

**GREAVES**



# EMPOWERING LIVES

GREAVES COTTON LIMITED

March 2024



# Engineering Excellence & Trust Are Being Leveraged To Build The Complete **Mobility Ecosystem** In India

**GREAVES**



**ENGINEERING**



**ELECTRIC MOBILITY**



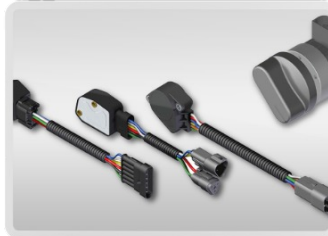
**RETAIL**



**TECHNOLOGIES**



**FINANCE**



# Transformation Journey For Sustainable Growth Began in 2016

**GREAVES**



## Repurposed the organization

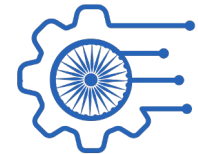
Developed clean mobility solutions

B2C focus



## Redefined the business

Metal-based to electric & software-based



## Built the “**Made in India**” mobility Ecosystem

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



FROM B2B TO B2B +B2C



## GREAVES Today



Greaves is building the complete mobility ecosystem to democratize sustainable last-mile mobility in India



It has unique expertise and capabilities across the entire mobility products and services value chain



From manufacturing components to designing, engineering & manufacturing 2 & 3-wheelers, from own and multi-brand vehicle retailing & financing to full service, Greaves now has the formidable power to firmly establish sustainable mobility for the last mile & empower lives



# Democratizing Sustainable Mobility

**GREAVES**

## GREAVES ENGINEERING



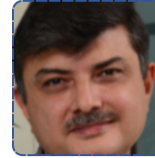
**Dr. Arup Basu – MD**

Fuel-agnostic Engines and Engine Components  
Excel Control linkage  
Drive Controls (Rods, Cables, Levers )  
Electric Prime Movers (Motor-Controller-  
Charger, Electronic Sensors and Integration  
Software)

Fuel Agnostic  
Engineering Solutions

**GREAVES**

## GREAVES ELECTRIC MOBILITY



**Mr. Sanjay Behl – CEO**

E2W and E3W vehicles  
Retail and Business Users

Democratizing Smart &  
Sustainable Mobility Solutions



## GREAVES RETAIL



**Mr. Narasimha Jayakumar - CEO**

Multi-brand spares (2W, 3W, CE)  
EV Solutions  
Multi-brand sales and service

Clean Mobility and Energy Solutions to  
Empower Livelihoods



## END-TO-END COMPONENT AND EQUIPMENT ECO-SYSTEM



## GREAVES FINANCE



**Sandeep Divakaran-ED & CEO**

Financing EV Buyers  
Retail and Business Users

Democratizing the EV Experience



## GREAVES TECHNOLOGIES



**Suman Nelluri - ED**

R&D, Engineering and IT Services  
Retail and Business Users

Innovative Design Solutions: Partnering  
with Technology for Cost-Effective Results

**GREAVES**

# Synergies Across Businesses To Build The Complete Mobility Ecosystem

**GREAVES**

## GREAVES ENGINEERING

With engineering products & services that aid sustainable mobility, and other industries

### Auto

Engines, Motors, Controls, Push Pull Cables, Levers and Sensors Push Pull Cables, Levers & Sensors

### Non-Auto



## GREAVES ELECTRIC MOBILITY

Democratising smart & sustainable mobility solutions

E2W

B2B + B2C

E3W



**GREAVES**  
3 WHEELERS



## GREAVES RETAIL

To empower millions of livelihoods and small businesses through sustainable mobility and energy solutions

Multi-Brand  
EV retail

Multi-Brand  
service

EV  
Components

Multi-Brand  
spares

GREAVES SPARES

GREAVES CARE

EV Solutions

AUTOevMART  
by GREAVES



ENABLING BUSINESSES >>



**GREAVES**  
FINANCE



**GREAVES**  
TECHNOLOGIES

# Empowering Lives With A Clear Objective Across Businesses

## GREAVES

*Developing the complete mobility ecosystem*

## GREAVES ELECTRIC MOBILITY

*Democratising smart & sustainable mobility solutions*

## GREAVES RETAIL

*To empower millions of livelihoods and small businesses through sustainable mobility and non-mobility solutions*

## GREAVES TECHNOLOGIES

*Creating sustainable mobility design solutions*

## GREAVES FINANCE

*Democratising the EV experience*

## GREAVES ENGINEERING

*With engineering products & services that aid sustainable mobility, and other industries*





Customer  
Centric



Adaptive



Responsive



Innovative

# GRIT

To stay on purpose &  
Meet all challenges

# Robust Manufacturing Capabilities & Reach

Greaves Manufacturing Footprint Transition

**GREAVES**

## STRONG REACH



**163+ Years of Legacy**



**34 Countries Presence**



**20,000 Mechanic Network**



**9000+ Retail Network**



**7 Regional Offices**



**8 Factories**



**1,800+ Employees**



# Transformation Journey

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Our transition towards producing sustainable mobility products while contributing to environmental conservation and meeting the evolving needs of customers and society



# Engineering Portfolio

**GREAVES**  
ENGINEERING



## AUTOMOTIVE

Highly fuel efficient, the Greaves lightweight diesel/gasoline engines are ideal for automotive engine applications like 3W & Small 4W commercial vehicles



**Single Cylinder**



**Multi Cylinder**



**CNG/LPG Engines**

**5 million**  
ENGINES  
MOBILIZING INDIA AHEAD

Wide Range of  
**15+** Engine Variants



## NON-AUTOMOTIVE

The company has a wide range of non-auto engines that are fuel-efficient, compact, and versatile, prime movers for various applications



**Agriculture, Construction & Other Industries**



**Marine Industry**



**Power Solutions**

**63%** M.S. in Diesel **3W** Category



## INDUSTRIAL

The engines in this category are suitable for higher HP applications (30 HP - 700 HP) like



**Pump set**



**Agriculture**



**Marine**



**Construction**



**Defense**



**Industrial Engines**

**5** LAKH TON OF CARGO TRANSPORTED EVERYDAY

**1** CRORE PASSENGERS TRANSPORTED EVERYDAY

# Acquisition of 100% Stake, in Excel Controlinkage

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**GREAVES**  
ENGINEERING



Entering into the motion control segment through the acquisition of Excel – India's leading manufacturer of motion control systems with integrated capabilities to manufacture Push Pull Cables, Levers & Sensors



Unique position as the only manufacturer of Push Pull technologies and strong network of distributors and assemblers across the globe, exporting to about 50+ countries, namely Australia, Russia, the Middle East, US, UK, Europe, & more; contributing to 30% of its revenues



Extensive product portfolio across the Motion Control Segment; direct supply to 80% OEMs & aftermarket



Diverse customer relationships with all the major auto players being its customers such as Volvo Eicher, Tata Motors, Mahindra, JCB, International Tractors Limited, & more. Present in the fast-growing, high margin Marine segment



# Future Ready With Electric Powertrain For Mainstream India



Accelerating EV transition with 'Made in India' electric powertrain solutions, underpinned by global design & technology

Partners with UK-based design firm, Eta Green Power Ltd to bring exclusive technology to the Indian market

To introduce motor controllers, battery chargers & integration software to meet the emerging needs of the EV ecosystem

Be spoke design specific to each customer

Modular product development commenced with target customers

Commercial production and scale-up in next couple of years

**GREAVES  
ENGINEERING**



# Portfolio of 2 & 3 Wheelers

Designed, Developed, Engineered – MADE IN INDIA

**GREAVES**  
**ELECTRIC**  
**MOBILITY**

  
**AMPERE**  
**Existing E2Ws**



Magnus EX  
City Speed



Zeal CA EX  
City Speed14



Primus  
High Speed



REO  
Low Speed

**Upcoming E2Ws**



Magnus LT  
City Speed



NXG  
High Speed

**Existing E3Ws**



Electric Cargo



Electric Passenger



Other Fuel Types

**Upcoming E3Ws**

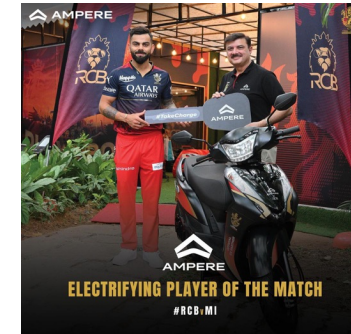


**AERO VISION**  
**ELP**

# A Future Ready Brand



# GREAVES ELECTRIC MOBILITY



# Har Gully Electric Anthem

Take Charge with Ampere



**GREAVES**  
**ELECTRIC**  
**MOBILITY**













# Greaves Retail: Asset-light Business Spanning E3W and Small Commercial Vehicle (SCV) Full Lifecycle (Sales, Service, Spares)

GREAVES | SPARES

GREAVES | CARE

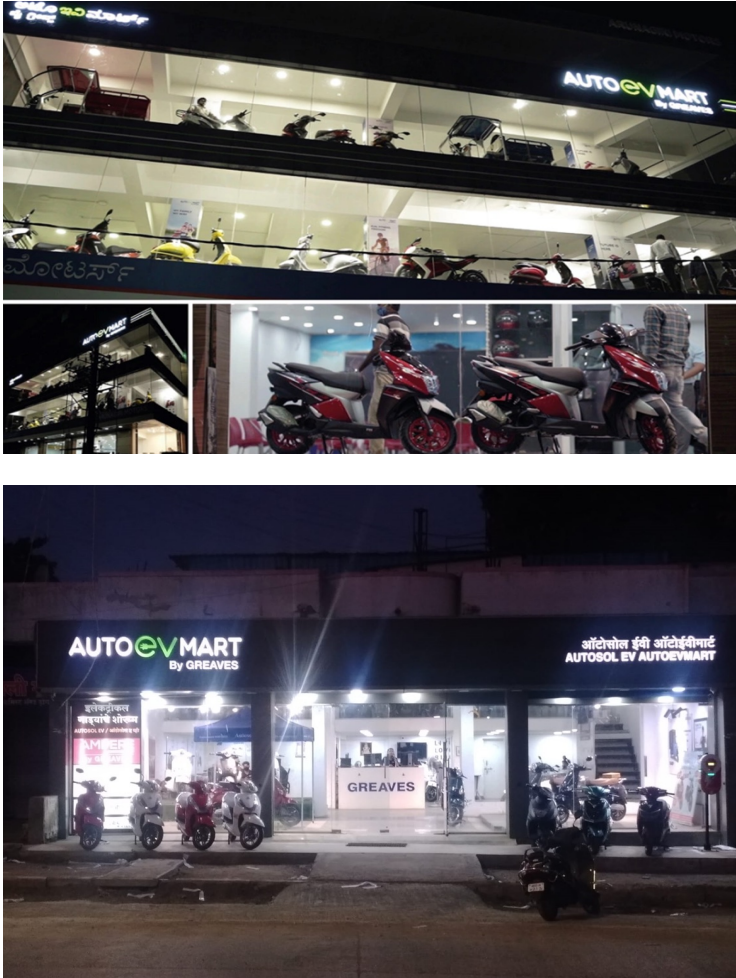
AUTOEV MART  
By GREAVES

EV Solutions

 <b>High asset uptime</b>	 <b>Multi-brand spares</b>
 <b>Value-added services (Insurance, RSA)</b>	 <b>Pan India network reach (sales, spares, service)</b>
 <b>Lower TCO</b>	 <b>Vehicle financing</b>
 <b>3rd party charging stations, batteries</b>	 <b>9000+ retailers, approx. 20k mechanics</b>
 <b>Strong digital leverage</b>	 <b>Superior customer experience</b>

India's largest sales, spares and service network for small commercial vehicles (SCV) and e3W

Retail and Business Users

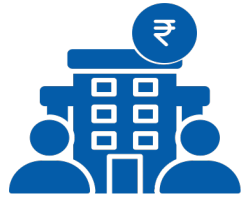


# Democratizing The EV experience



## FINTECH

A NBFC with a digital platform 100% focused on EV financing



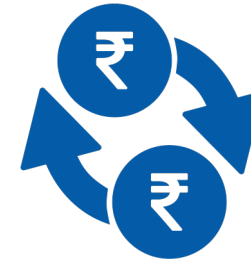
## ASSET FIRST

Accelerating the adoption of Electric Mobility by adopting an Asset first approach to lending by underwriting FMV of EV



## DIGITAL FIRST

Digital-first EV lending suite for creating a cohesive consumer experience



## CO LENDING

Partner with large banks and NBFC for co-lending, thereby increasing penetration & reach



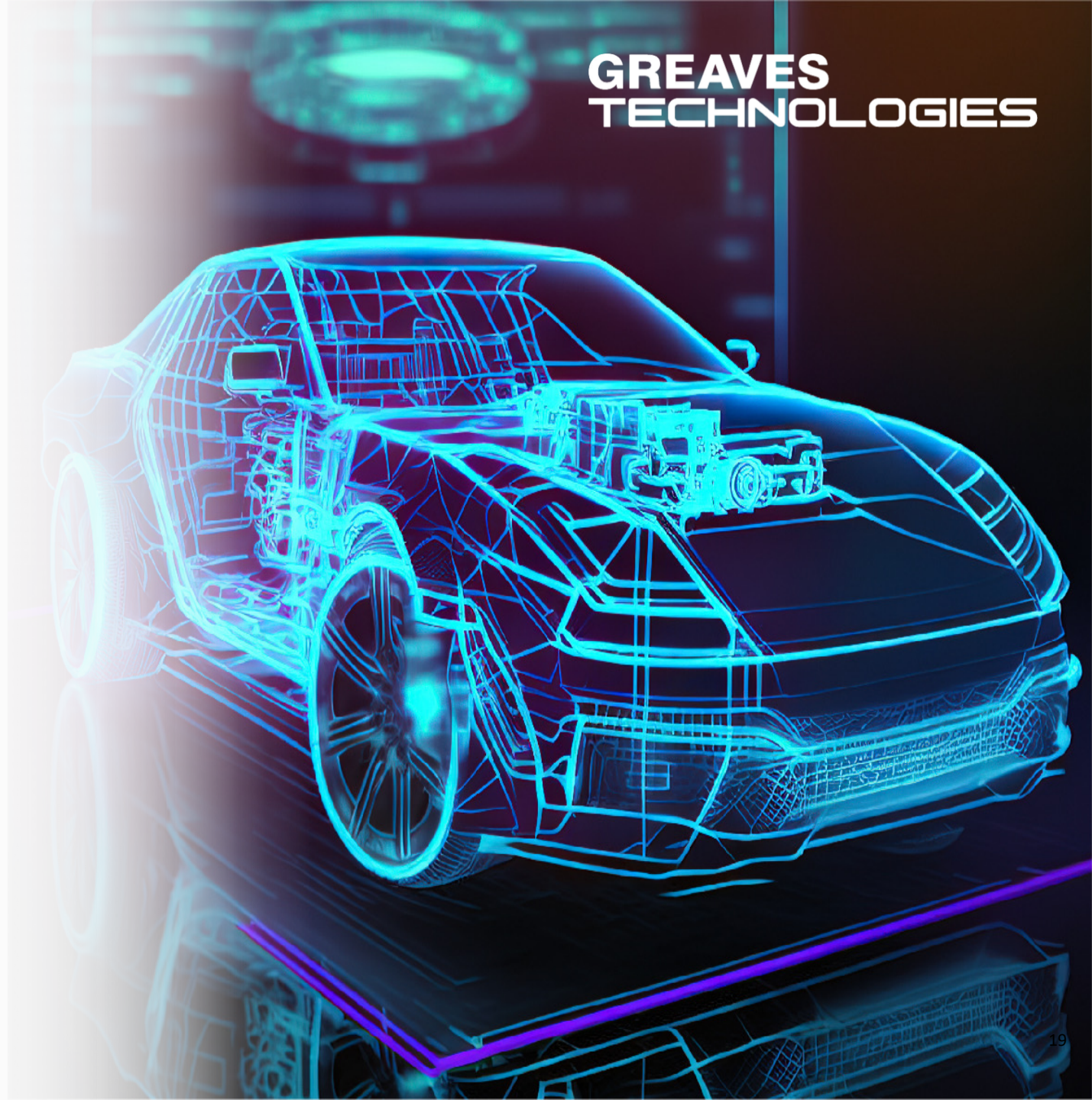
## NEW PRODUCTS

Battery subscription, usage-based insurance, & more, to be enabled from year 2/3

# Why Choose Greaves Technologies?

- Knowledge and experience of working with global automotive and domestic (Indian) OEM's
- Broad understanding of different domains – 4W, Heavy commercial vehicles, 2W, 3W, 5W Electric vehicles, ICE PT and EV PT
- Rich engineering heritage with skilled resources to accelerate concept, to product development, to production journey, with a focus on speed to market
- Technical capabilities, a highly skilled and motivated team assure operational excellence at every step of the product development journey
- Automotive design life cycles are impacted by disruptive technologies, and we at Greaves Technologies adapt very quickly and stay at the forefront

**GREAVES  
TECHNOLOGIES**



# Global Presence

GREAVES



Wide Global footprint,  
expanding rapidly


Leading exporter to South Asian  
countries

Touching over a million lives  
everyday through wide range  
of customized value offering

# Greaves Cotton - Story Of Transformation & Success


## CUSTOMER SEGMENT

- Legacy Segments
- New Segments



Cars

Engineering Services




Bus/Trucks  
Off-Highway  
Vehicles (OHV)

Marine

Engineering Services

Control Cables



Non-Auto /  
Institutional


Energy Management

Diesel Engine

Petrol Engine

Motor

Engine Spares



2W

Motor


EV Spares

MB Retail

E-2W

MB Retail

Financing



3W

Diesel Engine

CNG Engine

Moto

Diesel Engine Spares

Fuel Agnostic Spares

B Service

Diesel/ CNG/ E-3W

E-Rick

Exports

Initiatives with impact across diverse segments



## E-Sashaktikaran

Training, reskilling and coaching e-rick drivers for their better employability & earn-ability



Training and reskilling Mechanics, enabling them to become Atmanirbhar



## DEEP

Re-skilling underprivileged students from location near our factory under the DEEP initiative



Training, reskilling and coaching farmers for better earnability and new developments in farming

## YOGAKSHEMA

Yoga and meditation training for auto drivers for their better health and mental well-being

## EDUCATION FOR EVERYONE!

Educational scholarship support for economically deprived needy students

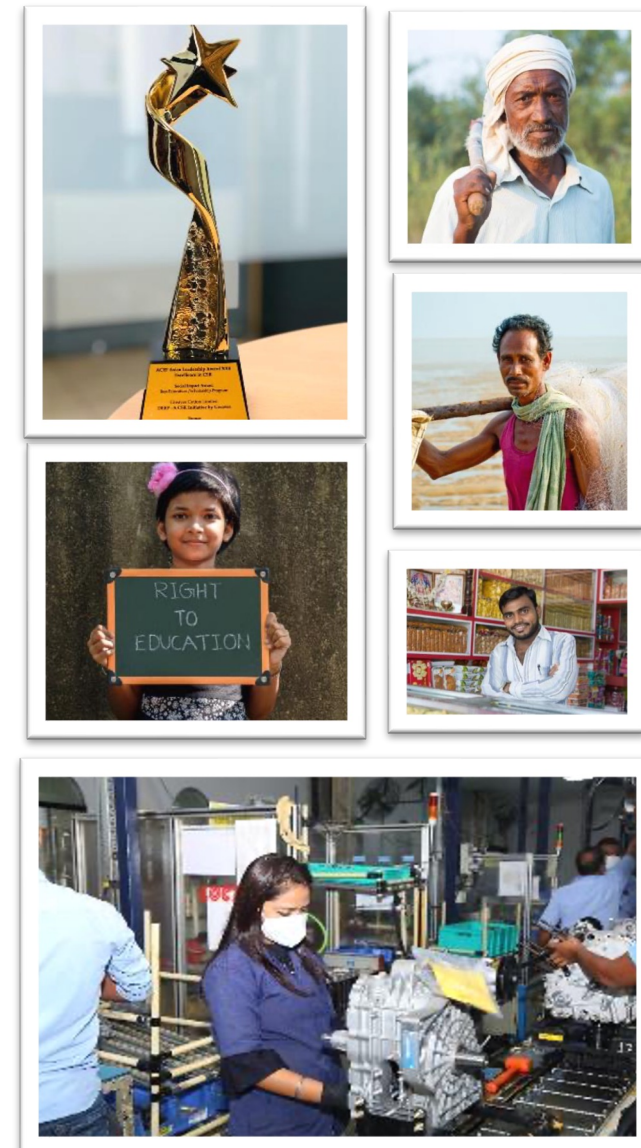


Training, reskilling and coaching fishermen for their better earnability & newer fishing techniques

## START





Supporting Traders to Activate & Reignite Trade

Trade booster education program helping traders to enhance their income, savings & ways of doing business



# ESG Commitment

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-  The Company's commitment towards the environment is reflected in all aspects of functioning, including manufacturing processes and technological innovations. It has been certified as an ISO 14001:2015
-  The Company reached another milestone in Going Green with the inauguration of the fourth Solar Plant at IEB, Aurangabad, producing 5.1 million units/year from all four plants with zero liquid discharge
-  The Company promotes recycling & reusing of aluminium scrap briquettes, to reduce energy consumption involved in the process of aluminium heating and extraction
-  The Company has also undertaken various tree plantation initiatives increasing the green cover and contributed to carbon sequestration, improving air quality and biodiversity

**GREAVES**



# Board Of Directors

**GREAVES**



**Mr. Karan Thapar**  
Chairman of the Board



**Mr. Nagesh Basavanhalli**  
Non - Executive  
Vice Chairman



**Dr. Arup Basu**  
Managing Director



**Ms. Sree Patel**  
Independent  
Director



**Mr. Raja Venkataraman**  
Independent  
Director



**Mr. Arvind Kumar  
Singhal**  
Independent  
Director



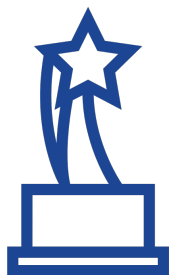
**Mr. Firdose Vandrevale**  
Independent  
Director



**Mr. Ravi Kirpalani**  
Independent  
Director



# Awards & Recognition



2023  
2023



Promising Brands  
2021 by ET



GREAVES



GREAVES  
ELECTRIC  
MOBILITY

Third year in a row



Social Impact Award 2021  
by ACEF Asian Leaders

# GREAVES

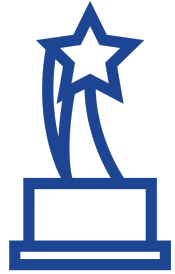


Manufacturing and Quality  
Excellence 2021 by Quantic



Automotive Hall of Fame  
Nov 2021 by ET Polymers

# Awards & Recognition



**2023**  
**2023**



**The Best Electric Vehicle  
Marketing Campaign –  
Ampere & RCB campaign  
– May'23**



**Electric Vehicle  
Manufacturer -May'23**

**GREAVES**



**Best E-commerce Fleet  
Vehicle - Zeal EX**

**Most Efficient Delivery  
Vehicle - Greaves ELTRA**



**Excel Controlinkage honoured  
as best exporter of the region  
by VIA Nagpur**

# Awards & Recognition

GREAVES

Greaves Treasury team is recognised as one of the best technology adoption - cash management services by HDFC Bank



Greaves Cotton Limited, Aurangabad honored as Oldest Licensees by BIS



Greaves Technologies have been honoured with the prestigious award in the “Innovation” category by Daimler

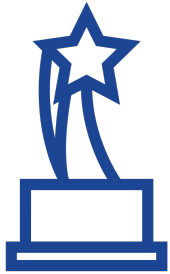


Top 25 Brands with Best In-House Communication Professionals 2023



2023  
2023

# Awards & Recognition



**2024**  
**2024**



**Greaves Cotton Limited has been honoured with the "Treasure Innovator of the Year" Award at the India Treasury Summit & Awards 2024, organised by Synnex® Group.**

**GREAVES**



**Ampere has been awarded for "The Best Digital & Social Media Campaign," 2nd runner-up for "The Best Creative Film of The Year," and "The Best Integrated Campaign" award! in Marketing & Communication category at the Acko Drive awards 2024**

# THANK YOU

[www.greavescotton.com](http://www.greavescotton.com)

