



11th January, 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: Media Presentation

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed presentation which will be shared with the media/investors. A copy of the said presentation is also being uploaded on the Company's website www.greavescotton.com

Kindly take the same on record.

Thanking You,

Yours faithfully,
For Greaves Cotton Limited

Atindra Basu
General Counsel & Company Secretary

Encl.: a/a

GREAVES COTTON LIMITED

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Registered Office: J-2, MIDC Industrial Area, Chikalthana, Aurangabad - 431210

Corporate Office: Unit No.1A, 5th Floor, Tower 3, Equinox Business Park, LBS Marg, Kurla West, Mumbai - 400070, India

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GREAVES

The background features several abstract, glowing blue geometric shapes, primarily polyhedrons and wireframe structures, scattered across a dark blue to black gradient. These shapes vary in opacity and brightness, creating a sense of depth and movement. The overall aesthetic is futuristic and technological.

**Transformation for disruptive
growth**

Welcome to the press conference

11TH JANUARY 2023

Dominant forces demanding a change



The Paris Agreement



- India pledges net zero by 2070
- Reduce emissions to 50% by 2030

High Cost of transport



- India's crude oil import bill \$90.3 billion in H1 2022-23
- Rising fuel prices

EV Revolution



- 356 EV manufacturers in India

A wake-up call for all the nations, the industry, and the consumers at large, to change the status quo

WE MADE THE CHANGE IN 2016.

Our transformation journey was driven by 3 key strategic initiatives



1 Repurposed the organization

- Developed clean mobility solutions
- B2C focus



2 Redefined the business

- Metal based to electric & software based



3 Built the “Made in India” EV Ecosystem

- Designing | Engineering | Product development | Manufacturing | Retail | Financing

All with a committed capital of Rs. 1500 crores, since entry into the e-mobility space

Investments in integrated Centres of Excellence - Manufacturing

EV mega site at
Ranipet

33
acre facility

2,50,000
units production
capacity in one shift

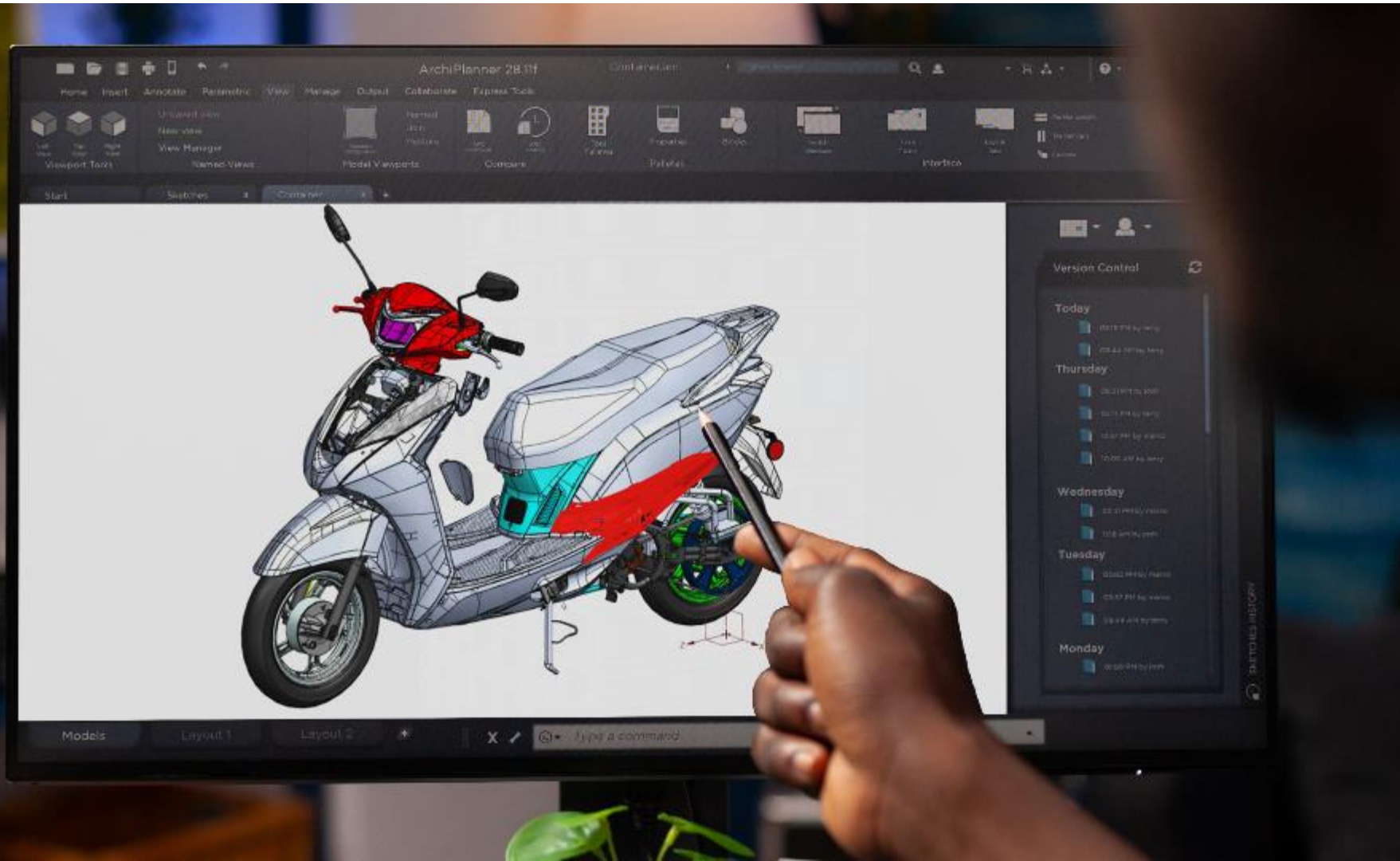
70%
women workforce



Film on EV Megasite

<https://youtu.be/JmmDTEcOaul>

Investments in integrated Centres of Excellence – R&D



Investments in retail

750+
outlets across
India


50+
Models

15+
brands



Investments in services/enablers

ACCELERATING
ELECTRIC
VEHICLE
ADOPTION WITH PRESENCE
ACROSS 110+ CITIES!



Tech-enabled
financing for E2W
& E3W

Across tier- I to III
& Metros

15+ banks &
financial
institutions

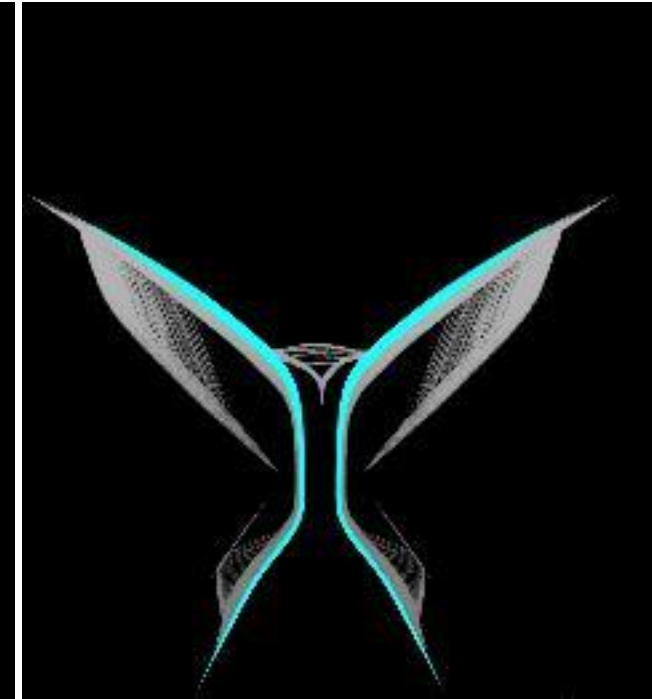
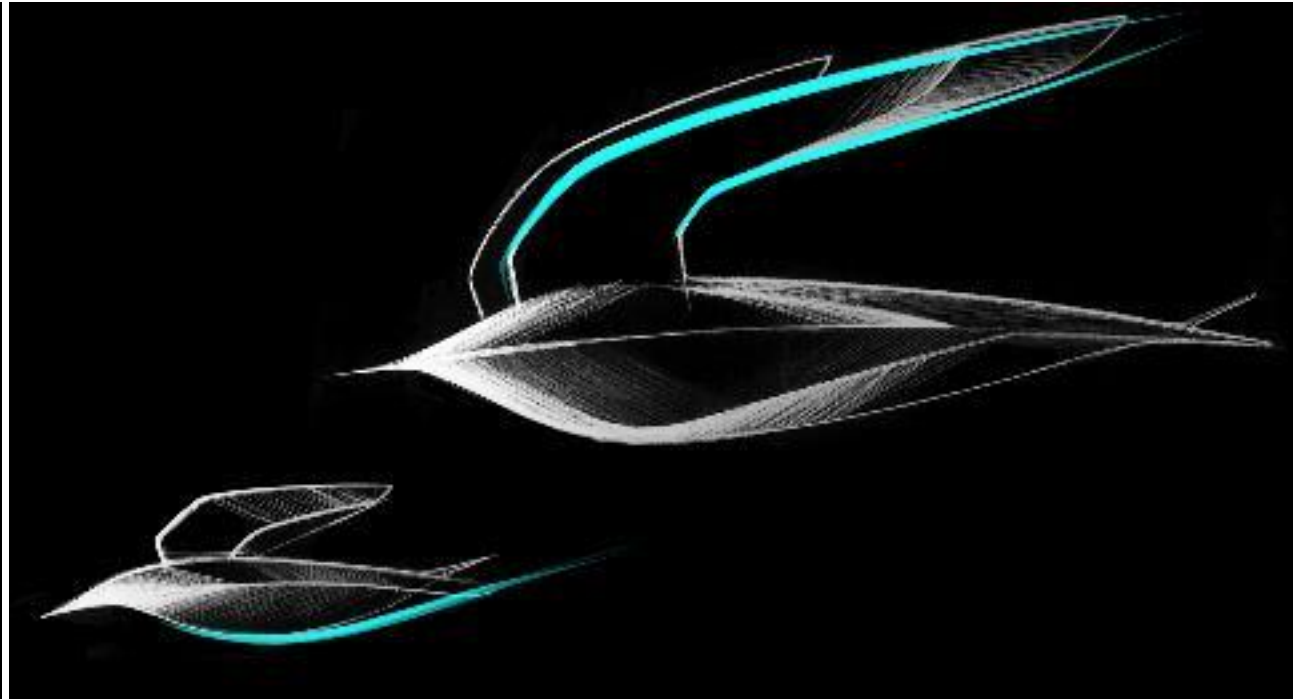
Increasing finance
penetration of e-
mobility

Investments in Integrated Centres of Excellence – Design

**Designed
in India**

**Engineered
in India**

**Made
in India**



The inspiration for designing our new electric vehicles has been the magnificent bird, the Arctic Tern

Film on design inspiration

<https://youtu.be/JPH1d9LczXM>



GREAVES EV ECO-SYSTEM

Democratizing sustainable mobility in India

MOVING INDIA
SMART. SUSTAINABLE. ELECTRIC

Electric powertrain for mainstream India



**To be the preferred partner for electrification
for OEMs in the 2 & 3 wheeler category**

**Greaves powertrains
have been moving
people & cargo for
decades**

**Electric powertrain, a
natural progression, and
will benefit from the years
of experience and
expertise in vehicle duty
cycle**

**European partner
bringing in expertise
in design,
development, testing
and vehicle
integration**

**To offer motor-
controllers &
integration software**

**Staying true to
'Make in India'**

**Strengthening &
enabling the EV
Ecosystem**

**A FULL SPECTRUM OF PRODUCTS TO
DEMOCRATISE SUSTAINABLE MOBILITY**

Across price points | Across consumer segments



Existing products

MAGNUS EX

Elegant scooter for
the family



GREAVES
ELECTRIC
MOBILITY

ZEAL EX

Sporty scooter for the
youth



NEW

NXG

**Sporty, smart high-speed scooter
for the discerning**



**GREAVES
ELECTRIC
MOBILITY**

Film on NXG design

<https://youtu.be/cuFoheQQ8UE>

NEW

NXL

**Robust, well designed & comfortable
scooter for the gig economy**



**GREAVES
ELECTRIC
MOBILITY**

Film on NXU design

<https://youtu.be/9bwynGZJHHA>

NEW

ELP

**New age, well designed 3W with
comfortable seating for driver &
passenger**

**GREAVES
ELECTRIC
MOBILITY**



NEW

ELC

**New age, well designed cargo 3W with
a strong body, and superior ergonomics
for drivers' comfort**



NEW

**GREAVES
ELECTRIC
MOBILITY**

AERO VISION

**Futuristic cargo with new age design,
comfort & superior performance**



Film on Aero Vision

<https://youtu.be/PV2B9j2ULQo>

GREAVES
ELECTRIC
MOBILITY

HAR GULLY ELECTRIC



AMPERE

INTRODUCING
PRIMUS

Film on Ampere brand

<https://youtu.be/Rz7pbOuPZhU>

NEW

**GREAVES
ELECTRIC
MOBILITY**

PRIMUS



GREAVES



**MOVING INDIA**
SMART. SUSTAINABLE. ELECTRIC

Disclaimer

This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Greaves Cotton (“Greaves” or the Company) future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

The product photographs in the presentation are only indicative, and actual products may vary from the same.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Greaves undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.