

05<sup>th</sup> April, 2024

The Manager – Listing  
BSE Limited  
BSE Code- 501455

The Manager - Listing  
National Stock Exchange of India Limited  
NSE Code- GREAVESCOT

Dear Sir/Madam,

**Sub.: Press Release**

Please find enclosed herewith Press Release issued by Greaves Electric Mobility Private Limited, subsidiary of the Company with the heading “Greaves Electric Mobility appoints K. Vijaya Kumar as Executive Director and CEO”.

Kindly take the same on record.

Yours faithfully,  
For Greaves Cotton Limited

Atindra Basu  
Group General Counsel and Company Secretary

Encl.: a/a

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**Greaves Cotton Limited**

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ENGINEERING | E-MOBILITY | RETAIL | FINANCE | TECHNOLOGIES

## **Greaves Electric Mobility appoints K. Vijaya Kumar as Executive Director and CEO**

**Bangalore, 05 April 2024:** Greaves Electric Mobility Private Limited (GEMPL), the electric mobility segment of Greaves Cotton Limited, has appointed K Vijaya Kumar as its new Executive Director and CEO. In his new role, Vijaya will lead the company's initiatives in product development, dealer distribution, and market expansion, among other areas.

With over three decades of experience in the mobility sector, Vijaya Kumar has served as the Managing Director and CEO of SAR Group's E-Mobility Business, shaping the growth of electric vehicles. His return to Greaves marks a significant milestone, having previously served as the President of the automotive business at Greaves Cotton Limited (GCL). His career encompasses senior leadership roles at TVS Motor and Bajaj Auto.

"We extend a warm welcome to K Vijaya Kumar, the newly appointed Executive Director and CEO of Greaves Electric Mobility Pvt Ltd," stated **Nagesh Basavanhalli, Non-Executive Vice Chairman of Greaves Cotton Limited**. "His established track record and experience in growing businesses will facilitate our progress in the electric mobility space."

Vijaya Kumar holds an MBA from the National University of Singapore.

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### **About Greaves Electric Mobility Private Limited:**

Greaves Electric Mobility Private Limited (GEMPL), the electric mobility business of Greaves Cotton Limited (GCL), is a leading player in Electric Vehicle (E.V.) technology in India. With comprehensive support from GCL's E.V. ecosystem, GEMPL has been designing and manufacturing electric vehicles for over 13 years and has established a strong presence in the electric 2-wheeler and 3-wheeler segments. In the electric 2-wheeler segment, the 'Ampere' brand is a fast-growing e-scooter brand with a strong presence in both B2C and B2B segments. Furthermore, MLR Auto Limited and Bestway Agencies Private Limited, subsidiaries of Greaves Electric Mobility Private, are rapidly expanding businesses in the electric 3-wheeler segment. With a strong base of over 2.3 lakh satisfied customers, GEMPL is committed to creating an affordable and sustainable ecosystem that provides the country with uninterrupted, clean, and last-mile mobility solutions.

**For more information, please visit:**

<https://amperevehicles.com/>

<https://ele3w.com/>

<https://tejavehicles.com/>

**For more information, visit- [www.greavescotton.com](http://www.greavescotton.com)**

**For further information, please contact:**

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Disclaimer:

"This press release may include statements of future expectations and other forward-looking statements based on management's current expectations and beliefs concerning future developments and their potential effects upon Greaves Cotton Limited and its subsidiaries/ associates ("Greaves"). These forward-looking statements involve known or unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Important factors that could cause actual results to differ materially from our expectations include, amongst others: general economic and business conditions in India and overseas, our ability to successfully implement our strategy, our research and development efforts, our growth and expansion plans and technological changes, changes in the value of the Indian Rupee and other currency changes, changes in the Indian and international interest rates, change in laws and regulations that apply to the related industries, increasing competition in and the conditions of the related industries, changes in political conditions in India and changes in the foreign exchange control regulations in India. Neither Greaves, nor our directors, or any of our subsidiaries/associates assume any obligation to update any forward-looking statement contained in this release."