

March 3, 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 3, 2026.

Dear Sir/ Madam,

With reference to the captioned subject, we are enclosing herewith the Press Release, titled "***Ola Electric Launches Holi Mahotsav; Roadster Range Now Starts at ₹79,999***".

The above intimation will also be hosted on the website of the Company i.e., www.olaelectric.com.

We request you to take the above on your record.

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

Abhishek Jain
Company Secretary and Compliance Officer
Membership No.: A62027
Place: Bengaluru
Encl: As above

Ola Electric Launches Holi Mahotsav; Roadster Range Now Starts at ₹79,999

- Roadster motorcycle range now starts at ₹79,999, bringing electric motorcycles at par with entry segment ICE motorcycles
- Introduces Muhurat Mahotsav with special limited-time festive offers
- Additional benefits worth ₹5,000 for the community - 'Ola Insiders', during Muhurat window
- Avail 8-year extended warranty on S1 Pro (3 kWh and 4 kWh) and S1 Pro+ (4 kWh) between today and tomorrow.

Bengaluru, March 3, 2026: Ola Electric today announced its Holi Mahotsav, ushering in a new beginning for India's electric motorcycle journey. On the auspicious occasion of Holika Dahan, which celebrates the start of a new season, the company announced that its Roadster range now starts at just **₹79,999**. This brings electric motorcycles directly at par with popular entry segment ICE motorcycles.

The company's **Roadster X** portfolio comes in **2.5 kWh**, **3.5 kWh** and **4.5 kWh** configurations, now priced at **₹79,999**, **₹92,999** and **₹99,999** respectively. The **Roadster X+**, available in **4.5 kWh** and **9.1 kWh** configurations, is now priced at **₹1,09,999** and **₹1,89,000** respectively.

As part of its Holi offers, Ola Electric has also introduced **Muhurat Mahotsav** for today and tomorrow, featuring special limited-time festive offers available exclusively during designated 90-minute *shubh Muhurat* windows. Customers will be able to access limited units at a special *Muhurat* price revealed only during the live window.

Additionally, customers can avail an 8-year extended warranty on the S1 Pro (3 kWh and 4 kWh) and S1 Pro+ (4 kWh) between today and tomorrow.

Ola Electric spokesperson said, "With the Roadster starting at ₹79,999 this Holi, electric motorcycles are no longer a premium alternative, they are the smart default. This pricing puts electric on equal footing with petrol, and from here, the shift only accelerates."

The company recently announced **Ola Insiders**, an exclusive community program for its existing customer base of over 1 million customers across the country. As part of the Holi Mahotsav, the entire *Ola Insiders* community will receive an additional benefit worth **₹5,000** on top of their existing benefits during the Muhurat Mahotsav window.

The *Ola Insiders* community program offers three core benefits:

- **Upgrade:** Gen 1 and Gen 2 customers can upgrade their existing scooters and receive benefits of up to ₹50,000 on the latest Gen 3 S1 portfolio and Roadster motorcycles, including the 4680 Bharat Cell variants.
- **Add-on:** Existing Ola customers can unlock benefits of up to ₹20,000 (including cashback and MoveOS upgrades) when adding another Ola vehicle under the same registered name.
- **Referrals:** Customers can avail referral benefits and earn up to ₹5,000 in Ola credits upon successful delivery. The referred buyer will also receive a ₹1,000 cashback.

Ola Electric currently offers an expansive portfolio of Gen 3 S1 scooters. 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 **₹1,90,338**, **₹1,70,338**, **₹1,44,999**, and **₹1,24,999**, respectively. The company's mass market offerings include Gen 3 **S1 X+ (4kWh)**, and Gen 3 **S1 X (2kWh, 3kWh, and 4kWh)** priced at **₹1,19,999**, **₹82,999**, **₹98,999**, and **₹1,14,999**, 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 across India and a robust online presence, making Ola Electric one of the largest company-owned networks of automotive retail stores in the country.