

Ather Energy begins retail operations in Pune

~ B U Bhandari and Ather celebrates the inauguration of its new experience centre at Law College Road

~ Ather Energy's fifth experience centre in India

Pune, February 17th, 2021: Ather Energy, India's first intelligent electric scooter manufacturer, officially inaugurated its newest retail outlet - Ather Space, at Law College Road, Pune in association with B.U Bhandari. The iconic location picked for the experience centre, is on the corner of Law College road and Bhandarkar road.

Ather Energy had announced its entry into the market in 2016 for its Ather 450 & Ather 340 models and since then has received a phenomenal response from customers across Pune. Deliveries of the Ather 450X began in January of 2021. The inauguration of Ather Space was led by a group of enthusiastic Ather customers who wanted to be the first ones to experience Ather Space.

The Ather 450X, India's quickest and smartest scooter will be available to test ride and purchase at Ather Space. The experience centre is well equipped to provide a unique ownership experience along with complete service and support for the owners. Designed to be a dynamic, tactile, and interactive space, the new Ather Space will offer customers an opportunity to learn about every aspect of the vehicle and provide a complete overview of the various parts with a striped-bare unit on display. Apart from seeing the key components of the scooter, one can learn and interact with the intelligent and connected features through a digital display.

Ather Space is designed to educate customers about electric vehicles while providing a holistic experience in an interactive space. The company inaugurated its first experience centre in Bengaluru in June 2018 and later expanded its base with a bigger experience centre in Chennai, helping customers experience the details and make an informed purchase decision. Earlier this year, Ather expanded its presence across Mumbai and Ahmedabad. And, with the newest Experience centre opening its doors, customers in Pune can now ride the Ather 450X and get an in-depth view of the product and its features before purchasing the vehicle. They can also book test ride slots on Ather Energy's website prior to visiting the experience centre.

Ather Energy has already installed Ather Grid points in Pune and has installed five fast charging points, so far. These charging points can be found in locations like Copacabana (Vishal Nager), Bliss Bakery & Café (Kondhwa), Kalinga Restaurant (Erandwane), KB's Woodland (Sadhu Vaswani Rd), Eat & Repeat Café (Shivajinagar). In an effort to boost adoption of EVs in the city, Ather Energy will provide free charging at Ather Grid till March 2021 for all electric 4Ws & 2Ws. The company plans to add 10-12 more charging points to strengthen Ather's charging grid network to provide smooth and stress free rides for EV owners in the city..

The Ather 450X is an upgrade from its predecessor Ather 450 and is the quickest and one of the smartest scooters in India, and comes in four colours: Grey, Green, and White along with the limited-edition Series 1. The scooter is powered with a 6kW PMSM motor, a new 2.9 kWh lithium-ion battery, and comes with 4 riding modes. In addition to Eco, Ride, and Sport, Ather Energy has introduced a new high-performance mode, 'Warp'. Ather 450X can go from 0 to 40 kmph in just 3.3 sec in Warp mode, making it the quickest scooter in the 125cc category and the perfect choice to navigate through city traffic. The Ather 450X also charges 50% faster than before at 1.5km per minute, making it the fastest charging rate in the electric two-wheeler category.

Additionally, the electric scooter will have a 4G SIM card and Bluetooth connectivity, allowing riders to manage phone calls and music on the touchscreen dashboard. The new 7" touchscreen dashboard, comes with a colour depth of 16M and a Snapdragon Quad-Core processor. Ather 450X utilises Android Open Source to offer Google Map navigation, on-board diagnostics, and other unique features like Over-the-air updates, Auto Indicator off and Guide-me-home lights.

Ather Energy also offers a lower powered Ather 450 Plus which offers a top speed 70 kmph and a True Range of 70 km in Eco mode. The Ather 450 Plus offers 4G connectivity, onboard navigation and other connected features but does not have Bluetooth connectivity and the high-powered Warp mode.

The ex-showroom price of the Ather 450X is INR.161,426 & INR 142,416 for the Ather 450 Plus in Pune.

Quote by Ravneet Phokela, Chief Business Officer, Ather Energy:

"Our experience centres are designed to reflect Ather Energy's value proposition, a great experience powered by intelligence. It is a place where people can experience the scooters, understand our drive to build high-performance electric vehicles, and be a part of the electric future. We are pleased to partner with the BU Bhandari group to support our expansion plans with a new experience centre in Pune. Their extensive experience and proven expertise in the automotive retail sector will complement our efforts towards building an experience for our fans and customers, they would cherish. Over the past year, we have seen a strong surge in adoption of EV's with more and more people reflecting on their preferences for a clean energy future. Following the launch of our experience centres in Mumbai and Ahmedabad, our latest experience centre in Pune will build on the momentum and further strengthen our presence across Maharashtra."

Quote by Deven Bhandari, Director - B.U. Bhandari: "We are pleased to announce that we now have the Ather 450X, which will be displayed on the floor of the new Ather Space. We are excited about this new partnership with Ather Energy and all geared up to welcome customers looking to own the new Ather 450X. Ather enjoys a strong goodwill among the auto community in Pune and going by the early response, we do anticipate a surge in deliveries from Ather, in the months to come.

About Ather Energy:

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 103 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 37 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.

About B.U Bhandari:

B.U Bhandari is one of the most respected business houses with a legacy of over 100 years. Driven by the philosophy of keeping the customers first, B U Bhandari has been associated with the automotive industry for the last 50 years, winning many accolades towards customer and industry first initiatives.

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