Mahindra Logistics Launches Alyte – Redefining Premium B2C Mobility in India

Logistics

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~ Transitioning from Meru, introducing Alyte—a premium, tech-enabled, consumer-centric mobility service designed to deliver an experience where comfort meets trust ~

Launch Video: https://youtu.be/YmLhRC-xF1E

Hemant Sikka – MD&CEO's video message: https://youtu.be/O_aWBoiAyUA

Delhi NCR, August 11, 2025: Mahindra Logistics Ltd., one of India's largest integrated logistics and mobility solutions providers, has announced the launch of Alyte – a refreshed, premium, and tech-enabled B2C mobility service designed for today's digitally connected urban commuters. Offering seamless airport-to-city, in- city travel, and outstation rides, Alyte combines comfort, advanced technology, sustainability, and elevated service standards to meet the evolving expectations of modern travellers. Alyte is launched in Delhi NCR, with planned expansions across Noida International Airport, Mumbai, Bangalore, Hyderabad, and other key metropolitan cities.

Alyte has been serving corporate clients as part of Mahindra Logistics Mobility Enterprise Solutions. By unifying all people mobility services under a single, modern brand, Alyte strengthens the B2C mobility portfolio with a sharp focus on providing safe and reliable services for an uninterrupted B2B, B2C, and airport travel experience.

With assured rides, transparent surge-free pricing, zero cancellations, and a premium in-ride experience delivered by well-trained chauffeurs, Alyte is redefining everyday commuting. The service also offers 24/7 customer support—with no bots—and live GPS tracking to enhance safety and convenience. Rides can be booked through the newly launched Alyte mobile app, which features an intuitive interface for hassle-free bookings, real-time ride tracking, secure payments, and greater user control—reflecting the brand's commitment to a tech-led, customer-first experience.

To meet the diverse needs of today's travellers, Alyte offers two distinctive service categories—Prive and Select, combining a premium experience with safety and convenience. Alyte Prive represents the elite offering, featuring premium electric vehicles tailored for those who prioritise comfort, sustainability, and seamless mobility. Alyte Select complements this with a curated fleet of high-quality sedans and SUVs, designed for everyday travel.

Hemant Sikka, Managing Director & CEO, Mahindra Logistics Limited., said, *"India's mobility ecosystem stands at an inflection point—demanding new standards in safety, comfort, reliability, and service excellence. With Alyte, we are*

building on a trusted legacy to reimagine urban and airport mobility through a premium, tech-enabled platform that shapes the future of people mobility".

About Mahindra Logistics:

Mahindra Logistics Limited (MLL) is an integrated third-party logistics (3PL) service provider, specialising in supply chain management and enterprise mobility. MLL serves over 400+ corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an "asset-light" business model, providing customised and technology enabled solutions that span across the supply chain and people mobility services. For more information, visit www.mahindralogistics.com

About Mahindra:

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 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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