

13 years of Ampere spearheading the EV adoption movement in the country

- Reinforces higher investment into Technology, Products and Brand to grow EV category
- Fast tracks Manufacturing readiness at its new Ranipet plant
- Launching the 'Green Restart' programme to celebrate 13th anniversary



Bengaluru, June 01, 2021: Ampere Vehicles, the e-mobility business of Greaves Cotton Limited, has kick started a new program called 'Green Restart' with a clear intent to accelerate EV adoption in India and commemorate their 13th Anniversary.

The situation with the second covid wave is evolving each day; we have to constantly find measures to ensure smooth functioning of essential services. This includes home-deliveries, which are backed with a safer ecosystem. Ampere scooters have been extensively used in such deliveries facilitating a sustainable ecosystem and promoting Aatmanirbhar Bharat.

With conscious choices, customers and commuters can benefit immensely with higher economic savings and reducing the carbon footprint that is one of the biggest contributors to the pollution and respiratory disorders, leading to bad health.

Speaking on this occasion, the Company spokesperson said, "We have a fast growing presence in both B2B & B2C segments. This has been possible owing to superior functional performance; higher savings over Petrol scooters, great ride & drive comfort, easy to use and charge, robust aftermarket support in mass mobility domain. We have tapped multiple new segments in last mile logistics, ride sharing, bike rentals usage with usage in various applications by the micro entrepreneurs"

Ampere electric has been part of the growing e-mobility ecosystem developed by engineering giant Greaves with clear ambition to decarbonise last mile transportation. Today, Greaves E-mobility assures EV customers across length and breadth of the country with 330 outlets from Ampere spread across 250+ cities & towns. It has been one of fast growing e-mobility brands, with its reliable and dependable product offering Ampere has already been a preferred brand in varied applications for reputed B2B players in areas of e-commerce, food retail, CPG deliveries etc.

The sheer cost economics and life cycle advantage for its performance and economy range has seen increased acceptance across both urban and rural areas. Off late the Company has announced sizable investment in areas of technology, manufacturing and focused on developing the next e-force to grow its product penetration across India.

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

AMPERE

By GREAVES

and multi-location company with a rich legacy and brand trust of over 162 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 500+ Greaves Retail Centres & 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.

About Ampere Electric:

Ampere Electric Vehicles has over twelve years of experience in EV technology, designing and manufacturing electric vehicles. With a strong base of 80,000 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 a 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/>

For further information, please contact

Ashok Jaiswar

General Manager - Marketing and Corporate Communication, Greaves Cotton Limited

E-mail: ashok.jaiswar@greavescotton.com

Farooque Shaikh

The PRactice

E-mail: farooque@the-practice.net

Mobile: +91-9594777764

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."