

## **Electric for Everyone: Ampere Reo 80 Arrives**

*Priced at ₹59,900, the Reo 80 brings smart and sustainable mobility to every gully*

**Bengaluru, India, 9<sup>th</sup> April 2025:** In its continued mission to make electric mobility accessible and affordable for every Indian, Ampere, the electric two-wheeler brand under Greaves Electric Mobility Limited (GEML), the electric mobility arm of Greaves Cotton Limited (GCL), proudly announces the launch of the all-new Ampere Reo 80 — a smart, safe, and economical electric scooter tailored for everyday use across India's streets and neighbourhoods.

Designed for the mass market and aligned with Ampere's vision of '**Har Gully Electric**', the new Reo 80 represents a major step in democratising smart and sustainable mobility for all segments of the population.

With an **introductory price of just ₹59,900**, the Reo 80 delivers Better Savings and Better Safety, packed with features that make it suitable for first-time EV users, students, elderly riders, and families.

### **Key Features of the All-New Ampere Reo 80:**

- **Colored LCD Cluster** for clear ride insights
- **Safe LFP Battery** ensuring long life and thermal safety
- **Front Disc Brake** for enhanced control
- **Keyless Start with Premium Keyfob**
- **No License, No Registration Required**, making it hassle-free
- **Dual-Tone Sporty Colors** – available in Black, Red, Blue, and White
- **Range of 80 km on a Single Charge**
- **Stylish Alloy Wheels** for a premium look and feel

The new Reo 80 is Ampere's upgraded version of its flagship scooter Reo, an e-2W, low speed e-scooter designed for sub-25 kmph speed. Deliveries of the new Ampere Reo 80 will begin across India starting **April 2025**.

**Speaking about the launch, Mr. K. Vijaya Kumar, Executive Director & CEO, Greaves Electric Mobility, says,** "At Ampere, we are driven by the vision of enabling 'Har Gully Electric'. With the launch of the all-new Ampere Reo 80, we are making electric mobility even more accessible and inclusive for our customers in India. This ensures that every rider, regardless of their budget or need, has a safe, reliable, and smart electric mobility option from Ampere."

Ampere continues to gain momentum in the Indian EV space. As per Vahan data, **Greaves Electric Mobility recorded a 52% month-on-month growth in March 2025**, selling over **6,000 electric 2-wheelers**, reinforcing the brand's strong market presence and consumer trust.

Book your ride today.

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**About Greaves Cotton Limited:**

Greaves Cotton Limited (GCL), also known as Greaves, is a diversified, multi-product, multi-fuel, and multi-location engineering company with a legacy of 165 years and strong brand trust. Originally renowned for its single-cylinder diesel engines, Greaves has transformed into a fuel-agnostic, end-to-end mobility solutions provider, driven by the purpose of "Empowering Lives". The Company is enabling a sustainable transition to green mobility and aims to touch a billion lives by 2030. Greaves is building a digitally integrated ecosystem that connects consumers, business partners, and service providers across the entire mobility value chain.

Through its five independent business units—Greaves Engineering, Greaves Electric Mobility Ltd., Greaves Retail, Greaves Finance Ltd., and Greaves Technologies Ltd.—Greaves combines agility with strategic focus, delivering innovation and enhancing accessibility for consumers. With significant investments in technology and human capital, the Company is positioned to lead in India's EV and sustainable mobility markets. The Company remains committed to sustainable growth and economic progress, making it a trusted partner in shaping the future of mobility in India.

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

**About Greaves Electric Mobility Limited:**

Greaves Electric Mobility Limited (GEML), the electric mobility business of Greaves Cotton Limited (GCL), is one of the first companies in India to focus on the evolving market of electric vehicles ("EV") and has been among the frontrunners at driving EV adoption in the country\*. GEML has been designing and manufacturing electric vehicles for over 16 years and has established a strong presence in the electric 2-wheeler segment\*. Furthermore, MLR Auto Limited and Bestway Agencies Private Limited, are subsidiaries of GEML. GEML is committed to creating an affordable and sustainable ecosystem and aims to provide clean and last-mile mobility solutions.

\* Source: CRISIL Report

**For more information, please visit:**

<https://greaveselectricmobility.com/>

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**Disclaimer:-**

GREAVES ELECTRIC MOBILITY LIMITED is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make an initial public offering of its equity shares and has filed a draft red herring prospectus dated December 23, 2024 ("DRHP") with SEBI and the Stock Exchanges. The DRHP is available on the website of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), on the websites of the Stock Exchanges, i.e., BSE and NSE at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com), respectively, on the website of the Company at [www.greaveselectricmobility.com](http://www.greaveselectricmobility.com) and on the websites of the BRLMs, i.e. Motilal Oswal Investment Advisors Limited at [www.motilaloswalgroup.com](http://www.motilaloswalgroup.com), IIFL Capital Services Limited (formerly known as IIFL Securities Limited) at [www.iiflcap.com](http://www.iiflcap.com) and JM Financial Limited at [www.jmfl.com](http://www.jmfl.com), respectively. Any potential investors should note that investment in equity shares involves a high degree of risk. For details, potential investors should refer to the red herring prospectus which may be filed with the Registrar of Companies, Tamil Nadu at Chennai in the future including the section titled "Risk Factors". Potential Bidders should not rely on the DRHP filed with SEBI and the Stock Exchanges in making any investment decision.

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