

High volumes, Low downtime, High productivity

Ather Energy offers the first glimpse of its 123,000 sq. ft. EV manufacturing facility in Hosur, TN

- 90% of Ather Energy's production are localised in India
- Annual capacity 110K scooters and 120K battery packs
- Investment of INR 635 crore over next 5 years

12th February, Hosur, Tamil Nadu: Ather Energy, India's first intelligent electric vehicle manufacturer, began operations from its mega-factory in Hosur, Tamil Nadu from 2nd January 2021. Since then, Ather Energy has begun deliveries in Mumbai, Pune, Ahmedabad, Bangalore, Chennai, and Hyderabad and with deliveries planned in a phased manner across other cities by Q1.

The facility is a perfect example of Make in India vision as 90% of the manufacturing of Ather Energy products is localised, including the battery pack which is made by Ather Energy themselves. The Ather 450X and the Ather 450 Plus are completely Made in India. With a strong local ecosystem that has been developed, most of the supplier base for Ather Energy is in Tamil Nadu, making Hosur an ideal location for the factory.

With a capacity to produce 110K scooters per annum, the facility will serve as Ather Energy's national manufacturing hub catering to demand from across the country. Ather Energy so far has confirmed deliveries and presence across 27 cities in 15 states. (Bangalore, Chennai, Mumbai, Pune, Delhi, Hyderabad, Kochi, Coimbatore, Kolkata, Calicut, Ahmedabad, Mysore, Hubli, Jaipur, Indore, Panaji, Bhubaneshwar, Nasik, Surat, Chandigarh, Vijayawada, Visakhapatnam, Guwahati, Nagpur, Noida, Lucknow, and Siliguri). Ather Energy is likely to expand to 40 cities by the end of 2021.

The factory is supported by the government of Tamil Nadu under its EV Policy. Apart from the EV manufacturing the facility will also focus on lithium-ion battery manufacturing which is a key area of focus for the company going ahead. The investment is an opportunity for value creation in the sector and will create job opportunities for the region. More than 4000 employees will be trained in requisite skills in the EV sector as a part of this initiative over the next 5 years.

The manufacturing facility is built on Industry 4.0 principles and has one of the most advanced solutions that integrates technology, human assets, existing systems, and processes across the entire manufacturing network. The team is also working towards making the factory smart by authorizing smart algorithms to read the data collected and make meaningful interpretations. The end-to-end supply chain process is very information centric which tightly

integrates the Ather's processes, logistics, warehousing, quality checks, production to finally vehicle dispatch.

The facility has the capacity to produce 120K battery packs annually. Ather Energy has filed 13 patents on the battery which has been designed and built in-house. Ather Energy is the only EV OEM in India to make its own battery packs. The 2.9kWhr battery of Ather 450X uses 21700 type Li-ion cells that gives the battery a high energy density, charge, and discharge rates which enables fast charging and high performance.

There is no air pollution during vehicle test rides and there is zero effluent generated from the factory. All E-wastes are handled by Authorized Recyclers and there is zero water discharge because of inhouse STP & treated water circulation to flush & plantation.

Quote by Tarun Mehta, CEO & Co-founder Ather Energy

It's been a great journey for us so far and the opening of this facility is truly a milestone for the company. The consumer demand has increased by multiple folds and with us expanding to new markets, this state of art facility we will cater to demand across the country. We are proud of the fact that we designed and built a product from scratch which is in line with the government's Make in India vision. We are thankful to the Tamil Nadu government and their EV policies which have led to us having most of our supplier base in the state making us self reliant.

About Ather

Ather Energy, one of India's first intelligent electric vehicle manufacturers was founded in 2013 by IIT Madras alumni, Tarun Mehta, and Swapnil Jain. It is backed by the founders of Flipkart -Sachin Bansal & Binny Bansal- Hero Motocorp and Tiger Global. Ather Energy launched India's first truly intelligent, electric scooter - Ather 450 in 2018, followed by their new flagship offering Ather 450X in 2020. Ather has also installed a comprehensive public charging network, Ather Grid, designed and built in India. With 94 charging points across India, Ather Grid is one of the largest fast-charging networks for electric vehicles in the country. The company's product line has won 30 awards in design, automotive and technology categories. With over 60 Indian and international patent applications, 109 trademarks and 118 Indian and International design registrations to its name, Ather Energy aims to provide consumers with the best possible ownership experience. Ather Energy currently operates in Bangalore, Chennai, Hyderabad, Pune, Ahmedabad, and Mumbai and will expand to a total of 27 cities in 2021.

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