



## **Greaves Electric Mobility Secures Government of India's Approval for EMPS Scheme Incentives**

~ All 2-wheeler models qualify – Nexus, Primus, Magnus, and Zeal~

**September 09, 2024, Bengaluru:** Greaves Electric Mobility Private Limited (GEMPL), the e-mobility business of Greaves Cotton Limited, announces that the Ministry of Heavy Industries (MHI) has approved the registration of its two-wheeler models—Nexus, Primus, Magnus, and Zeal—under the EMPS Scheme, making the company eligible for the Government of India's EV demand incentive scheme.

GEMPL's three-wheeler business through its subsidiary is already eligible for demand incentives under the EMPS Scheme. With the latest approval, all eligible two-wheeler models are now included, positioning the company to further drive accessible and sustainable mobility across India.

**K. Vijaya Kumar, Executive Director & CEO, Greaves Electric Mobility,** said, "Resuming our place in the EMPS scheme underscores our unwavering commitment to our consumers towards accessible and sustainable mobility solutions. We continue to lead with innovation in India's EV journey."

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<https://greaveselectricmobility.com/>  
<https://ele3w.com/>

**For more information, visit- [www.greavescotton.com](http://www.greavescotton.com)**

### **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 16 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 and Bestway Agencies Private Limited, subsidiaries of Greaves Electric Mobility Private, are rapidly expanding businesses in the electric 3-wheeler segment. With a strong base of over 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.



**About Greaves Cotton Limited:**

Greaves Cotton Limited (GCL) is a diversified multi-product and multi-location engineering Company with a rich legacy and brand trust of over 163 years. 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 acquired Excel Controlinkage Pvt Ltd to unlock new avenues of growth and continue to build expertise in future technologies. GCL is on a mission to redefine the sustainable, cleantech mobility ecosystem through transformative technologies. It is powered by the purpose of touching a billion lives by 2030 and enabling them to make a sustainable transition to green mobility.

**For more information, visit-** [www.greavescotton.com](http://www.greavescotton.com)

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