



Press Release

## Greaves aims to get a Billion Indians moving with its Electric Mobility solutions

Announces #MovingBillionsWithGreaves campaign to fast track India's transition to Electric Vehicles.

**Mumbai, September 06, 2021:** Greaves, one of India's leading and diversified engineering companies, announces the launch of #MovingBillionsWithGreaves campaign to accelerate the demand for electric vehicles and creating safer mobility alternatives and livelihoods for a Billion Indians. The company will unveil a series of business initiatives to accelerate e-mobility adoption and empower the last-mile segment comprising customers, dealers, auto drivers, mechanics, and MSMEs.

The company, an early entrant and a pioneer in the electric vehicle industry in India, is committed to build the largest base of mass mobility ecosystem with the widest range of products, finance, omni channel experience, top class retail experience, experience centres, multibrand retail centres and after sales support on Electric Vehicle parts and service.

India is witnessing a radical shift in the last-mile mobility segment. The introduction of encouraging initiatives by state governments in India and a favourable FAME II policy in the automotive industry are poised to catalyse this much-needed process of transition to electric mobility.

*Articulating Greaves' advantageous position in the fast growing EV market, Spokesperson at Greaves Cotton, said, "Today, Greaves Electric Mobility has a tremendous range/depth of EV products, expansive dealer partner network and after sales service footprint in the electric mobility space. Hence, we have set off on a journey to create a demand for electric vehicles across 2W and 3W that make them commonplace and achieve our grand mission of Moving Billions with Greaves. The market trends and consumer behaviour reinforce our goals of moving towards a 100% electric future. We are ready to unleash our preparedness to dominate India's EV market through series of initiatives under #MovingBillionsWithGreaves endeavor."*

Through #MovingBillionsWithGreaves campaign, Greaves Electric Mobility will deploy activities to boost employment with significant expansion in installed capacity, awareness around benefits of EV for small businesses and improved accessibility as a way to achieving 100% electric mobility in the near future. By catering to both B2C and B2B domains, the organization is enabling the entire ecosystem with uninterrupted last-mile mobility of people, goods and services. In the long term, the campaign will also facilitate micro-entrepreneurship programs using their last mile vehicles and skills development training to support the growing EV ecosystem.

Greaves is, currently one of the leading players in the market with a diversified range of products, i.e.: E-Scooters, E-Rickshaws, E-Cycles, E-Autos, etc. Through this campaign, Greaves would like to envision creating a long-lasting positive impact on the lives and livelihood with no carbon footprint and thus ensuring a better quality of life. With the climate change and constant increase in urbanization, moving towards a smart mobility option is more than just making a choice. Electrification is key to decarbonisation & better living.

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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)*

#MovingBillionsWithPride

#MovingBillionsWithAffordableRides

#MovingBillionsWithCleanRides

#MovingBillionsWithElectric

#MovingBillionsWithGreaves



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*Note:*

*"This press release may include statements of future expectations and other forward-looking statements based on management's current expectations and beliefs concerning future developments and their potential effects upon Greaves Cotton Ltd and its subsidiaries/ associates ("Greaves"). These forward-looking statements involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from our expectations include, amongst others: general economic and business conditions in India and overseas, our ability to successfully implement our strategy, our research and development efforts, our growth and expansion plans and technological changes, changes in the value of the Rupee and other currency changes, changes in the Indian and international interest rates, change in laws and regulations that apply to the related industries, increasing competition in and the conditions of the related industries, changes in political conditions in India and changes in the foreign exchange control regulations in India. Neither Greaves, nor our Directors, or any of our subsidiaries/associates assume any obligation to update any particular forward-looking statement contained in this release."*