M&M to Enhance its Ownership to 100 per cent in Meru

Auto

Author : mahindraadmin Category : Auto Published : 4/30/2021

Mumbai, April 30, 2021: In continuation of its strategic intent to grow its presence in the shared mobility space, Mahindra and Mahindra Ltd. (M&M) today announced that it has entered into definitive agreements with shareholders of Meru Travel Solutions Private Limited (Meru) to buy their respective stakes in Meru.

It would acquire 44.14% shares from Private Equity investor, True North and others for an amount not exceeding Rs. 76.03 crores and 12.66% shares from Mr. Neeraj Gupta and Mrs. Farhat Gupta, for an amount not exceeding Rs. 21.63 crores. With this arrangement, M&M will enhance its current shareholding in Meru from 43.20% to 100%.

Meru Cabs, a ridesharing company founded in 2006 revolutionised the way people travelled in cabs by offering AC cabs at their doorstep with a single call. Today, Meru has a significant presence in the airport transfer business, operating in the ride hail segment and providing employee transportation

services to corporates in India.

Neeraj Gupta, founder CEO and Whole Time Director of Meru and its subsidiary company Meru Mobility Tech Private Limited and Director of two other Meru subsidiaries - V-Link Automotive Services Private Limited and V-Link Fleet Solutions Private Limited will be stepping down effective close of business hours of 30th April, 2021. He will continue as an employee until June 30, 2021.

Pravin Shah, who was earlier President Automotive, M&M till March 2017 will be the CEO of Meru and its subsidiary companies, with effect from May 1, 2021.

Commenting on the acquisition, Dr. Anish Shah, MD and CEO, Mahindra Group said, "At the outset, I would like to thank Neeraj Gupta and the team at Meru for building a pioneering brand in the shared mobility space in India. Our association with Meru is built on our compelling strategy to scale our shared mobility businesses. Pravin has agreed to take this critical responsibility of the business and to develop sustainable and scalable business strategies."

Neeraj Gupta said, "The last two decades in the mobility industry, building Meru to become a household name in the country has been exhilarating. The time is right for me to pursue newer interests and handover Meru in the safe hands of the Mahindra Group, one of the finest corporate houses in the country. Under the able leadership of Dr. Anish Shah, I am confident that

Meru will rise to greater heights in the times to come."

About Mahindra

The Mahindra Group is a USD 19.4 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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

Tags :

Mahindra & Mahindra	Meru Cabs	ride sharing mobility