



Ather Energy fast forwards its expansion plan : Adds 16 new markets

- **The Ather 450X will now be available in a total of 27 cities in India by Q1 2021**
- **High demand for the Ather 450X, overwhelming interest by retail partners accelerates expansion**

Bengaluru, 11th December 2020: As part of phase 2 of expansion, Ather Energy, India's first intelligent electric scooter manufacturer, announced the launch of the Ather 450X in 16 additional cities - Mysore, Hubli, Jaipur, Indore, Panaji, Bhubaneswar, Nasik, Surat, Chandigarh, Vijayawada, Visakhapatnam, Guwahati, Nagpur, Noida, Lucknow and Siliguri. The overwhelming demand for Ather Energy's products, dealership requests, and also the volume of requests for test rides has led Ather Energy to include these new markets in Phase 2 of their expansion. Ather Energy is now fast tracking its plans to meet the national demand for the vehicle and by Q1 2021, Ather 450X will be available across 27 cities in India. Many in these new cities are also eligible for the limited edition Series 1 vehicle, as they placed orders in January 2020 before the official launch of the new product line.

Ather will be opening up in these cities in a staggered manner by Q1 2021 and will begin by setting up test rides to let consumers experience the vehicle. Ather has also been talking to prospective retail partners in these markets and has already begun locating spaces to set up its fast EV charging network, Ather Grid. In the 11 markets that Ather has presence in, more than 60 charging points are already installed with more in the pipeline.

The Ather 450X is an upgrade from its predecessor Ather 450 and is the quickest and one of the smartest scooters in India, and comes in three new colors; Grey, Green, and White. 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 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 will also charge 50% faster than before at 1.5km per minute, making it the fastest charging rate in the electric two-wheeler category.

Additionally, the electric scooter will have a 4G SIM card and Bluetooth connectivity, allowing riders to manage phone calls and music on the touchscreen dashboard. The new 7" touchscreen dashboard, comes with a color 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.

The Ather mobile app will continue to offer personalised ride statistics, charging status, push navigation, and more functionalities like theft & tow detection, live location & vehicle state tracking.

As associate sponsors of the India-Australia T-20 series, Ather Energy recently launched its first TVC campaign during the matches. The 'Break Through' ad campaign aims to feature Ather as a two-wheeler company which is redefining the near-future of automobiles in India with its products and services. Consumers can now catch the new TV commercials and ads on all major channels, OTT platforms and in newspapers.

Quote by Ravneet Singh Phokela, Chief Business Officer, Ather Energy: “We are really excited about adding 16 new markets and we look forward to establishing ourselves in these cities in the coming months. This expansion is the result of the strong demand from the consumers, dealerships and also, the test ride requests that we have received since the launch of Ather 450X. Ather Energy has always strived to build futuristic electric two-wheelers which boast of superior technology and innovative solutions to make the switch to electric easier for the consumers. We aim to introduce Ather products across the country and fulfill the needs of consumers by providing a premium offering.”

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 38 charging points in Bengaluru and 14 charging points in Chennai, Ather Grid is one of the largest fast-charging networks for electric vehicles in the country. The company's product line has won 30 awards in design, automotive and technology categories. With over 60 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 Bengaluru and Chennai and in 2020 will expand to 25 more cities including Delhi NCR, Mumbai, Pune & Hyderabad.

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