

Impact Report 2024

ATHER



About Ather

Ather Energy is an Indian electric two-wheeler company founded in 2013 by Tarun Mehta and Swapnil Jain. It currently manufactures electric scooters under the performance and family scooter categories along with Ather's own accessories and merchandise.

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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Note from our Founders



Tarun Mehta
Executive director
& CEO

Swapnil Jain
Executive director
& CTO

“ When Swapnil and I first thought of building electric two-wheelers in 2013, what we had was a great idea, a vivid vision and a strong will to change the way people interact with their two-wheelers. This vision became a reality and last year we completed 10 years of Ather. Through the last decade, our efforts have been persistent towards promoting sustainable mobility by building an ecosystem around Electric Vehicles. Today, the EV industry has grown immensely and is in the middle of a fantastic growth phase.

At Ather, our focus has been on building a sustainable product that reflects great quality and integrates advanced technology, but is easy to adopt. We design and develop products from scratch in India for the Indian consumers with innovation and technology at their core. Over the last two years we have expanded our product portfolio by perfecting the 450 platforms and as well as, entering the family segment.

Investments in product, charging infrastructure and retail expansion, as well as optimizing the supply chain and manufacturing, have also led us to cross borders and set foot in the neighboring country of Nepal.

Our philosophy has always laid a lot of emphasis on an ecosystem around EVs. We have worked on establishing charging infrastructure across India and have also wanted to simplify the overall charging ecosystem. So, we opened our IP to the connector in 2021 and along with BIS (Bureau of Indian Standards), developed the LECCS - Light Electric Combined Charging System, which published it as an Indian standard in 2023. This subsequently resulted in other OEMs coming together and adopting this standard to make charging infrastructure more accessible, thus increasing range confidence for riders.

The world is now living, what was once thought to be an “electric future”. The best way, we believe,

to further hasten the process is by developing great products and an ecosystem around them by making continuous investments in R&D. In the years that will follow, we will continue dedicating our efforts towards achieving excellence in this space and truly creating a long lasting impact; developing products that set benchmarks and constantly enhancing the ecosystem. Above and beyond the growth of Ather as a company, the goal is to make EV adoption a seamless process and make the consumers’ ride experiences as fun, comfortable and safe as possible. ”

Note from our Chief Operating Officer



Sanjeev Kumar Singh
Chief Operating Officer

“ We are pleased to present yet another impact report on the Ather journey.

As a young, vibrant organisation, we have maintained excellence, agility and team spirit in all that we have accomplished. These last few years have helped us think through and lay down key long-term strategies for our products, our people and the planet. Several of our initiatives have been proactive in an effort to go beyond the demands of compliance. Our commitments laid down in our EHSS policy underpins these goals.

We always keep the IFC Global standards in mind while designing our processes and have developed a robust Environment and Social Management System (ESMS) that enables us to take focussed steps in achieving our long-term ESG aspirations.

At Ather, ESG is a collective effort and not just a top-down system. We think collectively about our performance while not compromising our

environmental and social responsibilities. Our cross-functional approach has helped lay a strong foundation for future goals such as carbon neutrality, ESG reporting and GHG calculations.

We believe that engaging meaningfully with stakeholders both internally and externally enables us to maintain efficiency and continually improve our systems and processes. Through these strong relationships with internal and external stakeholders, we hope to ensure that Ather’s ESG commitments and standards are communicated and adopted uniformly across the organisation.

We are proud of an energetic and ambitious team that is aligned with our moonshot of achieving our ESG aspirations. Thanks to their work, we have made significant strides in this direction that are celebrated in this Impact Report. There is more to be done, and with all of us onboard, the journey towards becoming a sustainable and responsible organisation continues. ”

In India, two-wheelers are a major source of vehicular carbon emissions. They account for a significant portion of urban air pollution, contributing about 20-30% of the total vehicular emissions in the country. According to a report by the Council on Energy, Environment and Water, this impact is exacerbated by the fact that two-wheelers make up around 80% of all vehicles on Indian roads. However, the increasing adoption of electric two-wheelers (E2Ws) offers a path to reducing these emissions.

At Ather, we are driven by a passion to create technologically advanced and connected products, envisioning a sustainable and accessible future of transportation. Consumers transitioning to electric two-wheelers seek vehicles that provide an upgrade from their traditional vehicles in terms of technology and customer experience, which is why we've focused on building E2Ws that seamlessly combine technology, performance, and an exceptional user experience. While we are at it, we are focussing on building a sustainable organisation with people processes and policies that help us achieve our moonshots.

PRODUCT



Technological Innovation: The Heart of the Ather Experience (1/2)

Our commitment to technological innovation is the cornerstone of everything we do. By focusing intensely on technology and engineering, we have developed our range of scooters with features that enhance the electric scooter experience. An example is the Ather TPMS which seamlessly integrates with the dashboard, providing real-time tyre pressure monitoring and remote accessibility through the Ather app. This empowers riders to maintain optimal tyre pressure, a crucial factor impacting both range and performance for electric vehicles.

This innovation extends beyond hardware with **Atherstack, our evolving intelligent software.** In 2023, Atherstack 5 introduced connectivity features like real-time traffic updates, onboard navigation, and remote diagnostics. The new Atherstack 6 builds on this legacy, transforming the smartphone into the central hub of the Ather experience, fostering a deeper

understanding between rider and machine for an intuitive and personalised experience.

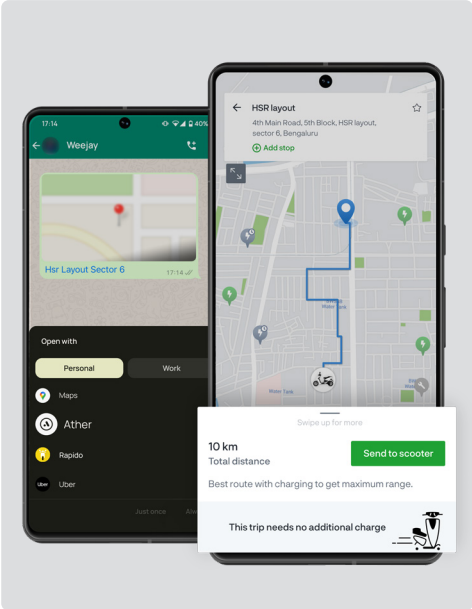
The all-new Ather mobile app becomes the central hub for the Ather experience. You can access vehicle information, manage charging schedules, and even track service appointments – all from your hand. Features like live location sharing, WhatsApp on the dashboard and real-time diagnostics provide control and peace of mind, thus allowing focus on the joy of the ride, not the logistics.



Top: TPMS showing the real-time tyre pressure on the dashboard of the Ather 450X. **Bottom:** Google Maps on dashboard with 3D perspective, live traffic and two-wheeler specific routes.

Technological Innovation: The Heart of the Ather Experience (2/2)

Atherstack allows us to create innovative features and updates like:



Send location to scooter from WhatsApp.



New UI on the Ather Rizta



Magic Twist™ allows the rider to decelerate using the throttle itself and minimise the use of brakes.



Coasting regen allows regeneration of charge while the vehicle is coasting.

Performance that Stirs the Soul

Ather's intelligent design ensures performance while also maintaining an impressive range. The 450 Series embodies this perfectly. The 450 Apex, launched on our 10th anniversary, culminates our efforts to **transcend performance and design boundaries**. We optimised the motor and powertrain to unleash an acceleration that propels the scooter from 0 to 40 km/h in just 2.9 seconds from the earlier 3.3 seconds, and this surge in power doesn't compromise practicality. The powerful motor can now effortlessly achieve a top speed of 100 km/h compared to the earlier 90 km/h.

But, innovation should not compromise safety. Imagine a future where braking becomes an intuitive extension of acceleration, a seamless dance between speed and control. MagicTwist™ disrupts the traditional hand-operated brake paradigm, integrating braking functionality directly into the throttle itself. Twist forward to accelerate, twist backwards to

decelerate – a simple yet profound shift in control.

Our scooters are engineered to deliver performance without sacrificing efficiency. The Ather 450X Gen 3 exemplifies this philosophy, with an improved battery pack offering a significant bump in range and co-developed MRF performance tyres providing superior grip and shorter braking distances, even on challenging roads. This translates to a more confident and exciting ride, no matter the terrain.



Stills from Wheecamp dirt edition (top) and track edition (bottom). Wheecamps are events organised for the customers to experience the best of their vehicles.

Commitment to Quality

Our Quality Assurance program ensures customer needs are met by assessing the quality of design, process, and service. The design goes through four different phases of testing during development, with more than **100 different test cases as a vehicle and more than 1000 different test cases as a subsystem or component**, to ensure the functional performance, safety, reliability, and durability requirements are met. The vehicle gets tested in extremely harsh environmental conditions to assess durability.

More than **200 quality parameters** in the vehicle and battery manufacturing process are precisely controlled through state-of-the-art IoT devices for every single Ather made! We have more than **200 retail partners** across India, two training centres, and about **500 Ather-certified retail partner associates** so that customers receive aftersales care for their vehicles throughout their lives. All this has resulted in a minimum fourfold reduction in our customer defects in the last three years.

3,862 unique tests across all E2W components

272 tests performed on the battery pack

90% median battery health even after 5 years



Ather scooters atop the Khardung La pass at 18,000 ft. above sea level, during one of our extensive testing routines.

Safety: Our Top Priority (1/2)

We engineer our scooters to ensure riders have a strong sense of control, regardless of the terrain. Precisely tuned suspension ensures composure even on bumpy roads. But control extends beyond terrain; high-performance braking systems allow riders to stop with power on demand. We believe in anticipating danger, not just reacting to it. Our SkidControl™ traction control feature constantly monitors wheel speeds. Should a potential skid appear as a distant threat, our capable braking system makes sure you maintain traction ensuring you stay firmly in command. Additionally, our AutoHold™ feature eliminates the worry of rolling back on inclines, keeping you perfectly positioned and steady.

Our commitment to safety extends further with advanced features like the Emergency Stop Signal (ESS), which automatically activates to alert others during sudden braking. The FallSafe™ system shuts the scooter down in case of a fall, minimising risk. Additionally, our anti-theft and tow detection mechanisms provide peace of mind, safeguarding your scooter against unauthorised movements.

Our battery pack and BMS are developed in house with a focus on long life, safety and thermal management.

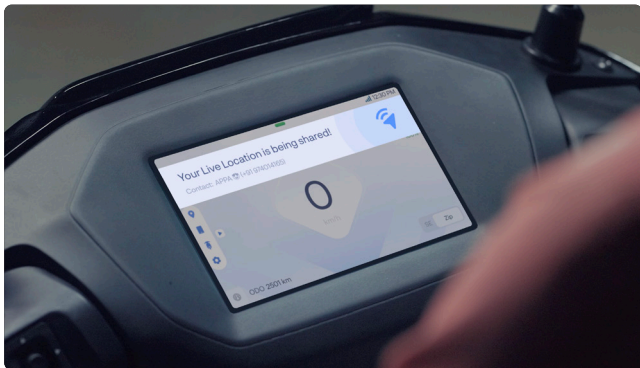


Top: A demonstration of AutoHold™ feature on Ather 450X.

Bottom: FallSafe™ cuts off the motor immediately when the vehicle detects a fall, to make it safer to pick it back up.

Safety: Our Top Priority (2/2)

Some key safety features:



Top: Emergency Stop Signal - In a panic braking situation, ESS alerts the people around by activating the blinking of the tail light. This safety feature, seen only in high-end bikes/cars, is now on Ather. **Bottom: Live Location Sharing** - Ensure your family back home aren't worried about you by sharing your live location with just the tap of a button on your Ather Rizta dashboard.

Top: Skid Control - Wet roads, oil patches, potholes and sandy stretches are unavoidable on Indian roads. Skid Control technology that keeps your family safe by avoiding skids on loose surfaces. **Bottom: Side Stand Sensors** - The motor does not get started if the side stand is engaged.

Top: Theft & Tow Alerts - Even when your Ather Rizta family electric scooter is parked, it's vigilant. Even the slightest movement will trigger a security notification on your phone and the lights of the scooter will start flashing to alert people nearby. Nothing better than a family e-scooter that takes care of itself. **Bottom: Side Stand Sensors** - The motor does not get started if the side stand is engaged.

User Experience: At the Core of Everything We Do

We design our scooters with the rider at the centre of everything to provide a comfortable, convenient, and intuitive experience. The Ather 450X Gen 3, for instance, features redesigned mirrors based on valuable customer feedback, enhancing both safety and comfort. Additionally, introducing a side-step further improves accessibility for all riders, especially families.

To cater to the uniqueness of every rider, the Ather 450X has two battery variants – a larger 3.7 kWh option for extended commutes and a 2.9 kWh variant for those who prioritize agility and a more affordable option so that everyone can experience the thrill of riding an Ather scooter, regardless of range requirements.



Comparison of the old (left) and redesigned (on right) mirrors.



Sidestep introduced as part of the accessories.

One for the family: The Ather Rizta (1/2)

Everyday commutes and family rides should be comfortable and enjoyable. The Ather Rizta is a family electric scooter with advanced technology and a design that personifies comfort and safety, without taking away the pure joy of riding. We craved a machine that embraced the joy of shared journeys, a scooter built for families, friends, and life's everyday adventures. The Ather Rizta is the culmination of that dream, an electric scooter designed with practicality and comfort at its core.

But comfort is just the beginning. We understand the struggle of juggling groceries, helmets, and backpacks on a regular scooter, which is why the Rizta is a haven of storage solutions.

And not just about space; it's about a smoother, more relaxed journey for everyone. We meticulously engineered a longer, wider subframe with a lower placement, resulting in a ride that feels more

akin to a gentle glide. This, combined with telescopic forks and a monoshock suspension, delivers a more relaxed and comfortable riding experience, even on uneven roads. Every bump is absorbed, every turn navigated with ease, ensuring a comfortable experience.



One for the family: The Ather Rizta (2/2)

The Ather Rizta is more than just a way to get from point A to point B. It's a comfortable and convenient solution for families and those seeking a practical electric scooter for everyday adventures. With its focus on comfort, ample storage, and a smooth ride, the Rizta redefines the family scooter experience.



Top: Rizta features one of the largest seats in the segment, along with an integrated backrest for additional support for the pillion. **Bottom left:** Spacious and flat floorboard. **Bottom right:** A 22 litre frunk accessory that is designed for the Rizta with different compartments.

A Thriving Ecosystem: Powering the Future of Electric Mobility

In addition to building electric scooters, we emphasize building the ecosystem around EVs. From the very beginning, we have focused on establishing a vast network of charging infrastructure. Our charging solutions include the **Ather Grid, a public fast-charging network of 1973 chargers and 510 neighbourhood chargers** spread across the country. We also offer a portable charger for home charging, bundled and sold with our scooters. This extensive network helps reduce charging anxiety, offering riders a sense of security.

Ather had been working on designing and developing a connector specifically for E2Ws. The connector was designed to surpass global standards as it was important to open-source the hardware for global adoption, thus opening its IP in 2021. OEMs came together to develop the connector standard and worked along with NITI (National Institution for Transforming India),

BIS (Bureau of Indian Standards) and BEE (Bureau of Energy Efficiency) and developed the **LECCS - Light Electric Combined Charging System and published it as Indian Standards - IS17017**. It is the first standard developed to cater to the charging requirements of LEVs in India and is the world's first combined AC (Alternating Current)/DC (Direct Current) charging standard tailored for EV two and three-wheelers. This simplifies the charging experience and reduces infrastructure clutter.

We also launched our first smart helmet, Halo, with the vision to change the perception of helmets as a mere necessity, to an accessory that enhances riding experiences. The Halo comes with quality sound and a host of features such as auto WearDetect technology, wireless charging, the ability to control music and calls and Ather ChitChat™, which enables seamless communication between the rider and the pillion.



Top: Ather Grid being used to charge an Ather 450X.

Bottom left: Ather's established charging connector that is now a National Standard published by BIS.

Bottom right: The Halo and Halo bit smart helmets.

Stories from our Community (1/2)



Rahul Ravindranath
Chennai

“ I am an entrepreneur from Chennai. I began my journey into the world of EVs long before it became a mainstream discussion. My first tryst with EVs dates back to 2005, when I got a BSA street model, albeit with a lead-acid battery.

One of the main reasons I was trying to shift more and more towards EVs is because the convenience of “always having a full tank” resonated deeply with me, eliminating the hassle of frequent trips to the petrol bunk. But this pursuit of the perfect EV for me was quite prolonged.

It wasn't until Ather Energy came around that I found my perfect match. I recall driving to Bangalore a few times to see the Ather being tested. The distinctive sound of the Ather wheee-ing past caught my attention on the road. I have been following Ather for some time already and even travelled to Bangalore for the opening of the first EC. I still remember my first test ride at the Ather Experience Centre. I was

blown away. There was nothing this technically ahead in the market.

My first Ather was the 450 Gen 1.5, followed by a 450X Series 1. I used to love the old dash animations, so much so that I postponed updates on the Series 1 almost every day to retain the limited edition dash animation that came with the scooter. I admire Ather's willingness to disrupt the market with its innovation, which has almost made me a marketing agent for Ather in Chennai. I have been a moderator on the Ather Forum, where I've met a lot of like-minded EV enthusiasts and shared my love for this brand. ”



Rahul riding his Ather 450 Apex on the Madras International Circuit.

Stories from our Community (2/2)



Tanishq Khare (on the right) from Indore, taking delivery of his Ather 450X Series 1.

“ I am a sports management graduate from IIM, and I hope to one day manage the Indian Cricket Team. In my free time, I also enjoy watching Formula 1, and I support Max Verstappen.

Before laying my hands on the 450X Series 1, I owned a Honda Dio. I was looking for something I could depend on to get to college and ride around the city with my friends. My cousin owned an EV, but it was very ordinary and had less range, which didn't help with my view on EVs. But when the Series 1 launched, that's all I wanted! The dashboard, smart features, durability and scooter's looks changed my mind about EVs. When I talked to my parents about the Ather, they'd never been convinced so easily about anything I'd wanted to buy, especially since they didn't want me to get a bike.

I made the booking for my Ather around February 2020, and after a long wait, finally received it in August 2021, as it took a while to open the

Indore EC due to the COVID lockdown. My need for a scooter was pretty routine. I would travel to and from college, run errands on it or just go out to meet friends with it. I'd also taken a long trip to Ujjain with the Ather, which was almost 60kms one way, but I'd rather use it as a means to relax and go on a peaceful ride in the night - just my music and his Ather.

I am looking forward to getting the Ather Rizta, as my family has grown to love the scooter as much as I have. ”



Tanishq taking delivery of his Ather 450X Gen 3.

Process Optimisation: Driving the rhythm of efficient manufacturing

At Ather, we have adopted lean manufacturing principles, focusing on Takt, Flow and Rhythm. Our production lines are compatible with making different models with no change-over time. This has increased the company's flexibility to deliver products based on customer requirements. With a systematic implementation of autonomous maintenance modules, one of the pillars of Total Productive Maintenance (TPM), we can reduce machine downtime significantly by 77% in vehicle and battery plants. This helps reduce minor stoppages, promote proactive identification of abnormalities and correct them in a preventive way.

With in-house Manufacturing Execution Systems (MES) being implemented in our battery and vehicle plants, we have been able to control processes in real-time. Many error-proofing interlocks, such as mix-up prevention, torque control, multi-skill chart, sequence

control, etc, have been introduced and have helped improve our SPR (Straight Pass Ratio). With the MES system and our focus on adherence to defined processes and systems, periodic audits, working on gaps identified during audits and zone-wise daily work management to monitor and correct any process deviations effectively, we've achieved a 98.5% Straight Pass Ratio for the battery plant.

With a digital history maintained for every product backed by all important information regarding traceability and process parameters, this data-driven approach is now helping us achieve the next level of operational efficiencies.



Vehicle assembly line at Hosur factory.

PEOPLE



Magic happens when we Think As A Species

Over the last ten years, Ather has consciously nurtured talent in the organisation, which has helped us reach our moonshots. The Ather story is written by people who build what they'd love to use. And our secret sauce is what we call Think As A Species™ (TAAS).

Ather's People Operations and Strategy (POPS) team supports the overall employee experience by attracting adept talent, motivating them with work content, and retaining them by facilitating individual growth in alignment with the organisation's growth.

84% increase in headcount in FY 2023

4+ years average tenure of leadership

120K job applications received in FYs 2023 and 2024

82% annualized retention rate in FY 24



Logo of our culture collective, Think As A Species.

Diversity and Inclusion (1/2)

Ather has always believed that a strong team is one where differences are recognised and embraced. To build products for everyone, the company believes it needs a workforce that offers space for different realities, with people coming from diverse backgrounds and experiences.

In 2022, Ather created MOSAIC, its DEI identity, to cement the belief that people with their differences don't have to conform to a pre-defined pattern while being aligned collectively towards our True North of creating the electric future.

In 2022, Ather constructed gender-neutral washrooms and ramps in its corporate office to make office infrastructure inclusive and accessible.

{mosaic}

The logo of MOSAIC, our DEI program.

Ally-ance: Womxn at Ather

At Ather, an Ally-ance refers to a group of full-time team members who voluntarily come together to champion a shared identity and interest and advance its DEI journey. Formed in late 2023, Womxn's Ally-ance is a self-led group that was formed to create a safe and tolerant space for all Womxn at Ather, be accountable and committed to the objectives of the ally-ance, and encourage allyship from others in the organisation.



Divya Nambiar
People Communications
Lead

“ Being in an organisation that is almost 85% male, it's comforting to have a group of women to talk to whose everyday concerns you can relate to. As understanding and caring as most of our male colleagues are, at the end of the day, only a woman can understand what it's like to be a woman at work. Be it to talk about the mental effort of running a home, the changes our bodies go through every month, the kind of experiences at work that often go unnoticed because it has become so normalised, or just having a shoulder to cry on, the power of female friendships is often underestimated. That's what we hope to build with this Ally-ance. A self-led group of women coming together to hold space for each other. We're still very new and, hence, finding our footing. We hope to have open conversations about some of the common challenges women face, especially in the workplace, and collectively solve them. ”

Diversity and Inclusion (2/2)



26.3% of women at Ather Energy



47% of women employed in our vehicle and battery lines at Hosur Factory



15 GETs hired from Cummins College, Pune (a women's engineering college) in FY 2024

Learning and Career Development (1/2)

Learning to Lead

Learning to Lead was launched in 2022 as a platform to discuss team members' challenges, changes, and opportunities while transitioning into a Functional Manager from an individual contributor role. The four-month program covers the psychological transition required and the resultant bottlenecks as a first-time manager. In 2022 and 2023, 61 Functional Managers went through this program.

Step Up

Step-Up was introduced in 2021 to enable contract associates to transition to full-time roles through a year-long comprehensive learning journey to inculcate technical, functional, and behavioural skills. In FY 2022 and 2023, 45 associates underwent the Step-Up program.

Dojo at Hosur Factory

In manufacturing, a Dojo centre is a place for training and preparing team members, especially new ones, for our roles on the shop floor, using replica models or mock-ups. Ather has completed 18 Dojo evaluation batches (with 6 Dojo modules: Product, Safety, Battery, Production, Dexterity, and Quality), covering 593 associates since the Vehicle Factory in Hosur was set up.

National Employability Enhancement Scheme (NEEM)

Ather has 99 trainees employed under the National Employability Enhancement Scheme (NEEM) mission, an initiative by the Government of India and the All-India Council for Technical Education (AICTE).

Learning Assistance Policy

Learning is continuous, and the Learning Assistance Policy helps team members enroll in a course or learning program of their choice from accredited institutes. Team members are eligible to get 100% reimbursement on the course fee and paid time off to attend classes, write exams, etc. In 2022 and 2023, five team members availed themselves of the benefits of this policy.



DOJO training being carried out as part of the induction program in the Ather factory.

Learning and Career Development (2/2)



Swati Sharma
Lead - Vehicle Service
Strategy

“ The Learning To Lead program provided an invaluable forum for understanding the challenges faced by fellow managers. Through insightful discussions and guided introspection, I honed my managerial skills and shaped my leadership style. For me, the program emphasised ownership. In a case study, we analysed a situation where a team member missed a critical deadline. Instead of blaming them, I applied the coaching principles I learned. I had an open conversation, identified the root cause, and worked together to find a solution. The team member felt supported, and we achieved the desired outcome. Overall, the program equipped me with practical tools and shaped my mindset as a manager. ”



Murali K
Associate - Vehicle Assembly
(Step Up batch of 2022)

“ The Step Up program changed my career to a level-up. This program groomed my professional email writing and also in behavioural aspects. The module also covered core automotive tools like 7 QC tools and 8D problem solving, which enriched my mechanical core knowledge. I also learnt how to build good relationships with people and make good decisions. It imparted a collaborative way of working. ”

Weaving Culture (1/2)

Being mindful of the shifts in the underbelly of an organisation is crucial, and Ather does this via **Culture Conversations**, replacing the traditional employee satisfaction survey. The team gains insights into the company culture's 'here and now' experience by talking to a diverse set of employees. In 2022, Ather held the third edition of Culture Conversations covering 20% of the organisation.

Equal Opportunity Shop floor

We have guidelines for ensuring **safe working conditions for pre and post-natal mothers** on the shop floor. We're focussing on **employing more people with disabilities (PwD)** at the factory by engaging with organisations like Worth Trust, which is completely managed by people with disabilities, to bust myths related to employing PwDs. To help create inclusivity on the shop floor, shift-in-charges and functional leaders attended an introductory sign language experience training session.

Performance Management

Ather's performance management framework, Vector, is designed to ensure that individual goals are aligned with the organisation's goals. Vector relies on meaningful conversations powered by the belief that better conversations lead to better engagement and alignment. Team members undergo quarterly reviews and bi-annual Multi-Stakeholder Feedback (MSF) that aid their comprehensive development. In 2023, Vector was revamped in its fourth iteration, with changes to the rating scale, newer focus areas introduced, and the MSF process undergoing changes.

- We observed the following:
- The highest completion percentage for MSF was 97.5% in February 2024, enabling team members to get holistic feedback.
 - A saving of close to 600 person working days' worth of time, owing to the changes in the MSF form and process.
 - More than 50% of team members consistently chose one or more of the new focus areas in each review.

Weaving Culture (2/2)

Informal Learning Opportunities

Ather, as a company, believes that sharing context is paramount to having a team that is aligned with our True North. This context is about knowing what is happening in different corners of the organisation, technical details of the automotive landscape, and looking beyond Ather by listening to stories of people who are pursuing innovation in our fields and doing interesting things in the world. Ather has various forums to facilitate all this:

Noise Vibration and Hoarseness

(NVH) podcast: Ather's internal podcast featuring different teams and the work they have been doing.

The Boring Conference (TBC): TBC is where experts from different walks of life are featured. They are invited to the office to talk about their journeys and experiences.

Auto for All: Hosted by in-house experts, Auto for All is a series of sessions that make all things automobile accessible to all.



Top: Still from an NVH podcast on Charging Infrastructure.
Middle: Still from a TBC event with Gujarat Titans cricket team players.
Bottom: Still from an Auto For All session about 'Braking'.



The logo of TBC



The logo of NVH podcast

Culture of Safety and Responsibility (1/3)

We are committed to creating a workplace where people make decisions, keeping ethics and compliance in mind, as stated in the company's [Code of Ethics policy](#). Every new team member undergoes the New Employee Orientation programme, where team members learn about Ather's respectful workplace. As a compliance requirement, all team members at Ather have to go through a module on the Prevention of Sexual Harassment (POSH) and the Code of Ethics.

Manufacturing innovations are helping us improve the ergonomics of each workstation, making its operations more operator-friendly. We also ensure its employees work in a safe environment by taking a proactive approach to identifying and resolving unsafe acts by the shopfloor team. As a result, no major injuries were reported in FY24.

Safety Training

With more than **3500 hours covered in EHSS training** across our facilities, team members have undergone training for risk assessment, battery safety, ISO awareness, workplace safety, one-point lessons, and EHSS audits.

Tool Box talks which are informal safety meetings that focus on topics related to the job like safety hazards, risks and safe work practices etc. are also held from time to time.

0.81 Lost Time Incident Rate* against target zero for FY 24#

3,885 safety observations reported in FY 24#

88% closure rate of reported safety observations in FY 24#

*The Lost Time Incident Rate (LTIR) is the safety performance indicator that measures productive time lost after every lost time incident. #Data relevant only to the Hosur Factory.



A practical fire and safety session conducted for the fire fighting team members in IBC

Culture of Safety and Responsibility (2/3)

Emergency Response Preparedness

At Ather, emphasis is placed on being prepared for emergencies and having a well-equipped team to handle emergencies. We conduct mock drills, fire safety training, and capacitating emergency response teams on the emergency response process across all facilities.

The following activities are executed to strengthen emergency preparedness:

- Emergency Response Manual preparation
- Emergency infrastructure setup and Inspections
- Emergency Response Team (ERT) formation
- Training and awareness sessions for the ERT
- Conducting mock drills

Safety Systems & Processes

We have implemented risk mitigation processes with specific risk mitigation activities to help improve workplace safety. As part of risk mitigation, the following systems have been implemented across Ather facilities over the last two years:

- HIRA (Hazard Identification & Risk Assessment)
 - Risk assessment completed for 701 activities
 - Identification and mitigation of 134 high risks
 - 90% closure of implementation of controls (Engg. and Admin Controls, PPE, etc.)
- GEMBA walks : Safety walks done with cross functional teams to observe and identify unsafe behaviours and conditions.

- Implementation of work permits, a system to ensure high risk activities are executed in a safe manner thereby preventing unauthorised personnel at the workplace.
- We added safety aspects to the Change Request process.
- 5S, PPE matrix, and scrap management processes.
- Supplier Risk Assessment Matrix, audits, and Retail Partners EHSS directives.

Culture of Safety and Responsibility (3/3)

Safety Culture Creation

At Ather, all team members are included in safety programmes to ensure each individual's commitment to ensuring a safe day at the workplace. Various engagement activities are organised for team members to participate and contribute towards the creation of a safer workplace. These include:

- Safety Skits
- Safety Campaigns
- Tool Box Talks
- Safety Committee Meetings
- Safety Suggestions & Kaizens

Safety across our Retail Partners (RPs)

Our commitment to our safety standards must be extended to our network of Retail Partners (RPs) operating our Experience Centres and Service Centres. Our EHSS Policy applies to all our Retail Partners. The safety initiatives include:

- Safety directive system implementation for new ECs and SCs to ensure safety and compliance standards are in place.
 - Battery cleaning and disposal procedures for the highest safety with regard to batteries.
 - EHSS New Employee Orientation sessions for retail partners as we commit to improving the safety practices at RPs.
 - Hazard identification and risk assessment carried out for every operation.
 - PPE Matrix to identify risks and reduce them.
- ERT training to strengthen emergency response.
 - Participation of RPs during the celebration of special occasions such as National Safety Month, Road Safety Week, etc.
 - EHSS layered audits and sample audits to ensure safety systems are implemented and sustained.

Benefits to everyone

Life cannot ride pillion to work, and our benefits are designed with this in mind. At the core of our benefits philosophy lies a seemingly simple thought: improve our team members' quality of life, both within and outside the organisation. We do this through our insurance plans, Flexi Benefit options, and wellness initiatives, among other things.

We regularly review and update our benefits to respond to our team members' changing needs. For example, we recently introduced leaves for miscarriage and medical termination of pregnancies for team members.

Team Member Discount

Ather loves what it has built, and to share the same passion, all Ather full-time team members are entitled to Rs 20,000 discount on buying an Ather scooter for themselves or their family members.

ESOP Cash Settlement Programme 2022

In 2022, we gave our team members the opportunity to realise wealth creation through an Employee Stock Option (ESOP) cash settlement programme, allowing team members to request cash settlement for a maximum of 20% of their vested ESOP units.

Mental Wellness Benefit

Mental and emotional well-being are just as important for a fulfilling and balanced life. Ather's Employee Wellness and Assistance Program offers information and professional guidance in health and wellness, including the option to receive completely confidential one-on-one counselling sessions from mental health professionals.

Health initiatives at the Hosur Factory

Mental and emotional well-being are just as important for having a fulfilling and balanced life. Ather's Employee Wellness and Assistance Program offers information and professional guidance in the area of health and wellness, including the option to receive completely confidential one-on-one counselling sessions from mental health professionals.

Community Engagement

Ather has connected with the communities nearby through volunteering and employee giving initiatives. The company has clocked in about 1148 volunteering hours contributed by 237 team members. The organisation also conducted two team member donation drives for the education needs of children and disaster response, furthering our commitment to respond to urgent humanitarian needs during natural disasters. Through these initiatives, Ather was able to impact five schools covering around 500 children. Some of our other highlights in this space include:

- Awareness for children on World Environment Day around the effects of single-use plastics.
- Factory associates planted 600 saplings.
- Donation drive to support the education needs of schools in Bangalore.
- Revamping the government school environment with murals in Bangalore.
- Donation of immediate food needs for people affected by Cyclone Michaung in Chennai.
- Travel support for the block-level polio vaccination drive in Thally Block near the Hosur Factory.
- Volunteering activity to make paper bags using old newspapers for kirana shops around the Hosur Factory.



Top: Cloth bags given to children of schools near our factory.
Bottom: Team members volunteering to paint wall murals in a school near our corporate office.

PLANET



Driving Sustainability at Ather

Environment and Social Management System (ESMS)

At Ather, we strive to proactively identify, assess, and manage Environmental and Social (E&S) risks associated with our business operations through a structured and comprehensive approach. Our E&S Management System (ESMS) serves as a framework for our commitment to sustainability, enabling us to mitigate potential EHSS-related risks and conduct our business in a responsible and environmentally conscious manner.

The ESMS has been developed to provide an umbrella framework at the corporate level to guide the company through the entire project lifecycle. It will enable the systems and procedures across the facilities to be synchronized and enforced systematically. With this objective, the ESMS has been developed to implement the systems and procedures uniformly across all Ather facilities.

Environment, Health, Safety and Social Policy

Ather has developed the EHSS Policy to express its commitments and mainstream EHS considerations into all its activities. The policy has been developed in alignment with national and international EHS safeguards to identify, assess, manage, and monitor the EHS risks and opportunities in its activities.

IMS Certification

Ather holds ISO14001 and ISO45001 certifications, demonstrating our commitment to creating a safe and healthy workplace environment for our employees, minimising our negative environmental impact, and promoting a more sustainable future.

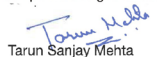
ATHER

Environmental, Health & Safety and Social Policy

Ather Energy Private Limited believes that the adoption of environmentally and socially responsible practices will not only contribute to the company becoming stronger and more successful but also serve as an enabler to create long-term value for its stakeholders.

Ather Energy Private Limited commits itself and its operations to the following:

1. Ensure compliance with the requirements of national and local regulatory requirements related to environmental, health, safety and social applicable to its operations and products.
2. Implement initiatives within its operations to reduce, reuse, recycle, and re-think processes in ways that decrease overall use of natural resources and generation of wastes.
3. Measure, monitor, report, and seek to reduce company's greenhouse gas (GHG) emissions over time.
4. Promote good working conditions and work culture that are gender-responsive, safe, and healthy for all employees and contract workers in the facilities owned and operated by the Company.
5. Strictly prohibit the use of any form of illegal labour practices such as child, forced or bonded labour in any of its facilities.
6. Embedding safety, reliability, and sustainability in its products through innovation and design interventions.
7. Integrate EHSS considerations in the decision-making processes related to new project development including purchase Of land, plant, equipment, machinery, and material as well as selection of suppliers & contractors.
8. Allocate adequate resources to manage environment, health & safety (Including life and fire safety) and social risks associated with its assets and operations across their lifecycle.
9. Where feature and performance requirements allow, give preference in procurement processes to products and suppliers & contractors that demonstrate better EHSS performance in terms of resource consumption, waste minimization, GHG emission reduction and protection of workers' rights.
10. Establish processes to engage with stakeholders and solicit their feedback.
11. Provide an equitable platform to all stakeholders (internal and external) for registering any form of complaints and grievances and ensure timely redressal of such grievances.


Tarun Sanjay Mehta
CEO

9 February 2024

Energy and Carbon (1/2)

Renewable Energy

Ather is committed to sustainable operations and has made significant progress in this area. Currently, **we generate 200 kWh of renewable energy, which accounts for 13% of our total energy needs.** Looking ahead, we are targeting a major milestone in Aurangabad, where we aim to meet 90% of our energy requirements through solar energy, further solidifying our commitment to sustainable operations.

Energy-Saving Projects at the Hosur Factory

By implementing energy savings project, Ather is committed to reducing its environmental impact while promoting a sustainable future.

- Adding motion sensors, timer relays, and machine lighting linked to the conveyor's running time.
- LDR-based lux-level operation.
- Optimisation of compressed air generation by reducing working pressure from 6.7 to 5.5 Bar.
- A 10 cfm 2.2 KW screw compressor added to the Internal Quality Lab suitable for the continuous operation of the lab.
- Installed a regenerative dynamometer, which has helped put 10% (30 KW) of electricity consumed in vehicle testing back to the internal grid (3 KW), resulting in energy savings of 24 units/day.

GHG Emission Reduction in Outbound Logistics

At Ather, we have optimized the use of truck capacity, leading to significant gains in efficiency. By utilizing the available space and weight capacity of our trucks more effectively, we have reduced the need for outbound logistics trips to deliver scooters across India by a staggering 387,000 kilometres. This has resulted in substantially reduced diesel consumption, saving 86,000 litres of fuel, and a corresponding **decrease in carbon dioxide emissions of 230 metric tons.** Furthermore, we've achieved a cost savings of 10% for every conversion of our lot size from 36 to 40, demonstrating the tangible benefits of our logistical improvements.



Solar panels on the roof of the Ather factory.

Energy and Carbon (2/2)

Installation of RECDs

We have installed Retrofit Emission Control Devices (RECD) in all the DG sets used in our facilities. These RECDs enable us to reduce air emission particles in the exhaust generated by 80%.

Scope 1, 2 & 3 carbon emission calculation

At Ather, we have launched a comprehensive initiative to measure and reduce our environmental impact, primarily focusing on quantifying our Scope 1, 2, and 3 emissions. To achieve our goal of becoming carbon neutral, we will first establish a baseline and set targets. To accurately assess our Scope 3 emissions and better understand our overall environmental footprint across the entire supply chain, we will collect and consolidate data from both internal sources and our suppliers.

Emission avoided by customers

According to the CRISIL Report, an electric scooter for private use has about **38% lower greenhouse gas** (“GHG”) emissions than a petrol scooter (~1.8 tCO₂e). Similarly, transitioning private motorcycles to battery electric vehicles can lead to reductions of approximately 1.1 to 1.3 tCO₂e, representing about 26% less GHG emissions compared to petrol motorcycles. **Ather owners have collectively saved ₹6.9 billion in petrol costs and avoided 71 million tonnes of CO₂ emissions** from September 2019 to March 2024.

Tree plantation in association with Google Cloud

Due to our continued partnership, Google Cloud made a group donation to plant over 15,000 trees worldwide through the **One Tree Planted** initiative in 2022. This will contribute to the ongoing work by non-profits to preserve and restore forests in the world, create habitats for biodiversity, and make a positive impact around the world.



RECD installed at Ather factory.

Waste Management (1/3)

Zero Waste-To-Landfill

As we strive to reduce our environmental footprint, our organisation has committed significantly to adopting a zero-waste-to-landfill policy. This ambitious goal is not only good for the planet but also essential for maintaining a sustainable and responsible business model.

To achieve this goal, we have partnered with reputable waste management vendors authorized by the Pollution Control Board. Our primary partner, Vestige, is a leading entity in promoting a circular economy through comprehensive waste management services. Together, we are working towards a future where all waste is recycled, reused, or used in the co-generation process.

We hand over all of our hazardous and non-hazardous waste to the waste management vendors authorised by the State Pollution Board. One such partnership is with Vestige, an entity promoting a

circular economy through comprehensive waste management services, including plastic, metal, and e-waste recycling, both hazardous and non-hazardous. We focus on sustainability by diverting significant waste from landfills, employing eco-friendly practices, and offering closed-loop recycling services.

Battery Recycling

By adopting lithium-ion battery recycling and accelerating the shift towards a circular, responsible, and climate-conscious battery ecosystem, we are limiting the demand for virgin metal and reducing dependency on mining for battery minerals. **We have recycled around 40 tons of battery materials.**

We have collaborated with Lohum and SungEel India to set up a lithium-ion battery recycling ecosystem. These recycling entities extract valuable metals (Cobalt, Lithium, Nickel, Manganese, and Aluminium) from end-of-life/rejected lithium-ion batteries.

Shift towards LFP Chemistry

LFP (Lithium-iron Phosphate) is a less mineral-intensive chemistry that would help OEMs to overcome supply chain challenges arising from the supply shortage of critical raw materials. Additionally, LFP battery production has a **lower environmental impact than NMC batteries.**

We are exploring battery chemistries and motor technologies that do not contain rare-earth magnets, which will aid our supply chain in being more resilient and less carbon-intensive while also avoiding the negative externalities associated with the labour conditions of mining rare-earth minerals.

Waste Management (2/3)

Electronic Waste Management

E-waste EPR (Extended Producer Responsibility) is a policy approach that requires manufacturers and producers of electronic products to take responsibility for the waste generated by their products at the end of their life. This involves designing products with recyclability and reuse in mind, as well as implementing take-back programs, recycling facilities, and proper disposal mechanisms.

Ather Energy has recognised the importance of e-waste recycling and has taken concrete steps to address this issue. The company has partnered with e-waste recycling companies to ensure that all its end-of-life products are responsibly recycled. This initiative aims to reduce the environmental impact of e-waste generation and promote sustainable practices. **We've achieved a 100% EPR target for FY24 as per the targets set by CPCB.**

Sustainable Packaging

Our commitment towards creating a circular economy is underscored by our relentless research and development efforts aimed at enhancing the sustainability and eco-friendliness of its packaging. This dedication is reflected in introducing packaging solutions designed for reuse and extended durability. We've switched to 100% paper packaging for all aftermarket products within Ather by introducing water-based paper tapes, paper pouches, paper bubbles, shredded carton waste used as cushion/fillers, and velcro straps.



Top left: Water Activated Tape (WAT) that utilizes water instead of glue, by employing a starch-based adhesive. **Top right:** Paper bubble sheet used for packing components instead of plastic bubble wraps. **Bottom:** Paper cover that we use (left) replacing the plastic zip lock cover (right) for packing components.

Waste Management (3/3)

Returnable Packaging

Returnable packaging refers to the use of reusable containers, pallets, and bins that are designed to be returned to the manufacturer or supplier after their contents have been delivered to the end-user. This approach eliminates the need for single-use packaging materials, significantly reducing waste and environmental impact. We have adopted returnable packaging in our inbound operation to reduce packaging waste.

36% of total packaging material used comprises of returnable bins

8% of the total packaging material used comprises of returnable trolleys

1200 reusable pallets used having a lifespan of four years

For Rizta unique parts we have achieved 78% of returnable packaging

13% of the total packaging material used comprises of pallet sleeve box

3% of the total packaging material used comprises of foldable bins

Supplier packaging waste has been reduced by 2.3 kg/vehicle

Zero procurement of wooden pallets

Water Management

Sewage Treatment

At Ather, we adhere to the zero liquid discharge policy, made possible by our on-site Sewage Treatment Plant, which has a capacity of 120 KLD. This enables us to utilise one-third of the treated water for gardening and allocate the remaining water for sanitation at our facilities.

Rainwater Harvesting Pond

At Ather manufacturing unit, we have built a rainwater harvesting pond to collect and store rainwater runoff from rooftops and surrounding areas. The pond has a capacity to hold 163,000 liters of water at a time. This harvested water percolates into the ground to recharge groundwater aquifers, thereby preventing the depletion of the groundwater table within and around the premises.



Top: Sewage Treatment Plant installed at Ather factory.

Bottom: Rainwater harvesting pond at Ather factory.

EHS Awards

Environmental Sustainability Award

The National HR Development (NHRD) Hosur Chapter hosted the National CSR Summit Awards 2024, where Ather Energy was honored to receive the prestigious Environmental Sustainability Award in the large category.

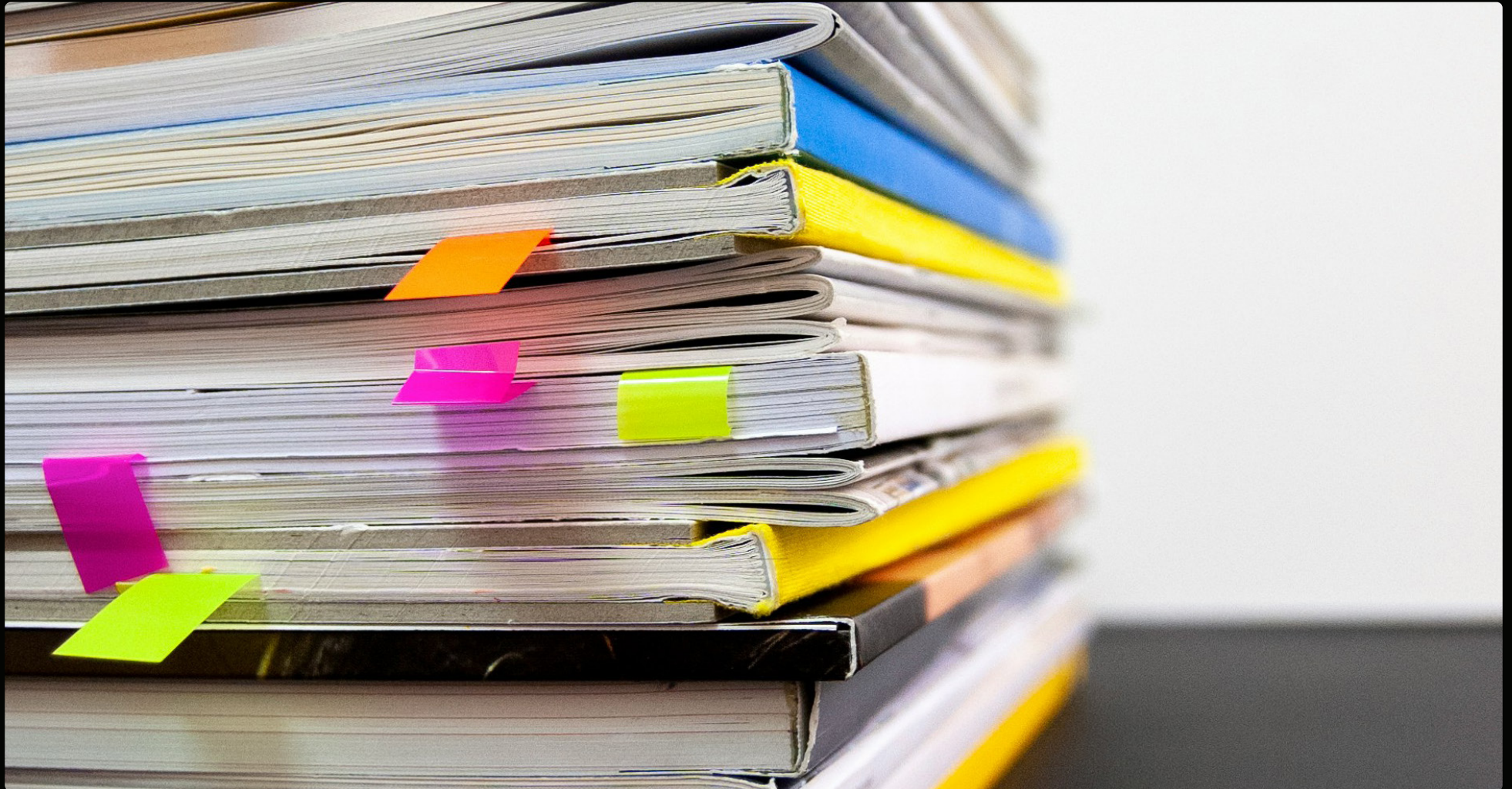
Health & Safety Excellence Award

One of the investors in Ather, National Infrastructure and Investment Fund (NIIF) organized Environment & Social Summit 2024, where Ather received the prestigious Health & Safety Excellence Award recognizing the steadfast commitment to adopting outstanding health & safety practices throughout the organization.



Left: Environmental Sustainability Award by NHRD.
Right: Health and Safety Excellence Award by NIIF.

POLICY



Fostering An Ethical, Safe And Inclusive Environment

Over the two financial years, we have taken great strides in our commitment towards building an ethical, safe, and inclusive work environment by putting policies in place. Some of our highlights from the previous two FYs are:

- Implementing a Code of Ethics that defines our commitment to team members, customers, stakeholders and the community. It empowers and guides team members to handle ethical dilemmas in everyday work.
- Establishing our commitment to a safe, sustainable and diverse workplace outlined by our Prevention Of Sexual Harassment, Anti-Bribery and Anti-Corruption, Anti-Fraud and Fraud Reporting, Equal Opportunity, and Diversity & Inclusion policies.
- Strong grievance redressal systems customised for the Hosur Factory and our corporate office in Bengaluru with clearly articulated investigation processes are in place.
- Having whistleblower mechanisms to establish the external community's trust in the brand.
- A progressive performance management system enabling 'meaningful conversations' and alignment to a purpose larger than oneself has been established.

99% employees trained on POSH practices

99.2% employees trained of Code Of Ethics



CERTIFIED
ISO 14001:2015
ISO 45001:2018



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