

March 26, 2026

To,  
National Stock Exchange of India Limited  
Address: Exchange Plaza, C-1, Block G, Bandra  
Kurla Complex, Bandra (E), Mumbai-400051,  
Maharashtra, India.  
NSE Scrip Symbol: OLAELEC

To,  
BSE Limited  
Address: Phiroze Jeejeebhoy Towers  
Dalal Street Mumbai- 400001,  
Maharashtra, India.  
BSE Scrip Code: 544225

**Subject: Press Release dated March 26, 2026.**

Dear Sir/ Madam,

With reference to the captioned subject, we are enclosing herewith the Press Release, titled "***Ola Electric Launches #EndICEAge Campaign: EVs Now Starting at ₹49,999, with Service Trust Guarantee, Buyback Guarantee and Benefits up to ₹50,000***".

The above intimation will also be hosted on the website of the Company i.e., [www.olaelectric.com](http://www.olaelectric.com).

We request you to take the above on your record.

Thanking You,  
For **Ola Electric Mobility Limited**

**Deepak Rastogi**  
**Chief Financial Officer**  
**Place: Bengaluru**  
**Encl: As above**

## Ola Electric Launches #EndICEAge Campaign: EVs Now Starting at ₹49,999, with Service Trust Guarantee, Buyback Guarantee and Benefits up to ₹50,000

- Announces starting price of ₹49,999, along with benefits of up to ₹50,000 across the portfolio, only valid till 31st March 2026
- Introduces Service Trust Guarantee by providing free Ola cab vouchers in case of service delays beyond the stipulated timeframe
- Launches Buyback Guarantee to provide future value certainty
- Offers 8 year extended warranty across its vehicle portfolio

**Bengaluru, 26 March, 2026:** Ola Electric today announced the launch of its #EndICEAge campaign, a decisive push to accelerate India's transition to electric mobility by combining category-leading products, breakthrough pricing, and assured ownership experience. As part of the campaign, the company is offering its Gen 3 S1 X (2kWh) and Roadster X (2.5 kWh) at just ₹49,999, along with benefits of up to ₹50,000 across the portfolio – only valid till 31st March 2026. With this, Ola is making electric vehicles the most compelling choice for Indian consumers, especially as fuel prices continue to rise structurally.

### Assured Ownership Experience:

As part of the campaign, Ola is introducing clear, customer-first ownership assurances:

- **Service Trust Guarantee:** With same-day service resolution currently over 80%, the company is further strengthening its commitment to uninterrupted mobility by providing free Ola cab vouchers in the event of any service delays beyond the stipulated timeframe.
- **Buyback Guarantee:** Assured buyback value of up to 60%, providing peace of mind and an easy upgrade in future.
- **Extended Warranty:** 8 years extended warranty now comes as standard across its portfolio of S1 scooters and Roadster motorcycles

**Bhavish Aggarwal, Chairman and Managing Director, Ola Electric, said:** *“The oil shock has brought energy security back into sharp focus for every Indian, and rising fuel prices are a clear reminder of why we must accelerate our journey towards energy independence. With #EndICEAge, we are now shifting back to growth, backing our category-leading products with aggressive pricing, a Service Trust Guarantee, and a Buyback Guarantee, so that every Indian can confidently make the switch to electric. We are going to do whatever it takes to accelerate India's move beyond ICE!”*

### India's Most Advanced EVs

Ola continues to set benchmarks across performance, range, and technology. With up to 320 km IDC range in scooters and up to 500 km range in motorcycles, 0-40 km/h in 2.1 seconds, top speed of 141 km/h, and MoveOS 5 enabling continuous OTA upgrades, Ola scooters and motorcycles deliver a category-leading riding experience.

Ola Electric currently offers an expansive portfolio of Gen 3 S1 scooters and Roadster X motorcycles. The premium S1 Gen 3 portfolio includes S1 Pro+ in 5.2kWh, and 4kWh configurations, and S1 Pro in 4kWh, and 3kWh configurations priced at ₹1,44,999, ₹1,24,999, ₹1,14,999, and ₹1,02,499, respectively. The company's mass market offerings include Gen 3 S1 X+ (4kWh), and Gen 3 S1 X (2kWh, 3kWh, and 4kWh) priced at ₹1,02,499, ₹49,999, ₹81,499, and ₹97,499, respectively.

The company's Roadster motorcycle portfolio comprises Roadster X+ in 4.5kWh and 9.1kWh configurations priced at ₹1,09,999, ₹1,89,999 respectively. The Roadster X, available in 2.5kWh, 3.5kWh, and 4.5kWh configurations, is priced at ₹49,999, ₹92,999, and ₹99,999, respectively.

### About Ola Electric Mobility Limited

Ola Electric Mobility Limited is India's leading electric vehicle (EV) manufacturer. It specialises in the vertical integration of technology and manufacturing for EVs and their components, including battery cells. The Ola Futurefactory in Tamil Nadu, where EVs and critical components are produced, is developing India's most significant EV hub. It is supported by Ola's Bengaluru-based Battery Innovation Centre (BIC), dedicated to advancing cell and battery technology. Ola's R&D efforts span India, the UK, and the US, focusing on innovative EV products and core components. Ola maintains a direct-to-customer distribution network of thousands of stores across India and a robust online presence, making Ola Electric the largest company-owned network of automotive experience centres in the country.