

Ampere Electric announces ‘Ampowering Change’, a customer education initiative for New India to shift towards affordable and sustainable e-scooter

Amid spiralling fuel prices, Ampere Electric’s ‘Ampowering Change’, initiative for consumers is an effort towards positive need for supporting sustainable living while saving enormously

Bangalore, February 25, 2021: Ampere Vehicles, the e-mobility business of Greaves Cotton, has announced a special customer education initiative called ‘**Ampowering Change**’ to enable India to save more with electric scooters predominantly due to the rising fuel prices in the country. The objective of this initiative is to celebrate SAVINGS WEEK across all 500 touchpoints, accelerate EV adoption with DRIVE MORE, SAVE MORE information, encourage Petrol scooter buyers to embrace affordable, reliable and sustainable Ampere electric vehicles.

Today, there has been an increase in economic activities and trade has picked up which has amplified the need for last mile mobility for individual users, traders, small business users, MSMEs & Covid warriors who are still leading from the front in providing essential services. The spiralling fuel price is a hurdle as it is the main issue in people's minds while making decisions on buying private vehicles. To assist the economy conscious 2-Wheeler consumers, Ampere is exhibiting special desks at various network touchpoints to explain the benefits of opting for e-scooters over other conventional modes of transport.

Speaking at this occasion, **Sanjeev P, COO, 2-Wheelers, Ampere Electric** said that, “*Ampere electric vehicles, e2W scooters & ELE e-rickshaw are cleaner & affordable substitutes owing to superior delivery on savings, sustainable green drive with zero emission footprint & growing service support. Through Ampowering Change initiative, we intend to educate customers on the benefits of sustainable mobility solutions like electric vehicles & support Government’s drive of GO ELECTRIC & accelerate switch to affordable Ampere electric vehicles. With fuel prices going up, what better time than this for customers to switch to electric scooters.*”

A recent closed group study at the market center & online customers, indicated that there is an uptick in demand for electric scooter post the petrol hike especially in rural hinterland & smaller towns. The need for personal vehicles have increased due to higher consciousness of safety & comfort among people amidst pandemic. With a wide range of Ampere electric scooters starting INR 35,000 and running at just

15 paise per km, every Indian can fulfill dream to own a personal vehicle for a hassle-free and safe commute every day. For 1000 Km run on an electric scooter every month, a customer can save up to Rs 2000 only on fuel, besides extraordinary savings from maintenance & repair throughout its lifecycle. The company has seen a significant jump in overall demand, especially for the comfortable high speed and large scooter Magnus Pro & economy maestro REO series.

The company has recently announced its plans to invest INR 700 crores over 10 years in its state-of-the-art manufacturing facility at Ranipet in Tamil Nadu in order to strengthen its resolve under the Make-in-India and Atmanirbhar Bharat drive of the government. India stands at the cusp of a green revolution & Ampere electric vehicles stands solid with its ambition to invest in future technologies, world-class products, skilled people force & data-driven customer centered programs. Cumulatively over 850 million ekms have been covered by both Ampere e-scooters & ELE e-rickshaw range, which give solid confidence about the extensive usage, enhanced reliability & extraordinary support across the usage lifecycle for the vehicles. The customers can also get more information about the savings from <https://amperevehicles.com/price-and-saving/> before booking their next electric scooter & benefit from the ongoing market level offers.

About Ampere Electric:

Ampere Electric Vehicles has over twelve years of experience in EV technology, designing and manufacturing electric vehicles. With a strong base of 75000 customers & growing backed by comprehensive EV ecosystem support from Greaves, Ampere is pushing boundaries to create an affordable & sustainable ecosystem for clean last mile mobility in India. In the E-2W segment, Ampere is the fastest growing brand in India with presence in both B2C and B2B segments. Ampere is a Greaves Cotton group company since 2018 and is leading Greaves' last mile E-Mobility foray. More information at <https://amperevehicles.com/>

About Greaves:

Greaves Cotton Limited is a diversified engineering company and a leading manufacturer of Cleantech Powertrain Solutions (CNG, Petrol and Diesel Engines), Generator sets, Farm equipment, E-Mobility, Aftermarket spares and services. Greaves Cotton is a multi-product and multi-location company with a rich legacy and brand trust of over 160 years and has established itself as a key player impacting a billion lives every day. The company today manufactures world-class products and solutions under various business units and is backed by comprehensive support from 500+ Greaves Retail Centers & 6300+ smaller spare parts retail outlets across the country. In the mobility segment, the company manufactures 4 lakh plus engines annually, almost 1 engine per minute and provides low TCO mobility solutions to the majority of the population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. Greaves Cotton augmented its clean technology portfolio in the last mile affordable 2W personal Mobility segment with Ampere Vehicles in 2018. www.greaves cotton.com.

For further information, please contact

Ashok Jaiswar

General Manager - Marketing and Corporate Communication, Greaves Cotton Limited

E-mail: ashok.jaiswar@greavescotton.com

Farooque Shaikh

The PRACTICE

E-mail: farooque@the-practice.net

Mobile: +91-9594777764

Note:

*"This press release may include **statements** of future expectations and other forward-looking statements based on management's current expectations and beliefs concerning future developments and their potential effects upon Greaves Cotton Ltd and its subsidiaries/ associates ("Greaves"). These forward-looking statements involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from our expectations include, amongst others: general economic and business conditions in India and overseas, our ability to successfully implement our strategy, our research and development efforts, our growth and expansion plans and technological changes, changes in the value of the Rupee and other currency changes, changes in the Indian and international interest rates, change in laws and regulations that apply to the related industries, increasing competition in and the conditions of the related industries, changes in political conditions in India and changes in the foreign exchange control regulations in India. Neither Greaves, nor our Directors, or any of our subsidiaries/associates assume any obligation to update any particular forward-looking statement contained in this release."*