



Press Release

Ampere announces new EV dealership in Kalidaspur, Balasore

Mr. Nilu Mohapatra OAS (s), Additional District Magistrate, Balasore inaugurated the store that will offer a wide range of Ampere's electric scooters

Balasore, September 01, 2022: Ampere, the electric two-wheeler scooter brand under Greaves Electric Mobility, the electric mobility business of Greaves Cotton Ltd, has announced the launch of its new EV dealership in Kalidaspur, Balasore. This dealership will strengthen the brand's presence in Odisha.

Inaugurated by ***Mr. Nilu Mohapatra OAS (s), Additional District Magistrate, Balasore***, the store will offer all Ampere products along with additional EV resources. The 2S facility store is located at the Kalidaspur, near Rameswar Temple, Balasore, Odisha-756003. Through this expansion, Ampere re-affirms its vision to make EV adoption fast and accessible, enabling last-mile connectivity.

Commenting on the launch, Mr. Sanjay Behl, CEO & Executive Director, Greaves Electric Mobility said, "We are delighted to announce the launch of our new dealership store in Balasore. Odisha is a significant market for Greaves and the new dealership store will serve the secondary level network for the entire Balasore district and provide the best connectivity for other adjacent small towns. The new dealership will cater to the growing demand for EVs in the city and provide the best ownership experience to the EV enthusiast."

Customers can now buy a wide range of Ampere's electric scooters of their choice including the latest Magnus EX at the new EV stores, along with a variety of other EV accessories. Ampere believes in creating sustainable and affordable mobility solutions that provide exhilarating drive experiences and higher functional usage. With 1.5 Lakh+ happy customers and more than 400+ authorized sales and service outlets across the country, a customer can buy and benefit through entire ownership of the vehicle with assured life cycle support.

Ampere is one of the fastest growing electric two-wheeler scooter brands in the country. With its new EV mega facility in Tamil Nadu's Ranipet by Greaves Electric Mobility, Ampere is well positioned to lead the EV revolution in India, especially in the electric two-wheeler scooter segment. As India enters a new era of modern means of transit post-pandemic, Ampere aims to provide solutions that are safe, saves more and enhances the joy of owning a personal family electric scooter.



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About Ampere:

Ampere by Greaves has over 14 years of experience in EV technology, designing and manufacturing electric vehicles. With a strong base of 150,000 customers and growing backed by comprehensive EV ecosystem support from Greaves, Ampere is pushing boundaries to create an affordable and sustainable ecosystem for clean last-mile mobility in India. In the E-2W segment, Ampere is the fastest growing brand in India with a presence in both B2C and B2B segments. Ampere has been a Greaves Cotton group company since 2018 and is leading Greaves' last-mile E-Mobility foray. Ampere strengthened its leadership position in the electric 3-wheelers segment with the acquisition of Bestway in 2020 and MLR Auto in 2021.

About Greaves Electric Mobility

Greaves Electric Mobility (GEM) is the electric mobility business of Greaves Cotton Limited. GEM has been in the business of EV technology, designing and manufacturing electric vehicles for the past 13 years. With a strong base of over 1.5 lakh (150,000) customers backed by comprehensive EV ecosystem support from Greaves, Greaves Electric Mobility is pushing boundaries to create an affordable and sustainable ecosystem for uninterrupted clean last-mile mobility solutions in the country. GEM has a strong presence in both electric 2-wheelers and electric 3-wheelers segments. Under electric 2-wheelers, Ampere is the fastest growing e-scooter brand in the country with a strong presence in both B2C and B2B segments while Bestway with ELE brand (e-rickshaw) and MRL Auto with Teja brand (e-autos) are the other two fast growing businesses in the electric 3-wheelers segment.

For more information, please visit:

<https://amperevehicles.com/>

<https://ele3w.com/>

<https://tejavehicles.com/>

About Greaves Cotton Ltd:

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 today manufactures world-class products and solutions under various business units and is backed by comprehensive support from Greaves Retail Centers and smaller spare parts retail outlets across the country.

For further information, please contact

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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.”
