

Pure EV brightens Diwali with its festive offers

- **ecoDryft** and **eTryst X** to get a festive discount of 20,000
- Limited time festive pricing to start from INR 99,999/-

Hyderabad, 24th October 2024: Pure EV, one of India's leading electric two-wheeler manufacturers today announced an exciting festive offer on its latest electric motorcycles, the **ecoDryft** and **eTryst X**. The offer commences from today until 10th November, customers can avail a flat INR 20,000 discount on both models, bringing the starting price to INR 99,999.

Built on Pure EV's **predictive-AI X-Platform**, both the **ecoDryft** and **eTryst X** offer an array of advanced features, including cloud alerts, smart battery management, and driving aids like coasting regeneration, hill-start assist, reverse mode, and park assist. These motorcycles are specially designed to cater to the needs of modern-day commuters, offering a blend of practicality and performance.

- The **ecoDryft** is a highly efficient commuter bike ideal for everyday use, balancing economy with a comfortable riding experience.
- The **eTryst X** is built for thrill-seekers, combining style, powerful acceleration, and a remarkable range of up to 171 kilometers.

This limited-time festive offer is part of Pure EV's commitment to drive embrace sustainable mobility, making electric mobility more accessible to Indian commuters. By providing significant savings, Pure EV is encouraging customers to make the switch from internal combustion engine (ICE) motorcycles to cleaner, greener electric alternatives.

Expressing his excitement for the festive season, **Dr. Nishanth Dongari, Founder and Managing Director of Pure EV** said, *"We are thrilled to celebrate this Diwali by encouraging people to reduce pollution and embrace an environmentally friendly lifestyle. Our special festive discounts aim to make electric mobility more accessible, ensuring customer satisfaction through unmatched savings. With Pure EV's advanced features, customers can ride into a sustainable future while enjoying the performance and convenience of our electric two wheelers. We wish all our customers an 'Electric Diwali,' filled with happiness, prosperity, and a commitment to a greener tomorrow."*

With Diwali symbolizing the triumph of light over darkness, Pure EV's exclusive offer aims to help customers move towards a cleaner, brighter future with electric motorcycles, creating lasting memories this festive season.

About Pure EV

PURE EV, a subsidiary of PuR Energy Private Limited, is a pioneering electric vehicle manufacturer dedicated to redefining transportation in India through sustainable mobility solutions. Incubated from the IIT Hyderabad innovation center, the company has rapidly emerged as a leader in the electric vehicle sector, having sold over 70,000 vehicles to date. With over 70 exclusive dealer outlets, the founders are on a mission to promote the widespread adoption of EVs by offering innovative, high-performance scooters and motorcycles designed for Indian roads. With a mission to lead the transition towards

sustainable transportation in India by developing mass-market electric vehicles that are not only environmentally friendly, but also economically accessible. The company is committed to fostering a cleaner future while enhancing the quality of life for urban commuters through innovative and efficient mobility solutions. Pure EV's innovative high-performance products are powered by cutting-edge lithium-ion battery technology, ensuring superior performance and safety. Since inception, PURE EV customers have collectively reduced carbon dioxide (CO2) emissions by over 83,078 tons and over 79% of the riders travelled more than 20,000 kilometres, demonstrating both viability and reliability of the brand.

Contact:

corporate@pureenergy.co.in

<https://www.pureenergy.co.in/>