



## Ampere Electric celebrates 12 years of its journey in India

~ Rewards prudent & smart EV buyers with offers up to Rs.5000 and other exciting benefits

~ Welcomes Channel Partners who have shown interest in joining hands to foster green mobility

**Bengaluru, May 26<sup>th</sup>, 2020:** Ampere Electric Vehicles, a wholly-owned electric mobility subsidiary of Greaves Cotton, is celebrating 12 years of offering sustainable mobility solutions. As part of its 12th anniversary, the company is giving a grand bonanza of up to Rs. 5,000 with a host of other benefits on Ampere e-scooters to the customers. Moreover, now these additional benefits include extended warranty up to 5 years in high-speed models and up to 3 years in other variants at a nominal price & consumers can also avail 1+5 years bumper to bumper vehicle insurance cover at attractive pricing.

This scheme follows Ampere's eco-friendly "Kal Ko Bachao" consumer support campaign earlier to sensitize customers on saving the environment, with an attractive discount offer on all Ampere e-scooters and customised low EMI options. The offer will benefit our Corona Warriors- Doctors, Government employees, other individuals in essential services, working professionals, healthcare professionals, students, senior citizens, traders and micro-entrepreneurs who can switch to eco-friendly, low maintenance and light weight Ampere electric scooters for last mile connectivity. With COVID pandemic, protection of health & wealth has assumed significant importance & Ampere electric scooters are ready to support all eco-conscious B2C & B2B customer groups with a unique value proposition.

There has been rising need for people to use personal transport & avoid crowded public transport to stay away from risk of Covid infection. This **extraordinary offer** on Ampere escooters is designed to support prospective 2W buyers who are today wanting lesser initial payout for their essential purchases & thus conserve cash. Ampere Electric is one of the fast-growing EV brands in India, offering wide range of products that can save up to 85-90% of the running cost in comparison to the conventional petrol scooter. Ampere customers can save huge amount of money throughout lifecycle usage of the product. In small towns & rural hinterland, one single Ampere escooter vehicle can help entire family members to use it for short trips for completing their daily tasks.

Ampere believes in creating sustainable & affordable mobility solutions that provide exhilarating drive experiences & higher functional usage. With 60,000 happy customers and more than 200+dealers across India, Ampere is one of the fast growing electric two wheeler brands in the country. Through these new offers, we will further enhance the accessibility and bring people a step closer to electric mobility.

Ampere recently announced special scheme called START to enable the small business begin their operations post lockdown & contribute towards nation's economy. The company has contributed significantly to the **sustainability** move, enabling India run on clean last mile. The company reinforces its commitment to strengthen the manufacturing operations in India. With this drive of **social inclusion** & focus on **diversity**, the company continues to provide gainful employment directly & indirectly through its network & factory establishments. Ampere vehicles has been winning hearts with comprehensive EV ecosystem support services, affordable & reliable escooters like high-speed EV 'Zeal', along with medium to optimum city speed models like Reo Elite, V-48 LA, Magnus 60, Reo LA and REO Li.

### About Ampere:

Ampere has a decade of experience in building and manufacturing electric vehicles. With a 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 commonly known as Greaves is one of the leading and diversified engineering companies in India with a rich legacy and brand trust of over 160 years impacting a million lives every day. Greaves is a market leader in fuel-agnostic powertrain solutions and manufactures Cleantech powertrains for CNG, Petrol, and Diesel segments. The company operates in multiple segments namely Automotive, Non-Automotive, Aftermarket, Greaves Retail, Electric Mobility (Ampere Electric for electric scooters and other electric industrial products and e-rickshaw) & Greaves Finance. Over the years, the company has actively participated in nation-building and continues to support the 'Make-In-India' initiative of the Government through its 6 state-of-the-art manufacturing facilities in the country creating world-class products and solutions. The company has vast nationwide network with 380+

Greaves big retail centres & 6300+ smaller spare parts retail outlets across the country. *More information about Greaves Cotton - [www.greavescotton.com](http://www.greavescotton.com)*

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**Note:**

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