

## Kinetic Green Launches Mission Fateh for Fostering Trust and Enriching Customer Experience

**Pune, Date 2024:** Kinetic Green Energy and Power Solutions Limited, India's leading electric two and three-wheeler manufacturer, has announced the launch of 'Mission Fateh' commencing on **XXX** October 2024 in Bihar. This initiative aims to enhance relationships with customers through impactful consumer-centric campaigns, fostering trust in the process. By gaining deeper insights into the needs and preferences of customers, Kinetic Green seeks to deliver solutions that resonate with them, improving the overall customer experience and enabling more effective service and support across cities in the state.

Through 'Mission Fateh,' Kinetic Green is committed to delivering exceptional post-sale experiences for owners of its electric three-wheelers (e3W). Customers can benefit from complimentary services such as vehicle check-ups, free gear oil, and convenient doorstep assistance. Furthermore, personalised attention will be provided to resolve any concerns, thereby enhancing the ownership experience and providing trouble-free operation of Kinetic Green e3Ws.

**Kinetic Green is offering a free 3-month extended warranty to qualifying vehicles that have been consistently well-maintained.** Service engineers will conduct a thorough inspection to determine eligibility. This is a way of rewarding responsible vehicle ownership and ensuring customers continued satisfaction with Kinetic Green product.

Commenting on the initiative, **Ms. Sulajja Firodia Motwani, Founder and CEO of Kinetic Green** said, *"Mission Fateh is more than just an initiative – it is an avenue for us to meet the requirements of our customers. We are committed towards prioritising their demands and delivering remarkable service that exceeds their expectations. By forming strong bonds with them, we will ensure timely resolution of concerns and foster long-term relationships built on trust, loyalty, and satisfaction that have been derived from the positive ownership experience of our electric mobility solutions."*

Kinetic Green's Mission Fateh services will be available at the following locations in Bihar on the specified dates:

Dealership Name	Location	Date
A & S Motors	Bettiah	15th to 16th October 2024
Green Motors	Motihari	17th to 18th October 2024
Ma Shayama Automobile (ASC)	Saran/ Chapra	22nd to 23rd October 2024
PMAB Automobile	Gopalganj	25th to 26th October 2024
Balwant Automobile	Maharajganj	28th to 29th October 2024
SB Automobile	Muzaffarpur	8th to 9th November 2024
Anmol Enterprises	Samastipur	10th November 2024

Laxmi Enterprises	Jamui	15th to 16th November 2024
-------------------	-------	----------------------------

**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**

Aneeket Engineer: +91 99305 70417 | [aneeket.engineer@currentglobal.com](mailto:aneeket.engineer@currentglobal.com)

Lubdha Salvi: +91 8976020039 | [lsalvi@currentglobal.com](mailto:lsalvi@currentglobal.com)