



## **Greaves Electric Mobility launches first Multi-brand EV Retail Store 'AutoEVMart' in Bengaluru**

*With 8000 sq ft., this is going to be one of India's largest Multi-brand Electric Vehicle Retail stores  
One-stop for all @ Electric & set to provide phygital experience for the customers*

**Bengaluru, September 13, 2021:** Greaves Cotton, one of the leading diversified engineering companies in the country, announces its foray into the multi-brand EV segment with the launch of its first multi-brand EV retail store 'AutoEVMart' in Bengaluru, located at HRBR Layout, 1st Block in Kalyan Nagar. It is set to launch AutoEVMart stores in other important cities and towns of the country in a phase-wise manner.

Through this dedicated electric vehicle store, Greaves Electric Mobility aims to bring everything related to EVs under one roof and provide and sell multi-brand electric mobility solutions from Ampere Electric as well as other electric 2-Wheelers and 3-Wheelers brands in the market with clear deliverables- *wider Choice, Convenience and unique Experience* to customers.

The objective is to provide the best experience and help customers move ahead to fulfil their dreams while meeting smart everyday mobility requirements in a more sustainable manner. These products will include e-scooters, e-cycles, e-autos, e-loaders and e-rickshaws and retrofitted accessories for both personal and commercial use. The store will also provide an extensive after-sales EV care experience including roadside assistance, easy finance options, comprehensive service packages and e-mobility spares parts.

In future, consumers can choose between numerous options - shopping online with home delivery, shopping online and picking up at a store, shopping at a store and taking merchandise away, or shopping at a store and having it delivered to their home. These features will be part of the AutoEVMart along with services like battery swapping and a variety of auto-care and detailing products. Vehicle augmentation and beautification will be a key focus area at AutoEVMart.

In an attempt to bring conversations related to environmental health and sustainable mobility to the forefront, Greaves electric mobility has recently announced its ambition to move billions of Indians on clean, affordable and reliable electric vehicles. The changing consumer preference for personal and commercial mobility options because of the pandemic is making it more relevant and effective.

**Speaking on the announcement YVS Vijaykumar, CEO, Greaves Retail,** said, *"We are excited to announce our first AutoEVMart store in Bengaluru today. Bengaluru has been at the forefront of technology innovation and has equally played a significant role in adopting and encouraging electric vehicles and setting an example for other cities to move forward with clean mobility solutions. With 'AutoEVMart' we are excited to bring a range of electric vehicles in the last mile mobility space, accelerate clean & better future by embracing new technologies."*

You can see the video of the Bengaluru AutoEVMart store at <https://youtu.be/mujUiPWh9W0>

# GREAVES

Through this one of its kind store, Greaves electric mobility is strengthening the EV ecosystem with smarter mobility commuting choices, better access to consumers' sales and service while generating multiple employment opportunities for various delivery operators.

Greaves now has an unparalleled retail footprint of nearly 7000+ touchpoints, 12,000 mechanics on staff and a dedicated on-call support team to address the needs of EV buyers. Moreover, the company is striving to empower every individual with personal electric mobility solutions via Greaves Finance, its non-banking financial arm.

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## **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](http://www.greavescotton.com)

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## **Note:**

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