

## Mahindra showcases its world class range of BS-4 compliant vehicles in Sri Lanka

### *Unveils the first ever Electric Three Wheeler- Mahindra Treo*

- *Upgrades its entire range of commercial vehicles & buses to the latest BS-4 emission standards*
- *Leads the launch of BS-4 products with the all new & stylish “Maxximo HD Series” in the small commercial vehicles segment*
- *Treo set to redefine last mile mobility in Sri Lanka*

**March 27, 2019, Colombo:** Mahindra & Mahindra Ltd., a part of the USD 20.7 billion Mahindra Group, today announced the launch of its world class range of BS-4 emission norms compliant vehicles in the commercial vehicles and bus segments, with benefits that include improved engine performance and fuel efficiency, along with being environment friendly. Together with Ideal Motors Ltd., Mahindra is the first automotive company in Sri Lanka to announce a full range upgrade to BS-4 vehicles, as per the latest norms of the Sri Lankan Government.

The event also marked the launch of its flagship product, the all new & stylish Mahindra Maxximo Heavy Duty (HD) Series, in the commercial vehicles segment and Treo, the first ever Electric Three Wheeler in the country. The event was graced by the Hon. Minister of Finance, Mr. Mangala Samaraweera, the Hon. Minister of Development Strategies & International Trade Mr. Mallik Samarawickrama, His Excellency Mr. Taranjit Singh Sandhu, Indian High Commissioner to Sri Lanka, and His Excellency Dr. Shilpak Ambule, Deputy High Commissioner of India to Sri Lanka, along with senior dignitaries from Mahindra and Ideal Motors.

Speaking at the launch, **Arvind Mathew, Chief of International Operations, Mahindra & Mahindra Ltd. said** “ Over the last two decades, Mahindra has established a strong presence in Sri Lanka with trusted partners and a range of new age products. One aspiration of the country is to go all-electric. Mahindra has been working toward making the EV segment relevant for the masses. Today, we are delighted to be the first automobile company to unveil an all-electric three-wheeler, the Mahindra Treo, a sustainable choice for the last mile commute, in urban Sri Lanka. The product will soon be available in the market.”

**Speaking on the occasion, Nalin Welgama, Founder and Executive Chairman Ideal Group, said,** “This is a proud moment for Ideal Motors, to be the pioneer in introducing the entire range of vehicles with BS-4 technology with a global brand such as Mahindra. This internationally accepted standard will now be present across the entire range of Mahindra Commercial vehicles sold in Sri Lanka. We have also ensured the presence of backend BS-4 expert technicians across all our sales and service touch points. We are also privileged to unveil the Mahindra Treo – the electric 3-wheeler, thereby supporting the nation’s vision towards ‘Green’ automation for Sri Lanka.”

As the leader in the Pickup segment, our endeavour has always been to address the evolving needs of our customers. The launch of the Maxximo Heavy Duty Series aims to enhance the earning potential of the customers. The company also aims to tap the heavy commercial vehicles segment with its new age engine technology that meets the new BS-4 emission norms.

Ideal Motors is a customer-centric automotive company with a vision to be the ultimate choice of customers for value-based products and services, which has enabled its meteoric growth within

a short span of 9 years amidst tough competition. Today's event is another milestone in strengthening its offerings to the customers of Sri Lanka. .

Ideal Motors also took the opportunity to simultaneously unveil their new New Mobile Technical Centre which too was declared open by Ministers Mangala Samaraweera and Mallik Samarawickrama. Keeping in line with the introduction of the new BS-4 technology, Ideal Motors has taken positive steps to take this technology to the outskirts and villages with its unique Mobile Technical Training Centre, which will involve familiarising and training of rural youth on the complete technical management aspects of BS-4. Ideal Motors' mobile training concept will be rolled out as of April 2019 and will initially target at training over 1,000 youth in rural areas within 6 months, with the training being done at their door steps.

### **About Mahindra Vehicles:**

**Mahindra Maxximo HD Series**, is an offering with a promise to be a "Solid Partner in Progress" for its customer to go forth and Rise Above. The new stylish Maxximo HD Series has a strong 8-leaf front suspension, high load carrying capacity of 850 Kgs, best in class engine power of 26 HP, and class leading mileage that enables customers to earn more than vehicles in its category, thus setting new standards in the market. The Mahindra Maxximo HD Series, made at the company's state-of-the-art plant in Chakan, Maharashtra, India comes with a class-leading warranty. This series is available in attractive colour options of Verve Blue and Diamond White in the market.

**Mahindra Treo** is well positioned to serve as the cleanest, most efficient urban last mile connectivity solution in the country. This electric 3-wheeler range is powered by the latest lithium ion battery technology, which is more durable and requires lower maintenance compared to other battery chemistry.

**Mahindra Blazo 25/40:** Blazo truck range which includes haulage, tractor-trailer and tipper versions, all equipped with 'FuelSmart' technology. FuelSmart is essentially the introduction of a BS-4 compliant CRDe engine coupled with a multi-drive mode feature (Turbo, Heavy and Light) which will help truck drivers select a mode depending upon the load and road conditions, thus helping in better vehicle turnaround time and operational cost efficiency.

### **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, 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 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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### **About Ideal Motors**

IDEAL Motors (Pvt) Ltd. is a fully owned subsidiary company of the IDEAL Group which has core business interests in Motor Franchise Imports and Motor Spare Parts in Sri Lanka. Since November 2009, Ideal Motors has been the flagship company of the Ideal Group of Companies, a diversified conglomerate which is a fully fledged automobile major in Sri Lanka. The Group also specializes in Finance, Renewables, multi franchised workshops, logistics, transportation and vehicle contract hire. Its Group turnover exceeds SLR 20 billion.

To date, Ideal Motors has sold over 65,000 Mahindra vehicles in Sri Lanka which is a unique achievement in such a short span of time. Ideal Motors have achieved a market share of over 50% in the Light Truck category, competing against major players who dominated the market for many decades.

Ideal Motors represent Mahindra & Mahindra in Sri Lanka encompassing the entire range of Mahindra vehicles from a 2 Wheeler to Trucks, Buses, Earthmasters and Generators. Ideal Motors also conducts numerous training programs across the country and has now officially established a fully-fledged automotive and management training school with NVQ level 4 certification.

The decade long partnership between Mahindra and Ideal Motors has been further strengthened with the establishment of Mahindra Ideal Lanka Pvt Ltd, a BOI approved joint venture to assemble Mahindra products in Sri Lanka with local value addition exceeding 30%. This is a historic moment in the automobile space in Sri Lanka where a world renowned auto major has partnered a local franchisee in an equity partnership along with the technical collaboration.

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