

ATHER

June 03, 2025

To National Stock Exchange of India Ltd Exchange Plaza, 5th Floor, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai 400051 NSE Symbol: ATHEREENERG	To BSE Limited 1 st Floor, Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400001 Scrip Code: 544397
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Dear Sir/ Madam,

Sub: Press Release

Please find enclosed press release titled “Ather Rizta crosses 1 lakh unit retail sales mark”.

Kindly take the above-said information on record.

Thank you

For Ather Energy Limited

Puja Aggarwal
Company Secretary and Compliance officer
Membership no: A49310

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Ather Rizta crosses 1 lakh unit retail sales mark

~ Rizta drives substantial increase in Ather's market share across key states

~ Rizta has accounted for around 60% of Ather's total sales volume, following its launch last year

Bengaluru, 3rd June 2025: Ather Energy Limited, India's leading electric two-wheeler manufacturer, announced that its family scooter, the Rizta, has crossed the 1 lakh unit retail sales milestone within a year of its launch. The Rizta has received a strong response from family scooter buyers across India, since its unveiling in April 2024, contributing to significant growth in Ather's market share.

Commenting on this milestone, **Ravneet Phokela, Chief Business Officer, Ather Energy** said, *"Hitting the 1 lakh milestone with the Rizta is a big moment for us. The Rizta, which was built from the ground up with a focus on addressing the needs of Indian families, has played a key role in expanding our reach and connecting with a much wider set of customers. It combines practically everything a family scooter needs: a spacious and comfortable seat, ample storage, safety features, and reliability to make everyday commuting effortless; all that packaged in great design that Ather has come to be known for. In less than a year since its launch, the Rizta has helped us grow our market share significantly across multiple states, broadened our consumer profile, and accelerated adoption in states where our presence was earlier limited."*

Rizta, Ather's first family scooter, expanded Ather's product portfolio and played a key role in catering to a much larger consumer segment in the country. Since scaling up deliveries in Q2 FY25, Ather's market share has seen a significant increase across key states including Gujarat, Rajasthan, Maharashtra, Madhya Pradesh, Odisha, and Chhattisgarh. Post its launch, Rizta has become the preferred choice for most buyers, accounting for around 60% of total sales to date. Its popularity is driven by a strong feature set that balances everyday utility with smart technology and comfort. Moreover, the Rizta along with the Ather 450 series has enabled Ather to become the #1 brand in South India in Q4FY25, as per Vahan data.

To enhance the ride comfort, the Rizta comes with a host of features such as 56L under-seat storage, a wide and comfortable seat, and a spacious floorboard in addition to several safety and connected features. SkidControl™, which was introduced on the Rizta, is a traction control system that manages motor torque to prevent loss of traction on low-friction surfaces like gravel, sand, water, or oil. Other safety features include the Tow & Theft Alert, which notifies the owner about any unauthorised movement of their scooters and the Emergency Stop System which flashes the tail light rapidly to indicate to the vehicle behind that you're coming to a sudden halt. In addition, the software enabled 'Live Location Sharing' which is a part of the AtherStack 6, allows riders to share their location with a preset contact in just a few clicks and enhances the safety of riders in emergency situations. The Rizta also comes with Google Maps on the dashboard for easy navigation.

The Rizta was first unveiled at the Ather Community Day in April 2024 and retails began from June 2024 across the country.

About Ather Energy Limited

Ather Energy Limited (ATHERENERG | 544397 | INE0LEZ01016), a pioneer in the Indian electric two-wheeler ("E2W") market, (CRISIL Report) was founded by Tarun Mehta and Swapnil Jain in 2013. The company's current E2W portfolio comprises two product lines – the Ather 450 line, which caters to customers seeking performance scooters, and the Ather Rizta line, which is targeted at customers seeking convenience scooters for their

families. The company was the first two-wheeler (“2W”) OEM to establish a 2W fast charging network, the Ather Grid, in India (CRISIL Report). Ather has installed 3,611 Fast chargers and Neighbourhood chargers globally, which includes 3,578 Fast chargers and Neighbourhood chargers across India and a total of 33 Fast chargers across Nepal and Sri Lanka as of March 31, 2025. As at March 31, 2025, globally, Ather Energy had 309 registered trademarks, 203 registered designs, and 47 registered patents, in addition to pending applications for 97 trademarks, 10 designs, and 313 patents.

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