



Greaves Electric Mobility announces the launch of 'AutoEVmart', a multi-brand EV retail platform

- On World EV Day, Greaves Electric mobility dedicates this first of its kind platform to the nation
 - Will be launching its first store under this endeavor soon

Mumbai, September 9, 2021: Greaves, one of India's leading and diversified engineering companies, on the occasion of World EV Day is introducing a multi-brand EV Retail platform under the brand name- 'AutoEVmart'; bringing together all-electric vehicle-related products such as 2- wheeler, 3- wheeler vehicles along with accessories under one roof. With this endeavor, the company will be able to improve customer service and provide them with a unique electric vehicle experience.

This comes in line with the company's ambitious campaign- 'Moving Billions With Greaves'. AutoEVmart platform is a concept that will enable consumers with a wide range of electric vehicles to choose from Ampere Electric to other EV brands. This platform will act as a marketplace for EVs in the country.

*Speaking on the World EV Day and multi-brand EV retail store concept launch, **Nagesh Basavanhalli, MD and Group CEO of Greaves Cotton**, said, "Greaves Electric Mobility is committed to provide clean mobility solutions to consumers and AutoEVmart is part of our larger strategy to create an EV ecosystem which is built on wider choice, convenience and unique experience to consumers and get closer to them."*

This year the theme of World EV Day is to celebrate EV ownership, worldwide. With the launch of the multi-brand EV retail concept, Greaves Electric Mobility is participating in this global movement to accelerate the adoption of electric vehicles. The company wants to emphasize the affordability and reliability aspect of EVs to enable consumers with smooth last mile connectivity. The brand is adopting a holistic approach in the electric vehicle market; bridging all aspects and setting up a one-stop shop for all consumer needs.

According to the IPCC 2021 Report - Unless we make sharp reductions in greenhouse gas emissions in the coming decades, global warming will exceed 1.5 degrees Celsius, after which climate consequences will be even more severe. It has become a necessity to use solutions that will help build and sustain the climate - in turn, making EV adoption a need of the hour.

Driving an EV has added advantages such as they require less expensive and less frequent maintenance, they are quieter than gas vehicles, in many states the government has announced subsidies to encourage people to buy electric vehicles. While this endeavour will positively impact the sales, this will also be a medium to spread awareness about the growing sustainable mobility ecosystem.

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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

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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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