Mahindra unveils its ‘Driven by Purpose’ theme for Auto Expo 2020

Auto

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- #DrivenbyPurpose to resonate across its range of Personal, Commercial & Electric vehicles
- Showcase of 18 vehicles includes a futuristic concept vehicle & 3 production ready EVs
- To exhibit a first of its kind future electric architecture and an electric mobility platform that will drive connected experiences for consumers
- Other displays include electric batteries, charging stations, BSVI gasoline engines and a World of Zero Waste through automobile recycling and reuse

January 22, 2020, Mumbai: Mahindra & Mahindra Ltd., a part of the US $ 20.7 billion Mahindra Group is all set to unveil its **'Driven by Purpose' theme** at the upcoming Auto Expo 2020, in Greater Noida. This theme will resonate through Mahindra’s showcase of Sustainable Mobility solutions that are technologically advanced and aim to optimally address the evolving needs of consumers.

The Mahindra line up will include 18 vehicles covering personal, commercial and electric vehicles. As the pioneers of EV technology in India, Mahindra will showcase a new futuristic concept, production ready EVs and solutions. This is one of the widest ranges of EVs displayed by an Indian OEM at this year's Auto Expo.

In addition to product showcases, there will be a display of a first of its kind future electric vehicle architecture and an electric mobility platform that will drive connected experiences for our consumers. Mahindra will also exhibit an array of electric batteries, charging stations and a World of Zero Waste through automobile recycling and reuse. Today, Mahindra is well positioned to transition into the new BSVI emission norms era and will showcase its range of BSVI ready gasoline engines.

According to **Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Division, Mahindra & Mahindra Ltd.,** "We are delighted to reveal our theme for Auto Expo 2020. At Mahindra we are driven by purpose for a tomorrow that is clean, green and technologically connected. Our upcoming display of electric passenger and mass mobility products, concepts and solutions will meet the needs of today and also position us for the future. We are fully prepared to complete our transition into the BSVI era and our display of BSVI-ready current and future engines will also demonstrate our commitment toward being future ready".

Through various digital interfaces, customer engagements and chances to win contests, visitors at the Mahindra pavilion will have an experience to remember. The exhibits will be displayed at the Mahindra pavilion in hall number 10, stall number N2.

The press conference and the unveiling of Mahindra's exhibits at the Auto Expo 2020 is scheduled for February 5, 2020 between 11:30 am and 12.30pm.

Here's a link to a pre Auto Expo video from Mahindra:

https://www.youtube.com/watch?v=eJcjFgl7YO8&feature=youtu.be

Please use the following hashtags/handles for social media updates:

#DrivenbyPurpose

@MahindraRise

@Mahindra_Auto

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense,

logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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Tags :

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