

PURE EV Accelerates Expansion with New Showroom Launch in Ahmedabad

Ahmedabad, 28 February 2025: PURE EV, one of India's leading electric two-wheeler manufacturers, continues its rapid expansion with the launch of its latest showroom in Ahmedabad. The new showroom, located at South Bopal in Ahmedabad, reinforces its commitment to providing sustainable and high-performance mobility solutions in the region.

With this launch, PURE EV expands its presence beyond the Southern markets, leveraging Ahmedabad's strategic importance, progressive EV policies, and increasing consumer demand for electric mobility. The city's strong adoption of electric vehicles makes it an ideal market for PURE EV's innovative product lineup, which includes cutting-edge e-scooters and electric motorcycles known for their advanced battery technology, powerful performance, and stylish designs. This new showroom will not only enhance accessibility for customers but also attract more two-wheeler enthusiasts to the EV revolution, contributing significantly to the state's electrification efforts and sustainability initiatives.

Speaking on the launch, **Rohit Vadera, CEO & Co-Founder, PURE**, said: *"We are thrilled to expand our footprint in Ahmedabad, a city that is setting the pace for EV adoption in India. With our growing network, we aim to make premium electric two-wheelers more accessible to customers, empowering them with sustainable and cost-effective mobility solutions. This new showroom will offer an immersive experience where customers can explore our latest range of EVs and benefit from expert sales and service support."*

With a strong focus on innovation, affordability, and sustainability, PURE EV is dedicated to accelerating India's transition to green mobility while supporting Gujarat's ambitious sustainability goals. The newly launched showroom will serve as a key touchpoint for customers, offering them an opportunity to experience PURE EV's latest range of electric two-wheelers firsthand.

About PURE

PURE, incubated at i-TIC, IIT Hyderabad, is a pioneer in climate technology, developing innovative energy storage and electric mobility products to offer seamless consumer experience. Our robust portfolio of over 120 patents underscores our commitment to pushing the boundaries of technology and delivering unparalleled performance. With a strong presence across India, including over 80 dealerships and a thriving community of over 80,000 customers, PURE is at the forefront of an energy and mobility revolution.

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

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