

## Press Release

### **Mahindra Last Mile Mobility Limited asserts dominance as India's No.1\*\* electric three-wheeler manufacturer**

- **More than 1.4 Lakh\* three-wheeler EVs sold till date**
- **40000\* EVs were sold in less than eight months**

**Mumbai, February 8, 2024:** Mahindra Last Mile Mobility Limited (MLMML), a subsidiary of Mahindra & Mahindra Limited, continues to dominate the electric three-wheeler market, achieving an impressive milestone in FY24. Building on its success, MLMML is India's No.1\*\* electric three-wheeler manufacturer having sold over 1.4 Lakh\* electric vehicles to date. **MLMML currently has a market share of 9.3%\*\* in the electric three-wheeler space in India. In the L5 EV category, MLMML is the leader with a 55.1%\*\* market share, YTD FY24.**

In just eight months, MLMML has demonstrated remarkable growth selling 40000\* EVs. This momentum was fuelled by the launch of two new products – Treo Plus as well as the e-Alfa Super rickshaw and cargo variants. This significant achievement showcases the accelerating demand for Mahindra's electric vehicles and highlights the company's commitment to pioneering sustainable last-mile mobility solutions. To meet this sustained demand for three-wheeler EVs, production has been increased threefold. MLMML's manufacturing plants are situated in Bengaluru, Haridwar and Zaheerabad.

The diverse range of three-wheeler EVs, offered by MLMML, includes the Treo, Treo Plus, Treo Zor, Treo Yaari, Zor Grand, e-Alfa Super, and e-Alfa Cargo.

**Ms. Suman Mishra, MD and CEO of MLMML said** *"In FY24, our customer-first approach has helped intensify our efforts to electrify the last mile transportation space. Sales of 40000\* e-3-wheelers within eight months reflects the inclusive income generation our EVs accord to the drivers. We're committed to enhancing our customer's lives by consistently delivering value-for-money, innovative and sustainable last-mile mobility solutions."*

As part of its customer-centricity approach, Mahindra Last Mile Mobility Limited offers the UDAY program. This program, on purchase of a MLMML EV, provides drivers with an accident insurance cover of ₹ 10 Lakh for the first year. This emphasises Mahindra's dedication to ensuring the safety and well-being of its customers.

\*As per internal billing data, \*\*As per Vahan portal

### **About Last Mile Mobility**

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

Learn more about LMM on  
[mahindralastmilemobility.com](https://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.

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

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