

Mahindra & Mahindra Ltd.

Mahindra Towers,
Dr. G. M. Bhosale Marg, Worli,
Mumbai 400 018 India
Tel: +91 22 24901441
Fax: +91 22 24975081

REF:NS:SEC:
27th January, 2022

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Mahindra enters the e-cart segment with the launch of Electric 3-wheeler e Alfa Cargo

Please find enclosed the Press Release (PR) issued by Mahindra Electric Mobility Limited (MEML), a subsidiary of Mahindra and Mahindra Limited, on the captioned subject, which has been launched today. This intimation is being given since MEML is in the process of being merged into the Company.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September 2015 are given below:

Product Launch

Sr. No.	Details of Events that need to be provided	Information of such event(s)
a)	Name of the product;	Mahindra e Alfa Cargo
b)	Date of launch;	27 th January, 2022
c)	Category of the product;	Electric 3-wheeler (e-cart)
d)	Whether caters to domestic/ international market;	Domestic
e)	Name of the countries in which the product is launched (in case of international)	Not Applicable

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl: as above

PRESS RELEASE

Mahindra enters the e-cart segment with the launch of e Alfa Cargo

e Alfa Cargo priced at ₹ 1.44 Lakh, ex-showroom Delhi, offers big savings of ₹ 60 000.00

Mumbai, January 27, 2022: Mahindra Electric Mobility Ltd, part of the Mahindra Group, today announced the launch of its new electric 3-wheeler, the e Alfa Cargo. The e Alfa Cargo is **attractively priced at ₹ 1.44 Lakh, ex-showroom Delhi. An e Alfa Cargo owner can save up to ₹ 60 000.00 per year** in fuel costs when compared with a diesel cargo 3-wheeler. The launch of the e Alfa Cargo marks the entry of Mahindra in the rapidly growing e-cart segment.

Suman Mishra, CEO of Mahindra Electric Mobility Limited, said, "The last mile delivery segment is seeing excellent adoption of electric 3-wheelers due to significant operating cost advantages versus fossil fuel powered 3-wheelers. We are now launching the e Alfa Cargo e-cart in response to the customer requirements in this segment. With **savings of ₹ 60 000.00 over a diesel cargo 3-wheeler**, the e Alfa Cargo aims to provide a sustainable, pollution-free solution in the cargo segment"

Mahindra e Alfa Cargo highlights:

Save BIG

- **Save up to ₹ 60 000.00 with the e Alfa Cargo on fuel costs** vs diesel cargo 3-wheelers (₹ 86.6/litre, prevailing rate as of December 2021 in Delhi)
- **Low running cost of just 59 Paise per kilometre** (considering electricity charges at ₹ 8/unit)

High Torque on demand

- The dual speed manual transmission with an integrated differential ensures a **good gradeability of 7 degree**
- **Peak power of 1.5 kW** while using the unique additional High Torque gear

Big in dimensions, yet compact to drive

- Large and wide cargo tray with a **payload of 310 kg** that meets the demands of the customers in this segment

Excellent range, high power & easy charging

- Go the distance **with 80 km range on e Alfa Cargo**, peak power of 1.5 kW
- Top speed of 25 km/h
- With an off board 48 V/15 A charger, charging the e Alfa Cargo is as easy as charging a mobile phone

Advanced Technology

- Fully digital instrument cluster gives state of charge (SoC), range, speed and other useful as well as vital read-outs at a glance

Mahindra's Reliability

- India's **largest service network, for electric 3-wheelers, with approximately 300 outlets**
- Warranty of 1 year/unlimited kilometre gives peace of mind

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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/
For updates subscribe to <https://www.mahindra.com/news-room>

Media Contact:

Lijo Mathai

Mathai.lijo@mahindraelectric.com