

Date: September 26, 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: Additional information in relation to the Press release dated September 26, 2024, titled ‘Ola Electric launches ‘Network Partner Program’, onboards over 600 partners to accelerate EV adoption and #EndICEAge PAN India’.

Dear Sir/ Ma’am,

We are enclosing herewith additional information given by the Company to various stakeholders vide email clarifying the Press Release dated September 26, 2024, titled ‘Ola Electric launches ‘Network Partner Program’, onboards over 600 partners to accelerate EV adoption and #EndICEAge PAN India’. Such Press Release has been intimated to the Stock Exchange earlier today.

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

Kindly take the same on record.

Thanking You,

For Ola Electric Mobility Limited

Pramendra Tomar
Company Secretary and Compliance Officer
Membership No. – F5999

OLA Electric Mobility Limited

Subject: Launch of “Network Partner Program’ with 600+ partners to accelerate EV adoption and #EndICEAge PAN India

FAQs:

1. What is the Network Partner Program?

- Ola Electric’s Network Partner Program is aimed at taking the EV revolution Pan-India
- Under this program, we would onboard Network Partners and equip them to sell & service Ola Electric products. With low capital investment, Network Partners would be able to start sales and service of Ola Electric products

2. Who can become a Network Partner? What is the target scale of this program?

- Network Partners could be auto, auto ancillary sellers across EV & ICE ecosystems or any new sellers who wish to enter this domain
- Under this program, Ola Electric has on-boarded 625 partners to expand its sales footprint across India with further plans to have 1,000 partners ahead of the festive season this year. There are plans to aggressively expand the network by on-boarding 10,000 partners for sales and service by the end of 2025

3. Is this a shift from the current D2C omnichannel model?

- Our D2C model has been extremely successful in driving sustainable business growth. The Network Partner Program will further amplify the benefits of our D2C network, and help increase EV penetration in India as it requires low capital investment from Network Partners and can be scaled up rapidly
- Ola Electric Stores will continue to remain the anchors of our sales and service network and Network Partners would complement them
- Network Partner will use the same digital process flow as an Ola Electric store

4. How is this different from a traditional dealer model?

- Network Partner outlets for Ola Electric are limited to being sales & service touch-points depending on their capability / infrastructure
- They would not need to purchase any inventory or set up infrastructure specifically for Ola Electric. Their existing infrastructure can be used to sell & service our products

5. What will be the margin profile for the business and is there any capex that Ola Electric would do to set this up?

- We would pay a fee for each successful sale through our Network Partners
- Our investment would be limited to selectively providing display vehicles, test vehicles and marketing materials

6. How will the customer experience differ vs your own channel?

- Customer experience would be the same as the Network Partner will use the same digital process flow as an Ola Electric store
- We will standardize the marketing materials and processes to ensure consistency
- Network Partners will be responsible for lead generation, sales & service resolution