

Greaves Retail crosses 1000 e-rickshaw sales

~ Reaffirms Clean last mile support through fast growing 325+ outlets

Mumbai, July xx, 2019: Greaves Cotton, one of the leading and diversified engineering companies in India crosses new milestone of 1000 e-rickshaw sales. With this, the company paves way for a strong foundation for promoting clean shared mobility in the last mile transportation segment. These energy efficient & reliable product portfolio of e-rickshaws is widely preferred due to superior cost economics, higher savings-per-km of the usage, extensive aftermarket support of spares, service, charging & financing options today. Greaves has been retailing eco-friendly e-rickshaws through select network of 325+ retail outlets & is committed to get closer to the customer & equip with solutions that enhance the overall product usage experience. E-rickshaws have been gaining prominence in short commute point-to-point transportation for shared mobility users. Also it has been a boon to the unemployed youth, cycle rickshaw pullers who find this battery operated & motorized version as a dependable partner to earn & grow.

Commenting on this occasion, **President, Special Projects, Greaves Cotton Limited, Mr. K Vijayakumar** said “We have received a favorable response from the users of e-rickshaw, a smartly engineered & rugged e-rickshaw, *now accessible* from select Greaves Retail outlets across the country. We have seen quick adoption of these e-rickshaws especially in East and North India owing to low TCO giving superior everyday savings & peace of mind due to huge Aftermarket assurance from Greaves. With increasing need of mobility, lack of properly developed public transportation facilities, growing working population, the e-rickshaw market will further grow significantly”.

The market observations have shown that switching to e-rickshaws has reduced the physical fatigue that these manual/cycle rickshaw pullers were facing earlier and improved their quality of life. Now, these drivers are able to spend more quality time with their family and making approximately Rs200-300 more everyday than what they used to make earlier as it has empowered them to do more trips on a daily basis. E-rickshaws from Greaves, have truly transformed their lives by improving their earning ability. ***With growing e-rickshaws, there lies huge opportunity to build sustainable eco-footprint & create social inclusion that enables building India responsibly.***

About Greaves Cotton:

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 and multi-location company with rich legacy and brand trust of over 160 years and has established itself as a key player impacting billion lives every day. The company has seven manufacturing units and continues to support progress of the nation under Make-In-India program. The company today manufactures world class products and solutions under various business units - Greaves Engines, Greaves Power, Greaves Agri, Greaves Aftermarket, Greaves Care, Greaves

Global and is backed by comprehensive support from 325+ Greaves big retail centres & 5000+ 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 the most affordable mobility solutions to the majority of population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. In all, the company has crossed 5 million engines, 3 million pumpsets and 1 million gensets. Greaves Cotton augmented its clean technology portfolio with entry in the last mile affordable 2W personal Mobility segment with Ampere Electric Vehicles. More information about Greaves Cotton - www.greavescotton.com

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