

May 21, 2025

To National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai 400051 NSE Symbol: ATHERENERG	To BSE Limited 1 st Floor, Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400001 Scrip Code: 544397
---	---

Dear Sir/ Madam,

Sub: Press Release

Please find enclosed press release titled “Ather Energy Limited Expands its Presence with its Second Experience Centre in Indore.”

Kindly take the above said information on record.

Thank you

For Ather Energy Limited

Puja Aggarwal
Company Secretary and Compliance officer
Membership no: A49310

Ather Energy Limited Expands Its Presence With Its Second Experience Centre in Indore

- *Ather opened its second Experience Centre in Indore, Madhya Pradesh; launched in association with Seona E vehicle Private Limited.*
- *Ather now has 02 retail outlets in Indore and 18 in Madhya Pradesh*

Indore, 21st May 2025: Ather Energy Limited, India's leading electric two wheeler manufacturer, has recently launched its second Experience Centre, Ather Space, in Indore, further expanding its network in Madhya Pradesh. At the Experience Centre, enthusiasts can purchase the Ather 450 performance scooters and the Rizta, Ather's first family scooter.

This Ather Space also houses an Ather Gold Service Centre, built to provide customers with a seamless and premium service experience. The Ather Gold Service Centre also offers ExpressCare service, which enables customers to complete periodic maintenance within 60 minutes, is also available here. Currently, Ather has 14 service centres in Madhya Pradesh.

At the experience centre, customers can get a detailed understanding of the scooters and test ride and experience them as well. Ather currently has 2 experience centres in Indore and 18 across Madhya Pradesh. As of March 31, 2025, Ather has also established 68 Ather Grid fast chargers across Madhya Pradesh. The Ather Grid is India's widest 2-wheeler fast charging network. As of March 31, 2025, Ather has installed 3,578 Fast chargers and Neighbourhood chargers across India.

Speaking on the occasion, **Mr. Ravneet Singh Phokela, Chief Business Officer, Ather Energy Limited,** said, *"We have seen solid demand for our family scooter, Rizta in Indore, proving it's the right fit for this market. To keep up with that demand and serve our customers better, we are opening a second Experience Centre in the city. This centre will also include the Ather Gold Service Centre to make ownership and service as easy and reliable as possible. Madhya Pradesh is an important market for us, and we will continue to expand here to make our products more accessible to consumers across the region."*

Mr. Rohit Khandelwal, Managing Director, Seona E Mobility Pvt. Ltd, said *"As part of its commitment to leading the charge in sustainable and innovative transportation, the Khandelwal family is poised to enter into a strategic business relationship with Ather Energy, a leading player in the electric vehicle market. This partnership aims to combine Khandelwal's expertise in the automotive sector with Ather Energy's cutting-edge technology and electric vehicle solutions, contributing to the growth of the clean mobility ecosystem in India. With shared values of innovation, sustainability, and customer-first philosophy, this collaboration will undoubtedly open new avenues in the electric vehicle space while supporting the nation's transition toward a greener future."*

The Rizta is available in two models and three variants: Rizta S and Rizta Z both with a 2.9 kWh battery, and Rizta Z with a 3.7 kWh battery. The 2.9 kWh variants are expected to have a range of 123 km, while the 3.7 kWh variant offers a range of 159 km. The Rizta has a large and comfortable seat and offers a storage space of 56L – including a 34L under-seat capacity and an optional 22L frunk accessory. It also has a floorboard that provides the rider with ample leg space. Additionally, the Rizta has several safety features like SkidControl™, as well as features that were previously available on Ather's 450 series of scooters such as Fall Safe™, Emergency Stop Signal (ESS), theft & tow alerts, and ping my scooter.

The Rizta S with a 2.9 kWh battery is priced starting at INR 1,08,681 (ex-showroom Indore). The Rizta Z with a 2.9 kWh battery and Rizta Z with a 3.7 kWh battery are priced starting at INR 1,25,681 and INR 1,45,682 (ex-showroom Indore) respectively. The Ather 450S is priced starting at INR 1,20,524 1,20,525 (ex-showroom Indore). The Ather 450 X with a 2.9 kWh battery and 450 X with a 3.7 kWh battery are priced at INR 1,47,682 and INR 1,57,681 (ex-showroom Indore), with Ather 450 Apex priced at INR 1,90,681 (ex-showroom Indore).

In November last year, Ather launched its Eight70™ Warranty for the battery of its Ather 450 and Rizta scooters, which offers coverage for up to 8 years or 80,000 km, whichever comes first, in addition 70% battery health assurance for up to 8 years. Ather also previously introduced the Ather Care service plans for its customers. Through Ather Care, Ather offers three tiers of maintenance plans with varying fees and service coverage. The Ather Care plans are valid for a year/10,000 km (whichever is earlier), with all three plans structured to cover a duration of 1 year or 10,000 kms, whichever comes first.

About Ather Energy Limited

Ather Energy Limited (ATHERENERG | 544397 | INE0LEZ01016), a pioneer in the Indian electric two-wheeler (“E2W”) market, (CRISIL Report) was founded by Tarun Mehta and Swapnil Jain in 2013. The company’s current E2W portfolio comprises two product lines – the Ather 450 line, which caters to customers seeking performance scooters, and the Ather Rizta line, which is targeted at customers seeking convenience scooters for their family. The company was the first two-wheeler (“2W”) OEM to establish a 2W fast charging network, the Ather Grid, in India (CRISIL Report). Ather has installed 3,611 Fast chargers and Neighbourhood chargers globally, which includes 3,578 Fast chargers and Neighbourhood chargers across India and a total of 33 Fast chargers across Nepal and Sri Lanka as of March 31, 2025. As at February 28, 2025, globally, Ather Energy had 303 registered trademarks, 201 registered designs and 45 registered patents, in addition to pending applications for 102 trademarks, 12 designs and 303 patents.

About Seona E vehicle Private Limited

The Khandelwal family is a prominent, multi-faceted conglomerate, known for its excellence in diverse sectors including automotive, renewable energy, real estate, and manufacturing. With strong leadership under Rohit Khandelwal and Vikram Khandelwal, the Group has successfully established itself as a trusted name in each of its business verticals. The Group has spent 2 decades in Automobiles under the leadership of Mr. Rohit Khandelwal.