

March 14, 2026

To,  
National Stock Exchange of India Limited  
Address: Exchange Plaza, C-1, Block G, Bandra  
Kurla Complex, Bandra (E), Mumbai-400051,  
Maharashtra, India.  
NSE Scrip Symbol: OLAELEC

To,  
BSE Limited  
Address: Phiroze Jeejeebhoy Towers  
Dalal Street Mumbai- 400001,  
Maharashtra, India.  
BSE Scrip Code: 544225

**Subject: Press Release dated March 14, 2026.**

Dear Sir/ Madam,

With reference to the captioned subject, we are enclosing herewith the Press Release, titled "***Ola Electric Launches #EndICEAge Campaign to Accelerate EV Adoption; Announces Limited-Period Benefits Worth Over ₹20,000***".

The above intimation will also be hosted on the website of the Company i.e., [www.olaelectric.com](http://www.olaelectric.com).

We request you to take the above on your record.

Thanking You,  
For **Ola Electric Mobility Limited**

**Abhishek Jain**  
**Company Secretary and Compliance Officer**  
**Membership No.:** A62027  
**Place:** Bengaluru  
**Encl:** As above

## Ola Electric Launches #EndICEAge Campaign to Accelerate EV Adoption; Announces Limited-Period Benefits Worth Over ₹20,000

- Limited-time campaign offers ₹10,000 cash discount and extended 8-year battery warranty; introduces social initiative to refund customers' petrol spend

**Bengaluru, March 14, 2026:** Ola Electric today announced the launch of **#EndICEAge**, a nationwide campaign aimed at accelerating India's transition away from petrol-powered or Internal Combustion Engine (ICE) two-wheelers toward electric mobility. The campaign highlights the rising cost and inconvenience of petrol dependency while encouraging riders across the country to make the shift to electric vehicles. Through **#EndICEAge**, the company aims to turn this growing inconvenience into a catalyst for change by encouraging riders to move away from petrol vehicles and adopt electric mobility.

As part of the campaign, the company has rolled out **limited-period benefits worth over ₹20,000** for customers purchasing a new Ola S1 scooter or Roadster motorcycle. Available for **three days until March 16, 2026**, the offers include a **₹10,000 cash discount** and an **extended 8-year battery warranty valued at up to ₹15,000**, providing customers with both upfront savings and long-term peace of mind.

In addition, Ola Electric has introduced a **#EndICEAge social initiative** that invites new customers to share their transition from petrol to electric. Customers who purchase an Ola electric two-wheeler starting today till March 16th 2026 can upload their **last month's petrol bills on social media** platforms, tagging Ola Electric and using **#EndICEAge**. Each day, the company will select **three standout entries** and adjust **their petrol expenses** against the payment made by the customer.

**Ola Electric spokesperson said,** "For decades, India has been stuck in the petrol cycle, rising fuel prices, constant visits to petrol pumps, and a mobility system built on outdated technology. With **#EndICEAge**, we're inviting riders across the country to break free from petrol dependency and move to electric. Our S1 scooters and Roadster motorcycles offer a cleaner, smarter and far more economical way to commute. The future of mobility is electric, and **#EndICEAge** is about accelerating that shift across India."

The company recently announced the **Champions Edition** of its flagship **4680 Bharat Cell powered S1 Pro+ (5.2 kWh) scooter** and **Roadster X+ (9.1 kWh) motorcycle** to commemorate India's historic third ICC Men's T20 World Cup victory. The limited Champions Edition will be available at company stores and on the website from tomorrow until the end of April 2026.

Ola Electric currently offers an expansive portfolio of Gen 3 S1 scooters and Roadster X motorcycles. The premium S1 Gen 3 portfolio includes **S1 Pro+ in 5.2kWh**, and **4kWh** configurations, and **S1 Pro in 4kWh**, and **3kWh** configurations priced at **₹1,90,338**, **₹1,70,338**, **₹1,44,999**, and **₹1,24,999**, respectively. The company's mass market offerings include **Gen 3 S1 X+ (4kWh)**, and **Gen 3 S1 X (2kWh, 3kWh, and 4kWh)** priced at **₹1,11,999**, **₹82,999**, **₹98,999**, and **₹1,14,999**, respectively.

The company's Roadster motorcycle portfolio comprises **Roadster X+ in 4.5kWh** and **9.1kWh** configurations priced at **₹1,09,999**, **₹1,89,999** respectively. The **Roadster X**, available in **2.5kWh**, **3.5kWh**, and **4.5kWh** configurations, is priced at **₹79,999**, **₹92,999**, and **₹99,999**, respectively.

### About Ola Electric Mobility Limited

Ola Electric Mobility Limited is India's leading electric vehicle (EV) manufacturer. It specialises in the vertical integration of technology and manufacturing for EVs and their components, including battery cells. The Ola Futurefactory in Tamil Nadu, where EVs and critical components are produced, is developing India's most significant EV hub. It is supported by Ola's Bengaluru-based Battery Innovation Centre (BIC), dedicated to advancing cell and battery technology. Ola's R&D efforts span India, the UK, and the US, focusing on innovative EV products and core components. Ola maintains a direct-to-customer distribution network across India and a robust online presence, making Ola Electric one of the largest company-owned networks of automotive retail stores in the country.