

Greaves Electric Mobility Private Limited achieves record sales of its Ampere brand of two wheelers during the festive period

- Ampere brand of electric 2 wheelers registered never before sales of over 16500 units in the September-October 2022 festive months
- Ampere 'Go Electric' Fest, and an increased adoption of electric vehicles by customers are the key contributors for the surged sales during the festive season
- Witnesses' exponential growth in the states of Bihar, Chhattisgarh, Gujarat, Odisha, Punjab, Rajasthan and Chandigarh

Mumbai, November 04, 2022: Greaves Electric Mobility Private Limited (GEMPL), the e-mobility business of Greaves Cotton Limited, has announced its festive performance of recording a phenomenal growth in sales of its "Ampere" brand of electric 2 wheelers. **During the Sept-Oct '22 festive period, Ampere broke all its past sales records and achieved a milestone sale of over 16500 units as per Vahan data.** Moving beyond metros, Greaves also reinvigorated demand for affordable, clean-tech, last mile mobility in the states of **Bihar, Chhattisgarh, Gujarat, Odisha, Punjab, Rajasthan and Chandigarh, with an exponential growth** over last year. The growth indicates that the EV industry has truly arrived at an inflection point, with consumer demand gaining steady velocity year-on-year.

Several factors contributed to these milestones. The recently concluded Ampere 'Go Electric' Fest, with attractive benefits & giveaways, easy financing options as well as corporate and B2B partnerships forged with several channels, including Flipkart, stimulated a surge in sales at a national scale, and enabled consumers to choose their preferred electric two-wheeler across India. As a part of an exciting contest, four lucky customers, from Punjab, Rajasthan, Telangana, and Odisha won a complimentary Ampere Magnus EX electric scooter. Customers also won other attractive gifts as well. The campaign not only stirred consumer sentiments on-ground, but also resonated with its target audience virtually, trending at #1 on Twitter on 20th October 2022.

*Commenting on the record-breaking sales during the festive season, **Mr. Sanjay Behl, CEO and Executive Director of Greaves Electric Mobility Private Limited (GEMPL)** said, "As one of the earliest and long-standing entrants in the EV sector, Greaves has always committed itself to making last mile mobility a reality for the masses. The success is a testament to GEMPL's continuous endeavour to accelerate EV adoption, with not just best-in-class products, but also by creating an entire ecosystem that facilitates EV adoption through financing, retail, after-sales services and technology. It is truly a significant moment to witness the growth of electric two-wheelers across Tier I and Tier II cities as well, signalling that the future is indeed electric!"*

About Greaves Electric Mobility

Greaves Electric Mobility Private Limited (GEMPL) is the electric mobility business of Greaves Cotton Limited. GEMPL has been in the business of EV technology, designing, and manufacturing of electric vehicles for the past 13 years. With a strong base of over 1.5 lakh (150,000) customers, backed by a comprehensive EV ecosystem support from Greaves, GEMPL is pushing boundaries to create an affordable and sustainable ecosystem, for uninterrupted, clean, last-mile mobility solutions in the country. GEMPL has a strong presence in both electric 2-wheeler and electric 3-wheeler segments. Under electric 2-wheelers, 'Ampere' is a fast-growing e-scooter brand in the country with a strong presence in both B2C and B2B segments, while Bestway, with the ELE brand (e-rickshaw), and MRL Auto, with the Teja brand (e-autos & e-cargos) are the other two fast growing businesses in the electric 3-wheeler segment.

For more information, please visit: <https://amperevehicles.com/>

<https://ele3w.com/> ; <https://tejavehicles.com/>

About Greaves Cotton Limited

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 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

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subsidiaries/associates assume any obligation to update any particular forward-looking statement contained in this release.”