

# ATHER

August 14, 2025

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

**Sub: Press Release**

Please find enclosed press release titled “Ather Energy introduces ‘Battery as a Service’ and a host of new initiatives to accelerate EV adoption across India.”

Kindly take the above-said information on record.

Thank you

**For Ather Energy Limited**

Puja Aggarwal  
Company Secretary and Compliance officer  
Membership no: A49310

## **Ather Energy introduces 'Battery as a Service' and a host of new initiatives to accelerate EV adoption across India**

~ With Battery as a Service, Rizta is available starting at Rs 75,999 (ex-showroom Lucknow) and 450 Series is available starting at Rs 84,341 (ex-showroom Lucknow)

~ Extends Assured Buyback programme to larger customer base with up to 60% value guarantee after 3 years

~ Introduces Extended Comprehensive Warranty covering motor, motor controller, dashboard, charger, and 7 other critical components for up to 5 years or 60,000 kilometers (whichever is earlier)

**National, 14th August 2024:** Ather Energy Ltd, India's leading electric two-wheeler manufacturer, today announced three major initiatives designed to address the key barriers preventing consumers from switching to electric vehicles. The company has introduced Battery as a Service (BaaS), expanded its Assured Buyback programme to a larger customer base, and launched an Extended Comprehensive Warranty (ECW). All of these initiatives are aimed at making electric scooters a more accessible and worry-free choice for Indian families.

The initiatives directly address the three primary concerns that potential EV buyers face: upfront costs, uncertainty about resale value and warranty concerns. With BaaS, customers can now purchase the Ather Rizta starting at Rs 75,999 (ex-showroom Lucknow) and the 450 Series starting at Rs 84,341 (ex-showroom Lucknow), with flexible monthly plans for battery usage, offered by banks/non-banking financial corporations and other entities with whom Ather has partnered.

**Ravneet S Phokela, Chief Business Officer, Ather Energy Ltd, said** "As the EV segment continues to grow in the country, we see customers with different needs and challenges entering the segment. To unlock the segment's true potential and accelerate growth, we've rolled out a slew of initiatives to cater to the different needs of our potential customers. With BaaS, ECW and Assured Buyback, we aim to address major barriers that exist for customers when purchasing a new EV scooter. As one of the leading players, we stay committed to making it easier for families to experience the benefits of EVs."

### **Making EVs more affordable with BaaS**

While the running costs of EVs are far lower than ICE vehicles the upfront cost can be a hindrance for someone wanting to switch. To address this Ather launched Battery as a Service (BaaS) where consumers have to only pay for the cost of the scooter without the battery and can choose a plan to pay for the battery as per monthly usage starting as low as Re 1 per kilometer. BaaS aims to make Ather's electric scooters more accessible by reducing the initial investment required for EV ownership as it allows the price of the scooter to be split into 'shell' and 'battery'. Customers can choose to pay the upfront cost of the shell and pay the cost of the battery as per their usage.

As a part of this offering, customers are charged based on the kilometre usage and the cost of the battery is recovered over a span of 3 to 4 years as per consumers preference. The BaaS model features a usage-based payment system for the battery component, with pricing at ₹1 per kilometer based on a 48-month package with a minimum of 1000 kilometers of monthly usage.

With BaaS the upfront cost of the Ather Rizta starts at Rs 75,999 (ex-showroom Lucknow) which is a 30% reduction from what customers would have otherwise paid. Apart from lower upfront costs, customers will get free fast charging for a year at Ather's 3300+ fast chargers across the country eliminating both range anxiety and charging costs.

### **Assured Buyback Programme extended to a larger customer base**

Building on the success of its pilot Assured Buyback programme, launched in February for a smaller customer cohort, Ather is now extending this offering to more buyers. The programme offers up to 60% of the scooter's value at the end of three years and up to 50% after four years, subject to the kilometers travelled, providing customers with clear visibility on their investment's future worth. This

addresses one of the most common concerns among potential EV buyers and the uncertainty around resale values in a rapidly evolving market.

**Extended Comprehensive Warranty for complete peace of mind**

Ather's Extended Comprehensive Warranty protects customers against manufacturing defects on the battery and 11 other critical components for up to five years or 60,000 kilometers (whichever is earlier). Available to all AtherStack™ Pro customers, the warranty covers components including the motor, motor controller, dashboard, and charger among others. While electric vehicles have lower running costs than petrol scooters, the warranty ensures customers are protected from potentially expensive component replacements, providing complete peace of mind throughout their ownership journey.

**About Ather Energy Limited**

Ather Energy Limited (ATHERENERG | 544397 | INE0LEZ01016) is a pioneer in the Indian electric two-wheeler ("E2W") market (CRISIL Report). Founded in 2013 by Tarun Mehta and Swapnil Jain, Ather designs and manufactures high-performance electric scooters. The company launched its first electric scooter in 2018. Its current E2W portfolio consists of two distinct product lines: the Ather 450 series, focused on performance-oriented customers, and the Ather Rizta, a convenience-first family scooter line launched in 2024. Together, these product lines offer a total of 8 variants. Ather was the first two-wheeler OEM in India to establish a dedicated fast charging network, the Ather Grid, which is designed and built in India. Today, Ather operates the widest 2W fast charging network in the country. As of June 30, 2025, Ather has installed 4,032 Fast chargers and Neighbourhood chargers globally, including 3,997 across India and 35 across Nepal and Sri Lanka. With a strong emphasis on R&D and innovation, as of June 30, 2025, the company holds 318 registered trademarks, 204 registered designs, and 48 registered patents, along with pending applications for 88 trademarks, 27 designs, and 383 patents globally.

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