



ELE E-Rickshaw by Greaves Electric Mobility is emerging as new lifeline of rural Indian transportation

- *The ELE Rickshaw is bridging the last mile connectivity challenge in smaller towns & cities of North and East India*

New Delhi, November 20, 2021: ELE, the e-rickshaw brand from Greaves Electric Mobility, the E-Mobility arm of Greaves Cotton Limited, has seen record month on month sales growth post second Covid wave with an average 1000 units sold per month. With a large part of India's remote areas facing connectivity challenges, ELE e-rickshaw has penetrated in smaller towns and cities and thereby bridging the connectivity gap and providing affordable and sustainable livelihood opportunities to thousands of migrant youths and auto drivers.

Greaves Electric Mobility today caters to 85% of the last mile mobility segment and its electric 3-wheeler segment (B2B) has seen exponential growth. Recently, Greaves Electric Mobility completed the 26% acquisition and launched a dedicated website as part of its major expansion plan and thereby enabling smart driving, sustainability, lower operational cost, negligible maintenance cost, and higher everyday savings as experienced by thousands of ELE e-rickshaw drivers and fleet owners across the country.

ELE e-rickshaw drivers can save up to Rs 2/Km when compared with conventional autorickshaw drivers and are expected to reduce approximately 400,000 metric tonnes of CO₂ emissions. ELE e-rickshaw is amongst the top three brands in the organized segment. The company has successfully sold over 10,000 e-rickshaws since its inception with the product clocking more than 374 million-plus e-KMs through its usage over years. Ele E rickshaws are customisable for various business operations like food-on-wheels, ATM-on-wheels, etc; because of its strong build quality and rugged design. The Ele E rickshaws find great fit in municipal applications.

Greaves Electric Mobility has taken several initiatives to help potential e-rickshaw drivers realize their dream of owning an ELE e-rickshaw and earn decent regular income with minimum maintenance cost. Greaves currently has an unmatched retail footprint with nearly 7000+ touchpoints, 12,000 mechanics on staff, and a dedicated on-call support team to meet the demands of EV consumers.

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About Greaves:

Greaves Cotton Limited is a diversified engineering conglomerate focused on being pivotal to India's resurgence as a competitive economy. The company is a leading name in the domain of Engines, Retail, Electric Mobility, Finance & Technology services. Greaves enjoys a rich legacy and customer trust spanning over 162 years. Through its Engines, Retail and E-Mobility businesses the company, directly and indirectly, impacts a billion lives every day, around the world. The company today manufactures world-class products and sustainable solutions under various business



units and is backed by comprehensive support from 500+ Greaves Retail Centers & 7000+ smaller spare parts retail outlets across the country. For more information visit www.greavescotton.com

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Note:

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