

GREAVES

Greaves Retail Brings Its Multi-Brand EV Retail Store - AutoEVMart to Thiruvananthapuram

- *Prince of Travancore, Sree Padmanabha Dasa Avittam Thirunal Adithya Varma inaugurated the store*
- *AutoEVMart provides comprehensive mobility solutions under one roof for accelerated EV growth in India*

Mumbai/Thiruvananthapuram, July 13, 2022: As a part of the retail strategy to create pan-India multi-brand footprint, Greaves Retail, the retail arm of Greaves Cotton, inaugurated AutoEVMart, its multi-brand EV retail store in Thiruvananthapuram today. This is in line with Greaves' ongoing investment in various e-Mobility initiatives to create an unmatched EV ecosystem ranging from superior electric 2W/3W to affordable vehicle finance to national network of after sales and retail.

The store was inaugurated by Prince of Travancore, Sree Padmanabha Dasa Avittam Thirunal Adithya Varma. AutoEVMart aims to strengthen Greaves' commitment to transform last-mile mobility, reimagine the EV landscape and foster the vision of zero-emissions in India. EVs are witnessing a substantial boost in demand and Thiruvananthapuram is rapidly growing with favorable government policies and changing consumer mindset. The store will reach out to customers across B2B and B2C segments to accelerate clean mobility adoption. The store will offer EV vehicles from over 14 leading EV brands under one roof, to address the rising EV demand.

AutoEVMart will enhance the customer experience with product options ranging from e2W scooters, e3W and e-cycles along with quick service, financial assistance, provision of spares, and accessories, among others.

Commenting on the launch, **Dr. Arup Basu, Deputy Managing Director, Greaves Cotton Limited**, said, *"We are excited to announce our first AutoEVMart store in Thiruvananthapuram today. With 'AutoEVMart', we are able to bring a range of electric vehicles in the last mile mobility space to discerning customers here in Kerala. It is an opportunity for us to accelerate EV adoption and weave the EV growth story for India with various product offerings tailored to suit every customer's needs and lifestyle."*

AutoEVMart also offers vehicle financial and charging space at the outlet for a better consumer experience. Launched in September 2021, AutoEVMart is a unique multi-brand EV retail business segment by Greaves Retail. The retail store houses products from leading EV brands while bringing all EV-related products and services under one roof delivering choice, convenience, and a unique experience for the customers that can be enjoyed by friends and family.

-End-

About Greaves Cotton Ltd

Greaves Cotton Limited is a diversified multi-product and multi-location engineering company with a rich legacy and brand trust of over 163 years and has established itself as a key player impacting a billion lives every day. The Company

GREAVES

today manufactures world-class products and solutions under various business units and is backed by comprehensive support from Greaves Retail Centers and smaller spare parts retail outlets across the country. For more information visit- www.greavescotton.com

For further information, please contact

Farooque Shaikh

The PRactice

E-mail: farooque@the-practice.net

Mobile: +91-959477764

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.”