

## The Legend Returns: Kinetic Green's E-Luna Electrifies Chhattisgarh Streets

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## Ride in Style, Ride Electric: Kinetic Green Unveils Multi-Purpose E-Luna in Raipur

**Raipur 20<sup>th</sup> March 2024** Kinetic Green, a leading manufacturer of electric vehicles in India, today proudly unveiled the highly anticipated E-Luna in a grand ceremony held in Raipur, Chhattisgarh. The stylish, multi-utility electric two-wheeler boasts advanced technology and features, making it a perfect choice for both personal and commercial use.

The E-Luna X1 variant starts at an attractive introductory price of Rs. 69,990 (ex-showroom), is available across Kinetic Green Dealerships in Chhattisgarh. This makes it an excellent option for consumers seeking a reliable and eco-friendly mode of transportation, deliveries for E Luna have commenced from Kinetic Green dealerships across Chhattisgarh.

The event was graced by the presence of distinguished guests:

- **Shri Brijmohan Agrawal, Minister of Parliamentary Affairs of Chhattisgarh**

The esteemed minister along with **Ritesh Mantri, Co-Founder and Executive Director of Kinetic Green**, and **Mr. Pradeep Goel, Owner - Bharat EV- Kinetic Green Dealership, Raipur** jointly unveiled the E-Luna, marking a significant moment in the electric mobility landscape of Chhattisgarh.

The E-Luna is packed with features that cater to a variety of needs, offering a range of battery options from 1.7 kWh to 3.0 kWh to meet your budget and travel distance. With a powerful 2.0 kWh battery delivering a 110 km range on a single charge, fast charging capabilities, and even swappable batteries for ultimate convenience, the E-Luna keeps you going. For a smooth and safe ride, the E-Luna boasts an advanced BLDC mid-mount motor, a CAN-enabled communication system that displays real-time data on a sleek digital meter, water and dust-proof aggregates for all weather conditions, a combi-braking system, telescopic front suspension, and larger 16-inch wheels for enhanced stability.

**Ms. Sulajja Firodia Motwani, Founder and CEO of Kinetic Green**, expressed her enthusiasm, stating, "*The launch of E Luna in Raipur is a proud moment for Kinetic Green, as we embark on a journey to redefine electric mobility in the region. E Luna is not merely a vehicle; it represents our commitment to inclusivity, affordability, and sustainability in the realm of e-mobility. This innovative and affordable EV is perfect for Chhattisgarh residents, catering to both personal and commercial needs. It will redefine urban transportation and empower a new generation of riders. With its versatile features and futuristic design, E Luna promises to be a game-changer, catering to the diverse needs of urban and rural communities alike.*"

The E-Luna aspires to be more than a vehicle. It's a comprehensive solution for aspiring Indians, particularly the 75 crore who lack personal mobility. With its affordable introductory price tag of Rs.69,990 for X1 variant, E-Luna can significantly impact rural mobility and contribute to a sustainable future. This

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100% designed and Made-in-India electric two-wheeler paves the way for a greener future for Raipur and the entire nation.

**Ritesh Mantri, Co-Founder and Executive Director of Kinetic Green**, echoed this sentiment, expressing, *"E Luna's regional launch in Raipur is a testament to our dedication towards creating innovative solutions for personal and commercial mobility. With its advanced technology, eco-friendly design, and affordable pricing, E Luna aims to empower individuals and businesses across Chhattisgarh, ushering in a new era of electric transportation."*

The E-Luna unveiling holds particular significance for rural India. With a vision of making electric mobility accessible to all, Kinetic Green recognizes the immense potential of EVs in bridging the transportation gap in rural areas.

**Shri Brijmohan Agrawal, Minister of Parliamentary Affairs of Chhattisgarh**, said, *"We are delighted to welcome the E-Luna to Chhattisgarh. This eco-friendly vehicle aligns perfectly with our vision for sustainable development in the state. The E-Luna's affordability and versatility will be a boon for our citizens, particularly those seeking a clean and economical mode of transportation."*

The E-Luna goes beyond being just a stylish and affordable electric scooter for Chhattisgarh. Its rugged design and high payload capacity make it suitable for a variety of applications, including small businesses and rural transportation needs. With its low running cost of only 10 paisa per kilometer, the E-Luna offers significant savings compared to traditional petrol-powered two-wheelers. Raipur residents can rejoice as the E-Luna electric vehicle emerges as the perfect solution for their transportation needs, boasting features like extended range and payload capacity ideal for rural commutes, an affordable price tag and low running costs that fit a wider budget, and eco-friendly electric technology that contributes to a cleaner and more sustainable Raipur.

The launch of the E-Luna in Raipur marks a significant milestone for Kinetic Green's mission to revolutionize electric mobility in India. This locally designed and manufactured electric two-wheeler caters not only to urban environments but also addresses the transportation needs of rural communities, promoting sustainable and inclusive growth across the nation.

The E-Luna boasts a unique design with a high-strength steel chassis, available in a range of 5 attractive metallic colors: Mulberry Red, Pearl Yellow, Night Star Black, Ocean Blue, and Sparkling Green. It can be pre-booked at [www.kineticgreen.com](http://www.kineticgreen.com) for just Rs. 500! E-Luna will also be available on Amazon and Flipkart. E-Luna can also be personalized with range of accessories.

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**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.

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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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