PURE EV Partners with JioThings to Revolutionise the Smart Riding Experience

- *Integration of JioThings will provide customisable interfaces and voice recognition for effortless control, entertainment, and navigation services*

- *New digital clusters and telematics provide real-time insights for a seamless riding experience*

Hyderabad, 18th February 2025- PURE EV, one of India's leading two-wheeler manufacturers, has signed an MOU with **Jio Things Limited**, a subsidiary of Jio Platforms Limited, to integrate smart digital clusters and telematics into its electric vehicles. This partnership aims to redefine user experience by leveraging advanced IoT solutions, seamless connectivity, and holistic digital integration.

PURE EV will explore JioThings smart digital clusters, which include end-to-end IoT solutions, into its E2Ws to enhance their functionality and interactivity. The incorporation of telematics enabled by 4G connectivity will allow customers to monitor vehicle performance in real time and gain useful insights for more efficient operations.

The JioThings 4G Smart Digital Cluster uses AvniOS, based on Android Open Source Project (AOSP). It offers real-time data analytics, two-wheeler interface customisation, and full HD+ touchscreen display compatibility. This revolutionary digital cluster allows OEMs to speed up the integration of IoT solutions into their products.

Another solution integrated is the Jio Automotive App Suite (JAAS). This offers a range of products and solutions designed specifically for two-wheeler users, including JioStore, music streaming, web browsing, hands-free voice assistance, navigation, gaming and more..

"Exploring JioThings' superior IoT capabilities within our vehicles represents a significant opportunity to elevate PURE EV's products to the highest industry standards," said **Dr. Nishanth Dongari, founder and MD of PURE EV.** "We aim to redefine electric mobility by enhancing the efficiency and interactivity of our vehicles. This exploration marks a pivotal step forward in evaluating the potential for redefining the EV ecosystem, ensuring that our customers benefit from enhanced connectivity, functionality, and convenience."

Speaking on the collaboration, **Ashish Lodha, President of Jio Platforms Limited** added, "We are pleased to collaborate with PURE EV, a company that shares our vision of innovation and excellence in the electric mobility space. By integrating our advanced IoT solutions, we aim to support PURE EV in delivering the best electric two-wheeler experience to customers, setting new benchmarks for efficiency and connectivity. This partnership is a step forward in shaping the future of the electric two-wheeler sector and driving widespread adoption of sustainable transportation solutions."

About PURE EV

PURE EV, incubated at the i-TIC of IIT Hyderabad, is a pioneer in sustainable mobility, redefining electric vehicle technology for everyday use. With over 70 dealerships across India and more than 75,000 EV owners, PURE EV is leading the transition towards eco-friendly,

high-performance vehicles. The company is committed to providing products that exceed the 30,000 km benchmark for durability, delivering significant carbon savings. With over 120 patents, PURE EV guarantees high performance and innovation in every product. Learn more about PURE EV at https://www.pureenergy.co.in/

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