

Ather Energy introduces its first Impact Report, reiterating its commitment to social, environmental, and economic sustainability

~ Stands to be the first Indian and second global company, in the Auto sector, to publish a comprehensive Impact Report

~ Created a positive environmental and social impact by building a holistic business ecosystem

Bengaluru, 27th July 2021: Ather Energy, India's first intelligent electric scooter manufacturer, has released its first Impact Report, measuring its overall social, environmental, and economic impact in 2019-2020. An Impact Report is a detailed analysis of a company's efforts that creates a change in the ecosystem around them. The impact assessment has been done by Aspire Impact, a social enterprise focused on impact leadership & impact ecosystem development. Having undergone a comprehensive assessment using Aspire Impact's proprietary 4P framework across 250+ impact metrics, Ather Energy has been awarded Aspire Impact's Gold Leaf accreditation for its overall Impact Management. Ather Energy is the first Indian and second automotive company globally, besides Tesla, to publish an Impact report.

The global sustainability reporting landscape has been mainly dominated by large, public-listed companies in many countries including India, as regulations mandate that each company report on sustainability metrics. While progressive companies treat ESG (Environmental, Social, and Governance) reporting as a critical part of their strategy, sustainability reporting is also evolving, and Impact reporting is currently the most comprehensive reporting system available. Ather Energy has a two-pronged approach to building a sustainable ecosystem. The company has built a vehicle and charging infrastructure platform from scratch, and has also focused on helping develop a local supply chain. As a result, Ather Energy has managed to achieve 99% localization (except cells) in the vehicle, making it a truly Make in India product. In parallel, sustainability has been a core driving force in Ather Energy's endeavors and operations.

Key Highlights (FY2020)

- 7.5 MT of CO₂ emissions was saved
- INR 2 cr on fuel savings
- Developed an active online community of 5000 Ather consumers
- Atma Nirbhar initiatives to localise supply chains. Only 1 out of 300+ components are imported
- Industry leader in gender equality with the highest number of women in manufacturing facility
- High on customer satisfaction and engagement in the EV industry

Developed with a theme of mobilizing a new India, the impact captures the sustainability aspect of Ather's business. It details out Ather Energy's Impact across 4 categories of Product, People, Planet, and Policy, including how products have been developed with superior technology that provides Indian consumers an option for clean mobility without compromising on performance. In 2019-2020, Ather Energy's vehicles saved 7.5 metric tons of CO₂ emissions

(equivalent to 15 years of riding a 125cc scooter). Till date, 40Mn km have been ridden that has saved 30 metric tons of CO2.

The report also talks about Ather Energy's commitment to diversity and inclusion, which has been broadened to include the diversity of thought, experience, gender, leadership, language and culture. The company has approximately 30% women employed in the manufacturing facility, the highest in the Indian automotive sector.

Ather Energy has set high standards of policy and governance for itself. The report outlines Ather Energy's commitment and contribution towards the United Nations Sustainable Development Goals (SDGs). Ather Energy's ideologies and cultural values extend beyond the organization; creating a memorable and collaborative relationship with customers is a goal that the company exemplifies. Over the years, Ather has witnessed a strong growing active customer community, growing from 5,000 to over 14,500 members today.

Ather Energy aims to be in 100 cities with a new product portfolio by FY2023 and add more safety features on the product like crash detection & SOS, tow detection, tyre pressure monitoring system, remote diagnostics, etc. By FY2022, Ather Energy plans to install 500 charging points across the country. Ather Energy is also aiming to use 80% of their energy consumption using solar energy and increase the ratio of recycled water to total water consumption by 84%.

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

The impact of our work through our products for the EV market is clear but building a long-term impact focused organization is about more than a few founding product decisions. Just like financial metrics, measuring impact has to be made an institutional process, expanding far beyond just the product and covering people, planet, and policy too. Measuring and publicly sharing the same will help us create a system where long-term we will be able to hold ourselves accountable to a public standard and hence constantly improve on the same. While this is just the first report, we are already seeing big leaps in the WIP report for FY21 bringing out the advantage of pushing impact as a company wide metric.

Quote by Amit Bhatia, Founder & CEO, Aspire Impact

Ather Energy has proved to be a pioneer not just in reimagining green, sustainable mobility but also in structured, transparent impact reporting. We at Aspire Impact, India's first Impact-Rating initiative, are delighted to award them a "Gold Leaf", our second highest Impact Rating.

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.

About Aspire Impact (www.aspireimpact.in)

Aspire Impact is a social enterprise focused on leadership and ecosystem development in social and environmental impact. Aspire develops Impact Science and supports scaled impact for organizations through Corporate Impact Assessments, Executive Education & Training, Impact Start-Up Support and an Impact Future Project.

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