

Press Release

Meru launches its 'Business Mobility App'; Integrates Mahindra's 'GLYD' initiative to take its EV fleet to over 300 vehicles; Invests \$10 million in new initiatives

- *Adds 'SWITCH', a seamless booking option to choose between personal and corporate rides*
- *Integrates 'MERUBIZ' on its technology platform for employee transportation and car rental services*
- *Introduces 'multiple stop locations' and '24x7 call button' on its app*
- *Introduces a fleet of 300 electric vehicles in Mumbai & Delhi with EVGO*
- *Integrates Mahindra's premium ride share services GLYD*

Mumbai, August 20, 2020: Meru Mobility Tech Pvt Ltd., a pioneer in providing e-mobility services in India, today announced the launch of its new business mobility app for Android and iOS mobile devices. In order to provide a hassle-free experience to the app users, Meru has incorporated 'Meru SWITCH' feature which will assist users to seamlessly differentiate their work commute from their personal ride with just a slide icon.

The revamped app illustrates Meru's new products and services for both individual and corporate travel and will show an array of available rides; giving customers opportunity to select the ride of their choice for city and outstation travel.

Mr. Neeraj Gupta, Founder and Managing Director, Meru Mobility Tech Pvt. Ltd. said, *"We have always revolutionized the way people travel in the country and are elated to announce the launch of Meru's updated and user-friendly business mobility app. With the latest UI and UX interface, the new app is aimed at providing a simpler and more personalized experience to our new age business travellers."*

Meru has integrated its corporate travel solutions- MeruBiz in this new app. It is a one-stop solution for business travel, which facilitates companies and their employees by offering reliable and flexible travel solutions with assured cabs at their doorstep and no added surge in pricing. Corporates can now book point to point, airport transfers, car rentals, outstation travel, and transportation for their employees with just a single click.

For a convenient, easy, and environmentally friendly ride, this update will feature Meru EVGO and Mahindra's GLYD for city and outstation travel. This unique travel option will enable consumers to book eco-friendly sedans for their travel along with choosing from other ride options like LITE, COMFORT, 6 PLUS, 6 PRO, and GLYD. With over 300 EVGOs in its fleet, Meru is developing a business model to deploy this clean and green technology easily accessible to customers for their daily commute. Over the last six months, the company has invested nearly

\$10 million in developing the new technology platform, creating charging infrastructure and deploying 300 EV's across Mumbai & Delhi.

Other added features in this the app includes a call icon on the home screen to book a cab on call, distinct COVID safety measures implemented by Meru, weather updates, the addition of multiple stop options from pick-up locations for city-rides, schedule a ride from 35 mins to 30 days in advance etc. The company is also planning to add live traffic updates in the future.

Mr. Gupta added, *"Our new offerings will be targeted towards work commute/business travel with a focus on sustainable and affordable electric mobility. In less than 6 months, it is now the second-largest platform to provide EV rides to its customers. We aim to migrate 100% of our fleet to Electric vehicles by 2030 and operate 10,000 EVs by 2024 with a vision of becoming the largest EV led business mobility platform in the country."*

About Meru:

Launched in 2007, MERU pioneered the concept of tech-enabled ride-hailing service in India. Having served over 20 million customers in 24 cities, MERU offers both local and outstation rides for point-to-point travel and rental packages. MERU maintains its long-standing relationship across all the major private airports in India and has been the official cab service for these airports for over a decade. Alongside local city transport, MERU's outstation service now covers 100 cities and 7000+ destinations. Customers can book MERU rides via the MERU App (Android and iOS), website (www.meru.in), 24x7 contact center (44224422) and at dedicated booking counters present at airports. MERU also stands strong in the B2B sector for providing corporate travel solutions under its MeruBiz offerings (www.merubiz.in), such as Employee Transportation, Executive Car-Rentals, Airport Transfers, Travel Concierge and Corporate Bulk Bookings for events /conferences, and more. MERU has a wide fleet of vehicles ranging from hatchbacks, economy and luxury sedans, premium SUVs and buses.

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

Please use the following hashtags/handles for social media updates and download the app at:



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