

Pure EV Strengthens Hyderabad Presence with New Showroom

Hyderabad, 11th December 2024— PURE EV, one of India's leading electric two-wheeler manufacturers, today announced the inauguration of one of its largest showrooms in Hyderabad. Situated in Secunderabad, this thoughtfully designed facility spans over 1600 square feet, boasting modern interiors and advanced customer service capabilities that reflect the brand's dedication to quality, efficiency, and customer focus.

The new showroom serves as a one-stop destination for electric two-wheeler enthusiasts, displaying Pure EV's flagship products, including the ePluto, eTrance, ecoDryft, and eTryst. These models cater to the growing demand for sustainable and reliable mobility solutions. The facility was inaugurated by **Shri N Sriganesh**, Member of Legislative Assembly, Telangana, who commended the company's efforts to promote eco-friendly transportation in the region.

Speaking on the occasion, Rohit Vadera, Founder and CEO of PURE EV expressed his vision for the company's growth: *"We take immense pride in Pure EV's growing customer base and its expanding presence in key markets. The inauguration of this showroom is yet another step in our mission to provide customers with world-class products and services. Pure EV is not just about manufacturing electric two-wheelers; we are dedicated to building a trustworthy brand that resonates with mass consumers. Our commitment to innovation, backed by advanced R&D and manufacturing facilities, drives our goal of making electric mobility accessible to everyone."*

Launched in 2018, Pure EV has been at the forefront of India's transition to electric mobility, providing innovative and dependable electric two-wheelers. The company operates a state-of-the-art EV and battery-manufacturing unit in Hyderabad spanning over 1 lakh square feet, dedicated to developing and testing advanced EV powertrains. The company recently unveiled an ambitious growth roadmap, targeting the addition of 250 new dealerships over the next 30 months. This expansion will elevate Pure EV's network to over 320 outlets nationwide, driven by the rising demand for long-range electric scooters, motorcycles and large B2B contracts.

As India accelerates toward adopting electric vehicles for daily commutes, Pure EV remains committed to expanding its footprint, enhancing accessibility, and delivering best-in-class services to its customers. The launch of this new showroom in Hyderabad is a testament to the company's dedication to fostering a sustainable future through electric mobility.

About Pure EV

PURE EV, incubated from the i-TIC at IIT Hyderabad, is a trailblazer in sustainable mobility, redefining electric vehicle technology for everyday use. With a mission to lead the transformation of mass mobility, the company is building class leading products. PURE EV has successfully accelerated its growth with more than 70 dealerships across the country and over 75,000 member EV owners and counting. Our commitment to performance and durability can be evidenced by the fact that most of our vehicles go beyond the standard of 30000 km each, thus representing staggering carbon savings and positive eco-friendly effects. We have more than 120 patents and therefore guarantee competitive advantage and high performance of all our products.

Learn more about PURE EV on <https://www.pureenergy.co.in/>

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