

FOR IMMEDIATE RELEASE

Kinetic Green appoints Debashis Mitra as President of 3-Wheeler Business

Pune, April 26, 2024 – Kinetic Green Energy and Power Solutions Limited, a leading manufacturer of electric two and three-wheelers in India, announced the appointment of Mr. Debashis Mitra as the President of the 3-wheeler Business. With a distinguished career spanning over three decades in the Indian automotive sector, Mr. Mitra brings invaluable expertise and leadership to Kinetic Green's ambitious journey.

Kinetic Green is a trailblazer in India's electric three-wheeler (E3W) market. With a dedicated focus on in-house research and development (R&D) and on the 'Make in India' initiative, it has successfully developed a wide range of L3 and L5 models of E3Ws in India. The company aims to enhance its category presence by venturing into the L5 passenger segment, complementing its existing operations in the L3 passenger and cargo categories, as well as the L5 cargo category.

Mr. Mitra's illustrious career encompasses senior leadership roles at renowned companies within the 3-wheeler and 4-wheeler segments. His tenure includes significant contributions at AltiGreen, Greaves Cotton, Mercedes Benz, Toyota Kirloskar, Hindustan Motors, and Atlas Copco. His journey is marked by notable achievements and transformative initiatives. Notably, as Director of Sales & Marketing at Mercedes Benz India, he spearheaded remarkable growth, increasing passenger car sales from 3000 to 7500 units annually and securing a 38% market share. In his most recent position as Director of Sales, Service & Marketing at AltiGreen, Mr. Mitra delivered exceptional results, notably capturing a 14% market share within just two years in the three-wheeler L5 category. His strategic initiatives included expanding the dealer network across 31 cities and establishing robust financial partnerships with NBFCs, banks, and FinTechs, all contributing to sustainable growth and enhanced market penetration.

Mr. Mitra's focus is to advance Kinetic Green's 3-wheeler business, strengthening its network and expanding its market share in the rapidly growing E3W market. His appointment is anticipated to play a pivotal role in advancing these expansion initiatives, reinforcing Kinetic Green's dedication to innovation and market leadership in the E3W segment. Furthermore, he will oversee the entire Profit and Loss responsibilities of the 3-wheeler Strategic Business Unit (SBU) and work closely with R&D and operations/sourcing leadership to drive efficiency and product innovation.

The company has announced an ambitious expansion plan for the fiscal year 2024-25. With a current manufacturing and dealership network of 160 dealers, the company aims to double its reach by expanding to over 350 dealerships, adding an impressive 200 new dealers across the country. In line with this growth trajectory, the company has set a sales target of 20,000 E2W for the year 2024-25.

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Expressing her delight, **Sulajja Firodia Motwani, Founder and CEO of Kinetic Green**, said, *"I am happy and thrilled to extend a warm welcome to Mr. Debashis Mitra as he joins Kinetic Green. The E3W segment holds significant strategic importance for us at Kinetic Green, presenting a substantial opportunity for high growth. Kinetic Green has been a pioneer in this field and aims to play a meaningful part in India's transition to 100% mobility in the three-wheeler segment. Mr. Mitra is well-positioned to lead Kinetic Green's 3W journey, utilizing his experience and strategic foresight to navigate this crucial phase of our growth trajectory. We are confident he will be a driving force in shaping our strategic direction with fresh insights and innovative approaches. I am pleased to welcome him as the President of our 3-Wheeler Business.*

Mr. Debashis Mitra shared his enthusiasm about joining Kinetic Green, stating, *"I am thrilled to embark on this exciting journey with Kinetic Green at a pivotal juncture in the company's growth. Kinetic Green, with its legacy over 50 years of its parent company, stands as a leader in the electric vehicle industry and I am honored to take on the role of President of the 3-wheeler business. My commitment is to work with a team of highly skilled and dedicated professionals towards achieving operational excellence and fostering innovation. We will work to set new benchmarks in the EV industry, driving not only operational success but also making meaningful strides towards a greener and more sustainable future for our coming generations."*

Mr. Debashis Mitra will assume the position currently held by Mr. Paul Zacharia, the President of 3-Wheeler, upon Mr. Zacharia's retirement in June 2024.

About Kinetic Green:

Kinetic Green, the latest venture from Kinetic and Firodia Group, today is a leading player in the Electric Vehicle space, offering a wide range of electric vehicles, including electric three-wheelers, both cargo and passenger, and recently introduced electric two-wheelers under the Kinetic Green brand. For electric golf-carts and buggies, the company has formed a Joint Venture with the world's leading luxury brand, Tonino Lamborghini of Italy.

Spearheaded by third generation scion of the Firodia family, Ms. Sulajja Firodia Motwani, the company has successfully designed, manufactured, and cumulatively sold over 100,000 electric vehicles and achieved sales of around ₹1200 Crores.

The mission of Kinetic Green is to provide green mobility to the masses. 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.

For more details, please reach out to

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