

**Press Release**

**AMPERE ELECTRIC ANNOUNCES 'UNLOCK LIFE' CAMPAIGN**

*~ Launches new range, new website experience and a multi-language call-centre*

*~ Aims to increase EV adoption with exclusive experience & best-in-class festive offers for fast growing customer base*

**Mumbai, October 20<sup>th</sup>, 2020:** Ampere Electric, a wholly-owned electric mobility subsidiary of Greaves Cotton Ltd., is all geared up to enhance the EV adoption in India with the launch of the '**Unlock Life**' campaign. This campaign is an ode to new breed of EV buyers seeking wide range of Ampere electric scooter buyers after unlock is announced and more markets are reopened. On this eve, Ampere electric announces **unique phygital campaign** supported by new range of e-scooters, **customised online buying experience & multi-language Call Centre** which will operate uninterrupted way to help increasing buyers know more about various aspects of product, share knowhow on features, financing & privileged benefits of getting in to privileged **HOLA (Happy Owners League of Ampere)** family, *thus enhance the EV buying experience across India.*

There has been a good uptick in customers visiting showrooms & online, more from smaller towns across the country. To cater this new increasing demand for electric vehicles especially in rural areas, Ampere Electric is **creating an easy platform** for customers to interact & know more about usage, new schemes & lifecycle savings over conventional petrol scooters, thus enhance accessibility for everyone. With new and enhanced product features in Reo, Magnus, Zeal and V48, Ampere is not only enhancing the style quotient but also upgrading the performance & range for long drives. With these benefits both B2C & B2B fleet buyers can actively consider Ampere escooters & become part of the grand celebration planned this festive period.

Speaking on the occasion, **P Sanjeev, COO, Ampere Electric** said, *"At Ampere Electric, we are actively listening to voice of customers & have created unmatched product range, robust service backup, and easy financing options to facilitate the seamless transition towards electric scooters. The category is new & still we see lot of myths & queries related to overall EV usage especially from the new markets. Our Toll Free Customer care is now available all 7 days from 9am to 9pm and in 6 languages., Ampere's new website is faster, with host of features such as virtual reality based product demo & test ride experience, easy lease to own options, dealer locator, savings calculator and more."*

Ampere electric has fostered clean last mile mobility with electric scooters starting from Rs 34,000 and attractive EMI as low as just Rs 51/ day. The range includes products in the **economy segment** with V48, V 48 plus, Reo LA, Reo plus LA, REO Li, REO plus Li Magnus 60, Reo Elite LA, REO ELITE Li & **performance segment** with Zeal, Zeal EX & Magnus Pro. Recently, Ampere has also announced its partnership with OTO Capital for easy financing and Autovert Technologies for battery subscription to enable faster adoption of EVs in the country. **Ampere electric has also introduced Special 0% interest Schemes for e2W buyers in conjunction with various financing partners.** With easy financing options, owning an electric 2W is much more accessible.

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**About Ampere Electric:**

# AMPERE

By GREAVES

Ampere Electric Vehicles has over twelve years of experience in EV technology, designing and manufacturing electric vehicles. With a strong base of 60000 customers & growing backed by comprehensive EV ecosystem support from Greaves, Ampere is pushing boundaries to create an affordable & sustainable ecosystem for clean last mile mobility in India. In the E-2W segment, Ampere is the fastest growing brand in India with presence in both B2C and B2B segments. Ampere is a Greaves Cotton group company since 2018 and is leading Greaves' last mile E-Mobility foray. More information at <https://amperevehicles.com/>

## About Greaves:

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 a rich legacy and brand trust of over 160 years and has established itself as a key player impacting a billion lives every day. The company today manufactures world-class products and solutions under various business units and is backed by comprehensive support from 400+ Greaves Retail Centers & 6300+ 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 low TCO mobility solutions to the majority of the population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. Greaves Cotton augmented its clean technology portfolio in the last mile affordable 2W personal Mobility segment with Ampere Vehicles in 2018. [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."*