

## **Greaves Electric Mobility strengthens Ampere Magnus portfolio with the New Magnus Neo**

*All-new Magnus Neo is designed for ease with lighter build, smoother handling and provides enhanced ride comfort*

**Bengaluru, 24<sup>th</sup> April 2026:** Greaves Electric Mobility, which has set an international and 8 national records in the electric mobility segment, has announced the launch of all-new Magnus Neo, under its electric two-wheeler brand, Ampere. This latest variant is designed with a clear focus on delivering a lighter, smoother and more comfortable riding experience. Built with seat ergonomics and rider comfort as key priorities, the vehicle offers a comfortable riding experience for everyday use. Its lightweight construction enables easier manoeuvrability, while the 10 inch rear tyre provides better control and balance, particularly in city riding conditions.

Building on the proven Magnus Neo platform, the new variant is designed to offer a more balanced, accessible, and confidence-inspiring riding experience for practical day-to-day use.

Commenting about the launch, **Mr Vikas Singh, Managing Director, Greaves Electric Mobility** said, *"Comfort and ease of rideability remain central to our product philosophy, whether for short daily commutes or longer journeys. The new Magnus Neo has been developed as a lighter, more comfortable, and easier-to-handle family scooter, designed for Indian road conditions and everyday use. With this launch, we aim to make electric mobility more practical and accessible for a wider set of riders, while addressing real, on-ground riding needs."*

The new Magnus Neo, has been developed with a clear focus on improving rideability by incorporating ergonomic design enhancements that improve rider posture, making it well-suited for both short commutes and extended daily usage. Additionally, a new wheel and motor configuration has been introduced to ensure smoother acceleration, improved balance and more stable handling across varied road conditions. With a lower seat height of 777 mm and a reduced kerb weight of 103 kg, the new Magnus Neo provides better ground reach and easier handling, particularly in stop-and-go traffic. Available in four contemporary colour options, Mystic Mauve, Butter Yellow, Ocean Blue and Matcha Green, this latest variant offers a fresh and expressive design for modern urban riders.

Magnus Neo continues to offer the reliability and durability that customers expect. The Ampere Magnus Neo is known for its national record for the *"Longest Journey by a City-Speed Family Electric Scooter,"* covering over 2,300+ kms from Bengaluru to Delhi. The platform features a strong dual-frame chassis, and perfectly tuned brakes, ensuring a stable and confident ride for everyday mobility.

Additionally, the Magnus Neo platform is powered by advanced LFP battery technology, known for its durability by offering 2x extra battery life cycle - extending the battery life up to 10 years and safety with battery being tested across varied temperatures from -40°C to 60°C, reinforcing Greaves Electric Mobility's commitment to delivering dependable electric mobility solutions for Indian riding conditions. The new Ampere Magnus Neo starts at Rs. 86,999/-.

**\*\*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:-

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 investors should not rely on the DRHP filed with SEBI and the Stock Exchanges in making any investment decision.

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