



Ampere Electric accelerates EV growth with the launch of Magnus Pro Electric Scooter

- Superior scooter with more comfort and modern design comes at Rs. 73,990
- Available in 4 exciting colors – Bluish Pearl White, Metallic Red, Graphite Black and Golden Yellow
- The Magnus Pro gives 75-80km range per charge for a comfortable long city commute

Bangalore, 15 June, 2020: Ampere Vehicles Pvt. Ltd., a wholly-owned electric mobility subsidiary of Greaves Cotton Ltd., accelerates EV growth with the launch of a new and trendy electric scooter Magnus Pro, designed for discerning commuters in urban and semi-urban regions. The Magnus Pro epitomizes best-in-class performance and comfort with a host of exciting features, making the users live magnified. With an average range of 75-80 Kms per charge, Magnus Pro comes at an attractive price of INR 73,990/- (Ex-showroom price). The scooter is available in 4 new color variants Bluish Pearl White, Metallic Red, Graphite Black and Golden Yellow in Bangalore and will soon be accessible in other parts of the country.

Articulating Greaves' focus on electric mobility, **Nagesh Basavanhalli, MD and CEO, Greaves Cotton Limited**, said "Greaves is an established player delivering affordable and eco-friendly mobility solutions. We have invested in talent, technology and infrastructure to build a sustainable ecosystem. With the increased shift towards personal mobility vehicles post COVID, launch of this new Magnus e-scooter is an important milestone in our journey to strengthen Ampere's position in the last mile mobility segment"

Commenting on the launch, **P Sanjeev, COO, Ampere Electric** said, "We at Ampere Electric are obsessed with customer experience. The all new Magnus Pro electric scooter is designed and tested under varied conditions to deliver superior ride and comfortable experience with a host of useful features. We conducted extensive research and customer feedback to ensure Magnus Pro, meets the expectations of all types of scooter lovers. Magnus Pro will be an exciting new option in the high speed e-scooter segment with host of comfort, safety, convenience & stylish features.

Ampere today, is available Pan-India through 200+ exclusive dealerships & select Greaves Retail outlets and offers a bouquet of financing options to our customers. There is an increased awareness of air pollution and health. The light weight Magnus Pro offers both performance and low riding costs coupled with an optimum city riding range, higher speed and smooth experience. Magnus Pro offers multiple advanced features like anti-theft alarm, digital LCD cluster, mobile charging point, bright LED lights, LED DRLs, telescopic suspension, 450mm leg space and large storage boot space. The features are more than some of the popular conventional scooters. Interested customers can easily book this new scooter on the website and avail easy EMIs.

With 60,000 happy customers & nationwide 400+ retail touchpoints across the country backed by nationwide service and parts support, Ampere is one of the fast growing electric two wheeler brands in the country. In the last 12 years of its journey, the company has significantly contributed to the environment by saving 30000 kilo liters of petrol and cutting down about 45000 ton CO2 emissions.

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Product Specifications:

Model Name	Magnus pro (Lithium Ion Version)
Max Speed	55 Km/hr
Loading Capacity	150 kg
Motor Power	1200 Watts
Charger	60 V, 7.5 A Li
Range	70-80 Kms per charge
Brake	Drum with CBS
Fork	Front- Telescopic, Rear- Coil Spring
Ground Clearance	150 mm
Kerb Weight	82 kg
Wheel Base	1415 mm
Dimensions (LXWXH) mm	1880*710*1190
Colors Available	Bluish Pearl White, Metallic Red, Graphite Black and Golden Yellow

About Ampere:

Ampere has a decade of experience in building and manufacturing electric vehicles. With a strong base of 60000 customers and growing backed by comprehensive EV ecosystem support, Ampere vehicles is pushing boundaries to create affordable and 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:

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) and 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 400+ Greaves big retail centers and 6300+ smaller spare parts retail outlets across the country.

More information about Greaves Cotton - 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.”*