



Ampere Zeal becomes one of the fastest selling electric scooter in the high-speed EV segment
~Celebrates 50,000 & growing customers by offering exciting consumer offers

Mumbai, December 17th, 2019: Ampere Vehicle Pvt. Ltd., wholly owned electric mobility subsidiary of Greaves Cotton Ltd. announces Ampere Zeal as one of the top-selling electric scooter in the high-speed EV segment.

Owing to the smart Zeal buyers, Ampere is now a family of 50,000 satisfied customers.

To mark the milestone, Ampere vehicles has announced a host of consumer-friendly offers including **free insurance scheme** for high-speed 'Zeal' electric scooter and free accessories up to Rs. 1000 on rest of the range. All the prospective e-scooter buyers can now avail these benefits and own high performing Ampere electric scooters that come with strong credibility and legacy built over the last 10 years.

This offer complements the attractive finance scheme with low EMI options at dealership stores across the country and through various e-commerce platforms. This is one of the unique schemes available in the marketplace for the EV buyers & customers can buy their favorite Ampere electric scooters in December.

Speaking on this new offering, P Sanjeev, COO, Ampere Vehicles, said, "As one of the significant players in providing electric mobility solutions, we are taking all the necessary steps to make this shift as smooth as possible. We are already providing easy finance options to the people at the bottom of the pyramid to buy an e-scooter and now with the free Insurance offer on Ampere Zeal, we hope to strengthen the proposition of e-vehicles in the country."

Currently, Ampere vehicles hold around 20% market share and is making conscious efforts towards early EV adoption. The high-speed e-scooter Ampere Zeal is gaining faster acceptance in the market owing to its unique features like anti-theft alarm, dual speed mode, powerful acceleration and strong service back-up.

Ampere electric scooters have been spearheading the EV bandwagon by building one of the fastest-growing EV networks across the country assuring customers through the brick & mortar plus online push.

About Ampere: 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 electric 2 wheelers 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. More information about Greaves Cotton - www.greavescotton.com

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