



Press Release

## MotovoltMobility Launches India's First Fleet Of Smart E-Cycles at METROWholesale store in Kolkata

- **Ace Tennis Player Mr Leander Paes Launches Four E-Cycles - Hum, Kivo Standard, Kivo Easy & Ice**
- **MotovoltTo Invest Rs 100 Crore In The First Phase**
- **Pan India Launch Will Follow In A Phased Manner**
- **Ties Up With METRO Cash & Carry India For Introducing A New Category For SellingMotovoltE-Cycles Across Its METRO Wholesale Stores In The Country**

**Kolkata, 11<sup>th</sup> December, 2020: Motovolt Mobility Pvt Ltd**, an electric mobility company, today launched India's first fleet of smart e-cycles under the brand name **Motovolt**. **The Indomitable icon of Tennis world, Mr Leander Paes** launched the Motovolt Smart e-cycle range in the presence of **Mr Tushar Choudhary, Founder Director, Motovolt Mobility Pvt Ltd. & Executive Director, Himadri Speciality Chemical Ltd at METROWholesale store in Kolkata.**

Motovolt e-cycles are not only Smart and Modern but are also designed to be Reliable and Efficient by taking into consideration riders comfort, riding conditions and the riding behaviour. This ensures best in class comfort and product durability. In addition to this, the batteries and the electric drive unit have also been indigenously designed to provide long life and consistent performance. The Motovolt range of products are available with smart phone based connected features that are one of a kind in this category.

"Our products have been developed with a lot of indigenous innovation and most definitely with our hearts. With a vision of Inspiring the e-mobility movement in India, our immediate mission is to develop and design smart e-mobility solutions, which positively impact lives across communities and contribute towards a sustainable future. Motovolt Bicycles are not only for niche costumers but also find mainstream adoption. The price range of the products along with accessories would be within **Rs 25000/- to Rs 40000/-** with options of customizing as per the need. We are creating a movement for a smarter and cleaner world. The exciting range of products and accessories will be available across both physical and digital channels. For offline sales we have tied up with METRO Cash & Carry India for being our Partner for product display, promotion and selling, across all their stores in India," said **Mr Tushar Choudhary, Founder Director, MotovoltMobility Pvt Ltd.**

Motovolt will invest Rs 100 crore in the first phase. The company has a manufacturing unit and a world class R&D product testing facility in Kolkata and an engineering design & prototype unit in Bengaluru. Motovolt aims to cater to both B2B & B2C segments their range of customised products.

Motovolt unveiled four variants of the e-cycles today. **HUM** is a first of its kind multi utility cycle, which is also directed for e-commerce & last mile delivery. **KIVO STANDARD & KIVO EASY** are a smart & stylish ride ideal both for work & leisure commute. **ICE** is a unique bicycle which is small and foldable, perfect for the casual cyclists seeking a minimalist and contemporary design. All the products will be connected by IOT and will be powered by Smart Lithium-Ion Batteries and Intelligent Battery Management System (BMS). Motovolt also offers a range of over thirty accessories to customize the cycles as per usage and need. Also, the e-cycles which will be connected through ios & Android based **mobile application "Motovolt"** which will give the owners information about total distance covered, health of e-cycle, monitor cycle performance, providing over air updates, update on maintenance among other features.

"Environment friendly EV Technology is the future of transport. Cycling, I personally feel, helps you maintain your fitness while also contributing to sustainability. With the launch of these new and exciting range of smart e-cycles from Motovolt, people are getting unmatched international standard riding experience. So, Let's Go Electric", said ace Tennis player, **Mr Leander Paes.**



“At METRO, we are committed towards creating a positive impact on the environment by constantly striving to adopt sustainable practices and lower our ecological footprints. Our association with Motovolt for their range of e-cycles is towards a common goal of nurturing a sustainable ecosystem for the future generation. To promote this range of e-cycle, we have introduced a new category for our health and environment conscious customers, and the range will soon be made available across our network of 28 stores.” says **Mr. Arvind Mediratta, MD& CEO, METRO Cash & Carry India.**

To mark the launch occasion, a Special Cycle Riding Track has been created at the METRO Cash & Carry premise wherein customers can have a feel of the product by riding it. The track will be open during the store working hours till the New Year.

“The e-commerce sector/food delivery sector is largely dependent on bikes & scooters with a section of regular bicycles as their last mile delivery options. Rising fuel costs, regular maintenance cost make the last mile an expensive affair. Switching to e-cycles will benefit this sector immensely”, added **Mr Choudhary.**

Motovolt provides a mobility solution that would solve the problems of the common man and fill the gap present in his transportation needs. Motovolt is also introducing a range of accessories to cater to the specific needs of target segments. The Motovolt e-cycles will be available in their soon-to-be-launched exclusive stores, partner outlets as well as on online platforms. Easy EMI facilities through top finance partners will be provided to make the buying process easier amongst all the target groups.

#### **About Motovolt Mobility Pvt Ltd**

Motovolt Mobility Pvt Ltd, is an e-mobility company launched by the co-founders of INR 2000 Crore revenue Himadri Group, viz. Mr V K Choudhary, Mr B L Choudhary along with Mr Tushar Choudhary. Motovolt manufactures and sells a wide range of smart and unique e-cycles. With sustainability and cost effectiveness being their forte, Motovolt intends to redefine the future by inspiring an e-mobility movement in India, thereby positively contributing towards a sustainable future. For further information, log on to [www.motovolt.co](http://www.motovolt.co)

#### **About METRO Cash & Carry**

METRO is a leading international wholesale company with food and non-food assortments that specializes in serving the needs of hotels, restaurants and caterers (HoReCa) as well as independent traders. Around the world, METRO has some 16 million customers who can choose whether to shop in one of the large-format stores, order online and collect their purchases at the store or have them delivered. METRO in addition also supports the competitiveness of entrepreneurs and own businesses with digital solutions and thereby contributes to cultural diversity in retail and hospitality. Sustainability is a key pillar of METRO's business. The company operates 678 wholesale markets as well as Food Service Distribution business in 34 countries, and employs more than 100,000 people worldwide. In financial year 2018/19, METRO generated sales of €27.1 billion.

METRO Cash & Carry entered the Indian market in 2003. The company currently operates twenty-eight wholesale distribution centres under the brand METRO Wholesale including six in Bangalore, four in Hyderabad, two each in Mumbai and Delhi, and one each in Kolkata, Jaipur, Jalandhar, Zirakpur, Amritsar, Vijayawada, Ahmedabad, Surat, Indore, Lucknow, Meerut, Nasik, Ghaziabad and Tumakuru. For further information, log on to [www.METRO.co.in](http://www.METRO.co.in)

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