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Mahindra REVA Launches REVAi In Hyderabad



Mahindra REVA has announced that its REVAi vehicle will be available at select Mahindra dealerships in Hyderabad. This is the first major initiative announced by the company post its acquisition by the US \$ 7.1 billion Mahindra Group in May 2010. The company has also tied-up with Mahindra finance which will enable them to offer customers a unique financing plan. REVAi buyers can now pay an interest free, refundable deposit of Rs. 1,00,000/-, followed by monthly installments of Rs. 8999/- for a period of 36 months (3 years) and drive home a REVAi. At the end of 3 years, the customer can either continue using the car by making a final payment of Rs. 50,000/- or return the car and claim the refundable deposit of Rs. 1,00,000/-.

The REVAi is equipped with a 'boost' mode for acceleration and power. It also has a 'hill restraint' feature which allows enhanced negotiation on slopes. As an eco-friendly and economical car, it offers ease of driving without clutch and gears. Its small size makes parking hassle-free and manoeuvrable for safe driving on city roads. Further, the vehicle can drive at 80 km per hour with acceleration from 0-40 km in 7 seconds. REVA's patented technology incorporated in its Energy Management System (EMS) ensures optimum performance and life from the battery. The car also has a regenerative braking system by which energy is pumped to the battery while slowing down or applying the brakes. With a range of up to 80 km per charge, the REVAi is suitable for most journeys within the city.

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