

## PRESS RELEASE

**Ampere Electric to **START** Special Trader Outreach Program**

*~ Electric scooters with finance assistance & special offer to help Traders and micro entrepreneurs  
~ Launches Try & buy scheme to boost EV acceptance*

**Bengaluru, May 19, 2020:** Ampere Electric Vehicles, a wholly-owned electric mobility subsidiary of Greaves Cotton, today announced a special initiative to help small traders and micro entrepreneurs with access to Ampere e-scooters and necessary credit assistance in partnership with multiple financial institutes. **START** (Supporting Traders to Activate and Reignite Trade) aims to reach out to traders across India and begin their post-lockdown resumption of business in a challenged environment.

Through START, small traders and micro entrepreneurs particularly from smaller cities and rural India can jumpstart their business on a low-contact, home-delivery business model powered by affordable electric mobility solutions of Ampere. As social distancing and safety concerns become the new normal in post-lockdown state, the ability of small businesses to physically reach customers in the safety of their homes will not only help in sustaining their business but also expand it through fulfilment of deliveries from ecommerce.

To achieve this, small businesses like Kirana shops, medical shops, local vendors and eateries will have to set up a contactless home-delivery model built on an affordable, convenient and safe delivery fleet in quick time. At a time when the cash conservation is key, any spending on unnecessary extra expenses like fuel cost, maintenance cost can be avoided. This cash saved can be reinvested into their business to grow. Under this program any **trader or small business man can save up to 2L in 3 years** & use this to expand business, build equity & thus move towards building strong local brand. Due to superior ride & build quality, Ampere escooters have been gained widespread acceptance in the B2B segments. Here customers have been using Ampere vehicles in varied load & road condition for multiple trips across nooks & corners of towns & country. There has been increased preference for Ampere scooters in the last mile operations. Today smart & responsible traders using these Ampere escooters will recover their business quickly, contribute immensely towards clean environment & pave way to make self-reliant India & boost **atmanirbhar economy**.

This scheme follows Ampere's eco-friendly "Kal Ko Bachao" consumer support campaign safeguarding health & wealth both for the consumers. **To bring more ease for the customers, the company has initiated free test rides to try & buy after the consumers book this online from the comfort of their home. It's one big step after resuming their factory operations in Coimbatore & opening up of 100+ dealerships in select green zones across India.**

Ampere Electric is one of the fast-growing EV brands in India, offering last-mile energy-efficient solutions that can save up to 85-90% of the cost in comparison to the conventional petrol scooter. The company has sold more than 50,000 scooters in the Indian market & has been growing with over 200+ exclusive retail outlets in India.

The company's current offerings include high-speed EV 'Zeal', along with medium to optimum city speed models like Reo Elite, V-48 LA, Magnus 60, Reo LA and REO Li. Today, **Zeal** is widely preferred in the B2B segment by many last mile delivery e-commerce companies.

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**About Ampere:**

# AMPERE

By GREAVES

Ampere has a decade of experience in building and manufacturing electric vehicles. With a strong base of 50000+ customers & growing backed by comprehensive EV ecosystem support, Ampere vehicles is pushing boundaries to create affordable & sustainable solutions for clean last mile in India. In the e2W segment, Ampere is one of the first companies in India to indigenously manufacture key components of an Electric Vehicle. Greaves Cotton augmented its clean technology portfolio with entry in the last mile affordable 2W personal Mobility segment with Ampere Electric Vehicles. More information at <https://amperevehicles.com/>

## About Greaves Cotton:

Greaves Cotton Limited commonly known as Greaves is one of the leading and diversified engineering companies in India with a rich legacy and brand trust of over 160 years impacting a million lives every day. Greaves is a market leader in fuel-agnostic powertrain solutions and manufactures Cleantech powertrains for CNG, Petrol, and Diesel segments. The company operates in multiple segments namely Automotive, Non-Automotive, Aftermarket, Greaves Retail, Electric Mobility (Ampere Electric for electric scooters and other electric industrial products and e-rickshaw) & Greaves Finance. Over the years, the company has actively participated in nation-building and continues to support the 'Make-In-India' initiative of the Government through its 6 state-of-the-art manufacturing facilities in the country creating world-class products and solutions. The company has vast nationwide network with 380+ Greaves big retail centres & 6300+ smaller spare parts retail outlets across the country.

More information about Greaves Cotton - [www.greavescotton.com](http://www.greavescotton.com)

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## 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."*