

Ather Energy now in Indore, opens its first experience center in the city

~ Kasliwal Group and Ather Energy celebrate the inauguration of the new experience centre at A B Road, Indore

~ Ather Energy's 14th experience centre in India

Indore, 03rd August 2021: Ather Energy, India's first intelligent electric scooter manufacturer, today inaugurated its new retail outlet - Ather Space, at A B Road, Indore, in association with Kasliwal Group. The Ather 450X, India's quickest and smartest scooter, alongside the Ather 450 Plus will be available to test ride and purchase at Ather Space.

Over the years, the Madhya Pradesh government has introduced several policies to accelerate the adoption of EVs like giving subsidies up to 25% on building Charging infrastructure, exempting the vehicle registration for the first 22,500 electric 2-wheelers, and providing free parking at Municipal run parking facilities to all EV vehicles. These policies will accelerate the adoption of EVs in the state. The opening of Ather Space in Indore is driven by the strong consumer demand from the city since the launch of Ather 450X and 450 Plus in January 2020.

Ather Space is geared to provide a unique ownership experience along with complete service and support for the owners. 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 stripped-bare unit on display. They can also book test ride slots on Ather Energy's website before visiting the experience centre. This is Ather Energy's 1st Experience Centre in Madhya Pradesh. Earlier this year, Ather expanded its presence across multiple cities, including Mumbai, Pune, Hyderabad, Kochi, Ahmedabad, New Delhi, Trichy, Visakhapatnam, Jaipur, and Kozhikode.

Ather Energy is one of the few OEMs that also invests in building charging infrastructures. The company has installed six fast-charging points, Ather Grid, which can be found at Bhanwar Kuwa, Annapurna, Race Course Road, Nanda Nagar, Raj Mohalla, and A B Road. All the Ather Grid locations are strategically placed in key areas of the city so that it is easily accessible to EV owners across Indore. Ather Energy plans to add 8-10 more charging points to strengthen the charging network to provide smooth and stress-free rides for EV owners in the city. Ather Energy also helps customers in setting up home charging solutions in their apartments and buildings.

The ex-showroom price post the Fame II revision for the Ather 450X is INR. 146,926 & INR 127,916 for the Ather 450 Plus in Indore.

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

We are pleased to partner with Kasliwal Group who has been extremely supportive in organizing the test rides and setting up the experience centre in Indore. The test ride requests and pre-orders have been pouring from Indore since the launch of Ather 450X. With the FAME II revision, the shift to EV mobility will gain more traction in the coming days. The new Ather Space is designed to provide a great experience to our evolving customer base in Indore. After Indore, we are likely to be in Bhopal and 3-4 more cities in Madhya Pradesh by the end of the year.

Quote by Mr. Aradhya Kasliwal, Managing Director, Kasliwal Group:

The future has arrived and the new age of biking is here in Indore now - Ather 450X. We are pleased to associate with the pioneer of electric two-wheeler technology in the country – Ather Energy, to provide smart mobility solutions to Indore. We are all charged up to electrify Indore and together with Ather Energy, we are going to provide a seamless and memorable experience to our customers in their journey with Ather Energy.

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 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 utilizes 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 166 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 Kasliwal Group

Kasliwal Group is one of the Most Renowned Groups in the State of Madhya Pradesh. The Group is Into Automobile Dealerships, Film exhibitions, Real Estate, Construction, and Agriculture. From being the Pioneer in the Film Exhibition to being the Leader in the Automobile Industry, The Group has achieved Heights in all their Business Ventures.

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