



17<sup>th</sup> February, 2023

The Manager – Listing  
BSE Limited  
BSE Code- 501455

The Manager - Listing  
National Stock Exchange of India Limited  
NSE Code- GREAVESCOT

Dear Sir/Madam,

**Sub.: Press Releases**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith 3 Press Releases issued by its subsidiary Company “Greaves Electric Mobility Private Limited” in relation to:

1. Greaves Electric Mobility launches high-speed, performance-driven, new Ampere Primus electric scooter at INR 1,09,900/- (ex-showroom price\*).
2. Greaves Electric Mobility introduces new Ampere Zeal EX, a sporty and youthful entry-level electric two-scooter in Madhya Pradesh, Bihar, Uttar Pradesh, and Jharkhand.
3. Greaves Electric Mobility introduces new Ampere Zeal EX, a sporty and youthful entry-level electric two-scooter in Chandigarh.

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For Greaves Cotton Limited

Atindra Basu  
General Counsel and Company Secretary

Encl.: as above

**GREAVES COTTON LIMITED**

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Tel: +91 22 41711700 CIN: L99999MH1922PLC000987

## **Greaves Electric Mobility launches high-speed, performance-driven, new Ampere Primus electric scooter at INR 1,09,900/- (ex-showroom price\*)**

- *Primus offers a top speed of 77 kmph, range of over 100 Kms, Longer battery life with LFP chemistry, smart connectivity features, superior comfort and rideability*
- *Ampere Primus is open for bookings online & at dealerships, for a nominal amount of INR 499/- for a limited period across markets.*

**City, 17th February, 2023:** Greaves Electric Mobility Private Limited (GEMPL), the e-mobility business of Greaves Cotton Limited, marked its foray into the high speed electric two-wheeler segment with the launch of Ampere Primus at INR 1,09,900 (ex-showroom price\*). Greaves' latest, all-new scooter offers optimum safety with LFP battery pack, improved performance with PMS motor, belt drive, and smart connected cluster for seamless navigation. Primus is an ideal electric scooter for customers looking for a superior experience in styling, performance, comfort & reliability. It continues to embody the company's 'Make-in-India' thrust, with a high degree of localization with domestically sourced components.

### **Key highlights of Ampere Primus include:**

- Performance – Top speed of 77 kmph, 0-40 kmph < 5 sec, efficient high torque 4 kW PMS motor & a true range of 100+ km on a full charge in Power mode, which increases further in Eco Mode. Primus can be driven in 4 modes - Eco, City, Power, and Reverse modes for optimum rideability
- Safety – 3 KWh LFP battery technology with smart BMS
- Durability – Longer battery life with LFP chemistry
- Smart Connectivity – Bluetooth connectivity & navigation with phone app for convenience
- Comfort – Longer legroom, wider seats, better drivability
- *Finish & Colors - Available in dual tone body panels with matte finish, in 4 colours, namely, Himalayan White, Royal Orange, Havelock Blue & Buck Black*

Commenting on the occasion, **Sanjay Behl, Executive Director and CEO, Greaves Electric Mobility Private Limited**, said, *“Primus is a flagship electric scooter from Ampere which is perfectly suited for multiple usage needs of any Indian family. Thoughtfully crafted and affordably priced, Primus has a very high appeal for modern millennial commuters with a discerning taste. It blends the finest aspects of safety, durability, performance, comfort, enhanced styling and smart connectivity features. With Primus we will not only strengthen Ampere’s leadership in the electric last-mile mobility segment, we will also appeal to a much wider range of consumer segments.”*

### **About Greaves Electric Mobility Private Limited:**

Greaves Electric Mobility Private Limited (GEMPL) is the electric mobility business of Greaves Cotton Limited (GCL). Greaves Electric Mobility Private Limited (GEMPL) is the electric mobility business of Greaves Cotton Limited (GCL). GEMPL has been in the business of Electric Vehicles (EV) technology, designing, and manufacturing of electric vehicles for the past over 13 years. With a strong base of over 1.8 lakh (180,000) customers, backed by a comprehensive EV ecosystem support from GCL, GEMPL is pushing boundaries to create an affordable and sustainable ecosystem, for uninterrupted, clean, last-mile mobility solutions in the Country. GEMPL has a strong presence in both electric 2-wheeler and electric 3-wheeler segments. Under electric 2-wheelers, 'Ampere' is a fast-

growing e-scooter brand in the country with a strong presence in both B2C and B2B segments, while Bestway, and MRL Auto, are the other two fast growing businesses in the electric 3-wheeler segment.

\*Ex-showroom across India, except in North Eastern States. State subsidies are also available in various states, which further reduces the effective price for buyers

For more information, please visit:

<https://amperevehicles.com/>

<https://ele3w.com/>

<https://tejavehicles.com/>

#### **About Greaves Cotton Limited:**

Greaves Cotton Limited is a diversified multi-product and multi-location engineering Company with a rich legacy and brand trust of over 163 years and has established itself as a key player impacting a billion lives every day. The Company is a leading name in Fuel Agnostic Powertrain Solutions, E-Mobility, Aftermarket, Retail, Engineering Services & Finance. The Company's diversification strategy is driven by customer centricity and sustainability. As a part of this diversification strategy, the company has recently announced the acquisition of Excel Controlinkage Pvt Ltd to unlock new avenues of growth and continue to build expertise in forward looking technologies. Greaves is among the few companies that's building the complete mobility ecosystem in India.

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

**For further information, please contact:**

**Saheli Mukhopadhyay | The PRactice**

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Note:

"This press release may include statements of future expectations and other forward-looking statements based on management's current expectations and beliefs concerning future developments and their potential effects upon Greaves Cotton Limited and its subsidiaries/ associates ("Greaves"). These forward-looking statements involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from our expectations include, amongst others: general economic and business conditions in India and overseas, our ability to successfully implement our strategy, our research and development efforts, our growth and expansion plans and technological changes, changes in the value of the Indian Rupee and other currency changes, changes in the Indian and international interest rates, change in laws and regulations that apply to the related industries, increasing competition in and the conditions of the related industries, changes in political conditions in India and changes in the foreign exchange control regulations in India. Neither Greaves, nor our directors, or any of our subsidiaries/associates assume any obligation to update any particular forward-looking statement contained in this release."

## **Greaves Electric Mobility introduces new Ampere Zeal EX, a sporty and youthful entry-level electric two-scooter**

- *A sporty scooter for young India available for a limited period introductory effective price of INR 69,900\*\* in MP, Bihar, UP, Jharkhand*
- *Comes equipped with a large battery pack, multiple ride modes & offers a high range of 120 km\**
- *Available in 3 exciting colours – Stone Grey, Ivory White and Indigo Blue*

**City, 17th February 2023:** Greaves Electric Mobility Private Limited (GEMPL), the e-mobility business of Greaves Cotton Limited, has introduced the new Ampere Zeal EX, an entry-level, sporty e-scooter designed to create a comfortable and smooth city riding experience for the youth. The new Zeal EX will be debuted at an attractive introductory price point of INR 69,900 \*(effective price) in Madhya Pradesh, Bihar, Uttar Pradesh, and Jharkhand. Furthermore, buyers can avail of benefits of up to INR 6000. *The benefits are valid till 31st March 2023.*

The new Zeal EX is a sporty electric scooter. Its youthful style with sporty decals, and dual tone colour makes it an aspirational product for the young generation. The Zeal EX, which has a certified high range of 120 km, will be equipped with CAN-enabled Lithium-ion Battery, a large battery pack, multiple ride modes, side stand sensor, and more. It will be available in three iconic colours inspired by India - Stone Grey, Ivory White, and Indigo Blue.

Speaking on the new product portfolio, **Sanjay Behl, CEO and Executive Director of Greaves Electric Mobility Private Limited (GEMPL)** said, *“With the launch of the new Ampere Zeal EX, we intend to provide our consumers with a superb riding experience in an affordable and cleaner way, and without any range anxiety. The e-scooter is built for everyday mobility needs of India's youth and offers excellent product features, embodying comfort, performance, and safety. We are confident that the Zeal EX will play a key role in lowering entry barrier and accelerating the adoption of sustainable mobility among the youth that’s looking for a sporty electric scooter at an attractive price”.*

Ampere has embarked on a mission to democratize electric mobility and make ‘Har Gully Electric’. The new Zeal EX, with its appealing price point, low operating costs, high range, and trendy design, is well-positioned to emerge as a go-to, sustainable choice for young riders pan India.

### **About Greaves Electric Mobility Private Limited:**

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For more information, please visit:

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<https://ele3w.com/>

<https://tejavehicles.com/>

\*ARAI certified range

\*\* Insurance, road tax etc, will be extra. The effective price includes the special introductory discount for Madhya Pradesh, Bihar, Uttar Pradesh, and Jharkhand.

### **About Greaves Cotton Limited:**

Greaves Cotton Limited is a diversified multi-product and multi-location engineering Company with a rich legacy and brand trust of over 163 years and has established itself as a key player impacting a billion lives every day. The Company is a leading name in Fuel Agnostic Powertrain Solutions, E-Mobility, Aftermarket, Retail, Engineering Services & Finance. The Company's diversification strategy is driven by customer centricity and sustainability. As a part of this diversification strategy, the company has recently announced the acquisition of Excel Controlinkage Pvt Ltd to unlock new avenues of growth and continue to build expertise in forward looking technologies. Greaves is among the few companies that's building the complete mobility ecosystem in India.

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## **Greaves Electric Mobility introduces new Ampere Zeal EX, a sporty and youthful entry-level electric two-scooter**

- *A sporty scooter for young India available for a limited period effective price of INR 55,450\*\* in Chandigarh*
- *Comes equipped with a large battery pack, multiple ride modes & offers a high range of 120 km\**
- *Available in 3 exciting colours – Stone Grey, Ivory White and Indigo Blue*

**City, 17th February 2023:** Greaves Electric Mobility Private Limited (GEMPL), the e-mobility business of Greaves Cotton Limited, has introduced the new Ampere Zeal EX, an entry-level, sporty e-scooter designed to create a comfortable and smooth city riding experience for the youth. The new Zeal EX will be debuted at an attractive price point of INR 55,450 \*\* (effective price) in Chandigarh. Furthermore, buyers can avail of benefits of up to INR 6000. *The benefits are valid till 31st March 2023.*

The new Zeal EX is a sporty electric scooter. Its youthful style with sporty decals, and dual tone colour makes it an aspirational product for the young generation. The Zeal EX, which has a certified high range of 120 km, will be equipped with CAN-enabled Lithium-ion Battery, a large battery pack, multiple ride modes, side stand sensor, and more. It will be available in three iconic colours inspired by India - Stone Grey, Ivory White, and Indigo Blue.

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