



Ampere inaugurates one-of-a-kind Experience Centre at Ranipet

Greaves Electric Mobility begins 2022 with a promising note

Chennai, January 3, 2022: Greaves Electric Mobility, a wholly owned electric mobility subsidiary of Greaves Cotton Ltd, begins new year 2022 on a promising note with Ampere inaugurating its first one-of-a-kind Experience Centre at Ranipet, Tamil Nadu.

The new Experience Centre of Ampere, Greaves Electric Mobility's two-wheeler arm, located at the newly launched mega EV facility in Ranipet, is uniquely designed with digital interventions that can enable the customer to understand & experience smart new age Ampere electric vehicles.

This launch reflects strong confidence displayed by multiple stakeholders, customers, channel partners, suppliers and more in the brand. Ampere, as one of the fastest growing EV brands and part of Greaves Electric Mobility, like its parent brand, is investing significantly in people, technology and infrastructure. The company is moving ahead with an aim to provide a phygital experience wherein discerning buyers can check out the latest products, understand the world of EV & Ampere, interact with EV experts, engage through digital interfaces for simple & easy understanding of EV technology. Millennials are attracted towards new age mobility & freedom, passionate to talk about auto tech and EV in their social circles over a cup of coffee. This unique experience center is another cozy & cool center wherein smart-tech integrated next-gen automotive technology can be experienced right at the impressive EV lounge bar at Ampere Experience Centre. Designed with inspiration from world's leading customer experience centres, this one-stop centre is loaded to assist you take back home indelible impressions of an excellent brand service.

Speaking on this launch, **Nagesh A Basavanhalli, MD and Group CEO Greaves Cotton Limited** said, *"Ampere has been a trusted brand for pragmatic mass mobility buyers who seek affordable and reliable solutions simplified for their everyday usage. With our EV megasite in Ranipet and the newly opened Experience Centre, we hereby strengthen our resolve to provide **Clean Mobility for All**. We are also committed to elevate overall customers experience with best-in-class products and other ecosystem support requirements."*

Ampere is one of India's fastest growing brands, with a presence in both the B2C and B2B markets with a wide product portfolio across multiple product segments. The company is training mechanics to ensure that they are prepared to satisfy the servicing demands of clients in the future, thereby creating opportunities and promoting consumer convenience. Ampere offers affordable, trendy and easy to operate electric 2-wheelers in the high and city speed versions with attractive financing options.

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GREAVES ELECTRIC MOBILITY

About Greaves Electric Mobility:

Greaves Electric Mobility (formerly known as Ampere Vehicles Private Limited) has over thirteen years of experience in EV technology, designing and manufacturing electric vehicles with Ampere in e2W, Ele, and MLR in e3W. With a strong base of 100000+ 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. Greaves Electric Mobility (formerly known as Ampere Vehicles Private Limited) 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 conglomerate focused on being pivotal to India's resurgence as a competitive economy. The company is a leading name in the domain of Engines, Retail, Electric Mobility, Finance & Technology services. Greaves enjoys a rich legacy and customer trust spanning over 162 years. Through its Engines, Retail and E-Mobility businesses the company directly and indirectly impacts a billion lives every day, around the world. The company today manufactures world-class products and sustainable solutions under various business units and is backed by comprehensive support from 500+ Greaves Retail Centers & 7000+ smaller spare parts retail outlets across the country. For more information visit www.greavescotton.com

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Note:

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