



Ola unveils e-bike, its cheapest e-scooter

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Ola Electric, India's largest maker of electric scooters, launched its most affordable ride on Tuesday, in an attempt to woo more customers and expand its electric two-wheeler lineup.

The Softbank Group-backed company launched its new entry-level electric scooter S1X with an introductory price of ₹79,999.

The Bengaluru-based startup also unveiled four premium electric motorbikes, with sales and deliveries starting in a year, at a gala event at its Ola Future Factory in Tamil Nadu. The new S1X comes in three variants, S1X (with 2kwh battery), S1X with 3kwh battery and S1X+ also with 3kwh battery but with more connected features, company founder and CEO Bhavish Aggarwal said at a customer event held at Ola Future Factory in Krishnagiri in Tamil Nadu. The S1X with 2kwh battery variant has been launched at an introductory price of ₹79,999 for the first week and will be priced at ₹89,999 afterwards, he said.

Bookings will start immediately and deliveries will begin by December, Aggarwal said, adding the entry level electric scooter is aimed for daily commutes of around 10-20 km. The S1X variant



(Top) Ola's new electric bikes. Diamondhead (above) will be the company's flagship motorcycle

with 3kwh battery has been launched at an introductory price of ₹89,999 for the first week and afterwards it will be tagged at ₹99,999. The variant can be booked immediately and deliveries will begin in December, he said.

"We are passionate about what we are building in this new category (motorbike). We feel we will reinvent this category for the whole world," Aggarwal explained.

"The world hasn't seen a successful electric motorbike till today. Our design and engineering teams have been passionately working to build these," he said.

Over 40,000 customers (physically and virtually) joined the event from across the country where Ola gave a sneak peek into its ambitious

future plans and products.

With bikes introduced across all popular categories, the firm plans to further expand its portfolio under each of these categories to cater to consumer demands across all form factors and price points.

The company said its deep investment in research and development and cell manufacturing will serve as the basis for the success of its future products.

It also plans to launch an electric sports car in 2024, which will put the company in competition with the Tatas and Mahindra & Mahindra (M&M), and global giants like Tesla and Hyundai.

Ramping up manufacturing capacity

Ola has a manufacturing capacity of 1 million electric vehicles per annum in its Krishnagiri facility. It also plans to double that capacity to 2 million in the next nine months. "This building will be eventually scaled up to 10 million units a year," said Aggarwal.

"Our motorbikes will also be made in this factory itself. Our manufacturing processes are shared between motorbikes and scooters," he explained.

During the event, Ola also showcased its first-ever 4,680 cell, which aims to enable India to become a global EV hub.