







INNOVATIVE AND FUTURISTIC MOBILITY

Impact Report 2021



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About Ather Energy

Ather Energy is an Indian electric two-wheeler company founded in 2013 by Tarun Mehta and Swapnil Jain. It currently manufactures two electric scooters - Ather 450X and Ather 450 Plus.

It has also established an electric vehicle charging infrastructure across the country called Ather Grid.

Certificate of Impact



Aspire Impact uses its proprietary 4P framework to assess an organization’s impact across PRODUCT, PEOPLE, PLANET, AND POLICY. We award companies a specific rating on impact, based on the outcome of the impact assessment. Our four-point rating system provides an empirical improvement roadmap for companies to prioritize their efforts and address key areas for maximum Impact.

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Prologue

Swapnil Jain

Tarun Mehta



Letter from the CEO:

Since Ather's inception in 2013, we have been driven by the idea of pushing the world towards a more sustainable future. Sustainability is at the core of everything we do at Ather Energy. Over the years, our focus has been to design and build products that are ever improving and have a direct impact on the environment. We believe that, in addition to developing sustainable products, it is critical to constantly assess and improve the organization's and ecosystem's impact as it grows. As a first step towards this, we introduced our first impact report last year, measuring our overall social, environmental, and economic impact in 2019-2020.

As a pioneer in the EV Two-wheeler industry, we continue to build products that are safe, reliable, and sustainable. While we spent seven years perfecting the product, manufacturing and supply chain, 2020-2021 was all about growth. In early 2020, we launched our flagship product, the Ather 450X, which is one of the quickest and smartest electric scooters on the market today. The next step was to expand, grow, and evolve as a company to reach out to customers across the country. Ather began expanding its retail operations across the country and subsequently opened a new manufacturing facility to cater to the strong consumer demand. For us it was not just about the product it was about building the entire ecosystem. We started setting up more fast charging points in all the current and new markets. As we strive to provide quality products on a large scale, we have not only furthered our manufacturing and service operations but also advanced our research and development in the last year. The 450 series of scooters has indeed taken the company to new heights, and its subsequent market expansion has cemented its place as a household name while staying true to its goals.

The company has grown leaps and bounds in the past year, and we continue to measure the impact and deepen our efforts to accelerate the transition to sustainable energy. Hence, we publish our second Impact Report measuring the impact of our products, manufacturing and policies on the community and the ecosystem around us, which manifests our theory of action dedicated to a clean, green and bright future.

Our Journey

2013

Founded at the IIT Madras Incubation cell

2015

Raised \$12 Mn in Series A

2017

Key leadership members instituted. Production commences at factory.

2019

Raised \$51Mtn in Series C. Ather launches in Chennai.

2014

Raised \$1Mn in angel investment

2016

Raised \$31Mn in Series B. Reach 175 Employees

2018

Ather 340 and 450 variants launched in Bangalore

2020

Unveiled across 10 cities. Ather Grid at 79 locations



FY 20-21 Journey

July
2020

Ather Energy
raises Rs 84 crore from existing investor Hero MotoCorp

November
2020

Ather Energy raises Rs 260 crore in fresh funding led by Sachin Bansal and Hero MotoCorp

December
2020

Ather Energy
launches its electric scooter 450X in 16 additional Indian cities

January
2021

Ather Energy starts operations
at its new 1,23,000 sq ft production facility in Hosur, Tamil Nadu

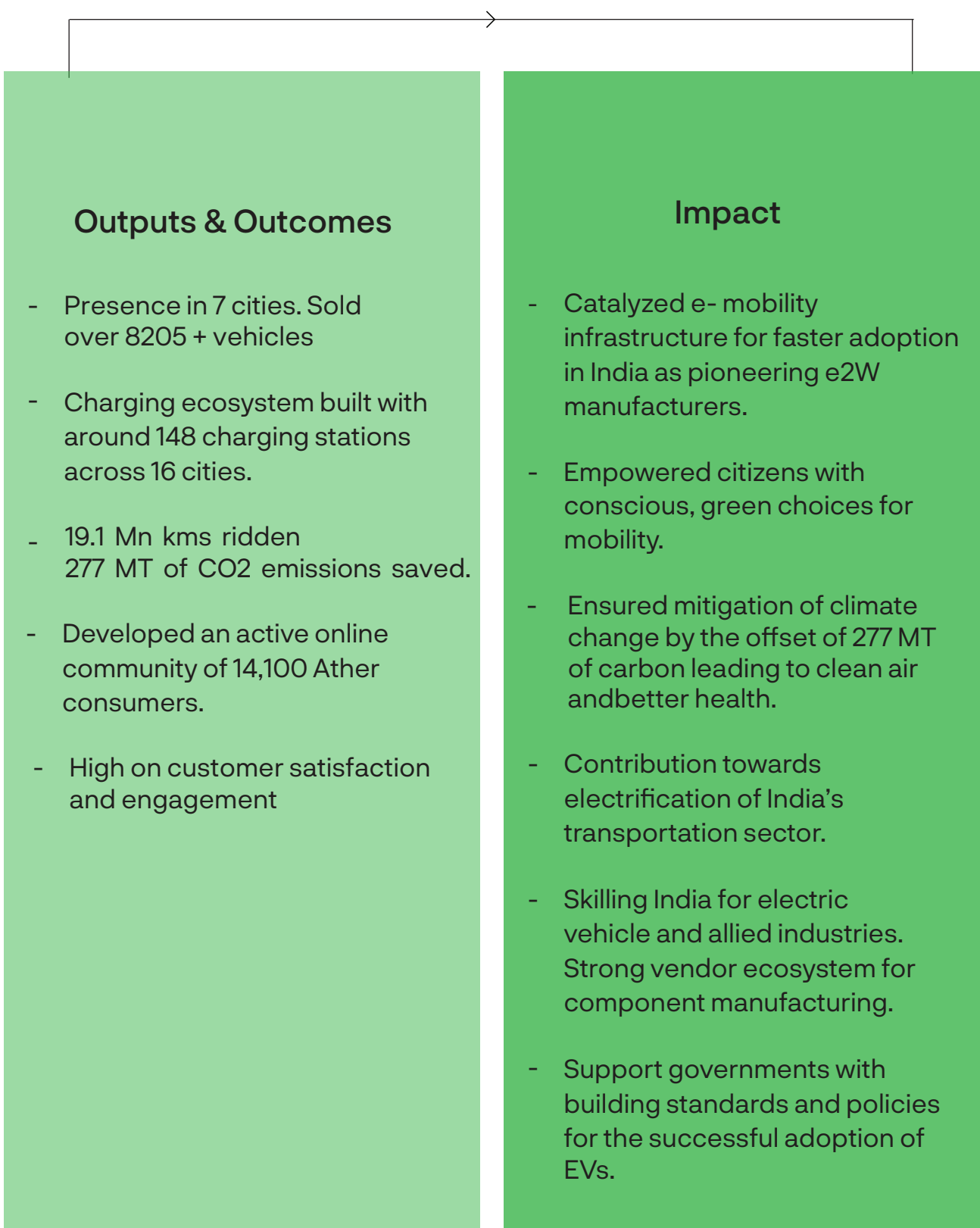
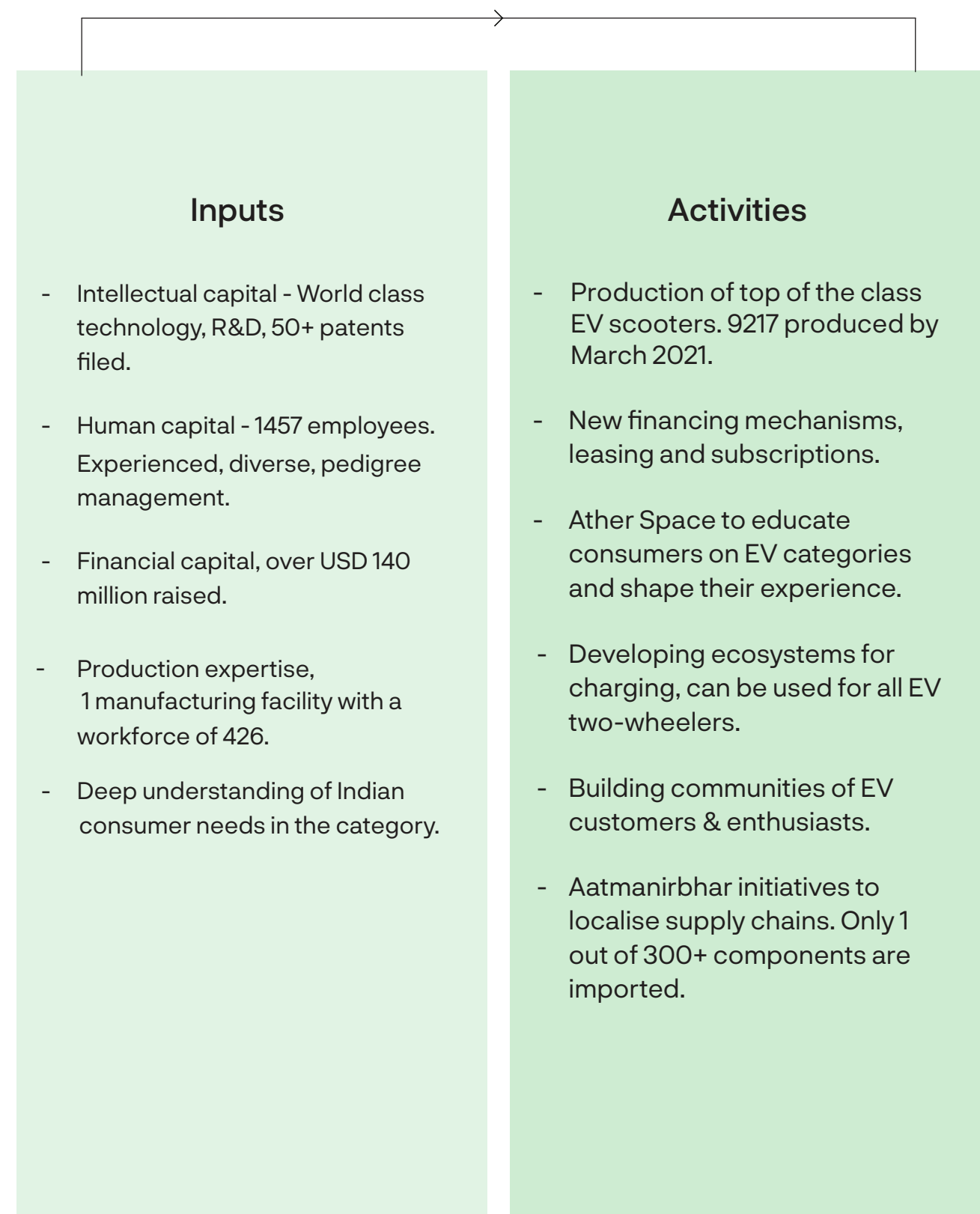
February
2021

Ather completes its 1st Impact assessment (Report launched in July 2021)

March
2021

Ather Energy expands its presence to 16 cities with over 148 Ather Grid points

Our Theory of Change



Ushering The Future of Mobility: Product Impact

The demand for electric vehicles (EVs) has been witnessing substantial growth in India with over 3 lakh EVs sold during the year 2021. 2-wheeler EVs contribute significantly to these sales and the segment has registered a YoY (the calendar year 2021 vs the calendar year 2020) sales increase of 132% which translates to 2.33 lakh units in 2021 as against 1 lakh units in 2020.

An unprecedented rise in two-wheeler EV sales over the last few months has been driven by customer realization of EVs as a sustainable and futuristic mobility solution and a reducing cost disparity. The sales growth has been facilitated by new favorable central and state government policies focused on both the demand and the supply side and increased investor interest in the space among other things.

- CO2 emission prevented – 277 MT
- Fuel saved – 422119 (Petrol in Litres)
- Kms ridden – 19,105,099.3
- Units sold – 8205



Creating a robust charging infrastructure

To address the EV adoption barrier of range anxiety, early on we put in place a strategy to build a network of charging grids, with charging stations setup within a radius of 4 km in every city.



At Ather, we realize that a robust charging infrastructure is one of the major drivers in accelerating faster adoption of electric two-wheelers. Since our inception, we have invested in building a fast-charging network, Ather Grid, using a connector standard developed by us specifically for two-wheelers. In order to maximize usage and efficiency of charging infrastructure, there is a need for common connectors & standards that can be used across products.

We opened up our patents on our proprietary charging connector to other OEMs and CPOs (Charge Point Operators) to adopt for their two-wheelers, paving the way for an interoperable two-wheeler fast charging platform for the country. This would not only reduce range anxiety by allowing all two wheelers to access Ather Energy's 300+ fast chargers, but also allow more OEMs to build products on a common standard thus lowering infrastructure investments. Hence enabling the entire ecosystem to work together to fast-track EV adoption in India.



During the year, we worked on a highly scalable fast charging platform called Grid2.0, which costs ~70% lower cost than the previous gen (Grid 1.0), faster charges at 1.5X charging speed of previous gen and offers future support for 3X charging speed of the previous gen. As we are expanding to more cities, we are continuously working towards scaling our charging infrastructure network and aim to reach to >5000 fast charging points in the next 2 years.

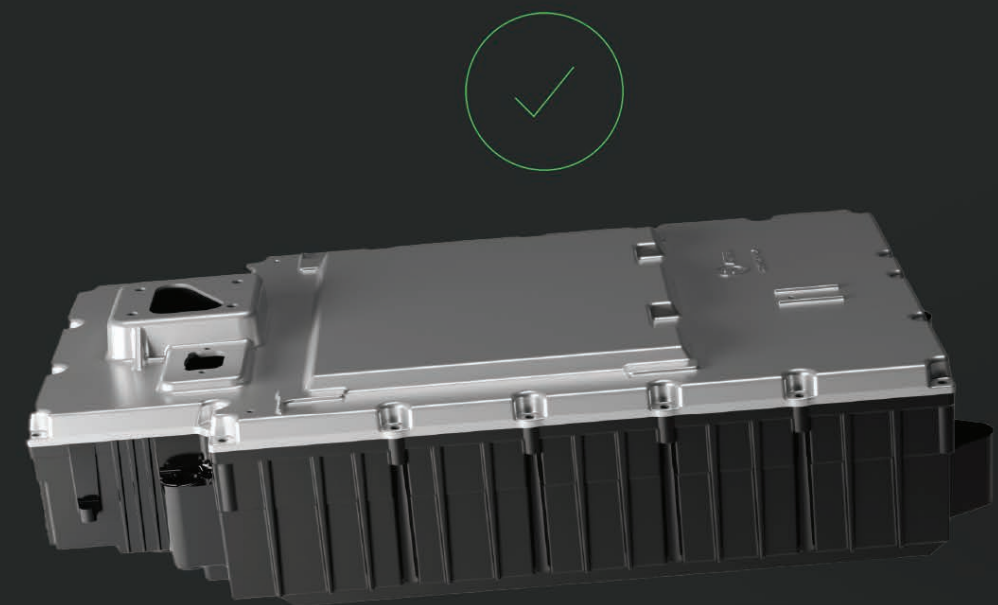
Tracking emission savings through Ather connect platform

We introduced Savings Tracker as a feature in the Ather Connect Platform. The objective of this was to celebrate the customer's choice to move to an EV by showing the impact the electric vehicle had on the reduction of emissions by not running their ICE vehicle the same distance. This was as important a factor for many Ather customers as they have consistently reported that their sensitivity to issues regarding climate change and the overall move to sustainable modes of living was an important factor in them going electric and choosing Ather.



We measure ourselves not just in raw numbers but also in our user's ability to showcase their individual impacts and how we affect the overall ecosystem of EV adoption in India. Feedback has shown that more than two thirds of users of the Savings Tracker feature rate it favorably and it has seen a monthly usage of 28-30% of the entire Ather Fleet of owners. Following the release of Savings Tracker and framing the conversation in terms of net savings and CO2 emissions, major EV brands have launched their Tracker equivalents on their apps or in their marketing materials. As of 31st March 2021, it is estimated that the Ather fleet of scooters saved an approximate INR 4.05 Cr and an approximate 277 Metric Tons of CO2 in net emissions.

Ensuring Product Safety



At Ather, we have adopted stringent internal standards to ensure the safety and reliability of our scooters and have thoroughly tested them for 100,000 kilometers. We also ensure very stringent manufacturing controls around safety parameters. At the component and vehicle levels, we perform four types of validation namely functional, durability, reliability, and safety. During each phase, Ather scooters go through a range of tests with varying degrees of harshness. These tests are done to ensure no risk of safety hazard to our rider.

Stories from Ather Community

Hemanth Anand,

based in Bangalore, has been a part of Ather's community since August 2018. Here is a glimpse of his Ather journey so far.



Why did I choose Ather ?

As an engineer, the sheer joy of seeing a well-engineered product is something inexplicable. I saw the scooter for the first time in the Experience Centre back in 2019. Right from the naked aluminum chassis, the battery pack immersed in a tub of water, everything was just about Good Engineering. The person who gave me the test ride vehicle was an engineer and the person who took me around the experience centre was another engineer (I only came to know later that he was the CEO of Ather too). From an aesthetic point of view too, what a beautifully sculpted scooter it was. While these were things that impressed me even before I had laid my hands on a scooter, the actual ride was even more impressive. The smooth, linear torque delivery, the dramatic yet non-artificial Wheeee sound, the hard yet perfectly tuned suspension, the HUGE under-seat storage, I was sold!

My experience so far?

I'd like to compare my experience to that of eating some delicious and hot dish - you get hiccups but still love the dish. Even today I look forward to twisting the accelerator and going Wheeee! My usage is mostly home-work commute and the scooter has performed beyond expectations. Just for the thrill of it, I've undertaken some long outside city trips too and this scooter has come out with flying colours.

Prem Mani,

based in Bangalore, has been a part of Ather's community since June 2019. Here is a glimpse of his Ather journey so far.



Why did I choose Ather ?

I have always been committed to sustainable living and been an EV enthusiast for over 2 decades now. As an owner of 2 Ampere V60s (which are super slow) and my very own built e-cycle, I was looking for a performance eBike. At that time, I heard about Ather. Immediately after my first test ride I realized that Ather was the bike I was looking for. I received the delivery of my 1st 450 on my birthday in June of 2019. To date, I have a total of 4 Athers (one 450, one 450X Series1, one 450X and one 450 plus). My Series1 is my priced baby, though my first love was the 450 white.

My experience so far?

The Ather scooter is a testimony to the quality and performance that Ather promised to its customer. Its design is unique and its looks beautiful. The huge colour touch screen, a reverse gear, OTA updates, the phone connects, maps, phew... and the list goes on... have contributed to my amazing experience so far. As Ather continues to hone the features and performance of their EVs, they are also constantly improving their serviceTAT. I would recommend Ather to anyone who is looking for a comfortable and economical commute - of course, you will also be doing your bit towards the planet.

Car & Bike Awards:



Electric Two-wheeler of the Year 2021
Electric Scooter of the Year 2021

Autocar India Awards:

Green Two-wheeler of the year 2021



Innovation Through Collective Evolution: People Impact

People are at the heart of everything we do at Ather. The power of the collective enables us to run faster and be nimble to achieve our towering aspirations.

- 14 % women in the workforce
- 12.5 man-days of training per employee
- Zero adverse health and safety incidents
- Benefits coverage for all team members



Step Up Program

Ather's Step Up Program
Imparted 240 hours of content
Trained 20 contract
associates over 6 months



To give back to those who supported Ather during its initial stage, we commenced the 'Step Up Program' in 2021, through which 20 of our factory contract associates are being converted into full-time employees.

We curated a comprehensive learning journey for the first batch of associates who were joining us in the capacity of full-time employees. Throughout this journey, our focus was on the emotion of belongingness, with the intent to inspire pride, ownership, trust, safety, and togetherness amongst associates. The 6-month traineeship program included both virtual and in-person sessions to inculcate technical, functional, and behavioral skills in the batch.

Testimonials



Riya Singh

Earlier designation – FG & Spares Associate (Contract)
Current Designation - Trainee Supplier Management

"The Step-Up program was a one-of-its-kind program that helped me transition into the role of a full-time team member at Ather. It enhanced my knowledge and helped me to be more empathetic in the workplace. I learned how to collaborate and resolve conflicts among team members. I improved my listening skills by being curious and non-judgmental. I am now able to ask the right questions and communicate in a more effective manner now than before as I understand others' perspectives better. It has made me more open to team members around me. After attending the Step-Up training, I feel more prepared for the workplace. I strongly believe that this program will elevate my career path at Ather."



Mohammed Ayub

Earlier designation – Quality Associate (Contract)
Current Designation - Trainee Manufacturing

"The Step-Up program helped me understand behaviors that are essential for my career. While the technical training improved my knowledge, the behavioral training helped me garner the right attitude in the workplace. I understood the value of words and that has helped me to communicate effectively. I listen more intently and try to handle tough situations with calmness and empathy. I can envision us stepping up in our careers and bringing about personal growth as well. Thank you so much."

Accelerating Ecosystem Development

2 lac engaged vantage community members.



Ather Vantage Community

The Ather Vantage community and our initiatives around it form the basis of how we share our learnings and unlearning from our experience of building indigenous EVs from scratch. Through collaborations with universities, tech competitions, open knowledge-sharing sessions on aspects of building an electric ecosystem such as battery tech, vehicle engineering, and a lot more, while ushering in the electric future collectively. We need to think as a species because we cannot make the world go electric in isolation.

At Ather, we believe our people are our biggest brand ambassadors, and we are thrilled that our communities of students, universities and student-run clubs are an extension of our team. As a hardware start-up, we prioritize diversifying our strengths, our vision, and our approach, and we attempt to do this through our culture of openness, non-transactional work driven by curiosity, and unwavering ownership.

Partnering with Formula Bharat

Formula Bharat is an engineering design competition for students from colleges and universities all over the country, to compete with a life-size formula-style vehicle in areas of engineering design, overall cost, marketability, and dynamic performance. Ather has been a part of the Formula Bharat journey since 2016. We have supported the platform through sponsorship of events, employee volunteerism as judging staff, and knowledge conveyance through our Academy sessions.



Testimonial from Formula Bharat

“Ather Energy has been a core contributor to the success of our competition and mission. We look forward to continuing this journey with the Ather team, to continue fostering this network of highly talented engineers.”

Sharlet Mariados
(Community Sales Manager)

Together Electric / Partnership

We launched 'The Together Electric' program in 2021, which is our effort to take EV adoption to the next level. Under this program, we are facilitating the adoption of our EVs for employees in corporate workplaces, institutions, and communities. This involves offering corporate leases, Ather Credits to avail discounts and benefits, and establishing charging infrastructure in workplaces. Through this program, we partnered with the Serum Institute of India (SII), the community of Auroville, and the HDFC Group who placed their unwavering faith in our products while aligning to our true north of creating a future where electric vehicles are the preferred mode of mobility.



SII received a batch of Ather two-wheelers that their employees today use within their Pune facility. The township of Auroville was our second destination, where Ather vehicles found a place amongst its residents and Kinisi e-Mobility, a venture that promotes sustainable travel for residents and guests at Auroville. With HDFC group, we are in the process of enabling EV adoption and infra for their employees, starting with Bengaluru and scaling it up on a pan-India level. Needless to say, we are just getting started. We aim to foster partnerships with many more corporate entities and organizations and help them make a conscious switch towards creating a sustainable future together. r



Testimonial

"The aim of Kinisi is to bring electric mobility to all residents, volunteers, workers, and guests of Auroville. By initiating this pilot project with 25 Ather scooters, we are offering the employees of Auroville Consulting a sustainable mobility solution. This experiment will help us find out the viability of the project on a larger scale."

Debabrata Sahoo
(Consultant – Kinisi Mobility)

Emerging Stronger Together

The COVID-19 pandemic changed the way we lived and worked. During these unprecedented times, we took a conscious decision to check for the overall well-being of our people while they continued to bring great products and processes to life. As the second wave of the virus challenged our resilience, we introduced the 'Employee Wellness Policy' to ensure that our people can dedicate time to their physical and mental well-being as well. In addition to the 14 days of paid leave we provided for all team members (full-time, contractors, and consultants) who tested positive for COVID-19, the 'Employee Wellness Policy' introduced 2 days of 'Vaccination Leaves' to help recoup post-vaccination and 5 days of 'Wellness Leaves' to focus on mental and physical well-being for all team members. We also reopened the salary advance policy for all our team members in view of increasing medical emergencies.

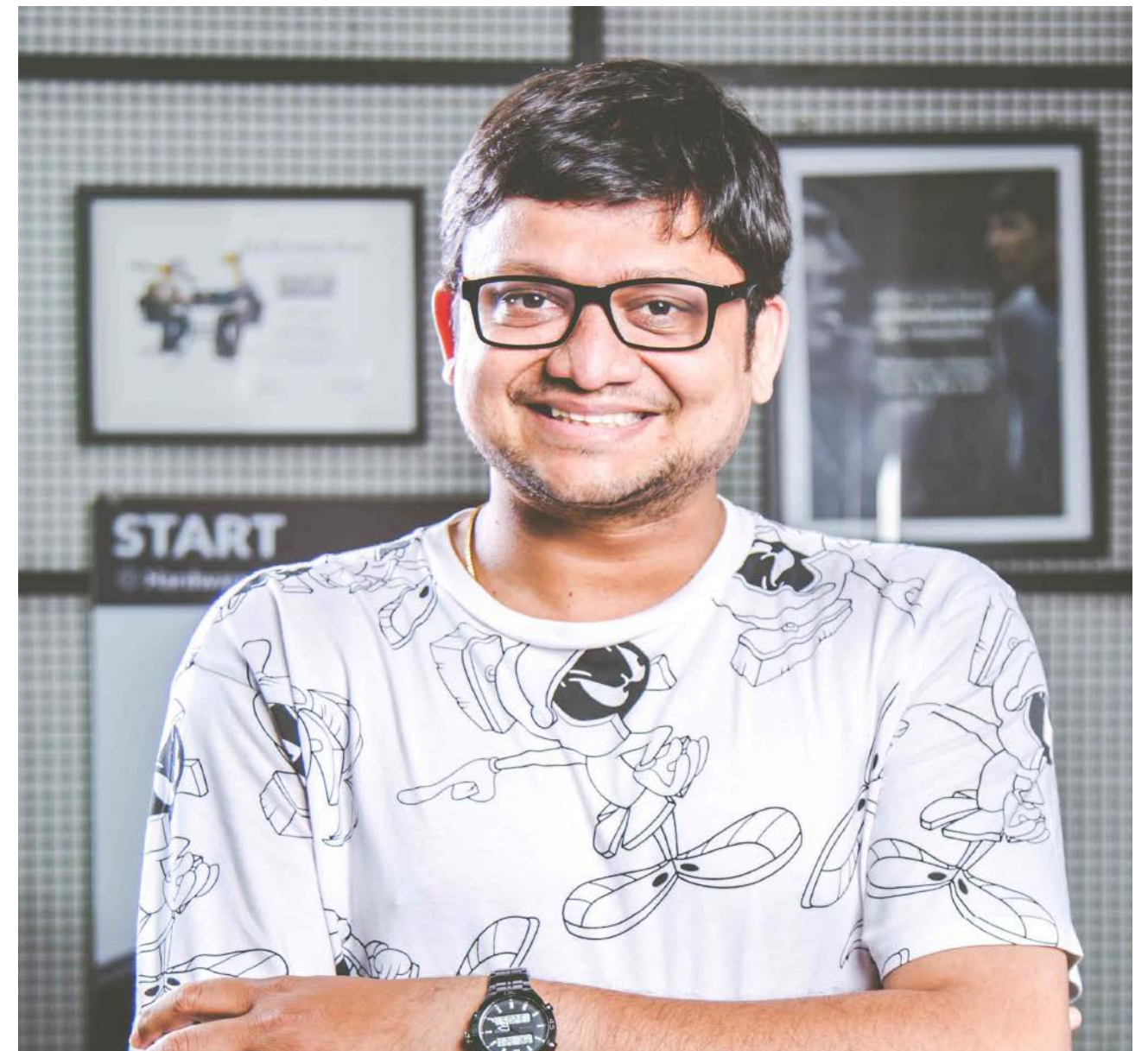
As the vaccination drive started in India, we endeavored to get all our team members and their families vaccinated. For our employees who were not present in Bangalore at the time, we reimbursed the cost of vaccination. As we continued to support our people as an organization, we also took a step further and supported those around us.

We covered **1067 team members** and their families through our vaccination drive

A total of **INR 25 lacs** reimbursed to **1067 team members** for their vaccination

INR 8 lacs donated to **United Ways Bangalore** and Aid the Ailing Association to cover vaccination costs for 558 people

390 Ather employees availed the 'Vaccination Leave' and 'Wellness Leave'.



HR Testimonial

Right in the middle of May 2021, we had to leverage our brand and resources to get our team members inoculated. As a hardware start-up, we are an organisation that constantly has to prioritise one ask over the other. We quickly prioritised the health and wellness of the team members and their families. We aren't a large organisation so everyone sprang into action, right from the CEO, the CTO, the admin teams, the technology teams, and the entire HR team, to find all possible avenues and get this done.

Rohith Hariharan, Director
(People Operations & Strategy)

Driving Innovation Through Sustainable Process: Planet Impact

At Ather, sustainability has been a core driving force in all our endeavors and operations. As our products continue to have a direct positive impact on the environment, we strongly believe that consistently minimizing environmental footprint is not only good for the planet but also good for the enterprise

Key indicators of our planet performance:

- 20% better utilization of truck capacity
- Implementation of Energy Management System
- Installation of sewage treatment plant



Snapshot

› Improvement in the utilization of truck capacity

20% better utilization of truck capacity resulted in reducing outbound trip requirements for delivery of scooters by 17% pan India. As a result, our trucks travelled 93925 KMs less; saved 13418 litres of diesel and avoided 15 MT of CO2 emission.

› Implementation of Energy Management System

We implemented a centralized Energy Management System (EMS) for measuring location-wise energy consumption and identifying energy guzzlers. The installation of EMS, led to the identification and subsequent automation of an energy guzzler in the battery testing station. This resulted in savings of 60 units of electricity per month since implementation in February 2022.

› Heater automation

We automated the working of the heating unit of the phase change machine (PCM) at the battery assembly line in the Hosur plant. Since its implementation in September 2021, this has resulted in monthly savings of 15 units of electricity.

› Sewage Treatment Plan

We installed a Sewage Treatment Plant (STP) at the Hosur plant to treat and reuse water from canteens and toilets. During the period (April 2021 to March 2022), we treated 16,30,000 litres of water. 100% of the treated water was used for gardening and toilet flushing at the plant.

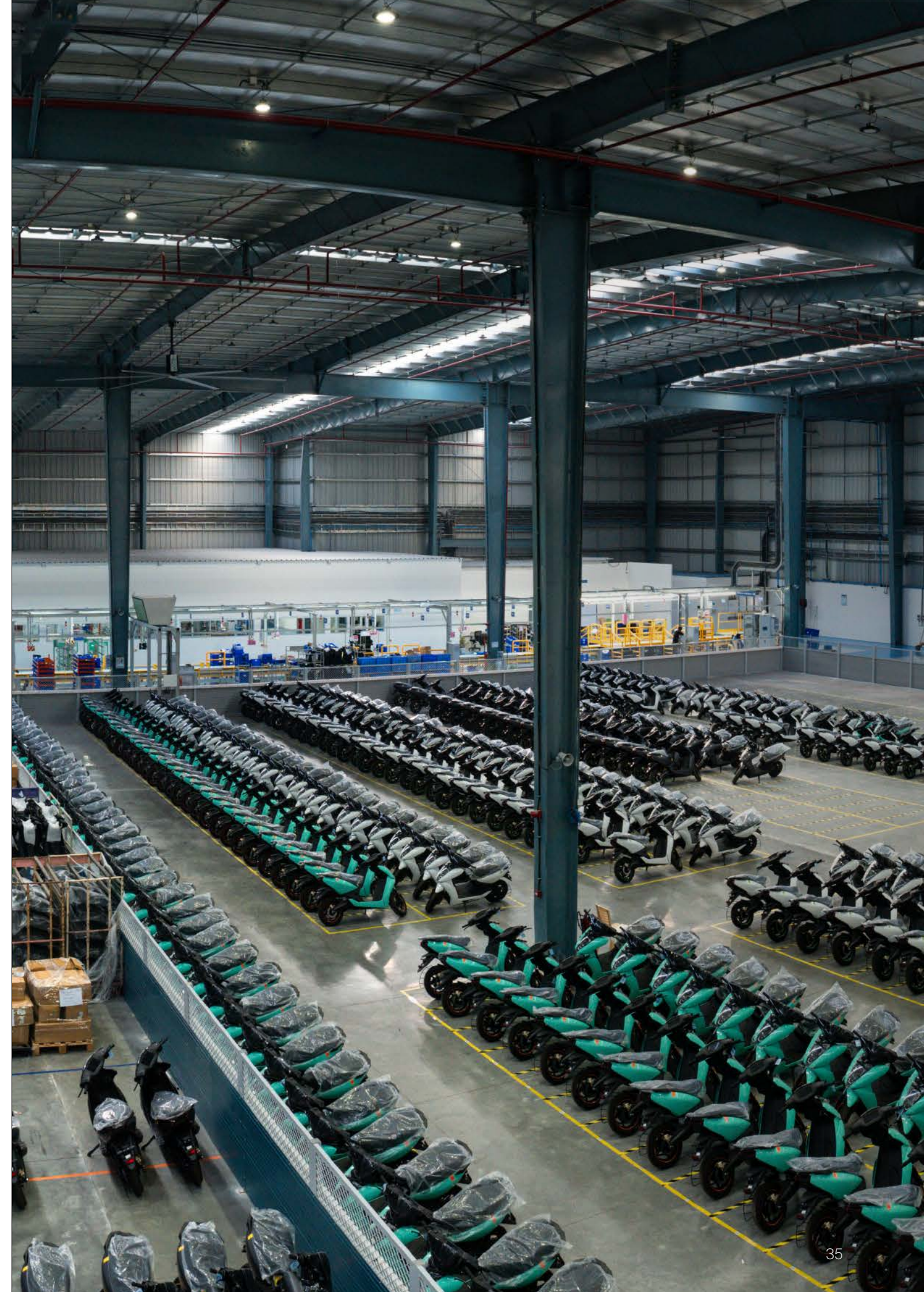
› Reduction in the use of corrugated boxes

In FY 21, 26% of our production parts used reusable packaging. This increased to 33% in FY 22.

› Solar power will constitute 10% of our energy consumption by FY23-24

› Increasing the usage of reusable packaging for production parts to 50% by FY23

› Installation of regenerative dynamometer by FY23 will help us put 10% of the electricity consumed in the vehicle testing back to the internal grid.



Multiple Small Initiatives Helped Us Create A Large Impact

- › In November 2021 we installed a tap aerator nozzle on all taps which helped us to save up to 1,274 litres of water a month
- › In Feb 22 we installed sensor-based taps at all handwash stations which helped us cut up to 70% of handwash water usage
- › We replaced CFL light bulbs and installed LED lights across all locations which helped us save over INR 6 lacs in energy consumption costs
- › We replaced wooden beverage stirrers (8000-10000 stirrers used per month) with stainless steel stirrers to reduce operational wastes



Championing Effective Governance: Policy Impact

Ather has set high standards for itself across various policy and governance aspects.

Key indicators of our policy performance:

- › 100% employees trained on PoSH
- › No cases of bribery and corruption

At Ather, we have set high standards to champion effective corporate governance. We continue to exemplify transparent and responsible communication with all our employees. All employees were trained on prevention of sexual harassment and intellectual property, as also on our Code of Conduct.

During the year, there were no cases of bribery and corruption, IP breaches, or harassment.



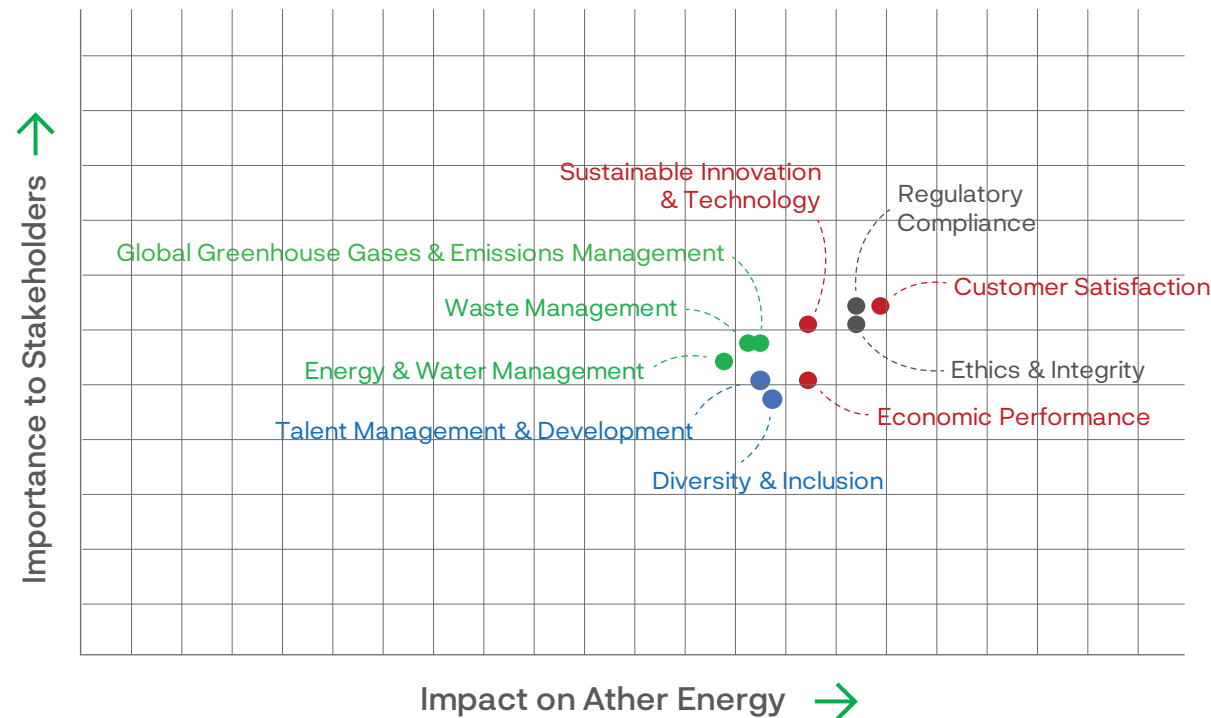
Supporting The Delivery Of SDGs

Through our work we are committed to continuously contribute to the UN area Sustainable Development Goals (SDGs). During the year, we positively impacted the following goals:



Materiality Matrix - Ather Energy

We have conducted a materiality assessment internally to identify and prioritize key issues that are of utmost importance to our business and stakeholders. We have made significant progress in some of these areas in the past and will continue to do so in the future. Though these issues are related to our business, they have a potential impact on the environment, society and governance at large. We will build our business activities to address and focus on these areas.



Epilogue : Vision 2030

This Decade is going to see a huge progress in the EV revolution in India. Especially in the two wheeler segment we expect the electrification to reach about 70%. This will help in the reduction of about 11 Billion Kg of CO2/Year. Ather is leading this revolution by creating products which are being used as a primary mode of transport. As part of Ather's vision 2030 to lead this revolution in future as well we would work towards creating a comprehensive ecosystem through our initiatives in technology development, design and development of a comprehensive public charging infrastructure, creating highest level of safety standards across our value chain, and creating a pool of skilled manpower across domains. On the other hand we aim to continue improving all the processes in our Value chain to achieve Carbon Neutrality and reduce our dependence on natural resources e.g. Water etc.

Comprehensive Impact Assessment Methodology



Aspire uses its proprietary 4P framework to assess an organization's impact across Product, Planet, People and Policy. These are further broken down into 15 categories and 31 sub-categories, with more than 250+ metrics being collected and analysed. We award the companies a specific rating, on impact, based on the outcomes of the impact assessment.

Our Assessment Procedure:

- > Review the materiality and context of the company based on their sector and stage
- > Collect data to feed into Aspire's proprietary 4P impact assessment framework
- > Sample testing to verify data and information provided
- > Interviews with senior leadership to understand risks and opportunities from an impact perspective
- > Development of a 6-level impact assessment report to be shared with the company for internal use – outlining their current score at a KPI level and also providing a list of recommendations to enhance their impact
- > Development of an impact report, which the company may share with external audiences.

Our Ratings

Our four-point rating system across 6 levels provides an empirical improvement roadmap for companies to prioritize their efforts and address key areas for maximum Impact.



Scope and Limitations

Our assessment has been based on the data provided by the company. The reporting data and information collected was for the period April 1, 2020 to March 31, 2021. The scope excluded verification of the data and information provided, involving an independent auditor. Data and information in the report outside of the reporting period was not subject to verification.

Data

The management of Ather Energy has sole responsibility for the collection, reporting and integrity of the data shared with us during the assessment of the report. In performing the assessment work, our responsibility is to the Management; however, this statement represents our independent opinion and is intended to inform the outcome of our analysis to the stakeholders of Ather Energy.