

Ather Energy invites dealers to set up experience centers across India

Bangalore, India, 3rd January, 2020: On the heels of signing an MoU with the Tamil Nadu government to build a new 400,000sq ft factory, Ather is gearing up to meet the demand for its scooters and charging infrastructure across India. The company's expansion goals will require experience centres in all major cities in 2020 hence Ather is inviting partners to augment their presence.

The automaker will design the retail space and experience for its dealer partners, with a focus on its holistic experience-led model. Ather plans to have partners across key cities like Hyderabad, Mumbai, New Delhi, Pune, amongst other Tier-1 cities. The company currently operates Ather Space in Bengaluru (Indiranagar) & Chennai (Wallace Garden Street)

These experience centres will allow prospective consumers to test ride and get hands-on with Ather's intelligent & connected product portfolio. The company's flagship intelligent scooter, Ather 450 has been setting new standards in the EV market and has ardent fans across India waiting to order it in their city. The company will continue to grow their public charging network, Ather Grid in all metros in the coming months. Each city will receive fast charging points prior to the delivery of the vehicles.

Quote by Ravneet Phokela, Chief Business Officer: "Intelligent electric vehicles are a new category and need a modern and improved go-to-market strategy. We have spent the last couple of years pioneering the ideal retail experience and format in Bengaluru & Chennai. We are looking for dealers and partners to expand across the country in a short period of time. It is an opportunity for us and the partners to prepare for the next phase of the automobile revolution and invest in skill development and employment for a new breed of retail professionals."

Ather is accepting inquiries for partnership on the email id dealershipqueries@atherenergy.com.