

At 105 kmph, Simple Energy launches India's 'fastest' e-bike

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Bangalore-based electric vehicle (EV) start-up Simple Energy on Tuesday launched the Simple One electric scooter (e-scooter) manufactured at its facility in Shoolagiri (Tamil Nadu), strengthening northwestern Tamil Nadu's Hosur-Krishnagiri-Dharmapuri (HKD) industrial belt as a hub for EVs and ancillary units. Ola Electric, TVS Motor, Ather Energy and Ashok Leyland, among others, also have factories in the region.

Simple One is the fastest e-scooter in India, with a maximum speed of 105 kilometres per hour (kph) and a range of 212 km. While it takes 2.77 seconds to cover 0-40 kph, becoming the fastest electric two-wheeler in the segment, rival Ola's scooters take 3 seconds, becoming the second-fastest,



NEED FOR SPEED

SIMPLE ONE

 1.45-1.58 PRICE (IN ₹ LAKH)	 105 MAX SPEED (KMPH)	 212 RANGE (KM)
■ 100,000 Pre-bookings so far	■ 160-180 retail stores; plan for expansion in 40-50 cities in 12 months	■ 2.77 seconds: Time taken to cover 0-40 kmph, becoming fastest E2W in the segment

informed a company source.

It has invested ₹110 crore in the Shoolagiri facility and secured advance bookings for more than 100,000 units in 18 months, ensuring orders worth ₹1,500 crore.

Delivery will start by the end of

May or early July first week. The scooter is priced between ₹1.45 lakh and ₹1.58 lakh, excluding chargers. Its 750-watt portable charger costs an additional ₹13,000. The two major players competing with Simple Energy in

the segment are Ather Energy and TVS iQube. The scooter will be available in six colour variants, with a seven-inch digital display powered by the Android operating system with turn-by-turn navigation, Bluetooth connectivity, bat-

tery and range details, and call alerts. The company seeks fresh funds for expansion as it works on the launch, Founder and Chief Executive Officer Suhas Rajkumar told Business Standard after raising \$20 million in February.

The company has raised \$53.5 million in more than seven rounds.

"We are working on a few more variants and will be priced in the ₹1-1.6 lakh range. Our current capacity at the Shoolagiri facility is 25,000 units per month, with an annual capacity of 300,000 units. With the rise in demand, we will be able to increase it to 1 million units," said Rajkumar. The company said the scooter's over-200 km range and 105 kph maximum speed would attract customers, saying no other firm in the market has this offering.

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