



**March 18, 2024**

**Scrip Code- 534597  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI - 400 001**

**RTNINDIA  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East),  
MUMBAI-400 051**

**Sub: Press Release - Revolt Motors Targets New Age Riders with its Debut Campaign**

Dear Sirs/Madam,

Please find enclosed herewith a copy of the press release from the Company for your information and records.

This information will also be hosted on Company's website, at [www.rattanindia.com](http://www.rattanindia.com)

Thanking you,

Yours faithfully,

**For RattanIndia Enterprises Limited**

**Rajesh Arora**  
*Company Secretary*

*Encl : as above*

**RattanIndia Enterprises Limited**

CIN: L74110DL2010PLC210263

Registered Office: 5th Floor, Tower-B, Worldmark 1, Aerocity, New Delhi -110037  
Website: [www.rattanindia.com](http://www.rattanindia.com), E-mail: [rel@rattanindia.com](mailto:rel@rattanindia.com), Phone: 011-46611666

## Revolt Motors Targets New Age Riders with its Debut Campaign

*Revolt Motors has launched its new marketing campaign amplified by strong TV, Out of Home and multi-dimensional digital platforms just ahead of cricketing season.*

*Targeted at tech savvy new age riders who want their motorbikes to be intelligent, stylish, economical, and good for the planet.*

**New Delhi, March 18, 2024:** Revolt Motors, India's No. 1 electric bike manufacturer initiates a powerful marketing drive with a TV-led campaign, bolstered by a strong digital presence and strategic OOH media presence in 65 cities. The campaign is geared towards new age riders who are pushing the industry to continuously reinvent performance, smart intelligence, economy, and sustainability. At Revolt we call them 'Generation Why'

The 'BUILT FOR GENERATION WHY' campaign highlights the bike's impressive 150 km range on a single charge, paired with an affordable monthly EMI starting at Rs 2799/-, establishing it as a compelling e-mobility solution.

**Mrs. Anjali Rattan Nashier, Business Chairperson of RattanIndia Enterprises Limited, the parent company of Revolt Motors,** highlighted the strategic timing of the campaign and said, *"The new generation of riders display a high level of tech-savviness, mindful spending, and an eco-conscious mindset, driving a keen interest in e-mobility. Our products, with their stylish and ergonomic design and being lighter on the pocket, holds broader appeal, not only among today's youth but also to a wider audience. Additionally, our expansion to 115 dealerships nationwide further strengthens accessibility, catering to the growing demand for sustainable mobility."*

This high-voltage campaign marks a significant step for Revolt Motors, anticipating a substantial increase in brand affinity among its audience. Experience the TVC on our YouTube channel: [TVC Link](#)

### **Revolt Intellicorp**

Revolt Intellicorp, founded in 2017, is leading the charge in India's electric vehicle landscape. With a mission to democratize clean commutes using futuristic mobility solutions, we have introduced India's first AI-enabled motorcycle, seamlessly combining innovation with performance and aesthetics. With a strong focus on innovative technology, Revolt Motors is redefining the way we think about two-wheel transportation.

Beyond motorcycles, Revolt Intellicorp provides a full range of genuine parts and accessories through its authorized dealerships, ensuring a comprehensive electric riding experience. Join us in reshaping the future of smart, sustainable mobility.

### **RattanIndia Enterprises Limited**

RattanIndia Enterprises Limited is a public-listed company and serves as the growth engine of the RattanIndia Group dedicated to pioneering new-age businesses. With a focus on innovative technologies, RattanIndia Enterprises is driving the transformation of various industries, including Electric Mobility (Revolt Motors), E-commerce (Cocoblu Retail), Fashion brands (Neo Brands), Fintech (WeFin), and Drones (Neosky), with the goal of positively impacting the lives of millions of Indians.



For more information about Revolt Motors, please visit our website at [www.revoltmotors.com](http://www.revoltmotors.com) or contact us at [pr@rattanindia.com](mailto:pr@rattanindia.com).

###

For media enquiries, please contact:

**RattanIndia Enterprises**

Kirti Tokas | +91 8882579554 | [kirti.tokas@rattanindia.com](mailto:kirti.tokas@rattanindia.com)

**PR Contact:**

Ritesh Dewan | +91 98732 00211 | [riteshdew@gmail.com](mailto:riteshdew@gmail.com)