



Greaves Electric Mobility launches its Ampere Electric scooters on Flipkart

- Greaves Electric Mobility collaborates with Flipkart to democratize EV adoption across the country
- The collaboration will cover Bengaluru, Kolkata, Jaipur, and Pune in the pilot phase

National, Aug 26, 2022: Greaves Electric Mobility (GEM), the e-mobility business arm of Greaves Cotton Limited, has announced a partnership with Flipkart, India's homegrown e-commerce marketplace, to bring Ampere Electric scooters to millions of customers and enable customers to seamlessly begin their EV journey. It will initially start selling Ampere Magnus EX Electric Scooters through Flipkart. The initiative re-affirms Greaves Electric Mobility's commitment to democratizing the reach of its e-scooters through omnichannel expansion. The strategic partnership will encourage aspiring EV buyers to switch to high-speed, powerful, and affordable green mobility seamlessly and conveniently.

In the pilot phase, the customers across Bengaluru, Kolkata, Jaipur, and Pune will be able to access the product and also avail of state-specific subsidies and benefits. Post placing an order on Flipkart, the customers will be contacted by the local authorized dealership for completion of RTO registration, insurance, and delivery of the scooter. The entire process, from the time of order to doorstep delivery, will be completed within a span of 15 days, making the purchase experience smooth and hassle-free for customers.

Sanjay Behl, CEO & Executive Director, Greaves Electric Mobility said, "We are delighted to announce our partnership with Flipkart and expand the distribution of Ampere Electric scooters range to wider pockets of consumers. With Flipkart's reach and the integrated and holistic service by our local authorized dealerships, the initiative will go a long way in reaching across India for electric two-wheelers. At Greaves, we are constantly endeavoring to bring a clean, green, best-in-segment, last-mile mobility experience to users.

Rakesh Krishnan, Head of Electronics Business Unit at Flipkart "Increasing automation coupled with smart charging have revolutionized the automobile industry today. EVs are fast becoming an emerging trend and gaining popularity in the Indian automotive industry. Committed to fostering and encouraging sustainable practices, we are thrilled to partner with Greaves Electric Mobility and bring an environment-friendly vehicle to our customer's doorsteps in an affordable and seamless manner. We are pleased to be the partner of choice for Greaves Electric Mobility to aid their vision in ensuring that EVs are deployed on a large scale in India".

GREAVES ELECTRIC MOBILITY

Ampere Magnus EX epitomizes best-in-class comfort and functionally superior performance with a host of improved & innovative features. With a mileage of up to 100 km per charge, an innovative slanted cradle design, and a high capacity 1200-Watts motor, the Ampere Magnus EX promises a powerful, lean and efficient driving experience. It also features super saver eco mode & peppier power mode for versatile driving choices and comes in three exciting colors Metallic Red, Graphite Black & Galactic Grey.

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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, GEM 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 a fast 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 more information visit- www.greavescotton.com

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Note:

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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.”
