

FOR IMMEDIATE RELEASE

Kinetic Green appoints Joel George as VP Sales of 3-Wheeler Business

Pune, July XX, 2024 – Kinetic Green Energy and Power Solutions Limited, a leading manufacturer of electric two and three-wheelers in India, is pleased to announce the appointment of Mr. Joel George as Vice President for its 3-Wheeler Business. With extensive experience in the Indian automotive sector, Mr. George brings expertise and leadership to Kinetic Green's ambitious growth journey.

Kinetic Green is a pioneering and established OEM in India's E3W and E2W space. Company now plans to broaden its 3W category presence by entering into the L5 passenger segment, complementing its existing operations in the L3 passenger and cargo categories, as well as the L5 cargo category. Mr. Joel's appointment is anticipated to play a pivotal role in building and leading high-performing sales teams, developing and implementing successful sales strategies, expanding market share and achieving ambitious sales targets & fostering strong relationships with dealerships.

Mr. George joins Kinetic Green with over 18 years of expertise in the Indian and global automotive industry, specializing in automotive sales, marketing, and operations with renowned Japanese, German, and Italian brands. His comprehensive skill set includes business development, marketing strategies, vehicle leasing, fleet sales, B2B/corporate sales, commercial vehicle sales, and retail sales. His deep knowledge of the electric mobility sector, particularly in the two-wheeler and three-wheeler segments, has earned him numerous accolades.

At Kinetic Green, Mr. George will work closely with Mr. Debashish Mitra, President of Kinetic Green's E3W SBU, in strategizing and planning retail sales and business development. He will lead the sales strategy in both retail and B2B sectors and expand the dealer network to position Kinetic Green as a leader in the 3-wheeler green mobility sector.

Sulajja Firodia Motwani, Founder and CEO of Kinetic Green, enthusiastically stated, "I am thrilled to extend a warm welcome to Mr. Joel George as he joins Kinetic Green. With his extensive experience in the automotive industry and his proven track record in automobile sector, Joel brings a unique blend of strategic vision and operational expertise. His leadership will be instrumental as we aim to strengthen our position in the L3 Passenger and L5 Cargo categories. We are confident that Joel's insights and innovative approach will drive our retail and B2B sales to new heights, further solidifying Kinetic Green's commitment to pioneering sustainable mobility solutions and towards our commitment to the Planet."

FOR IMMEDIATE RELEASE

Mr. Joel George expressed his excitement about becoming part of Kinetic Green, stating, "I am honored to join Kinetic Green at this pivotal juncture in the company's journey. Kinetic Green has consistently demonstrated a commitment to innovation and sustainability in the electric mobility sector. With our ambitious plans for expansion and a dedicated focus on enhancing our market presence, I am excited to contribute to the company's vision of pioneering sustainable mobility solutions. Together, we will work towards achieving our goals of expanding the dealership network, driving retail and B2B sales growth, and solidifying Kinetic Green's leadership in the 3-wheeler market. I look forward to collaborating with the talented team at Kinetic Green and leveraging my experience to propel the company to new heights."

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 introduced electric two-wheelers under the Kinetic Green brand in 2021. Kinetic Green's latest offering, E-Luna has received tremendous market response as a "nostalgia meets e-technology" innovation!

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 close to 150,000 electric vehicles and achieved sales of around ₹1500 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

Nishant Thakare: 7447804515 | nishant.thakare@mslgroup.com

Shipra Kumari: 8292793485 | shipra.kumari@mslgroup.com