

## **Kinetic Green announces New Limited Edition of its Electric 3- Wheeler, Safar Smart & Exciting Festive and Financing Offers!**

Pune, Date 2024: Kinetic Green Energy and Power Solutions Limited, India's premier electric two-wheeler (e2W) and electric three-wheeler (e3W) manufacturer, is thrilled to announce a limited edition of Safar Smart passenger vehicle available in both lead acid and lithium battery variants.

Designed for customers who require dual functionality, it offers space for both passengers and cargo. It features a hard top roof with a dedicated carrier, allowing passengers to travel comfortably while securely storing their goods on top. Additionally, it includes a new music system, floor mats, and stylish wheel caps—all for just ₹5,000 more than the standard model.

In alignment with the upcoming festive season, Kinetic Green is also offering special deals across its entire e3W range, combining affordability with enhanced features to deliver exceptional value. These electric three-wheelers, including the special edition, are paired with attractive financing options from leading partners, making ownership easy and accessible. These offers can be availed at dealerships starting from the first day of Navratri.

Kinetic Green has teamed up with two prominent financiers, Cholamandalam Finance and ReVfin Finance, to offer an appealing financing package, making it convenient for customers to own their desired e3W. For instance, the Kinetic Green Passenger Safar Smart Lead Acid e3W now requires a down payment as low as ₹29,000, with EMIs starting at ₹8,200. Similarly, the Kinetic Green Lithium Battery version comes with a down payment of ₹32,000 and EMIs from ₹8,500.

In addition to this, customers can choose either a one-year warranty and 18 months loan term for the lead acid e3W or a three-year warranty and three-year loan period for the lithium model, based on their individual preferences and usage patterns. These initiatives will ensure that e3W ownership becomes easier and more accessible while offering a seamless buying experience for consumers.

Commenting on these initiatives, Ms. Debashish Mitra, President of Kinetic Green's 3 Wheeler Business said, "This is an exciting opportunity as we aim to make electric vehicles more accessible by offering attractive financing and choice of batteries for their Kinetic Green electric three-wheelers. These options will enable people to switch to sustainable mobility with ease. By making electric vehicles more accessible and feature-loaded, we hope to encourage a larger segment of the population to embrace sustainable transportation solutions and decarbonize last mile connectivity in India."

As part of its growth strategy, the three-wheeler division aims to achieve significant milestones by expanding its dealership network from 200 in 2024 to 400 dealers by 2025 end.

Kinetic Green is also targeting a strong revenue of ₹250 to ₹300 crore in the three-wheeler segment for the 2024-25 financial year, strengthening its market presence and driving business growth.

#### About Kinetic Green:

Kinetic Green is one of the leading players in India's electric vehicle sector, offering a wide range of electric 3-wheelers and electric 2-wheelers – manufactured in a 42-acre production facility in Supa, Maharashtra - to promote green mobility for the masses. For electric golfcarts and buggies, the company has formed a Joint Venture with the world's leading luxury brand, Tonino Lamborghini of Italy.

Helmed by Ms. Sulajja Firodia Motwani, a third-generation scion of the Firodia family, Kinetic Green is dedicated to building a robust pan-India EV ecosystem and developing sustainable solutions to reduce carbon emissions.

Backed by over half a century of engineering excellence of the Kinetic Group, Kinetic Green has made its EVs accessible, thus democratizing electric mobility with quality products that feature top-tier technology and safety.

Kinetic Green has had several firsts to its name, including being the first company to develop ARAI approved electric three-wheelers and the first to offer Lithium-ion battery technology in their electric three-wheelers in India. The company recently secured \$25 million in its Series A funding round and plans to raise another \$15 million shortly.

For more details, please reach out to

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