

Embark on the Journey of the Future: Witness the Nex Big Thing from Ampere

The groundbreaking Revolution on Wheels; eScooter commences an unprecedented journey from Kashmir to Kanyakumari

Bangalore, January 17th, 2024: The much-anticipated Ampere's new electric scooter – coined as the Nex Big Thing from Greaves Electric Mobility Private Limited (GEMPL), the e-mobility business of Greaves Cotton Limited has embarked on a groundbreaking journey from Kashmir to Kanyakumari. Embarking on a 5,100+ kilometre journey, starting from Reasi, Jammu and Kashmir on January 16th, 2023, this odyssey will not only demonstrate remarkable determination and resilience but also highlight the electric scooter's impressive power, performance, and style. Over 45 days, the vehicle will journey across the entire length of the country, navigating various terrains and making stops in numerous prominent towns and cities along the route. This journey is set to redefine the landscape of electric mobility in India.

More than just a scooter, Ampere's Nex Big thing is a revolution on wheels. Designed with innovation and sustainability at its core, it democratizes style and speed for everyone, making it a modern yet familiar, high-performance, family-oriented vehicle. The scooter's cutting-edge features are ingeniously categorised into Nex.IO (the brain–cluster and software) and Nex.Armor (the brawn – frame, motor, battery, design).

The scooter is equipped with one of the lightest OS and brightest touchscreens, ensuring seamless navigation and connectivity elevating the riding experience. Inspired by the Arctic Tern, a bird known to travel the circumference of the Earth interestingly passing over Kanyakumari, and infused with Indian design elements, the scooter embodies a unique blend of modern aesthetics and rich heritage. Going beyond the mere display of the scooter's technical capabilities, the historic journey from Kashmir to Kanyakumari celebrates India's diversity and vibrancy. It navigates the vast tapestry of the nation's cultures, terrains, and culinary traditions, each reflecting a symbiotic relationship.

Commenting on the occasion, Sanjay Behl, CEO, Greaves Electric Mobility Private Limited, said, *"The Nex Big Thing by Ampere is a revolutionary vehicle, not just about transportation; it is about reimagining mobility for a sustainable future. As it embarks on this epic journey from Kashmir to Kanyakumari, the scooter will conquer challenging terrains and connect with the essence of what it means to be Indian – a dynamic fusion of tradition and modernity, resilience and community spirit."*

Ampere's Nex Gen Scooter's sleek and premium design will be juxtaposed against India's breathtaking beauty, creating a visual spectacle that embodies the spirit of exploration and innovation.

This marks a new chapter in Greaves Cotton's 164-year rich legacy of engineering excellence and Ampere's 15 years of EV manufacturing leadership. With a pan-India network and commitment to exceptional service, GEMPL is poised to revolutionise the electric scooter ecosystem with Ampere's Nex Big Thing.

Pre booking of the scooter commences today. More information on the scooter is [here](#).

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About Greaves Electric Mobility Private Limited:

Greaves Electric Mobility Private Limited (GEMPL), the electric mobility business of Greaves Cotton Limited (GCL), is a leading player in Electric Vehicle (EV) technology in India. With comprehensive support from GCL's EV ecosystem, GEMPL has been designing and manufacturing electric vehicles for over 13 years and has established a strong presence in the electric 2-wheeler and 3-wheeler segments. In the electric 2-wheeler segment, the 'Ampere' brand is a fast-growing e-scooter brand with a strong presence in both B2C and B2B segments. Furthermore, MLR Auto Limited, a subsidiary of Greaves Electric Mobility Private and associate company, Bestway Agencies Private Limited, are rapidly expanding businesses in the electric 3-wheeler segment. With a strong base of over 2.3 lakh satisfied customers, GEMPL is committed to creating an affordable and sustainable ecosystem that provides the country with uninterrupted, clean, and last-mile mobility solutions.

For more information, please visit:

<https://amperevehicles.com/>

<https://ele3w.com/>

<https://tejavehicles.com/>

For more information, visit- www.greavescotton.com

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