

ATHER

June 18, 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 Energy to Double Its Retail Network; Plans 700 Experience Centres 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

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Ather Energy to Double Its Retail Network; Plans 700 Experience Centres Across India

~ Strong demand for Rizta fuels network expansion across India

~ Focus on ramping up presence in north markets with 3X more stores planned

Bengaluru, 18th June 2025: Ather Energy Limited, India's leading electric two-wheeler manufacturer, today announced plans to scale up its retail network to 700 Experience Centres (ECs) across India by the end of FY26. This significant expansion will nearly double Ather's current footprint, making it easier for customers across the country to experience, test ride, and own an Ather scooter.

The expansion comes at a time when Ather is seeing strong momentum, driven by the success of the Rizta, Ather's first family scooter, which recently crossed 1 lakh units in retail sales within a year of its launch. Rizta has expanded Ather's reach beyond its core performance segment, attracting family scooter buyers, and has significantly increased its sales across key states including Gujarat, Rajasthan, Maharashtra, Delhi, Madhya Pradesh, Odisha, and Chhattisgarh. It has also boosted market share in regions where the brand previously had a smaller presence. Rizta alone now contributes to nearly 60% of Ather's total sales, unlocking new cities and bringing in a wider base of family buyers, setting the stage for a much stronger retail presence in the coming months.

As of March 31st, 2025, Ather had 351 Experience Centres in India, along with 24 centres in Nepal and Sri Lanka. Around 46% of these are in South India, where Ather first built its base. With Rizta opening up new demand pockets, Ather will now triple its store count in north markets and will also continue to expand in east and west markets by the end of FY26.

Ravneet Singh Phokela, Chief Business Officer, Ather Energy, said, *"Rizta's phenomenal success has opened up new markets and brought a much larger set of family buyers into the Ather ecosystem. We're seeing demand coming in from cities where our footprint was previously limited, and that gives us the confidence to scale faster. Expanding to 700 Experience Centres is about staying ahead of this demand curve and ensuring that wherever our customers are, they have easy access to the full Ather experience."*

Alongside retail expansion, Ather has been rapidly growing its ecosystem to deliver a hassle-free ownership experience. As at March 31, 2025, the company operates over 3,578 fast-charging points across India through the Ather Grid, India's largest two-wheeler fast-charging network. Ather is also expanding its service footprint along with the expansion of its retail network across India, including Gold Service Centres in key cities. Ather also offers Express Care service which enables customers to complete periodic maintenance within 60 mins.

Ather currently has 2 manufacturing plants in Hosur, Tamil Nadu, one each for vehicle assembly and battery manufacturing and an upcoming third manufacturing facility in Bidkin, AURIC, Chhatrapati Sambhaji Nagar, Maharashtra. The upcoming facility in Maharashtra is expected to further increase Ather's total manufacturing capacity across all facilities to 1.42 million electric two-wheelers per year.

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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