindra Last Mile Mobility, launches all-new e-Alfa Plus

- **All-new Battery:** Powered by a new 150 Ah Lead Acid battery.
- **All-new Motor:** The new PMSM delivers peak power and torque of 1.95 kW/26.9 Nm, respectively.
- **Comprehensive Warranty:** 18-month vehicle, charger and battery warranty.
- **Range:** Offers a real-world range of 100+ kilometre on a single charge, enabling drivers to maximise their earnings.

Delhi, August 14, 2024: India's No.1* electric three-wheeler company, Mahindra Last Mile Mobility Limited (MLMML), a subsidiary of Mahindra & Mahindra Limited (M&M Ltd.), has launched the all-new e-Alfa Plus. This new electric three-wheeler is built to suit customer requirements in both urban and rural transportation.

The all-new Mahindra e-Alfa Plus is designed to excel under the rigours of daily use. It boasts an advanced Permanent Magnet Synchronous Motor (PMSM) that provides **peak power of 1.95 kW at 2600 r/min and a maximum torque of 26.9 Nm at 200 r/min.**

With over 60000 satisfied e-Alfa customers and backed by the trust of Mahindra, the all-new e-Alfa Plus is all set to delight customers. The vehicle is powered by a 150 Ah Lead Acid battery. One of the key highlights of the e-Alfa Plus is its **real-world range of 100+ kilometre** on a single charge, achieved through extensive driving validations, thereby enabling drivers to maximise their earnings.

To further enhance the ownership experience, Mahindra is offering a **three-year accidental insurance worth ₹ 10 Lakh for the driver** with every vehicle purchase, ensuring the utmost safety and security for its customers.

Mahindra provides an **18-month warranty on the vehicle, including the charger and battery**, thus guaranteeing long-term reliability and customer satisfaction.

MLMML is offering the three-wheeler EV in five colours including a new Oceanic Blue hue. The all-new e-Alfa Plus, with a unique closed body design, boasts many safety features, including an advanced braking system.

The Mahindra e-Alfa Plus e-rickshaw is priced at ₹ 1 61 113.00, ex-showroom Noida, and is available depending on the local government's approval for e-rickshaws/karts in the particular state.

About Mahindra Last Mile Mobility Limited

Mahindra Last Mile Mobility Limited (MLMML), 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 Mahindra LMML 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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