Date: November 08, 2024

To,	To,
National Stock Exchange of India Limited	BSE Limited
Exchange Plaza, C-1, Block G,	Phiroze Jeejeebhoy Towers,
Bandra Kurla Complex,	Dalal Street,
Bandra (E), Mumbai – 400 051	Mumbai- 400001
NSE Scrip Symbol: OLAELEC	BSE Scrip Code: 544225

Subject: Presentation in the form of Shareholders' letter made to Analyst/Investors in Earnings Conference Call held on November 08, 2024

Dear Sir/ Ma'am,

In continuation of our communication titled "Shareholders' Letter Q2 2025" uploaded today, we are reattaching the shareholders' letter for uploading under the presentation tab, in accordance with Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. This letter pertains to the earnings conference call held on November 8, 2024, with analysts and investors, where the Company's unaudited financial results (consolidated and standalone) for the quarter and half-year ended September 30, 2024, were discussed.

This intimation is solely to upload the "Shareholders' Letter Q2 2025" under the presentation tab pursuant to Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The presentation made to the Analyst/Investors is enclosed herewith and is also uploaded on the website of the Company.

Kindly take the same on record.

Thanking You,

For Ola Electric Mobility Limited

HARISH ABICHANDANI
Digitally signed by HARISH ABICHANDANI
Date: 2024.11.08 23:38:06 +05'30'

Harish Abichandani
Chief Financial Officer

Encl.: as above

OLA ELECTRIC

SHAREHOLDERS' LETTER

Q2 FY25 | NOVEMBER 8, 2024

MANIFESTO

If you're going to dream,
make it an impossible one.
And then, make it happen.

If you're travelling new paths,
be up for doing it alone.

If you're proud of where you are from,
make where you're from proud of you.

If you're going to compete,
start where everybody else finishes.

If you're looking for a reaction,
don't settle for anything less than—"woah!".

If you're going to start something,
start something new.
The world does not need another thing
just like the other thing.

And if you're looking for the future,
stop looking. Make it.

Key Metrics

₹1,240 Cr	98,619	20.3%	-17.9%	-28.4%
Revenue[1]	Deliveries	Gross Margin[1]	Auto EBITDA Margin[1]	Consolidated EBITDA Margin[1]
38.5 % YoY ↗	73.6% YoY ↗	12.0 pp YoY ↗	18.0 pp YoY ↗	17.6 pp YoY ↗

Executive Summary

- We have maintained our market leadership with 33% market share during Q2 FY25 despite aggressive competitive action. We're expanding distribution to 2,000 stores by March 2025 from the current 782 in addition to expanding our Network Partner Program

- E2W penetration is at an inflection point and has grown from 5.8% in June 2024 to 7.5% in September 2024, and in scooters from 16.1% in June 2024 to 21.4% in September 2024. In key states like UP, Rajasthan, Karnataka and Maharashtra, penetration is in the range of 25% to 45%

- Our mass market portfolio (sub ₹1 lakh) continues to drive momentum and has grown 15% QoQ driving EV penetration while our premium portfolio continues to be majority of revenue

- Our focus on technology and vertical integration continue to drive efficiencies in our BOM cost. A part of this was invested back in growth and a small portion offset by time lag towards PLI accrual on newly certified products

- Operating expenses are marginally lower by 1% QoQ excluding one-off costs *(discussed later in the note)*. We're focusing on cost efficiency and should be able to keep operating expenses constant or even slightly lower as we grow topline thereby improving operating leverage

- We continue to enhance our product portfolio and launched our range of motorcycles and are on track to deliver the first of the Roadster series starting Q4 FY2025

- Our Gen 3 platform announced in August is ahead of schedule and the S1 Gen 3 products will be delivered in January 2025. Gen 3 will enable a ~20% savings in BOM costs over next 12 months

- Cell has been an integral part of our vertical integration strategy and we are on track to commence use of these cells in our E2W portfolio by Q1 FY2026

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[1] *Going forward, in order to be consistent with the broader market, we are making the following changes to our key metrics:*

- *Revenue (excl. Interest income & TN incentive) is being reported. Total Income would be available in the statutory financials*
- *Gross Margin and EBITDA would exclude Interest Income and TN Incentive*
- *Adj. Gross Margin and Adj EBITDA basis previous definition is shared in Annexures but would be discontinued going forward*

Financial performance summary

Key Operating Metrics	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25
Deliveries	70,575	56,813	86,775	1,15,386	1,25,198	98,619
Premium	*70,575*	*56,813*	*83,396*	*65,682*	*75,977*	*42,074*
Mass	-	-	*3,379*	*49,704*	*49,221*	*56,545*
Automotive Segment (in ₹Cr)						
Revenue	1,253	896	1,336	1,655	1,691	1,246
Gross Margin	143	73	248	297	350	257
Gross margin (%)	*11.4%*	*8.1%*	*18.6%*	*18.0%*	*20.7%*	*20.6%*
Operating Expenses	275	392	416	451	415	480
EBITDA	-132	-321	-169	-154	-65	-223
EBITDA margin (%)	*-10.6%*	*-35.9%*	*-12.6%*	*-9.3%*	*-3.8%*	*-17.9%*
Consolidated (in ₹Cr)						
Revenue	1,253	896	1,336	1,641	1,687	1,240
EBITDA	-208	-412	-261	-269	-162	-353
EBITDA margin (%)	*-16.6%*	*-46.0%*	*-19.5%*	*-16.4%*	*-9.6%*	*-28.4%*
PAT	-268	-524	-377	-417	-347	-495

Revenue increased by 38.5% YoY to ₹1,240 crore driven by increase in Deliveries which grew 73.6% YoY from 56,813 units to 98,619 units in Q2 FY25.

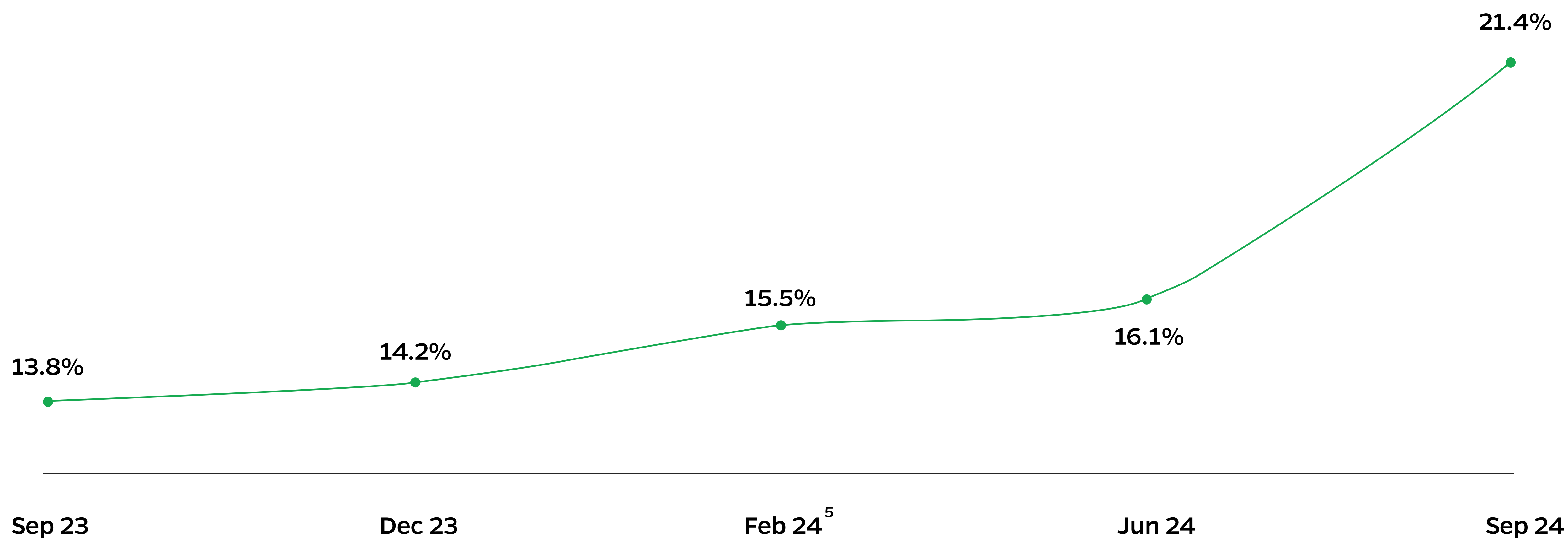
Auto segment Gross Margin has consistently improved despite subsidy reduction over the last year to 20.6% in Q2 FY25, an increase of 12.5 pp YoY due to BOM cost reduction driven by our Gen 2 platform. Over Q1 FY25 we had a 3% improvement in gross margins led by reduction in BOM cost, offset by 1% investment in growth and a 1.5% impact of partial accrual of PLI due to a difference in timing. Due to our platform approach our gross margins across mass and premium portfolios are broadly in the same range. We should see continued improvements over the next few quarters with ramp up of Gen 3 and vertical integration of our in-house cell.

Consolidated EBITDA margins reported for the quarter at (28.4)% impacted by an exceptional cost towards warranty to the tune of ₹64 Cr and IPO and other one off costs of ₹36 Cr. Excluding one-off costs, operating expenses are marginally lower by 1% QoQ. We're focusing on cost efficiency and should be able to keep operating expenses constant or even slightly lower as we grow topline thereby improving operating leverage. Similarly, Auto segment EBITDA margin excluding one off costs was (12.8)%.

Automotive

EV penetration in India continues to grow. The EV 2W penetration[2] stood at 7.5% for September 2024 compared to 4.0% in April 2024, with EV scooter penetration[3] at 21.4% in September 2024 as compared to 11.3% in April 2024.

EV Scooter penetration (%)



[2] *Source: Vahan*

[3] *Source: Company estimates*

[5] *Feb 2024 has been reported instead of March 2024 because March 2024 was an outlier period due to reduction in FAME Subsidy*

Based on our internal estimates, certain states have very high EV scooter penetration such as Rajasthan at almost 47% EV Scooter penetration, and UP, Madhya Pradesh and Chhattisgarh at almost 35% penetration reflecting the potential for other states to also get to similar levels of EV penetration in the near term.

Following factors are enabling faster EV penetration growth:

- Purchasing price parity with ICE in addition to better TCO of EVs
- Product portfolio expansion by all companies, especially mass market products which have increased penetration in tier 2 markets and beyond
- Increase in distribution and service infrastructure building confidence in consumers

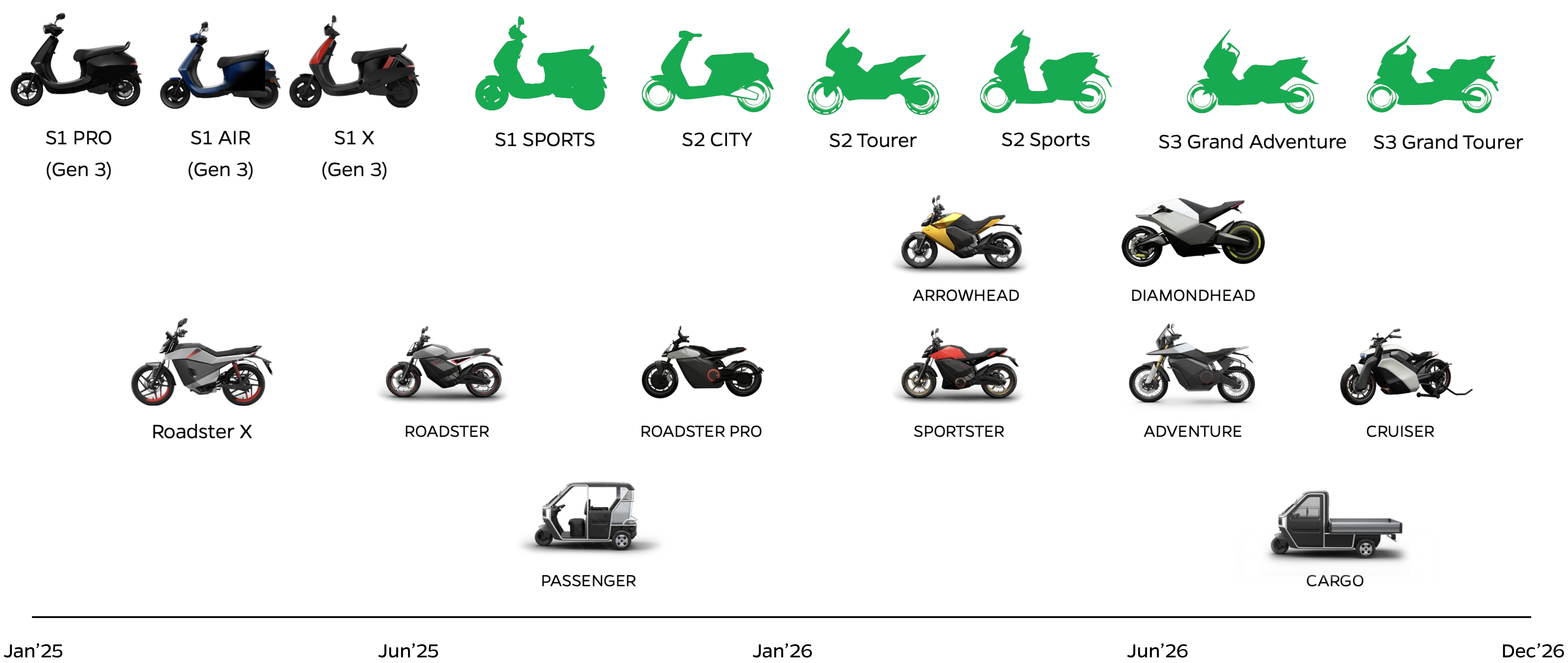
EV penetration in scooters is now at an inflection point and should see accelerated growth ahead.

Our Strategy

We continue to focus on our long-term strategy of broadening our product portfolio, expanding distribution and service infrastructure, and leading technology innovation and vertical integration to drive product differentiation and cost advantage.

A. Broadening our Product portfolio

We have the broadest portfolio in EV scooters with 6 models across a price range of ₹ 75,000 to ₹ 150,000. We are now focusing on entering other 2/3W categories as shown below.



Over the next 2 years, we will be launching 20 products, with at least 1 new product launch every quarter.

At our annual launch event Sankalp in Aug, we launched our Roadster motorcycle series as shown below, with the first product to be delivered in March 2025. The products are priced to capture the entire spectrum of mass and premium motorcycles ranging from ₹ 74,999 to ₹ 249,999 across 3 models and 8 variants.

We expect a faster EV penetration journey in motorcycles compared to scooters since the infra and awareness for EVs is already built.

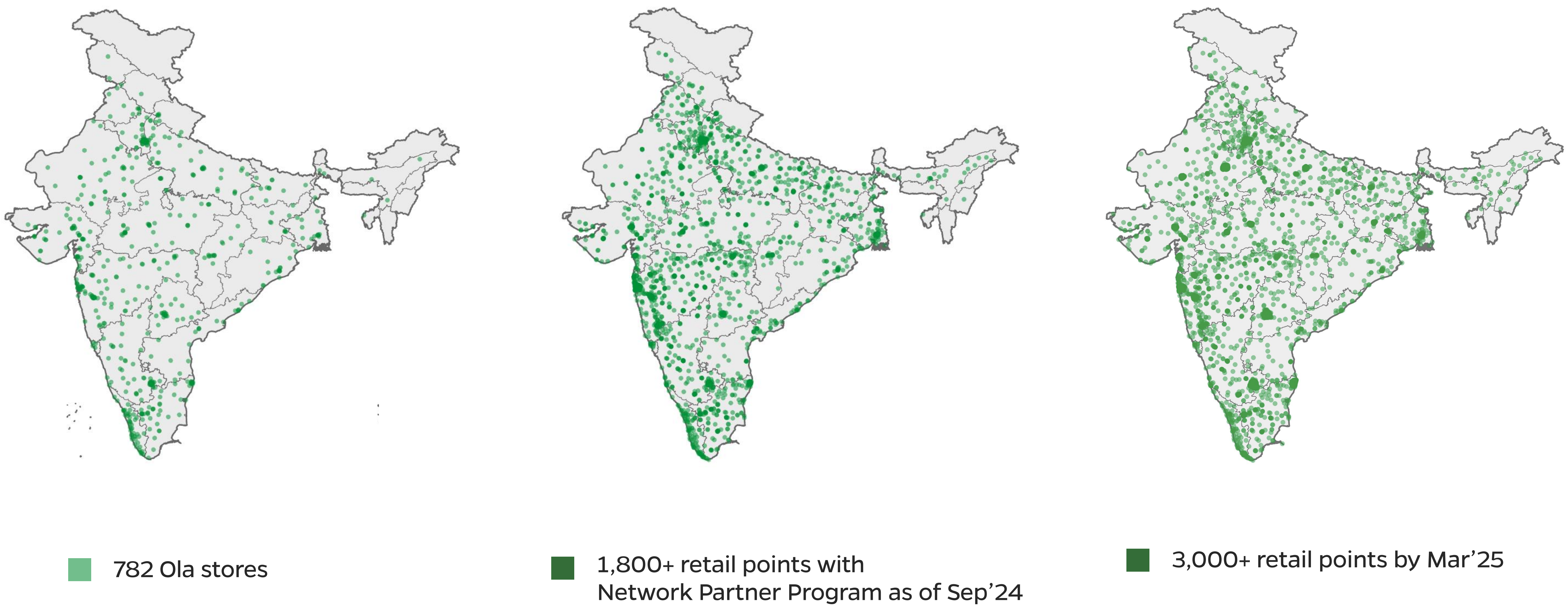
In addition, our S1 Gen 3 products are now preponed to January 2025 itself. This will further enhance our product proposition to the customer, differentiation from competitor products, and also improve cost structure.

B. Expansion of our distribution network and service infrastructure:

We have 782 company owned stores as on September 2024, with each store delivering 130 sales per quarter, roughly 2-3x of industry average. We're expanding our company owned store (and colocated service infra) network to 2,000 company owned stores by March 2025.

n addition to our company owned stores, we launched the 'Network Partner Program' in September aimed at taking the EV revolution further Pan-India where EV penetration still remains low. Under this, we have 1,000+ partners already live and aim to expand it to 10,000 partners, across sales and service, by the end of 2025.

Our D2C model has been extremely successful and remains the anchor of our network.
The Network Partner Program will further amplify the benefits of our D2C network, and help increase EV penetration in India as it requires low capital investment from Network Partners and can be scaled up rapidly.



Over the last couple of months, we faced a capacity issue at our service centres because our service capacity growth lagged our sales volume growth over the 2-3 quarters. We have resolved almost all of this backlog and now ~80% of service requests are being serviced in T+1 days.
We're also expanding our service capacity to handle the higher number of vehicles in operation.

C. Technology innovation and vertical integration

Our Gen 2 platform launched in August 2023 has enabled us to improve our BOM cost by 22.5%.
We announced our Gen 3 platform in August 2024 and our S1 Gen 3 products will be launched for customers in January 2025. We expect to save about 20% in BOM costs with Gen 3 over the next 12 months. Gen 3 significantly enhances performance, reliability and in addition to BOM cost reductions, it also reduces component failures and warranty costs for us.

Here's a video to learn more about Gen 3. It includes major tech innovations such as battery as a structure, magnetless motor, single board electronics and much more.

GEN 1

Standalone Motor
In-house battery pack
Distributed E&E architecture
Tubular Frame

8.5kw Peak Power

₹₹ Vehicle Cost

70% Energy Efficiency

123kg Vehicle Weight

GEN 2

Integrated Motor
33% part reduction
Centralised EnE Architecture
Robust Hybrid Frame

26% Increase in Peak Power

22.5% Reduction in cost

6% Increase in Energy Efficiency

4% Reduction in Weight

GEN 3

Magnet-less Motor
Structural Battery (4680 cell Compatible)
Fully centralised E&E (ADAS Compatible)
Casted, Modular and Integrated Frame

30% Increase in Power

20% Reduction in cost

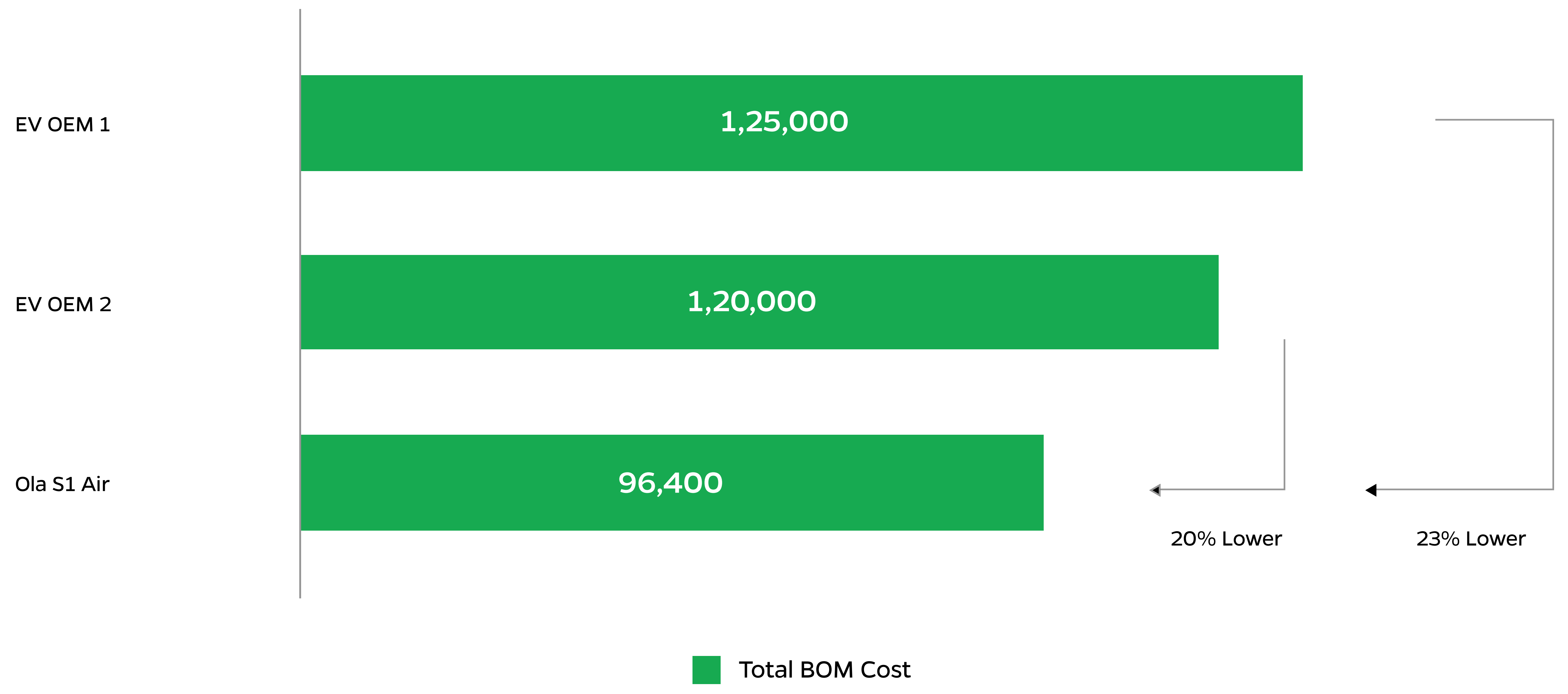
10% Increase in Energy Efficiency

10% Reduction in Weight

Our in-house technology capability across domains like software, motors, cells and electronics, coupled with our vertically integrated manufacturing gives us significant competitive advantage on performance and cost. Shown below is a comparison of our BOM cost vs other OEMs.

BOM Cost Comparison

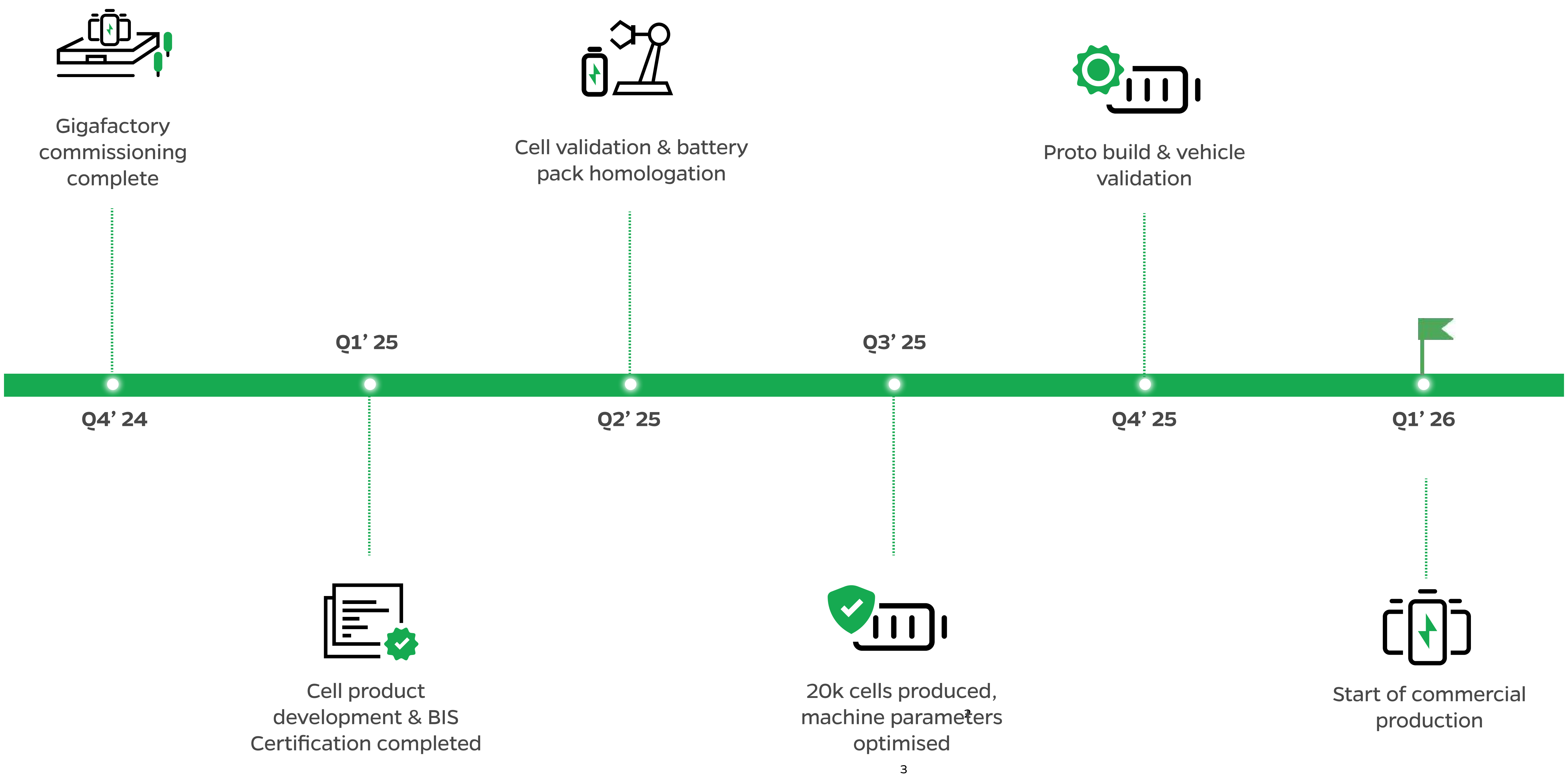
(Amount in ₹)



Source: Company data & estimates

Cell

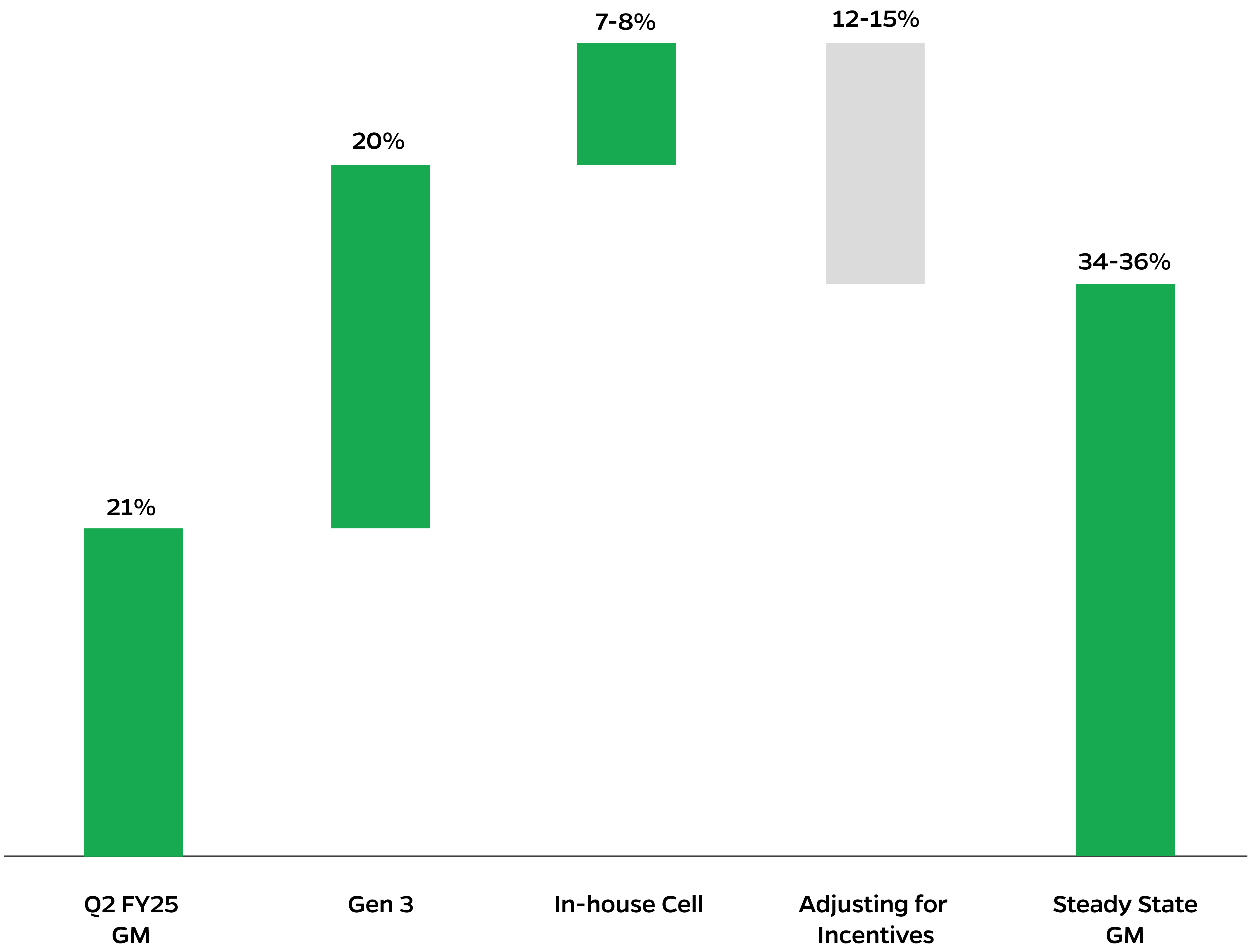
We started trial production of our cells in March 2024 and we are on track to use our in-house cells in our EV products starting Q1 FY26. Below shows a snapshot of the program timeline with significant milestones achieved and upcoming milestones.



We completed the milestone of obtaining BIS [Bureau of India Standards] certification in Q1 FY2025, a critical milestone that underscores our compliance with stringent safety and quality standards. All production systems at the Gigafactory are fully operational. Trial production reached a milestone in Q2 FY2025 with over 20,000 cells manufactured.

Path to Profitability

Our gross margins for Q2 FY2025 are at 20.6%. Our focus on technology and vertical integration has a roadmap to take steady state margins to above 30% even after incentives fall away as shown in the chart below. And since Gen 3 ramp up is starting in Jan, we should see consistent improvement in GM over next few quarters.

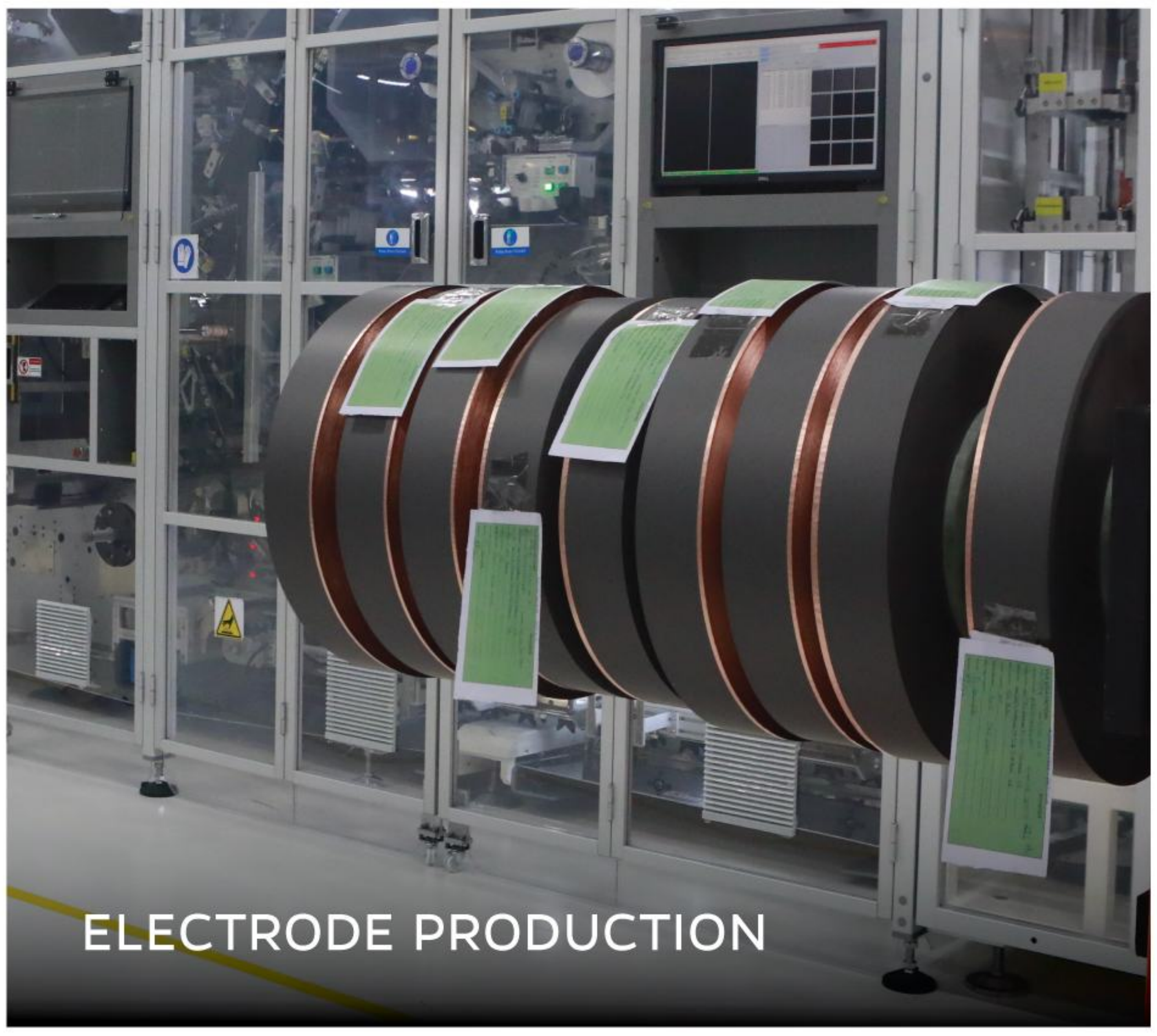


In addition to this, our cost efficient D2C model and our focus on keeping operating expenses constant is delivering strong operating leverage as we scale with increasing distribution and product portfolio, leading to a strong positive impact on EBITDA margins over the near term.

We remain focused on improving bottom line as described above along with investing some of the margin gains towards pricing as needed to drive penetration and market leadership.

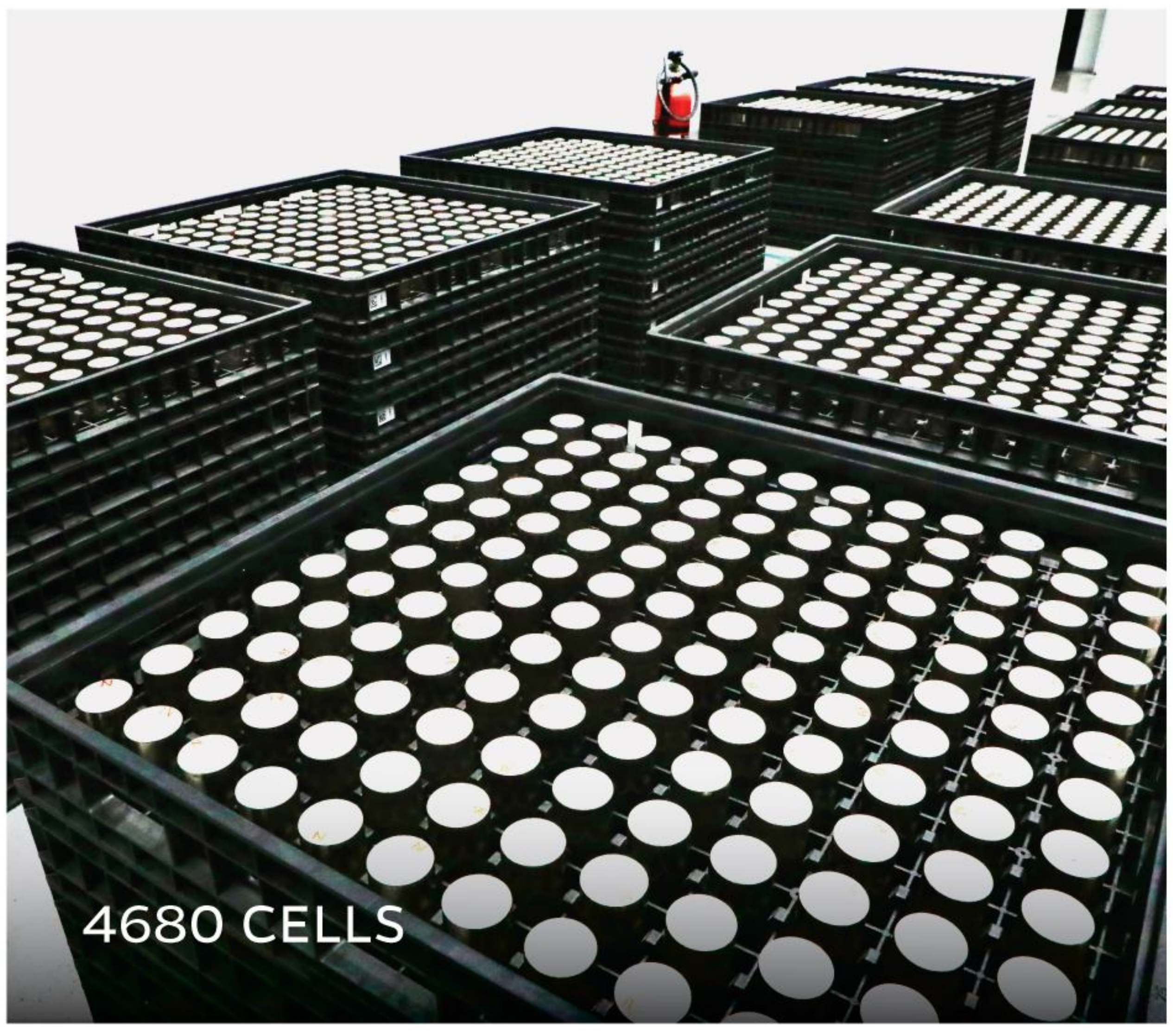
Photographs

OLA GIGAFACTORY



ELECTRODE PRODUCTION

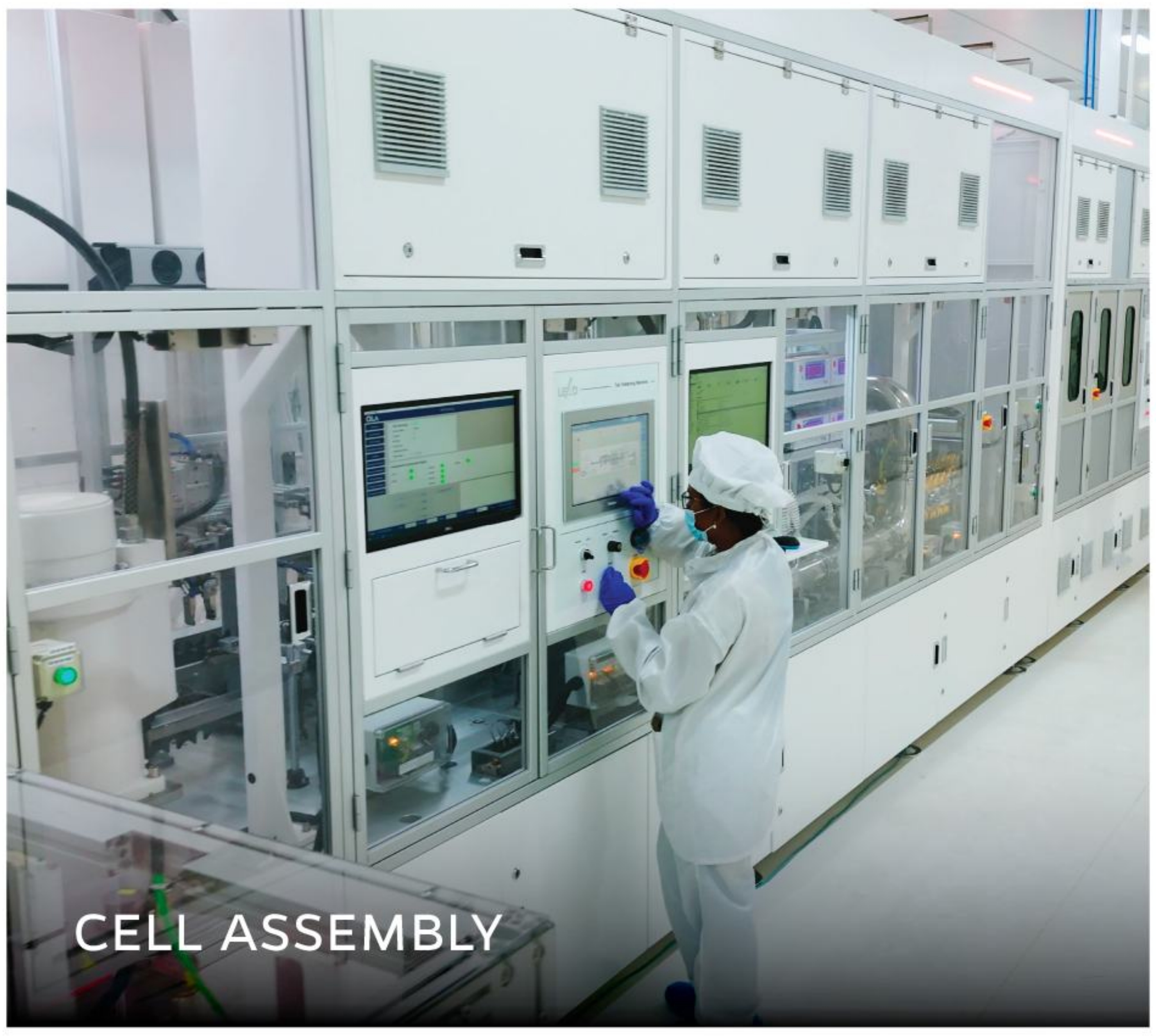
JELLY ROLL PRODUCTION



4680 CELLS

CALENDERING

WINDING



CELL ASSEMBLY

ELECTROLYTE FILLING

FORMATION


ADVENTURE
CRUISER
ROADSTER
DIAMONDHEAD


ROADSTER PRO
ROADSTER X
ROADSTER


OLA S1 AIR
OLA S1 PRO
OLA S1 X
OLA S1 X+

Annexures - Financial Snapshot

Consolidated Financials (both old and new definitions)

Particulars (in ₹ Cr)	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25
Total Income	**922**	**1,371**	**1,671**	**1,718**	**1,314**
Revenue[4]	**896**	**1,336**	**1,641**	**1,687**	**1,240**
Adj. Gross margin	**100**	**283**	**313**	**377**	**325**
Adj. Gross margin (% of Total Income)	*10.8%*	*20.6%*	*18.7%*	*21.9%*	*24.7%*
Gross margin[4]	**74**	**248**	**283**	**346**	**251**
Gross margin (% of Revenue)	*8.2%*	*18.6%*	*17.3%*	*20.5%*	*20.3%*
Operating Expenses	**486**	**509**	**552**	**508**	**604**
Adj EBITDA	**-386**	**-226**	**-239**	**-131**	**-279**
Adj EBITDA margin (% of Total Income)	*-41.9%*	*-16.5%*	*-14.3%*	*-7.6%*	*-21.2%*
EBITDA	**-412**	**-261**	**-269**	**-162**	**-353**
EBITDA[4] *margin (%of Revenue)*	*-46.0%*	*-19.5%*	*-16.4%*	*-9.6%*	*-28.4%*
PAT	**-524**	**-377**	**-417**	**-347**	**-495**

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[4] *Going forward, in order to be consistent with the broader market, we are making the following changes to our key metrics:*

- *Revenue (excl. Interest income & TN incentive) is being reported. Total Income would be available in the statutory financials*
- *Gross Margin and EBITDA would exclude Interest Income and TN Incentive*
- *Adj. Gross Margin and Adj EBITDA basis previous definition is shared in Annexures but would be discontinued going forward*

Automotive Financials (both old and new definitions)

Particulars (in ₹ Cr)	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25
Total Income	922	1,371	1,685	1,722	1,307
Revenue[4]	896	1,336	1,655	1,691	1,246
Adj. Gross margin	99	283	327	381	318
Adj. Gross margin (% of Total Income)	*10.7%*	*20.6%*	*19.4%*	*22.1%*	*24.3%*
Gross margin[4]	73	248	297	350	257
Gross margin[4] (% of Revenue)	*8.1%*	*18.6%*	*18.0%*	*20.7%*	*20.6%*
Operating Expenses	392	416	451	415	480
Adj EBITDA	-292	-134	-124	-34	-162
Adj EBITDA margin (% of Total Income)	*-31.7%*	*-9.8%*	*-7.4%*	*-2.0%*	*-12.4%*
EBITDA	-321	-169	-154	-65	-223
EBITDA[4] margin (% of Revenue)	*-35.9%*	*-12.6%*	*-9.3%*	*-3.8%*	*-17.9%*

Cell Financials (both old and new definitions)

Particulars (in ₹ Cr)	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25
Total Income	-	-	3	5	11
Revenue[4]	-	-	3	3	1
Adj. Gross margin	-	-	1	3	10
Gross margin[4]	-	-	1	3	0
Operating Expenses	5	7	40	22	18
Adj EBITDA	-5	-7	-39	-19	-8
EBITDA[4]	-5	-7	-39	-19	-18

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