

Mahindra Electric launches 3-W cargo EV

Priced in the range of ₹3.60-3.95 lakh; pre-order bookings touch 14,900 units

ISHA RAUTELA

Bengaluru, August 29

Mahindra Electric Mobility Limited (MEML) on Monday launched a new cargo electric three-wheeler, Zor Grand, at an ex-showroom price of ₹3.60-3.95 lakh. Zor is powered by a 12Kwh battery pack. It is equipped to go 100 km per charge and the battery is built to be fully charged in less than four hours.

Through an MoU with logistics companies including Mahindra Logistics, Magenta EV Solutions, MoEVing, EVnow and others, the company has so far secured 14,900 pre-order bookings. It will initiate the delivery in September. "The last mile delivery and logistics segment has



Suman Mishra, CEO, MEML, at the launch on Monday

seen a need for premium and high-quality EVs to enable reliable and cost-effective cargo transportation. We are excited to launch Zor Grand to effectively address the demands of our customers," said Suman Mishra, CEO.

Growth in the market

While the vehicle will be assembled in Zaheerabad, Telan-

gana, it will import the battery cells, said Mishra. MEML expects the market to grow at a 60 per cent CAGR in the next five years.

"EV adoption in India is starting with smaller vehicles, while the other categories are slower to adopt. We have already seen 5 per cent adoption in the three-wheeler category and 4-5 per cent in the two-wheeler category." According to her, the economic advantage in terms of the total cost of ownership pushes the growth of EV adoption.

BusinessLine

Disclaimer: Readers are requested to verify & make appropriate enquiries to satisfy themselves about the veracity of an advertisement before responding to any published in this newspaper. THG PUBLISHING PVT LTD, the Publisher & Owner of this newspaper, does not vouch for the authenticity of any advertisement or advertiser or for any of the advertiser's products and/or services. In no event can the Owner, Publisher, Printer, Editor, Director/s, Employees of this newspaper/company be held responsible/liable in any manner whatsoever for any claims and/or damages for advertisements in this newspaper.