



Greaves Finance accelerates EV adoption with presence across 110+ cities

- Greaves Finance has tied up with leading financial institutions including BikeBazaar (WheelsEMI), Deccan Finance and Vedika Fincorp
- Aims to provide hassle-free instant loan disbursement with affordable interest rates across multiple EV segments- e2W & e3W

Mumbai, January 28, 2022: Greaves Cotton, one of India's leading and diversified engineering companies, has enhanced access to easy finance for electric vehicles through its NBFC subsidiary Greaves Finance. Greaves Finance has strengthened its financing network by collaborating with leading financial institutions. The company will also provide retail-financing options through its strategic co-lending partnerships with various financial institutions including BikeBazaar (WheelsEMI), Deccan Finance and Vedika Fincorp.

Greaves Finance, a key catalyst to EV adoption, is present across 110+ cities through direct financing operations as well as Strategic partnerships with above listed financial institutions. This partnership with other NBFCs having niche presence and catering to cities beyond Tier 2 markets will enable Greaves Finance to help potential environment-conscious customers to fulfill their dream of owning electric vehicles at easy and attractive EMIs. Greaves has also collaborated with MLR Auto to provide easy finance options for 3-wheelers- CNG, Diesel & Electric.

Greaves Finance is one of the first few NBFCs in the country to help finance wide range of Electric Vehicles- electric 2-Wheelers (Slow & Hi-Speed), electric 3-Wheelers (e-rickshaws & e-Autos for both cargo & passenger segments). Greaves Finance is also available recently launched multi-brand EV store AutoEVMart and other EV retail outlets across the country.

Greaves Electric Mobility with its multiple strategic finance tie-ups across its wide retail network is accelerating EV adoption in the country with quick & affordable financing options. IDFC First, Kotak Bank, HDFC, Jana Small finance, Shriram Finance, HDB Financial services, Tata Capital, Bajaj Finserv, Mannapuram Finance, Credit Fair, Loan Tap, Paytail and many more are some of the tie-ups with leading financial institutions.

There is a rapid transformation in the personal mobility preferences with significant demand emerging in key regions. The company is among the first few players in the industry to curate an easy and affordable financing ecosystem for prospective EV buyers. With AI backed tech-driven financing, customers get speedy assessment of creditworthiness, easy approvals and quick loan disbursements. Greaves Finance is helping strengthen its commitment towards clean, efficient, affordable and reliable last-mile transportation.

ENDS

About Greaves:

Greaves Cotton Limited is a diversified engineering conglomerate focused on being pivotal to India's resurgence as a competitive economy. The company is a leading name in the domain of Engines, Retail, Electric Mobility, Finance & Technology services. Greaves enjoys a rich legacy and customer trust spanning over 163 years. Through its Engines, Retail and E-Mobility businesses the company directly and indirectly impacts a billion lives every day, around the world.

GREAVES

The company today manufactures world-class products and sustainable solutions under various business units and is backed by comprehensive support from 500+ Greaves Retail Centers & 7000+ smaller spare parts retail outlets across the country. For more information visit www.greavescotton.com

For further information, please contact

Ashok Jaiswar

General Manager - Marketing and Corporate Communication, Greaves Cotton Limited

E-mail: ashok.jaiswar@greavescotton.com

Farooque Shaikh | The PRactice

E-mail: farooque@the-practice.net

Mobile: +91-9594777764

Note:

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