



Ampere Electric 2 wheelers collaborates with Royal Challengers Bangalore as their Official EV Partner for the upcoming T20 season

- Collaboration will showcase the spirit of sustainable living through the cheer squad, called the Ampere Take Charge Squad
- Ampere Electric Vehicles will launch a limited-edition Primus scooter with a Royal Challengers Bangalore theme
- Ampere's Har Gully Electric campaign will extend to Har Gully Cricket, featuring star RCB players, evoking nostalgia about gully cricket
- Collaboration will include engaging cricket-themed retail experiences, interesting on-ground activations, and more

Bangalore, 24th March 2023: Ampere the flagship electric two-wheeler brand from Greaves Electric Mobility Private Limited, ("GEMPL") has collaborated with Royal Challengers Bangalore as their **Official EV Partner** for the upcoming season of the T20 League. With Royal Challengers Bangalore being the world's first Carbon Positive Cricket Franchise, this collaboration is in perfect sync with Ampere's commitment to lead India towards smart and sustainable mobility through electric mobility.

As a part of the collaboration, the Cheerleader Squad of Royal Challengers Bangalore will showcase a distinctive Jersey Integration and will be referred to as the '**Ampere Take Charge Squad.**' Their outfits and the musical instruments will be made of 100% sustainable materials and upcycled scrap, thereby reflecting our shared commitment towards creating a greener future. Ampere Electric Vehicles will also launch a **limited edition RCB themed Primus electric scooter**, and each home match will feature an **Ampere Electrifying Player of the Match** who will receive the Limited-edition Primus as an award. Additionally, the collaboration will involve giving away of special signed team merchandise and memorabilia to winners of contests run by the brand.

The collaboration will extend Ampere's Har Gully Electric campaign to the Har Gully Cricket theme, featuring star RCB players, evoking nostalgia about gully cricket that the country is known to enjoy. Ampere customers will get an enhanced T20 experience, with cricket-themed retail experiences, interesting on-ground activations, and more. Overall, the collaboration ensures the brand engages with the cricket crazy fans and stays true to sustainability.

Commenting on this collaboration, **Sanjay Behl, CEO & Executive Director, Greaves Electric Mobility Private Ltd,** "We are excited to announce our collaboration with the Royal Challengers Bangalore, as our values and purpose for sustainability are perfectly aligned. Cricket is a democratic game and is a religion in India. Collaboration with cricket helps us to connect with our customer's at large, while we continue to democratise smart & sustainable mobility solutions, through our range of electric 2 wheelers for the masses. Our anthem to make Har Gully Electric, and inspire the community towards building a better planet is intimately tied to the culture of Har Gully Cricket."

Rajesh Menon, Head & Vice President, Royal Challengers Bangalore, said, "At RCB we firmly believe that progress towards a sustainable future requires collaboration and shared values. We are proud to join hands with Ampere and create a series of sustainable, exciting, and unique touchpoints for the RCB fans and Ampere consumers alike."



The philosophy adopted by RCB is reflected in their approach both on and off the field, with the mantra "Defeats don't defeat us, the Challenger Spirit keeps us alive." Meanwhile, Ampere's clarion call is to Take Charge and contribute towards a more sustainable future. By collaborating together, they aim to convey the message that impact is created only when we Take Charge, emphasizing the importance of both a bold attitude and charging towards sustainability.

About Greaves Electric Mobility Private Limited:

Greaves Electric Mobility Private Limited (GEMPL) is the electric mobility business of Greaves Cotton Limited (GCL). GEMPL has been in the business of Electric Vehicles (EV) technology, designing, and manufacturing of electric vehicles for the past over 13 years. With a strong base of over 1.8 lakh (180,000) customers, backed by comprehensive EV ecosystem support from GCL, GEMPL is pushing boundaries to create an affordable and sustainable ecosystem, for uninterrupted, clean, last-mile mobility solutions in the country. GEMPL has a strong presence in both electric 2-wheeler and electric 3-wheeler segments. Under electric 2-wheelers, 'Ampere' is a fast growing e-scooter brand in the country with a strong presence in both B2C and B2B segments, while Bestway, and MLR Auto, are the other two fast growing businesses in the electric 3-wheeler segment.

For more information, please visit:

<https://amperevehicles.com/>

<https://ele3w.com/>

<https://tejavehicles.com/>

About Greaves Cotton Limited:

Greaves Cotton Limited is a diversified multi-product and multi-location engineering Company with a rich legacy and brand trust of over 163 years and has established itself as a key player impacting a billion lives every day. The Company is a leading name in Fuel Agnostic Powertrain Solutions, E-Mobility, Aftermarket & Retail. The Company's diversification strategy is driven by customer centricity and sustainability. As a part of this diversification strategy, the company has recently announced the acquisition of Excel Controlinkage Pvt Ltd to unlock new avenues of growth and continue to build expertise in forward looking technologies. Greaves is on a mission to redefine the sustainable, cleantech mobility ecosystem through transformative technologies. It is powered by the purpose to touch a billion lives by 2030 and enable them to make sustainable transition to green mobility.

About Royal Challengers Bangalore

The Royal Challengers Bangalore (RCB) is owned by Royal Challengers Sports Private Limited, a subsidiary of Diageo India. The Royal Challengers Bangalore (often abbreviated as RCB) are a franchise cricket team based in Bangalore, Karnataka, that plays in the Indian Premier League (IPL). One of the original ten teams, the team has made three final appearances in the IPL and reached the Playoffs for three consecutive years in 2020, 2021 and 2022. The squad consists of a fine blend of proven stars of the international arena and emerging talent.

Royal Challengers Bangalore won the rights to own and operate a team in Women's Premier League with a bid of 901 Crores in January 2023. RCB shaped a bold squad in the auction with the buy of distinguished Indian opener Smriti Mandhana (INR 3.40 CR), who also happened to become the most expensive buy not only at WPL but among all other women's cricket leagues in the world.

RCB has evolved in their journey of brand building with multiple business ventures like RCB Hustle (a fitness product by RCB), Dash of RCB, a premium line of non-alcoholic mixer which is launched as an extension to already successful venture, RCB Bar & Café. Dash of RCB is the first of other Fast-Moving Consumer Goods options that the cricket brand has launched. The next in line is Dash of RCB – Bar Snacks, Uncut by RCB – a plant-based meat product, soon to be launched.



RCB has adopted the philosophy #PlayBold which resonates both on and off the field - Defeats don't defeat us, the Challenger Spirit keeps us alive'. Download RCB Mobile Application to know more.

For more information visit- www.greavescotton.com

For further information, please contact:

Saheli Mukhopadhyay | The PRactice

E-mail: saheli.m@the-practice.net

Mobile: +91-9920167891

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 Limited 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 Indian 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."