

GREAVES

Press Release

Greaves E- mobility business records its best-ever month of retail sales in August

The company is building a comprehensive ecosystem with products, services and infrastructure

Bangalore, 2nd September 2021: Ampere Electric, the e-mobility business of Greaves Cotton Limited has set a sales benchmark in the month of August with close to 5000 units and a remarkable increase in channel leads.

Considering the overwhelming demand as a result of the India electrified initiative, the company is planning to bring in various initiatives to enhance the customer experience and to establish touchpoints enabling accessibility. Greaves expanded its comprehensive ecosystem with e2w from Ampere, e-rickshaws from Ele and E-Auto from MLR.

Commenting on the performance Roy Kurian, COO, Ampere Electric said, *“We are focused to provide a wide range of facilities to improve customer experience and bring more value to their lives. August-2021 has been an exceptional month for the company and we are striving to perform consistently to ensure profitable growth and increased mindshare in last mile electric vehicles segment. “*

Since its inception, Greaves has followed its vision to diversify the offerings; bringing the best for the consumers and the environment. Electric vehicles are becoming increasingly popular around the world. Electric scooters have seen a dramatic increase in demand due to their broader demographic appeal and ease of handling. With changing consumer behaviour, enhanced environmental consciousness, rising petrol prices, rapid urbanization and significant COVID protocols; we are seeing more people switching to sustainable personal mobility options.

Addressing the growing demand for EV, Ampere Electric has announced a new state of the art EV mega factory in Tamil Nadu’s Ranipet district and is expected to be operational soon, which will boost the brand’s manufacturing capacity.

Ampere is the fastest growing brand in India with a presence in both B2C and B2B segments. The company is training mechanics to ensure they are equipped to meet servicing needs of customers in the future and thus, generating opportunities and establishing convenience for the consumer.

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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About Ampere Electric:

Ampere Electric Vehicles has over 13 years of experience in EV technology, designing and manufacturing electric vehicles. With a strong base of 100,000 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. Ampere has been a Greaves Cotton group company since 2018 and is leading Greaves' last-mile E-Mobility foray. Ampere Electric strengthened its leadership position in electric 3-wheelers segment with the acquisition of Bestway in 2020 and MLR Auto in 2021. *More information at: <https://amperevehicles.com/>.*

Ampere Vehicles acquired a Noida based electric three-wheeler company Bestway Agencies with 74 percent stake in the company which sells e-rickshaws under the ELE brand. ELE e-rickshaw is one of the top three brands in the high growth markets of Eastern India and Eastern UP. *More information at: <https://ele3w.com>*

For further information, please contact

Ashok Jaiswar

General Manager - Marketing and Corporate Communication, Greaves Cotton Limited

E-mail: ashok.jaiswar@greavescotton.com

Farooque Shaikh | The PRactice

E-mail: farooque@the-practice.net

Mobile: +91-9594777764

Note:

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