



GREAVES

Transformation for disruptive growth

Welcome to the press conference

11TH JANUARY 2023

Dominant forces demanding a change



The Paris Agreement



- India pledges net zero by 2070
- Reduce emissions to 50% by 2030

High Cost of transport



- India's crude oil import bill \$90.3 billion in H1 2022-23
- Rising fuel prices

EV Revolution



- 356 EV manufacturers in India

A wake-up call for all the nations, the industry, and the consumers at large, to change the status quo

WE MADE THE CHANGE IN 2016.

Our transformation journey was driven by 3 key strategic initiatives



Repurposed the organization

- Developed clean mobility solutions
- B2C focus



Redefined the business

- Metal based to electric & software based



Built the “Made in India” EV Ecosystem

- Designing | Engineering | Product development | Manufacturing | Retail | Financing

All with a committed capital of Rs. 1500 crores, since entry into the e-mobility space

Investments in integrated Centres of Excellence - Manufacturing

EV mega site at
Ranipet

33
acre facility

2,50,000
units production
capacity in one shift

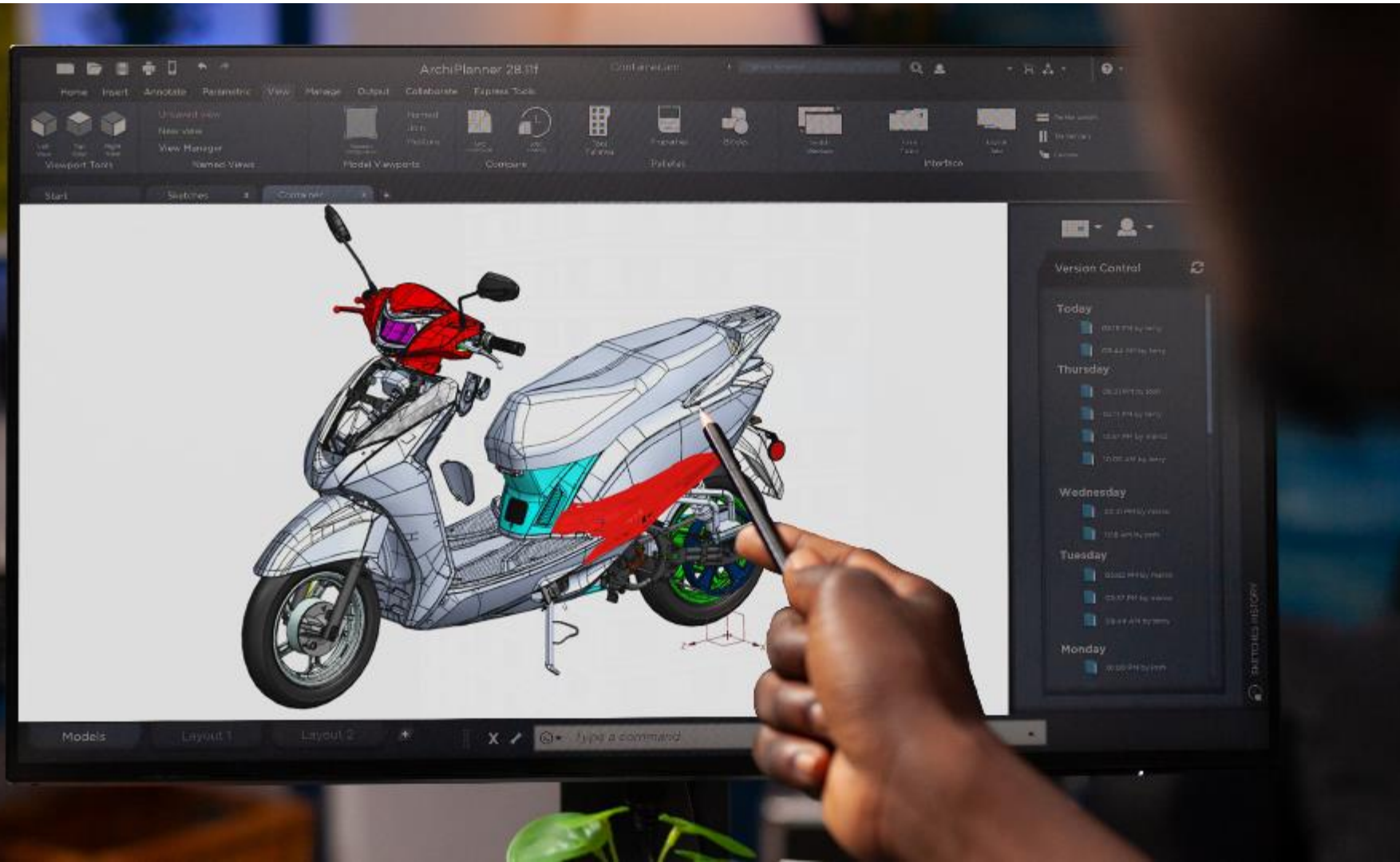
70%
women workforce



Film on EV Megasite

<https://youtu.be/JmmDTEcOaul>

Investments in integrated Centres of Excellence – R&D



Investments in retail

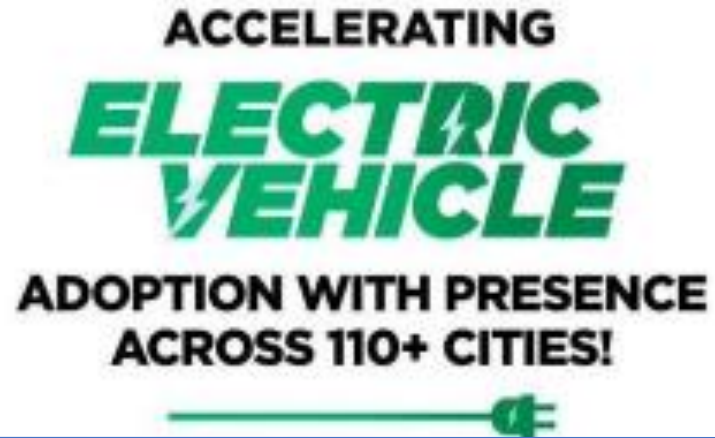
750+
outlets across
India

50+
Models

15+
brands



Investments in services/enablers



**Tech-enabled
financing for E2W
& E3W**

**Across tier- I to III
& Metros**

**15+ banks &
financial
institutions**

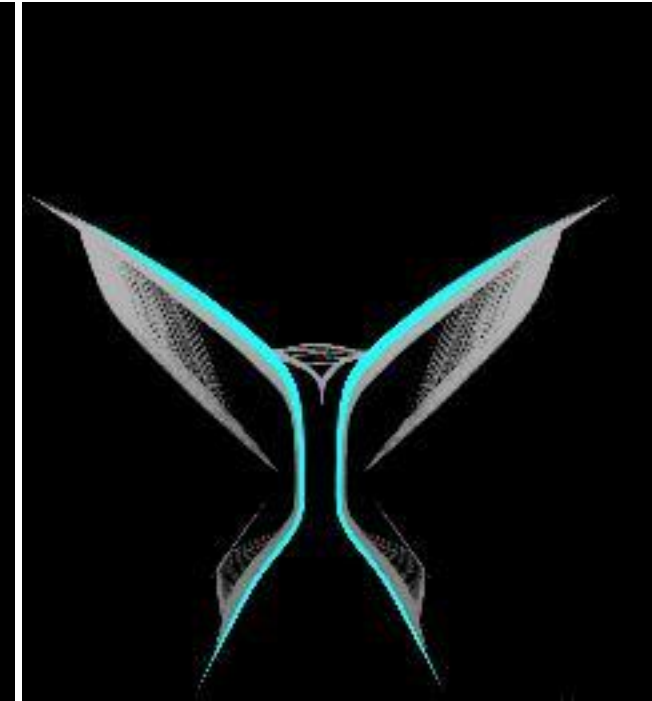
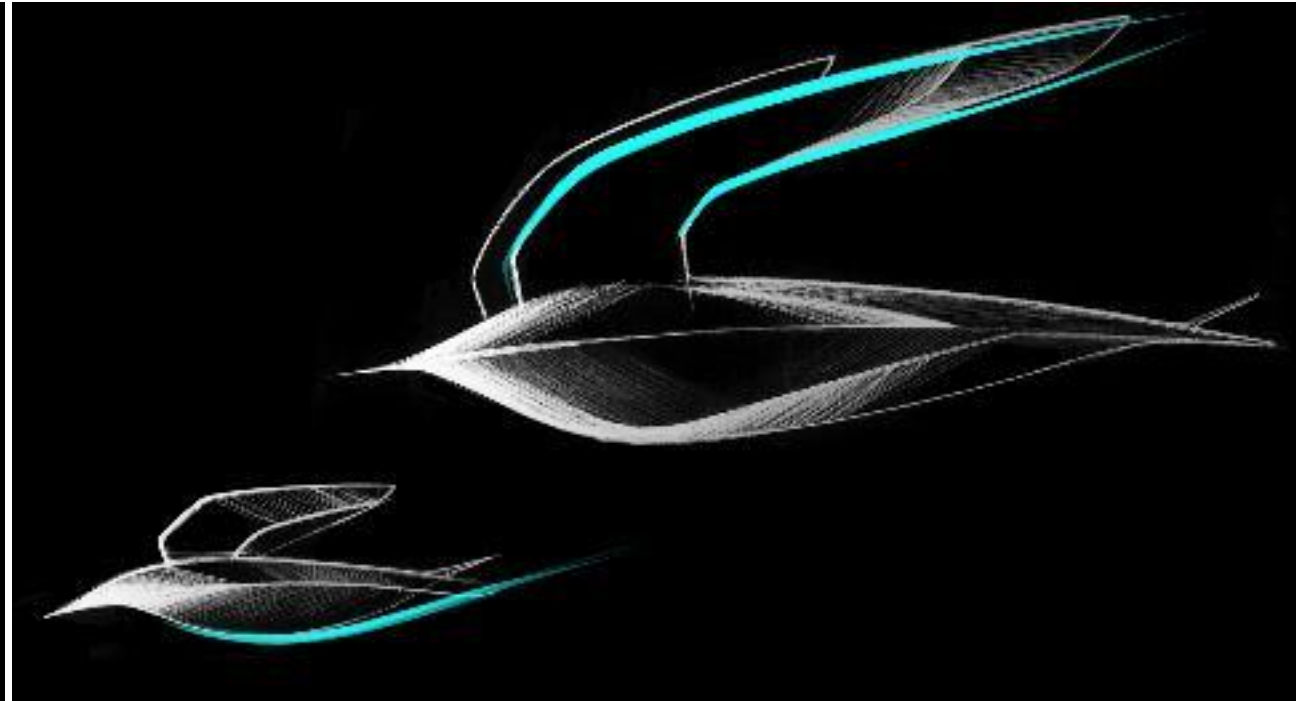
**Increasing finance
penetration of e-
mobility**

Investments in Integrated Centres of Excellence – Design

**Designed
in India**

**Engineered
in India**

**Made
in India**



The inspiration for designing our new electric vehicles has been the magnificent bird, the Arctic Tern

Film on design inspiration

<https://youtu.be/JPH1d9LczXM>



Components

R&D

Manufacturing

Retail

Service & Spares

Finance

GREAVES EV ECO-SYSTEM

Democratizing sustainable mobility in India



MOVING INDIA
SMART. SUSTAINABLE. ELECTRIC

Electric powertrain for mainstream India



**To be the preferred partner for electrification
for OEMs in the 2 & 3 wheeler category**

**Greaves powertrains
have been moving
people & cargo for
decades**

**Electric powertrain, a
natural progression, and
will benefit from the years
of experience and
expertise in vehicle duty
cycle**

**European partner
bringing in expertise
in design,
development, testing
and vehicle
integration**

**To offer motor-
controllers &
integration software**

**Staying true to
'Make in India'**

**Strengthening &
enabling the EV
Ecosystem**

A FULL SPECTRUM OF PRODUCTS TO DEMOCRATISE SUSTAINABLE MOBILITY

Across price points | Across consumer segments



Existing products

MAGNUS **EX**

Elegant scooter for
the family



GREAVES
ELECTRIC
MOBILITY

ZEAL **EX**

Sporty scooter for the
youth



NEW

NXG

**Sporty, smart high-speed scooter
for the discerning**

**GREAVES
ELECTRIC
MOBILITY**



Film on NXG design

<https://youtu.be/cuFoheQQ8UE>

NEW

**GREAVES
ELECTRIC
MOBILITY**

NXL

**Robust, well designed & comfortable
scooter for the gig economy**



Film on NXU design

<https://youtu.be/9bwynGZJHHA>



GREAVES
ELECTRIC
MOBILITY

ELP

New age, well designed 3W with
comfortable seating for driver &
passenger





GREAVES
ELECTRIC
MOBILITY

ELC

New age, well designed cargo 3W with
a strong body, and superior ergonomics
for drivers' comfort



NEW

**GREAVES
ELECTRIC
MOBILITY**

AERO VISION

Futuristic cargo with new age design,
comfort & superior performance



Film on Aero Vision

<https://youtu.be/PV2B9j2ULQo>

GREAVES
ELECTRIC
MOBILITY

HAR GULLY ELECTRIC



AMPERE

INTRODUCING
PRIMUS

Film on Ampere brand

<https://youtu.be/Rz7pbOuPZhU>

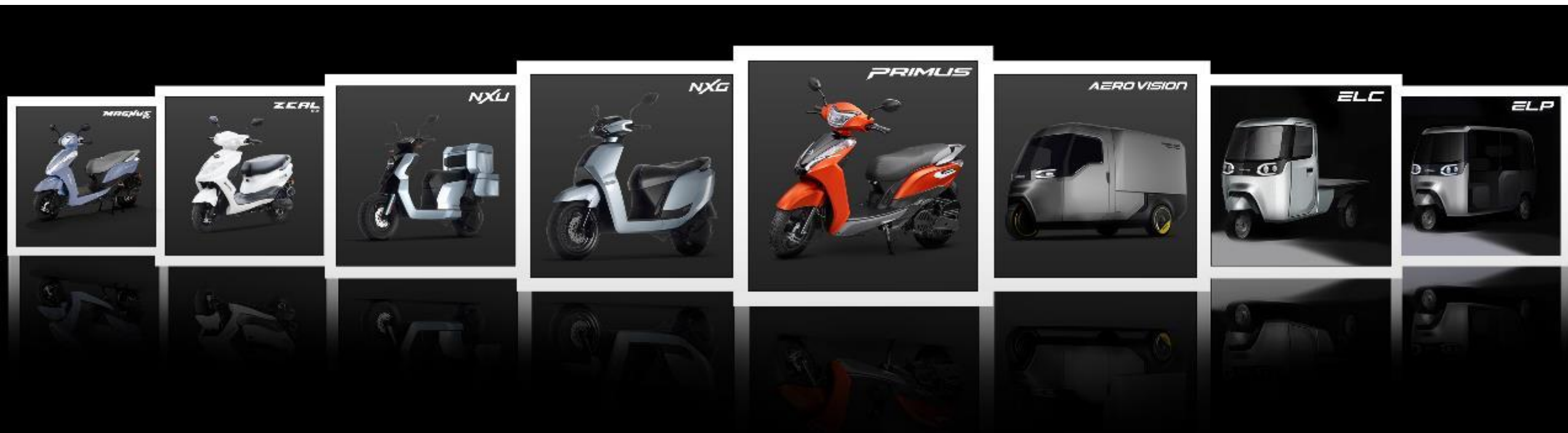
NEW

GREAVES
ELECTRIC
MOBILITY

PRIMUS



GREAVES



 **MOVING INDIA**
SMART. SUSTAINABLE. ELECTRIC

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