

Axar Patel, the World Cup winning all-rounder cricketer, joins forces with Greaves Electric Mobility to promote and champion the future of smart and sustainable mobility

- *This partnership aims to establish Greaves Electric Mobility as a brand that embodies aspiration and accessibility, complementing Axar Patel's warm persona*

Bangalore, August 06, 2024: Greaves Electric Mobility Private Limited (GEMPL), the e-mobility arm of Greaves Cotton Limited, proudly announces its new partnership with Indian cricket all-rounder Axar Patel. Known for his stellar performances, including a pivotal role in India's 2024 T20 World Cup victory, Axar will now be seen promoting the future of smart and sustainable mobility with GEMPL. This collaboration is set to elevate GEMPL's commitment to driving innovation and sustainability in the electric vehicle industry while resonating with millions across India.

Axar Patel celebrated for his extraordinary versatility on the cricket field, embodies the values that GEMPL stands for—legacy, innovation, and a relentless pursuit of excellence. With a distinguished career that includes a World Cup-winning knock of 47 runs, 9 crucial wickets, and accolades such as the BCCI U-19 Cricketer of the Year and Emerging Player of the Tournament in IPL (2014), Axar Patel is a true representation of the Indian spirit of ambition and perseverance.

GEMPL's collaboration with Axar Patel aligns seamlessly with the GEMPL's mission to empower mobility solutions (Ampere E2Ws, Greaves 3 Wheelers and Ele e-rickshaws) that are both aspirational and accessible. Axar Patel, with his Pan-India appeal and a following of 2.5+ million on Instagram, symbolises the warmth, ambition, and trust that GEMPL is known for. This collaboration further cements GEMPL's position as a brand that is committed to delivering high-quality electric vehicles designed and made in India, catering to the evolving needs of Indian families.

K Vijaya Kumar, Executive Director & CEO, Greaves Electric Mobility said, *"We are thrilled to welcome Axar Patel to the Greaves family. His all-rounder persona perfectly aligns with our vision of creating smart and sustainable mobility solutions for India. This collaboration is not just about promoting electric vehicles but also about inspiring a movement towards a cleaner, greener future. Axar's journey of resilience and success mirrors our own, and together, we aim to drive change and empower communities across the nation."*

Axar Patel, stated on the development, *I'm glad to be associated with a legacy brand of 165 years. I truly support Greaves Electric Mobility's purpose of making smart and sustainable mobility accessible for all. It is in line with my purpose to create a brighter and more electrifying India!*

This partnership marks a significant milestone for Greaves Electric Mobility as it continues to lead the charge in revolutionizing the electric mobility landscape in India, making it more inclusive, sustainable, and accessible for all.

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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 and Bestway Agencies Private Limited, subsidiaries of Greaves Electric Mobility Private Limited, 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.

For more information, please visit-<https://greaveselectricmobility.com/>; www.greavescotton.com;

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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 has recently announced the acquisition of 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

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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 Indian 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 forward-looking statement contained in this release."