

The Future of Urban Mobility: *Ather 450X*

Innovation | Performance | Sustainability

ATHER



AGENDA

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THE ATHER EXPERIENCE

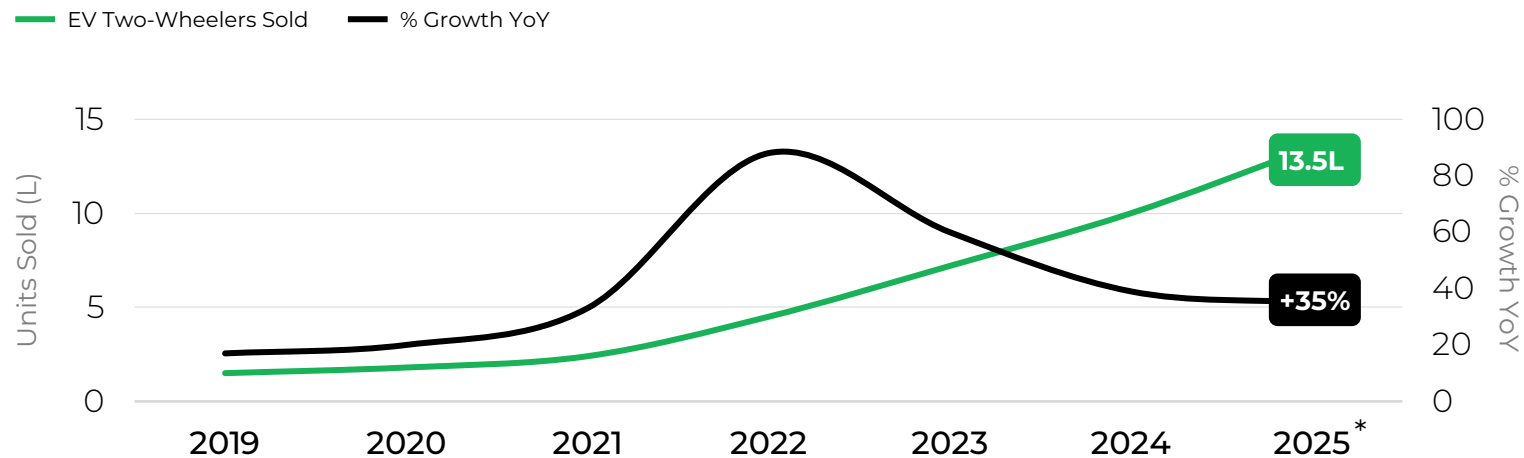
01



The Ather Revolution

Designed from the ground up for the urban rider, the **Ather 450X** combines power, intelligence, and sustainability.

EV Two-Wheeler Market Growth in India (2019-2025)



88%
surge in 2022

10L
units sold in 2024

12.18%
Market Share (CY2023)



Performance That Excites



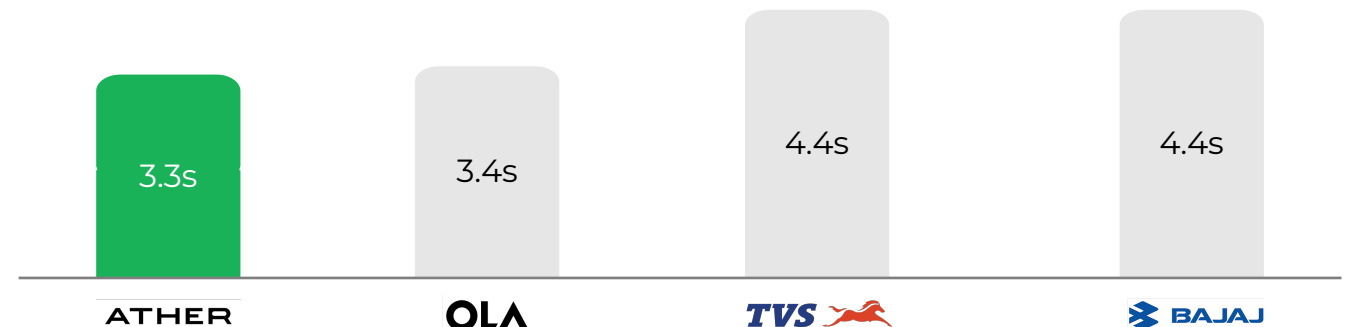
0-40 km/h in 3.3 sec

Peak power of 6.4 kW

IP67-rated water & dust-resistant battery

Warp mode for instant acceleration

Acceleration Comparison: 0-40 km/h



Intelligence at Your Fingertips

Ather 450X isn't just a scooter, it's a smart connected vehicle.



7" Touchscreen with
Google Maps



Bluetooth-enabled calls
& music



Smart eco mode for
extended range

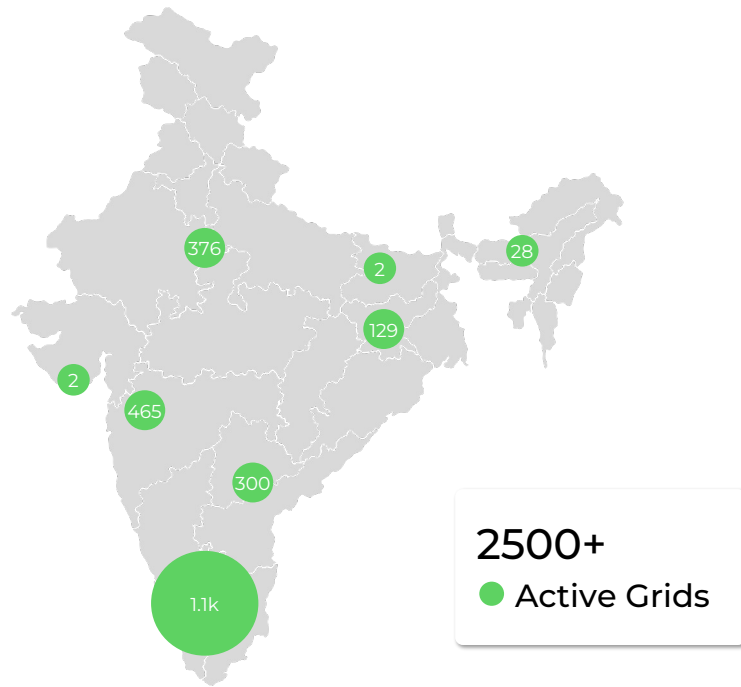
CHARGING & BATTERY

02



Charging Made Simple

Charge at home, on the go, or at Ather Grid.



Ather Grid locations across India

Home charger

0 to 80% in
4 hrs 30 min

Ather Grid

Fast charging at
1.5 km/min



Built for the future

Battery That Lasts Longer & Charges Smarter

The Ather 450X is powered by an advanced Lithium-ion battery pack designed for performance, longevity, and efficiency

- **Battery Life:** 5+ years, backed by a 3-year/unlimited km warranty
- **Smart Charging:** Optimized to preserve battery health and reduce charging time
- **Regenerative Braking:** Converts kinetic energy into charge, enhancing efficiency
- **IP67 Rated Protection:** Dustproof & waterproof battery pack ensures durability

Over-the-Air Updates: The Scooter That Evolves

Unlike traditional two-wheelers, the Ather 450X gets better over time with OTA software updates that introduce:



Improved riding modes



New navigation & connectivity features



Efficiency improvements

Designed for Tomorrow's Roads

With connected tech, smart sensors, and AI-powered optimizations, the Ather 450X is not just an electric scooter—it's a digital mobility platform ready for the future.



Sustainability at Its Core

Ather's Commitment to Sustainability

Ather Energy isn't just building electric scooters—it's driving a sustainable revolution. From eco-friendly manufacturing to energy-efficient operations, every aspect of Ather's design reduces carbon footprint and ensures long-term environmental benefits.

Impact on the Environment

Switching to an Ather 450X for just one year can save up to 2.5 metric tons of CO₂ emissions—equivalent to planting 40 trees! The scooter is built with sustainable materials, making it easier to recycle at the end of its lifecycle.

Many Ather Grid charging stations are powered by solar energy to maximize sustainability.



60%

lower carbon emissions

85%

recyclable components

Stories from our Customers



I am a sports management graduate from IIM, and I hope to one day manage the Indian Cricket Team. In my free time, I also enjoy watching Formula 1, and I support Max Verstappen. Before laying my hands on the 450X Series 1, I owned a Honda Dio. I was looking for something I could depend on to get to college and ride around the city with my friends. My cousin owned an EV, but it was very ordinary and had less range, which didn't help with my view on EVs. But when the Series 1 launched, that's all I wanted! The dashboard, smart features, durability and scooter's looks changed my mind about EVs.

Tanishq Khare

Indore



I am an entrepreneur from Chennai. I began my journey into the world of EVs long before it became a mainstream discussion. My first tryst with EVs dates back to 2005, when I got a BSA street model, albeit with a lead-acid battery. One of the main reasons I was trying to shift more and more towards EVs is because the convenience of “always having a full tank” resonated deeply with me, eliminating the hassle of frequent trips to the petrol bunk. But this pursuit of the perfect EV for me was quite prolonged. It wasn't until Ather Energy came around that I found my perfect match.

Rahul Ravindranath

Chennai



MARKET PRESENCE & GROWTH — 04



Ather in the Market

Founded in
2013

₹900+ Crore Revenue
in FY23

1000+ Ather Grid
Charging Stations

12.18% Market Share
(CY2023)

Manufacturing Capacity
of 420,000 Units



The Road ahead

Expanding Ather Grid, new cities,
and continuous innovation.



2024

Expansion to
50+ cities



2025

500+ Ather Grid
fast chargers



2026

Next-gen Ather
model

ATHER