

## **Mahindra launches Glyd, a premium tech-based e-mobility service**

*Auto*

*Author : mahindraadmin Category : Auto Published : 2/25/2019*

**February 25, 2019, Mumbai:** Mahindra & Mahindra Ltd., part of the US\$ 20.7 billion Mahindra Group, today announced the launch of Glyd, a premium tech-based e-mobility service in Mumbai on select routes. On the occasion of the launch, Dr. Pawan Goenka, Managing Director, M&M Ltd, flagged off the first batch of 10 e-Veritos, the company's electric sedan, in the city.

Glyd will offer a premium in-commute experience to office going executives, powered by several connected car features such as web-conferencing, curated entertainment and music content from selective partners. In addition, industry first features such as privacy screen, air purifier for a rejuvenating journey and strain free lighting will provide a one-of-its-kind experience to the commuters. To offer stress free commute, vehicles will be equipped with comfort friendly features such as bolstered seats, wrap-around headrest and custom designed armrests.

Speaking on the innovative offering, **Dr Pawan Goenka, Managing Director, M&M Ltd.**, said, "As the pioneers of electric vehicles in the country, Mahindra has from time to time provided innovative and first of its kind e-mobility solutions. Glyd is one such flagship premium e-mobility solution to redefine the in-commute experience of daily commuters. This is

our unique step to drive positive change towards a smart, sustainable and experiential daily commute. Going forward we plan to launch multiple e-mobility solutions, across cities".

Glyd has partnered with Vodafone-Idea Limited, Cisco Systems Limited and other service & content providers to launch these services in Mumbai.

### **About Glyd**

Glyd, a Mahindra initiative, is a premium, sustainable e-mobility service that delivers unmatched in-commute experiences. Powered by electric vehicles and a full stack technology platform, Glyd combines superior comfort with personalised content delivery. Available in Mumbai on select routes, booked via android and iOs apps, the service is targeted towards the daily commuter

**Please use the following hashtag/handle for social media updates:**

#Glyd

#keepglyding

@my\_Glyd

### **About Mahindra**

The Mahindra Group is a USD 19 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 has 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, defence, 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

### **Media contact information**

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Landline – + 91 22 28468510

Email – [nair.mohan@mahindra.com](mailto:nair.mohan@mahindra.com)

Tags :

e-mobility   shared mobility   Mahindra   Glyd   sustainable mobility  
app based e-mobility service   premium in-commute experience