



Press Release

Motovolt Ties-Up With HDFC Bank To Offer Easy EMI Schemes

Kolkata, 10th May, 2022: Motovolt Mobility Pvt Ltd, the electric mobility company, has tied up with **HDFC Bank** to offer easy EMI schemes for purchase of a wide range of e-cycles. EMIs would start at Rs 1053 making it easier to own a Motovolt electric vehicle.

“We are very excited to associate with HDFC Bank and offer easy EMI schemes for customers. This will encourage more people to opt for electric mobility. 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 27,000 and Rs 40,000** with options to customise as per the need,” said **Mr Manohar Bethapudi, Head - Growth & Corporate Strategy, Motovolt Mobility Pvt Ltd**.

“HDFC Bank is committed to become eco-friendly in its own operations as well as support businesses that promote sustainability,” said **Mr Parag Rao, Group Head – Payments, Consumer Finance, Digital Banking & IT, HDFC Bank**. “Electric mobility is the advent of sustainable transport in the future. HDFC Bank is committed to help India mitigate the effects of climate change. This is aligned with the nation’s international commitments and as well as the bank’s own goal to become carbon neutral by 2032. Our tie-up with Motovolt Mobility Pvt Ltd is one such step towards achieving this ambition.”

Motovolt Mobility started its journey from East and South India, and have started expanding across the country, while focussing on building a digital backbone for customer acquisition and experience. In 2022, Motovolt also plans to launch e-scooters and e-bikes and increase their product portfolio.

Motovolt e-cycles, launched in December 2020, 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. The Motovolt range of products are available with smart phone based connected features that are one of a kind in this category. All the products are connected by IOT and powered by Smart Batteries and Intelligent Battery Management System (BMS). Motovolt has a manufacturing unit with 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 and B2C segments through their range of customised products.

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.

About HDFC BANK

For information, please log on to: www.hdfcbank.com

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