

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: 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 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’.

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 launches 'Network Partner Program', onboards over 600 partners to accelerate EV adoption and #EndICEAge PAN India**

- *To expand its Network Partners from over 600 currently to 1,000 ahead of the festive season*
- *To on-board 10,000 partners by the end of 2025 to expand sales and service network PAN India*
- *Network Partner Program will be advantageous over traditional dealership model as it requires limited investments by partners and can be scaled up much faster*

**Bengaluru, September 26, 2024:** Ola Electric, India's largest pure-play EV company, today announced the launch of its 'Network Partner Program'. This program is aimed at taking the EV revolution further into tier-2 and tier-3 cities, including urban pockets where EV penetration still remains low. Under this program, the company has on-boarded 625 partners to expand its sales footprint across India, and Ola Electric further plans to have 1,000 partners ahead of the festive season this year. Additionally, the company announced to aggressively expand its network by on-boarding 10,000 partners, across sales and service, by the end of 2025.

The 'Network Partner Program' will give Ola Electric an edge over its competitors as the Program requires limited investment from the partners and can be scaled up faster as compared to the traditional dealership model in the automotive industry.

Ola Electric presently has nearly 800 company-owned stores, and with the 'Network Partner Program', will have nearly 1,800 sales and service touch points ahead of the upcoming festive season.

Announcing the expansion, **Bhavish Aggarwal, Chairman and MD, Ola Electric**, said, *"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 as it requires limited capital investment from partners and can be scaled up really fast. While the company-owned stores will be the anchors of our sales and service network, this program will be instrumental in expanding the EV footprint deeper into the urban and rural markets. We will continue to expand and invest in our front-end network to accelerate EV adoption to #EndICEAge, and by the end of next year, will have 10,000 Network Partners across the country."*

Through the program, Ola Electric will continue to onboard partners to drive EV adoption and provide seamless sales & after-sales experience across the country. The company will further leverage this program for sales and service of its upcoming Roadster portfolio, deepening EV penetration in the motorcycle segment across India.

Ola Electric offers an expansive S1 portfolio with six offerings across attractive price points catering to customers with different range requirements. While the premium offerings S1 Pro and S1 Air are priced at ₹1,34,999 and ₹1,07,499, respectively, the mass market offerings include S1 X+ priced at ₹89,999 and S1 X portfolio (2 kWh, 3 kWh, and 4 kWh) priced at ₹74,999, ₹87,999, and ₹101,999, respectively.

The company recently announced the launch of its Roadster motorcycle series, comprising Roadster X (2.5 kWh, 3.5 kWh, 4.5 kWh), Roadster (3.5 kWh, 4.5 kWh, 6 kWh), and Roadster Pro (8 kWh, 16 kWh). The motorcycles offer many segment-first technology and performance features, with their prices starting from INR 74,999, INR 1,04,999, and INR 1,99,999, respectively.

## **About Ola Electric**

Ola Electric Mobility Limited is a leading electric vehicle (EV) manufacturer in India, specializing in the vertical integration of technology and manufacturing for EVs and their components, including battery cells. Operations are centered around the Ola Futurefactory, where production of EVs and critical components like battery packs, motors, and vehicle frames are undertaken. Ola's R&D efforts span India, the UK, and the US, focusing on innovation in EV products and core components. Ola is also developing an extensive EV hub in Tamil Nadu, which includes the Ola Futurefactory and the upcoming Ola Gigafactory. This hub is supported by Ola's Bengaluru-based Battery Innovation Centre (BIC), dedicated to advancing cell and battery technology. Ola maintains a direct-to-customer distribution network with more than 750 experience centres across India, as well as a robust online presence, making Ola Electric the largest company-owned network of automotive experience centres in the country.