



Mahindra & Mahindra (M&M) is setting up a research and development (R&D) centre for software-defined vehicles in Coimbatore, Tamil Nadu. The centre is expected to go live soon at SVB Tech Park in Coimbatore.

M&M VP Shankar Venugopal said that the centre will act as a knowledge centre and power Mahindra's foray into software-defined vehicles. Software-defined vehicles are vehicles that use software to control their functions, rather than traditional hardware. This allows for greater flexibility and adaptability in the design and operation of vehicles.

The Coimbatore R&D centre will focus on developing software for a variety of vehicle functions, including safety, powertrain, and infotainment. The centre will also work on developing new technologies for software-defined vehicles, such as artificial intelligence (AI) and machine learning (ML).

M&M's decision to set up the Coimbatore R&D centre is a sign of the company's commitment to the future of mobility. Software-defined vehicles are seen as the future of the automotive industry, and M&M is positioning itself to be a leader in this space.

The Coimbatore R&D centre is expected to create hundreds of jobs in the region. The centre is also expected to boost the automotive industry in Tamil Nadu.

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