

## **Greaves Electric Mobility to Launch Ampere 6<sup>th</sup> Gen Electric Scooter to further build on Market Share Growth**

*The Ampere 6<sup>th</sup> Gen Electric Scooter is being positioned as an 'ICE Breaker' for the electric two-wheeler segment*

**Bengaluru, 19<sup>th</sup> February 2026:** Ampere, the electric 2-wheeler brand of Greaves Electric Mobility, is set to launch its 'ICE Breaker' electric scooter, **Ampere 6<sup>th</sup> Gen Electric Scooter**, designed with an aim to challenge India's petrol scooter market.

Set to release in FY27, the Ampere 6<sup>th</sup> Gen Electric Scooter is engineered with a vision to deliver better performance while offering better ownership economics with the potential to challenge high-selling petrol scooters in the sub-Rs 1 lakh category. While India's mass scooter segment has traditionally been defined by petrol vehicles offering practical city performance and quick refuelling, Ampere 6<sup>th</sup> Gen Electric Scooter represents an EV scooter that aims to compete against petrol scooters.

Speaking about the Ampere 6<sup>th</sup> Gen Electric Scooter, **Mr Vikas Singh, Managing Director and Chief Financial Officer, Greaves Electric Mobility** said, *"The sub-Rs 1 lakh category represents the single largest volume opportunity in India's scooter market, yet remains ICE-led. With Ampere 6<sup>th</sup> Gen Electric Scooter, we are entering the E2W market with a clear sight of competing with the largest selling ICE product offering, enhancing green mobility, and improved software integration. It also reflects our focus on disciplined growth, building scale in high-volume segments with products that are commercially sustainable and engineered for real-world Indian usage."*

In India, petrol and EV scooters priced below ₹1 lakh largely cater to the entry-level segment, offering modest performance with moderate torque and limited hill-climbing capability. Moreover, consumers typically need to spend over ₹1 lakh to access higher performance petrol scooters and continue to incur significant running and maintenance expenses over time, resulting in a higher overall cost of ownership.

To address this, the Ampere 6<sup>th</sup> Gen Electric Scooter is engineered specifically to close this gap, by providing\*:

- **Higher Torque:** Unlike largest selling ICE scooters, Ampere 6<sup>th</sup> Gen Electric Scooter delivers greater torque, enabling quicker pickup and stronger load-carrying capability.
- **Improved Gradeability:** Compared to conventional value EVs, and typical ICE scooters in the sub-Rs 1 lakh price band, Ampere 6<sup>th</sup> Gen Electric Scooter is designed with an aim to offer stronger hill-climb performance, ensuring better rider confidence on hilly terrains and steep flyovers.
- **Cost and Convenience Advantage:** While running costs on an ICE scooters are expensive, Ampere 6<sup>th</sup> Gen Electric Scooter strengthens the total ownership equation by aiming to reduce running costs by 50% while providing benefits of home charging, reverse mode, and reduced maintenance.
- **Value-add-ons:** In this price segment, compared to ICE scooters, the Ampere 6<sup>th</sup> Gen Electric Scooter is a software defined vehicle with Over-The-Air (OTA) update capability, AI/ML enabled for seamless connectivity, and remote diagnostics and prognostics.

By challenging the defined norms of ICE-comparable performance and building on the advantages of electric mobility, Ampere 6<sup>th</sup> Gen Electric Scooter aims to position itself not merely as a value EV, but as a mass-market, premium alternative to high-selling petrol scooters.

Additionally, under GEML's Ampere brand, customers will now have the opportunity to choose from a range of electric scooters. With the addition of Ampere 6<sup>th</sup> Gen Electric Scooter, Ampere expands its product offering for first-time EV buyers seeking performance comparable to petrol scooters, combined with the long-term benefits of electric mobility.

With 3L+ vehicles on the road, 400+service touch points and continued geographic expansion across the country, GEML is continuing to focus on scalable and contribution-positive growth. The Ampere 6<sup>th</sup> Gen Electric Scooter represents a step further in GEML's mission to democratise smart and sustainable mobility, making electric scooters accessible, practical, and competitive for Indian families.

***\*All specifications are provisional and may vary upon final product release.***

**\*\*End\*\***

#### **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\*. With over **17 years** of experience designing and manufacturing electric vehicles\*, GEML serves both the electric 2-wheeler and 3-wheeler segments. GEML along with its subsidiaries, operates three manufacturing plants located in Hyderabad, Noida, and Ranipet. The company supports its network through 400 dealer touchpoints across India, **thereby aiming** minimal downtime and **enhanced customer experience**. GEML holds 8 India Book of Records\*\* titles, **reflecting its focus on technology and design led innovative & durable mobility solutions**. Subsidiaries MLR Auto Limited and Bestway Agencies Private Limited help extend GEML's market presence. Committed to affordability and sustainability, GEML provides clean mobility solutions contributing to India's shift toward electric transportation.

\* Source: CRISIL Report

**\*\*India Book Of Records:**

1. <https://indiabookofrecords.in/longest-journey-by-a-city-speed-family-electric-scooter/>
2. <https://indiabookofrecords.in/first-electric-scooter-to-complete-10000-kilometers-in-a-single-journey/>
3. <https://indiabookofrecords.in/maximum-towns-cities-covered-by-an-electric-scooter-from-kashmir-to-kanyakumari/>
4. <https://indiabookofrecords.in/biggest-electric-scooter-brand-logo-drawn-on-the-white-sands/>
5. <https://indiabookofrecords.in/first-electric-scooter-to-tow-a-pickup-truck/>
6. <https://indiabookofrecords.in/longest-distance-covered-by-electric-3-wheeler-on-single-charge/>
7. <https://indiabookofrecords.in/longest-distance-covered-on-a-single-charge-by-an-electric-3-wheeler/>
8. <https://evindia.online/news/ampere-nexus-shatters-limits-first-ev-scooter-to-conquer-13200-ft-shipki-la-pass>

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Disclaimer:-

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