

## PURE EV Signs MoU with Bandhan Bank to Strengthen Retail Finance Solutions

- *New collaboration enhances accessibility and affordability for customers*
- *With this collaboration, both the companies contribute to the broader goal of increasing environmentally friendly commute options*

**Hyderabad, XX January 2025** - PURE EV, one of India's leading electric two-wheeler manufacturers today announced a strategic partnership with Bandhan Bank, aimed at enhancing retail finance options for our customers. This collaboration comes as part of the company's ongoing commitment to provide accessible financing solutions amidst a sustained increase in sales and the outstanding on-road performance of the electric two-wheelers.

The valued customers can visit the nearest dealerships to avail financing options on PURE EV's range of electric scooters and bikes. Customers are required to submit their requisite documents to initiate the process.

**Commenting on the announcement, Mr. Rohit Vadera, CEO & Co-Founder, PURE EV, said,** *"We welcome Bandhan Bank as a key partner in our mission to make electric vehicle ownership more accessible. The partnership is a step towards making sustainable transportation more accessible and affordable. By combining our commitment to a greener future with Bandhan Bank's financial expertise, we are empowering customers to embrace electric vehicles and contribute to a cleaner, more sustainable world."*

**Commenting on the announcement XX, Bandhan Bank, said,** *"We are excited to partner with PURE EV to make retail financing solutions more accessible to EV customers. Our association will ensure that the financial needs of EV customers are met. We are confident that this partnership will provide an impetus for customers to make informed decisions to buy high-performing and reliable PURE EV motorcycles."*

PURE EV's partnership with Bandhan Bank complements its existing financing partnerships with major banks like ICICI, IDFC, and Axis Bank, which not only diversifies financing options but also strengthens the overall ecosystem supporting electric vehicle adoption. By facilitating easier access to financing for electric vehicles, both the companies contribute to the broader goal of increasing environmentally friendly transportation options.

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. PURE EV today is one of the top 10 EV 2 Wheeler manufacturers in India



The widespread adoption of the PURE electric vehicles catalyzed a paradigm shift in consumer preferences towards eco-conscious commute options. The company is also powering progress by cutting-edge battery technology which has helped reduce carbon dioxide (CO<sub>2</sub>) emissions by an impressive 96,848 tons. As part of its ongoing commitment to sustainability,

Pure EV currently offers ePluto 7G MAX, ePluto 7G, ecoDryft 350, ETRANCE Neo+ and eTryst X. 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

### **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 on <https://www.pureenergy.co.in/>

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