



## **With over 5 Million Happy Customers – Greaves Cotton Limited is India’s leading Fuel Agnostic Powertrain Solutions provider for last mile connectivity**

~ *With an engine sold every minute and a diverse portfolio of **future-ready engines***

**Stuttgart, 5<sup>th</sup> June, 2018:** With a history spanning close to 160 years, Greaves Cotton Limited, India’s large diversified engineering solutions company, has brought a smile to over 5 million customers with their efficient and durable engines. The company is on the path of significant growth and has recently showcased its wide range of BSVI-ready fuel agnostic powertrain solutions catering to the last mile mobility segment. These include powertrains for 2 Wheeled, 3 Wheeled & small 4 wheeled commercial vehicles, thereby catering to a diverse set of customers from rural to urban, Intra city to intercity usage, passenger to cargo haulage, for personal & commercial transportation solutions.

With fast changing industry dynamics and a need to have clean energy based mobility solutions, there is pressing demand to deliver higher performance efficiency, reduced emissions and low total cost of ownership. On the back of its strong brand equity built over decades, extensive reach through 3500+ customer touchpoints and significant engineering, manufacturing and supply chain capabilities, Greaves has taken significant steps in this direction. Leveraging strategic partnerships with US based tech partners & state-of-the art R&D center, Greaves Cotton Limited has introduced technologically advanced and fuel agnostic solutions for their customers. To support the future EV ecosystem, Greaves is also exploring to create EV charging infrastructure across India in their Greaves Care Service retail channel, a one-stop shop for all service & repair needs.

Commenting on this, **Mr. Nagesh Basavanhalli, MD and CEO of Greaves Cotton** said *“Greaves is a responsible technology player delivering high savings through our core value proposition of low total cost of ownership and high performance efficiency, having been endorsed by 30+ OEM’s & millions of customers in India & across the globe. We remain dedicated to our goal of creating future-ready products & solutions with a technological edge that maintains harmonious impact on people, planet & prosperity”*.

### **About Greaves Cotton**

Greaves Cotton Limited, a Rs.1800 crore, multi-product, multi-locational company is one of the leading engineering companies in India with core competencies in fuel agnostic powertrain solutions and services, farm equipment and Gensets. The Company sustains its leadership through six manufacturing units which

produce world class products backed by comprehensive spares and service through its 3500 plus service outlets across India. It also manufactures approximately 400,000 engines annually at their plants in Pune, Aurangabad and Ranipet. This segment provides affordable mobility solutions to the majority of population in India, moving more than 10 million passengers and 0.5 million tonnes of cargo every day. More at [www.greavescotton.com](http://www.greavescotton.com)

**For further information, please contact:**

Mr. Akshay Muttreja

Creation

E-mail: [akshay.muttreja@creation.io](mailto:akshay.muttreja@creation.io)

Tel: +91-9820081811

Mr. Ashok Jaiswar

General Manager – Marketing & Corporate Communication

Greaves Cotton Limited

E-mail: [ashok.jaiswar@greavescotton.com](mailto:ashok.jaiswar@greavescotton.com)

Tel: 022 - 62211700