

Date: October 3, 2024

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051
NSE Scrip Symbol: OLAELEC

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400001
BSE Scrip Code: 544225

Subject: Press release dated October 3, 2024, titled ‘Ola Electric launches ‘BOSS - Biggest Ola Season Sale’, offers S1 portfolio starting at ₹49,999 and festive offers worth up to ₹40,000’

Dear Sir/ Ma’am,

We are enclosing herewith the Press Release dated October 3, 2024, titled ‘Ola Electric launches ‘BOSS - Biggest Ola Season Sale’, offers S1 portfolio starting at ₹49,999 and festive offers worth up to ₹40,000’.

The same will be made available on the Company’s website.

Kindly take the same on record.

Thanking You,

For Ola Electric Mobility Limited

Harish Abichandani
Chief Financial Officer

Ola Electric launches 'BOSS - Biggest Ola Season Sale', offers S1 portfolio starting at ₹49,999 and festive offers worth up to ₹40,000

- Own an Ola S1 for as low as ₹49,999
- Avail cash discount of up to ₹25,000
- Unlock exclusive deals worth up to ₹40,000, including discounts, software upgrade, Hypercharging credits and a lot more

Bengaluru, October 3, 2024: Ola Electric, India's largest pure-play EV company, today launched its BOSS - Biggest Ola Season Sale - campaign for the festive season. Under the campaign, the company has announced entry into its S1 portfolio for as low as ₹49,999. Additionally, the company has introduced festive benefits of up to ₹40,000, which include Hypercharging credits, MoveOS+ upgrade, exclusive deals on accessories & Care+ coupled with irresistible exciting offers.

Starting today, the company will offer the following benefits under its BOSS campaign:

- **BOSS Prices:** Ola S1 X 2kWh starting at just ₹49,999 (limited stock)
- **BOSS Discounts:** Up to ₹25,000 on S1 portfolio - flat cash discount of ₹25,000 on S1 X 2kWh, discounts of up to ₹15,000 on S1 portfolio
- **BOSS Warranty:** Free 8-year/80,000 km battery warranty worth ₹7,000
- **BOSS Finance Offers:** Finance offers of up to ₹5,000 on select credit card EMIs
- **BOSS Benefits:** Free MoveOS+ upgrade worth ₹6,000; Free Hypercharging credits worth up to ₹7,000

Announcing the campaign, **Bhavish Aggarwal, Chairman and MD, Ola Electric, said,** *"We are excited to bring in the BOSS of all offers for our customers this festive season, making it the best time to buy an EV. BOSS is our biggest ever festive offering yet, as we continue with our mission to #EndICEAge and deepen EV penetration across the country. With the biggest discounts, best deals, and attractive financing offers, this would be the perfect time for EVs to scale up and give ICE vehicles a run for their money."*

Last month, Ola Electric announced the Network Partner Program with an aim to expand its sales and service network across India. Under the program, Ola Electric plans to grow the network to 10,000 by the end of 2025. Additionally, Ola Electric will train 1 lakh third-party mechanics to make every mechanic in India EV-ready.

To redefine the after-sales experience for its customers, Ola Electric recently announced the #HyperService campaign. Under the campaign, the company plans to double its service network to 1,000 centres by December this year and has rolled out quick-service guarantee and industry-first AI-led proactive maintenance & diagnostics for its customers.

Ola Electric offers an expansive S1 portfolio with six offerings across attractive price points catering to customers with different range requirements. While the premium offerings S1 Pro and S1 Air are priced at ₹1,34,999 and ₹1,07,499, respectively, the mass market offerings include S1 X portfolio (2 kWh, 3 kWh, and 4 kWh) priced at ₹74,999, ₹87,999, and ₹101,999, respectively.

At its annual 'Sankalp' event in August 2024, the company announced the launch of its Roadster motorcycle series, comprising Roadster X (2.5 kWh, 3.5 kWh, 4.5 kWh), Roadster (3.5 kWh, 4.5 kWh, 6 kWh), and Roadster Pro (8 kWh, 16 kWh). The motorcycles offer many segment-first technology and

performance features, with their prices starting from INR 74,999, INR 1,04,999, and INR 1,99,999, respectively.

About Ola Electric Mobility Limited

Ola Electric Mobility Limited is a leading electric vehicle (EV) manufacturer in India, specialising in the vertical integration of technology and manufacturing for EVs and their components, including battery cells. Operations are centred around the Ola Futurefactory, where production of EVs and critical components like battery packs, motors, and vehicle frames are undertaken. Ola's R&D efforts span India, the UK, and the US, focusing on innovation in EV products and core components. Ola is also developing an extensive EV hub in Tamil Nadu, which includes the Ola Futurefactory and the upcoming Ola Gigafactory. This hub is supported by Ola's Bengaluru-based Battery Innovation Centre (BIC), dedicated to advancing cell and battery technology. Ola maintains a direct-to-customer distribution network with more than 750 stores across India, as well as a robust online presence, making Ola Electric the largest company-owned network of automotive experience centres in the country.