Ather Energy continues its expansion spree, begins retail operations in the capital

➔ *10th Ather Space opens at Lajpat Nagar, Delhi*

New Delhi, July 02nd, 2021: Ather Energy, India's first intelligent electric scooter manufacturer, today inaugurated its new experience centre (retail outlet) - Ather Space, at Lajpat Nagar, New Delhi. This is Ather Energy's 10th experience centre in India, well equipped to provide a unique ownership experience along with complete service and support for the owners. Ather Space will offer customers an opportunity to learn about every aspect of the vehicle. The Ather 450X, India's quickest and smartest scooter, alongside the Ather 450 plus will be available to test ride and purchase.

Over the past years, the Delhi government has taken numerous steps to address the growing challenges of pollution and has strongly advocated the shift towards green transportation modes. Building on the impetus provided by the policy upgrades, including the highest subsidies on electric vehicles in Delhi and additional breaks on road tax and registration fees, Ather is all set to disrupt the EV market in the national capital. Ather Energy will offer its flagship Ather 450X and 450 plus at its lowest prices in Delhi.

Ather Energy 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, Jaipur, and Ahmedabad.

Ather Energy began deliveries of the Ather 450X in the Capital early April and has significantly invested in setting up public fast charging points, Ather Grid across the city. Ather Energy is one of the few OEMs who also invests in building a charging infrastructure in the markets before launch. The company has set up 14 fast-charging points, Ather Grid, across key hotspots in Delhi, Noida, Gurugram & Ghaziabad and aims to double the number of charging stations by the end of this year. The fast-charging points in Delhi are available in locations like Green Park, Dilshad Garden, Krishna Nagar, and Connaught Place. To ease the public charging experience, Ather Grid will be available in locations like malls, cafes, supermarkets and tech parks. Ather Energy also helps customers in setting up home charging solutions in their apartments and buildings.

Ather Energy also offers an Assured Buyback program on their vehicles which is a result of the company's confidence in the battery and connected nature of its product. Under the Buyback program, customers will get Rs. 85,000* as a guaranteed value for the Ather 450X at the end of 3 years. Ather vehicles are also available for lease, allowing customers to access a fully loaded Ather 450X with a down payment & a nominal monthly fee, starting at INR 3,394 per month.

In the past few weeks, FAME 2 revisions have further reduced the prices of all electric two wheelers, with a 50% increase in the subsidy. The ex-showroom price of the Ather 450X is INR.132,426 & INR 113,416 for the Ather 450 Plus in Delhi. Considering the total cost of ownership of a comparable 125cc scooter, Ather 450X and Ather 450 Plus owners can now breakeven their investment in 18-24 months and will begin to save nearly Rs. 2 per km in the years after.

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

Delhi is an incredibly important market for Ather Energy, and we expect a substantial contribution from Delhi and NCR as we continue our journey to be the market leader. With the new Ather Space in New Delhi, we're aiming to educate consumers about high performance EVs and engage with them so they can confidently shift to an electric vehicle. Moreover, the recent FAME II revision and policy initiatives & subsidies introduced by the Delhi government make Delhi EV prices one of the lowest in the country, and will accelerate the adoption of electric vehicles. We hope to play a strong role in Delhi's transition to electric mobility."

About Ather 450X:

The Ather 450X is the quickest and one of the smartest scooters in its category, 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 can fast charge at 1.5km per minute, making it the quickest 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 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 142 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 58 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 22 cities including Bengaluru, Chennai, Hyderabad, Pune, Jaipur, Kochi, Ahmedabad, Mumbai, Mysore, and Hubli.

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