



PRESS RELEASE

Ampere Electric Vehicles Now Available 24x7 on Amazon

Enhances accessibility & convenience for EV buyers on online marketplace as part of its Omni-channel Strategy

Mumbai, October 16, 2019: Ampere Vehicles Pvt Ltd, electric mobility subsidiary of Greaves Cotton Limited, announced the availability of electric scooters on Amazon e-commerce marketplace platform. This partnership allows customers across select cities today to buy the exciting range of electric scooters at their convenience in addition to availing exciting festive offers ahead of Diwali.

Electric scooters segment in India though smaller part of two-wheeler pie currently, is growing at over 200% according to the estimates of Society of Manufacturers of Electric Vehicles (SMEV). Ampere Electric Vehicles has a significant presence in the Indian electric two wheeler industry along with a range of multi-speed, affordable electric scooters that are currently popular with commuters making a switch from conventional mobility mediums to electric two-wheelers. With the introduction of its e-scooters online, Ampere further strengthens its value proposition to customers for a hassle-free purchase and smart transition to stylish, affordable and clean last mile mobility across India.

Recent policy measures along with growing eco-consciousness have made electric two-wheelers a very appealing bet to new generation of buyers. The smartphone and mobile internet boom has made online marketplace a great place to conduct business. This strategic alliance with Amazon allows Ampere Vehicles to connect and transact with digitally savvy users, particularly millennials, who are more comfortable meeting their needs through the click of a button. Ampere electric vehicles on Amazon will be a major boost to these users looking to get their hands on affordable, highly efficient and eco-friendly electric scooters.

Once the customers purchase Ampere electric two wheelers on Amazon, a payment confirmation voucher is issued and the customer can pick up the vehicle from respective dealer point. This allows the customers all the convenience of online shopping with the experience of offline dealerships. Ampere electric customers today can buy select models - Zeal, V-48 LA, Magnus 60, Reo LA and REO Li in select 10 cities from Amazon. These 10 cities are Theni, Thoothukudi, Udumalpet, Trichy, Moodabidri, Mangalore, Gopichettipalayam, Coimbatore, Bangalore, Karur & Ambur. This facility will be extended very soon to other cities of India.

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About Ampere Vehicles Pvt Ltd:

Ampere has a decade of experience in building and manufacturing electric vehicles. With 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 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 350+ Greaves big retail centres & 5300+ 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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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 other: 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.

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