

18th July, 2024

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 Release

Please find enclosed herewith Press Release issued by Greaves Electric Mobility Private Limited, subsidiary of the Company with the heading “Greaves Electric Mobility 3 W (GEM 3 W) Revolutionises Affordability with the New Eltra City E3W at Just Rs. 3,66,999!”.

Kindly take the same on record.

Yours faithfully,
For Greaves Cotton Limited

Atindra Basu
Group General Counsel and Company Secretary
Membership No: A32389

Encl.: a/a

Greaves Cotton Limited

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ENGINEERING | E-MOBILITY | RETAIL | FINANCE | TECHNOLOGIES

Greaves Electric Mobility 3 W (GEM 3 W) Revolutionises Affordability with the New Eltra City E3W at Just Rs. 3,66,999!

Bangalore, July 18, 2024: Greaves Electric Mobility, through its 3W subsidiary, has announced that its electric 3-wheeler passenger vehicle, Greaves Eltra City, is now available at an unbeatable price of Rs. 3,66,999, owing to the massive surge in demand and positive reception for its best-in-class features. Prioritising comfort, efficiency, and innovation, the Eltra City has been delivering on its promise of 'Everything Extra' for both commuters and drivers since its launch early this year.

The Eltra City provides a segment-leading range of approximately 160 kilometres on a single charge, powered by a 10.8 kWh lithium-ion battery and 9.6 kW motor, which enables uninterrupted travel and higher profitability for drivers. Further, it is equipped with features like 14-degree gradability, 49 Nm torque, and hill hold assist for a seamless and comfortable driving experience on challenging urban and semi-urban roads. Greaves Eltra City also boasts a state-of-the-art 6.2" digital instrument cluster with IoT capabilities to assist drivers in leveraging real-time information and navigation conveniently. Engineered with safety as a top priority, the Eltra City features a robust full metal body and comes with a 3-year warranty (which is extendable to 5 years).

Vijaya Kumar, Director, Greaves Electric Mobility 3W (GEM 3 W), GEMPL, said, *"GEMPL is committed to revolutionise urban transportation by making sustainable and efficient mobility solutions accessible to everyone. The Eltra City E3W passenger vehicle is a testament to our dedication to affordability and excellence. With its best-in-class features, exceptional range, and innovative technology, the Eltra City is poised to redefine the commuting experience for both passengers and drivers. We are excited to witness the positive impact this will have on urban mobility and look forward to continuing our journey towards a greener future."*

Backed by Greaves Cotton Ltd.'s 163+ year legacy and extensive network, GEMPL aims to transform e-rickshaw ownership by ensuring a seamless customer experience and exceptional after-sales support for optimal customer satisfaction.

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About Greaves Electric Mobility Private Limited:

Greaves Electric Mobility Private Limited (GEMPL), the electric mobility business of Greaves Cotton Limited (GCL), is a leading player in Electric Vehicle (EV) technology in India. With comprehensive support from GCL's EV ecosystem, GEMPL has been designing and manufacturing electric vehicles for over 13 years and has established a strong presence in the electric 2-wheeler and 3-wheeler segments. In the electric 2-wheeler segment, the 'Ampere' brand is a fast-growing e-scooter brand with a strong presence in both B2C and B2B segments. Furthermore, MLR Auto Limited, a subsidiary of Greaves Electric Mobility Private and associate company, Bestway Agencies Private Limited, are rapidly expanding businesses in the electric 3-wheeler segment. With a strong base of over 3 lakh satisfied customers, GEMPL is committed to creating an affordable and sustainable ecosystem that provides the country with uninterrupted, clean, and last-mile mobility solutions.

For more information, please visit:

<https://greaveselectricmobility.com/>

<https://ele3w.com/>

For more information, visit- www.greavescotton.com

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Disclaimer:

"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 forward-looking statement contained in this release."