



Press Release

Motovolt Mobility Opens Its First Sales Point Of Smart E-Cycles In South Bengal At Spencer's, Asansol

Asansol, 27th July, 2021: Motovolt Mobility Pvt Ltd, an electric mobility company, today launched its first sales point of smart E-Cycles under the brand name 'Motovolt' in South Bengal at Spencer's, Asansol. The store is located at SRL-R.B. Plaza, G.T Road, near Old Station Asansol. Motovolt has plans to open stores, including standalone and shop-in-shops, across various locations in South Bengal.

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. In the current times when fuel prices are on a rise Motovolt e-cycles are a perfect solution for a cleaner and more cost effective ride. The price range of the products along with accessories would be within **Rs 27000/- to Rs 40000/-** with options of customizing as per the need. Easy EMI facilities through top finance partners are being provided to make the buying process easier.

"We are excited to offer our range of E-cycles to the customers of South Bengal. 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. The rising price of petrol and diesel is surely going to affect fossil fuel driven mobility in the coming years. Motovolt E cycles provides a relief from this spiralling trend. We are creating a movement for a smarter and cleaner world," said **Mr Tushar Choudhary, Founder Director, Motovolt Mobility Pvt Ltd**.

All the four variants of the e-cycles will be available for display and trials for customers in Spencer's store in Asansol. Customers can also book the cycles at the stall and it will be delivered at their address. **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 **Motovolt App** 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 etc.

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 VK Choudhary, Mr BL 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

For further information please contact:

Sreeraj Mitra / Korak Basu / Sayanjita Dey / Rohitaswa Mukherjee
Sagittarius Communications Pvt Ltd
Ph: 9007307884 / 9830314638 / 8697719315 / 9333494459