

## **Ather Energy begins retail operations in Jaipur**

*~ Akhand Distributors and Ather Energy celebrate the inauguration of their new experience centre at Tonk Road in Jaipur*

*~ Ather Energy's eighth experience centre in India*

**Jaipur, April 9th, 2021:** Ather Energy, India's first intelligent electric scooter manufacturer, officially inaugurated its newest retail outlet - Ather Space, in BL Tower-2 on Tonk Road near Durgapura Flyover in association with Akhand Distributors. 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.

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, Pune, Hyderabad, Kochi, and Ahmedabad. And, with the newest Experience centre opening its doors, customers in Jaipur 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 before visiting the experience centre.

Ather Energy has installed 3 fast-charging points, Ather Grid, which can be found in locations like Vaishali Nagar, C Scheme and Tonk Road. The company plans to add 10-12 more charging points to strengthen Ather Energy's charging network to provide smooth and stress-free rides for EV owners in the city.

Ather Energy also offers an upgraded version of the iconic Ather 450 called the Ather 450 Plus which has a top speed of 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 Warp mode.

The ex-showroom price of the Ather 450X is INR.159,524 & INR 140,514 for the Ather 450 Plus in Jaipur.

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

We are pleased to partner with Akhand Distributors who have been a great partner to work with. The team has proactively been organising test rides and showcasing EVs in Jaipur since early March and the response has been phenomenal.

Tonk road was picked for the experience centre, Ather Space, as it catered to a perfect mix of locals and tourists. The neighbourhood has a lot of tourist attractions, caters to business & leisure travellers, and is centrally located for Jaipurians. Ather Space is designed to reflect our value proposition - a great experience powered by intelligence.

### **Quote by Mr. Satyajeet Singh Chhabra, Akhand Distributors**

We are excited to associate with Ather Energy, a renowned "Made In India" electric vehicle company. This partnership will allow us to cater to the growing demand for high-performance electric two-wheelers in Jaipur and the community will get an opportunity to experience Ather 450X, a technologically superior and meticulously designed vehicle. The intent is to create a win-win situation by providing long-term economic benefits to customers, but also being responsible towards the environment we all live in.

### **About Ather 450X**

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 has 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.

### **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 126 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 Akhand Distributors Pvt Ltd**

Akhand Distributors Pvt Ltd, has been involved in various businesses in retail and wholesale distribution & Retail of Telecom, CE, and FMCG & Lifestyle products. Widespread across various states from Rajasthan, Haryana, Madhya Pradesh & Gujarat, the company has grown from one territory to many, with respect to states as well as sectors.

### **Media Contact**

Six Degrees BCW: [ather@sixdegreespr.com](mailto:ather@sixdegreespr.com)