

GREAVES

Press Release

Greaves Care crosses 1,00,000 Customer Service in the Last Mile Mobility Segment

Greaves Care reinforces commitment to 3S (Sales, Service and Spares) customers with Cleantech Products Solutions & Services and potential energy infrastructure for emerging India

Mumbai, March 22, 2019: Greaves Care, one of the fastest growing multi-brand spares and service retail outlets in the country has announced its milestone of serving 1,00,000 happy customers across the country in the last mile mobility segment. Greaves Care, part of the fast growing Greaves Retail Network with comprehensive 3S offering (Sales, Service and Spares), is a service backbone to all the group businesses and part of the diversification plan.

It was started with the idea of *organizing the unorganized segment* in the last mile customer service. Under this one-stop shop, customers have access to complete vehicle service, engines and bumper-to-bumper vehicle repair and parts. This means the customers can avail the parts easily & spend lesser time at Greaves Care centers vs any of the unorganized local garages. As part of the growth strategy, Greaves Care is expanding and making inroads to be present in all the key towns and cities across the country in a phased manner with the clear objective of *getting closer to the customers and serve them well*.

K. Vijaya Kumar, President - Special Projects, Greaves Cotton, said *“We are happy to build strong service corridor as part of the Greaves Retail & we are excited to drive the Mobility segment in India with clean energy based products & solutions. Today, we are one of the fast growing retail network across the country in last mile multibrand service domain, while preparing strong network of future energy infra support, in form of charging & potential battery swapping in future. At Greaves, we religiously follow the mantra of providing more uptime which means the vehicle is more on the roads, runs more & earns more. It’s also a celebration of good quality service through expert trained technicians & their advice on Greaves certified parts, products & performance protection. The complete value offering is widely accepted by the users & vehicle owners in 3W segment. **This milestone of 100,000 happy customers from Greaves Care encourages us to enhance our value delivery and create happier smiles in times to come.**”*

Greaves Care is known for its timely service, quick turnaround time, on-site assistance, genuine spares, post service support & upskilled mechanics. These factors have helped provide quick and high quality service to the end users. This nationwide network also supports the ambition of small garage owners to become entrepreneurs and helps hundreds of mechanics as service technicians.

Today, Greaves Retail through its nationwide network of 250+ stores, lives up to its promise of uninterrupted mobility for the daily breadwinner – the 3W auto-drivers in passenger, cargo domain of last mile commercial mobility & electric scooters in personal mobility segment. Growing at a fast pace, the small neighborhood retail chain has now transformed into a huge arm providing aftermarket support in form of 3W commercial vehicle service & multi brand spare parts at affordable prices. Greaves Retail has been actively promoting social inclusion

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for the people & communities at the bottom-of-the-pyramid and remains committed to the millions of the last mile small commercial vehicle users thus delivering higher value throughout their lifecycle

About Greaves Cotton Ltd:

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 rich legacy and brand trust of over 160 years and has established itself as a key player impacting billion lives every day. The company has seven manufacturing units and continues to support progress of the nation under Make-In-India program. The company today manufactures world class products and solutions under various business units - Greaves Engines, Greaves Power, Greaves Agri, Greaves Aftermarket, Greaves Care, Greaves Global and is backed by comprehensive support from 250+ Greaves big retail centres & 5000+ 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 the most affordable mobility solutions to the majority of population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. In all, the company has crossed 5 million engines, 3 million pumpsets and 1 million gensets. Greaves Cotton augmented its clean technology portfolio with entry in the last mile affordable 2W personal Mobility segment with Ampere Electric Vehicles. More information about Greaves Cotton - www.greavescotton.com

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