

GREAVES

For Immediate Release

Greaves Ampere set to become one of the fastest growing last mile e-mobility brands in India

- Builds robust B2C portfolio of Cleantech products and services ecosystem
- Set to accelerate Electric Vehicle adoption in India through dedicated 325+ Greaves Retail outlets
- Rolls out the high-speed electric scooter - Zeal - under FAME II policy of the government

Bengaluru, 14 June 2019: Greaves, one of India's largest diversified companies, has been a trusted brand since 1859 with well-known reliability of its products, a strong value proposition based on low total cost of ownership and widespread pan India reach. As part of the diversification strategy, the company is investing in fuel agnostic mobility solutions and services.

Articulating the transformational journey, **Nagesh Basavanhalli, MD and CEO, Greaves Cotton**, said, “*Our strategic blueprint has been devised to pave the way for our future growth. With extensive Cleantech products and services portfolio complemented by Pan-India retail network and customer friendly finance options, Greaves has transformed into complete EV ecosystem player. Greaves has a wide range of mobility solutions at the right cost economics offering our customers a choice to choose products and services basis their needs. We will continue to mobilize India with clean, connected, affordable and shared mobility platforms thus accelerating the adoption of electric vehicles in the country.*”

Expand presence in Electric 2-wheelers and e-rickshaw segment

After establishing strong presence with class leading economics in the last mile CV segment, Greaves has now forayed into B2C clean mobility segment. With disruptive cost economics significantly lower than the conventional vehicles, Greaves has established play in E-2W (Slow and High speed), E-Rickshaw and developing multiple solution offerings across EV value chain. Greaves is providing complete EV ecosystem, a one-stop-shop with energy efficient products & comprehensive sales, service, charging, financing options for the EV buyer.

Create nationwide footprint- Extensive Reach

Penetration of new-age mobility platforms like electric 2-wheelers and (e-rickshaws) require widespread presence in sales and aftersales support. Greaves has over 325+ large format model retail outlets (*up from just 100 last year*) and 5000+ aftermarket outlets (*up from 3500 since 2017*) providing customers with larger assurance footprint in the last mile mobility segment.

Making EV Accessible to Indians

One of the biggest enablers for first-time users of electric 2-wheelers is lower entry cost especially customers at the bottom-of the pyramid. The company has developed attractive finance options, as key enabler for adoption of electric vehicles. The company has rolled out the high-speed electric scooter – Zeal, under FAME II policy of the government. With this, Greaves Ampere continue to strengthen the last mile e-Mobility solution in India.

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About Greaves Cotton

Greaves Cotton Limited is a diversified engineering company and a leading manufacturer of Cleantech Powertrain Solutions (CNG, Petrol and Diesel Engines), Generator sets, Farm equipment, E-Mobility, Aftermarket spares and services. Greaves Cotton is a multi-product and multi-location company with rich legacy and brand trust of over 160 years and has established itself as a key player impacting billion lives every day. The company has seven manufacturing units and continues to support progress of the nation under Make-In-India program. The company today manufactures world class products and solutions under various business units - Greaves Engines, Greaves Power, Greaves Agri, Greaves Aftermarket, Greaves Care, Greaves Global and is backed by comprehensive support from 325+ Greaves big retail centres & 5000+ smaller spare parts retail outlets across the country. In the mobility segment, the company manufactures 4 lakh plus engines annually, almost 1 engine per minute and provides the most affordable mobility solutions to the majority of population in India, moving more than 1 crore passengers and 5 lakh tonnes of cargo every day. In all, the company has crossed 5 million engines, 3 million pumpsets and 1 million gensets. Greaves Cotton augmented its clean technology portfolio with entry in the last mile affordable 2W personal Mobility segment with Ampere Electric Vehicles. More information about Greaves Cotton - www.greavescotton.com

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