

AMPERE

By GREAVES

Ampere Electric announces 'Kal Ko Bachao' campaign with Special Customer Schemes

~ Bolsters clean last mile mobility, supporting Corona warriors and regular scooter riders with easy EMIs & online pre-book offers.

Mumbai, April 27th, 2020: Ampere Electric Vehicle, a wholly-owned electric mobility subsidiary of Greaves Cotton, has announced an eco-friendly campaign '**Kal Ko Bachao**' – riding on 3 critical pillars today – **better health, higher saving & better environment, all to create a stronger future**. This social wellness driven campaign is backed by special customer packages to help customers & corona warriors consider Ampere electric scooter to fulfill their core mobility requirement. The company has enabled pre-book offers through online with low down payment of Rs.999/-. Easy EMIs are available at the dealership stores. The customers can take the delivery of vehicle post lockdown ends.

As a responsible brand, pioneering the cause of clean last mile mobility in the country, Ampere through this new campaign addresses health savvy citizens looking forward to buy smart products that are affordable & sustainable in the long run. 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 unique value proposition.

High speed variant such as Zeal is a good alternative to traditional petrol scooters, as it offers great torque, speed, comfort and overall performance. It has been preferred by both heavy and light weight riders. Zeal's build quality & reliability has been the reason for being amongst popular choices for heavy duty applications such as ride share and e-commerce home delivery applications such as Big Basket and others. The lower speed variants are suitable for school & college going students, housewives, senior citizens who can drive these scooters without license and these variants offer great torque, comfort and overall performance.

The customers can now avail the offers to **buy an electric scooter without much worrying about their budget**. The additional benefit of zero emissions in an **electric scooter helps in significantly improving the air quality, reduces respiratory diseases & cuts down on heavy healthcare cost for our nation** already fighting with COVID pandemic, as a whole. Higher usage of personal electric scooters encourages social distancing without the need of queuing up at petrol stations. Also, electric scooters with drastically low Noise-Vibration-Harshness (NVH) levels promote quiet & comfortable drives thus improving overall ride quality vs conventional petrol scooters.

In challenging times like this post Covid, eco-conscious people will cut down extra expenses and Ampere electric scooters with around 90% savings as against conventional scooters will deliver lower running & maintenance cost. Typically, over 3 years of life cycle period, Ampere EV user eventually can save significantly and create a free asset recovering the cost invested with this electric scooter. Consumers can check out the schemes & book online through website- www.amperevehicles.com (<https://amperevehicles.com/pre-book/>)

Every Ampere scooter sold is almost equivalent to planting 12 trees. Cumulatively, over a period of time, these Ampere e-scooters save tons of petrol & empower the environment for a better tomorrow.

About Ampere:

Ampere Electric has a decade of experience in building and manufacturing electric vehicles. With strong base of 50000+ customers & growing backed by comprehensive EV ecosystem support, Ampere Electric 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 Limited:

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.

For more information on Greaves, please visit www.greavescotton.com

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Note:

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