

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

~ Patwa Auto Drive Pvt Ltd. and Ather Energy celebrate the inauguration of the new experience center at Trimbakeshwar Road, Nashik

~ Ather Energy's 15th experience center in India

Nashik, 13th August 2021: Ather Energy, India's first intelligent electric scooter manufacturer, today inaugurated its new retail outlet - Ather Space, at Patwa Ev Zone, Trimbakeshwar Road, Nashik in association with Patwa Auto Drive Pvt Ltd. 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.

In addition to the FAME subsidy by the central government, the Maharashtra government has introduced progressive EV policies to accelerate the adoption and manufacturing of EVs like giving the early-bird buyers a maximum discount capped at Rs.10,000 for purchases done before 31st December 2021, 10 percent of new vehicles sales to be EVs. Exempting the road tax and vehicle registration for all the electric vehicles in the state, and giving subsidies up to 50% on building charging infrastructure. The opening of the 3rd Experience Center in Maharashtra is driven by the strong consumer demand from the State.

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 center. Earlier this year, Ather expanded its presence across multiple cities, including Mumbai, Pune, Hyderabad, Kochi, Ahmedabad, New Delhi, Trichy, Visakhapatnam, Jaipur, Kozhikode, and Indore.

Ather Energy is one of the few OEMs that also invests in building charging infrastructures. The company has installed five fast-charging points, Ather Grid, which can be found at Gangapur Road, Sula Road, Pawan Nagar, Kartikey Nagar, and Trimbakeshwar 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 Nashik. 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.141,926 & INR 122,916 for the Ather 450 Plus in Nashik. These prices are expected to further reduce once the state government subsidy guidelines are issued.

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

Maharashtra is a large and growing market with strong EV traction. The government has also been driving further impetus with the recently announced state subsidies. With the revised Maharashtra EV policy, the Ather 450 Plus and Ather 450X will be eligible for almost Rs 25,000 subsidy making Ather scooters the cheapest in Maharashtra. This is the only state where we have on-ground operations up and running in 3 cities and we are already looking to expand to a few more cities by the end of the year. Patwa Auto Drive Pvt Ltd has been extremely supportive in setting up the experience center and starting operations in Nashik. The test ride requests and pre-orders have been good from Nashik since the launch of Ather 450X and we expect a strong consumer demand with the recent FAME II revision.

Quote by Dealer, Mr. Jay Sumit Patwa, Chief Visionary Director , Patwa Group:

As a group working towards better Nashik, we at Patwa Group are extremely proud to collaborate with Ather Energy which has proven it's an eminence in the electric vehicle industry. We believe that it is time to bring back the clean air of the city by giving Nashikites an opportunity to experience and cherish this amazing tech. We are elated to be a part of the Ather Family. Ather Energy has re-invented the experience of riding a two-wheeler in India by designing electric scooters with utmost care. Ather Energy's evolving and innovative products are well planned and placed with its charging infrastructure, and client service is built to ameliorate the customer experience. We believe that we shall see an extensive demand in the months to come. We are thrilled to take one step forward in EV technology with Ather Energy by giving a world class customer experience.

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 170 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 23 cities including Bengaluru, Chennai, Hyderabad, Pune, Jaipur, Kochi, Ahmedabad, Mumbai, Mysore, and Hubli.

About Patwa Group

Patwa Group was founded in the year 1995 by Mr.Sumit Satish Patwa as a food and provisions store and later diversified into FMCG, Mobile, Spices, Furniture and Automobile industries. With transparency in the business and timely services to its retailers, Patwa Group has become the trusted name in Telecom distribution.

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