

**Date:** September 23, 2025

To,  
National Stock Exchange of India Ltd.,  
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 SEPTEMBER 23, 2025.**

Dear Sir/ Madam,

With reference to the captioned subject, we are enclosing herewith the Press Release, titled "Ola Electric Launches Ola Celebrates India Campaign; Introduces Muhurat Mahotsav with EVs now starting at ₹49,999".

This press release will also be made available on the website of the Company and can be accessed using the below link: <https://www.olaelectric.com/investor-relations/announcements>.

We request you to take the above on your record.

**Thanking You,  
Yours faithfully,  
For and on behalf of OLA ELECTRIC MOBILITY LIMITED**

**Abhishek Jain  
Company Secretary and Compliance Officer  
Membership No.: A62027  
Place: Bengaluru**

## Ola Electric Launches Ola Celebrates India Campaign; Introduces Muhurat Mahotsav with EVs now starting at ₹49,999

- **Ola Celebrates India** expresses the company's belief that true modernity does not come from imitation, but from rediscovering and reactivating the Indian way of progress.
- Under the campaign the company has introduced **Ola Muhurat Mahotsav** with never before prices of its scooters and motorcycles starting at **₹49,999** for the next 9 days, **beginning 23rd September, 2025**
- Ola will offer limited units daily on a first come, first served basis and each day's Muhurat time-slots will be announced on the brand's social media handles every morning.

**Bengaluru, September 23, 2025:** Ola Electric, India's largest pure-play EV company, today announced its **Ola Celebrates India** campaign ahead of the festive season. As part of this campaign, the company has introduced **Ola Muhurat Mahotsav** with never seen before prices for its S1 scooters Roadster X motorcycles starting at **₹49,999**, for 9 days starting 23rd September.

Under Ola Muhurat Mahotsav, the customers now stand a chance to own Ola's scooters and motorcycles daily at never seen before prices. Under the Muhurat Mahotsav, S1 X 2kWh and Roadster X 2.5kWh will be priced at **₹49,999**, and S1 Pro+ 5.2kWh, and Roadster X+ 9.1kWh will be priced at **₹99,999**. Both S1 Pro+ 5.2kWh and Roadster X+ 9.1kWh come with 4680 Bharat Cell battery packs.

The company will offer limited units of the S1 and Roadster at these prices on a first come, first served basis with Muhurat time-slots being announced on the brand's social media handles each day.

**Ola Electric Spokesperson said,** *"With Ola Celebrates India, we are bringing together progress, culture, and accessibility in a way that resonates with the spirit of this festive season. The Muhurat Mahotsav is not just about never-before prices - it's about making world-class EVs accessible to every Indian household, while celebrating our shared belief that India's modernity must be rooted in its own identity. This campaign reflects our commitment to redefining progress the Indian way."*

Ola Celebrates India expresses Ola's belief that true modernity comes not from imitation, but from rediscovering and reactivating the Indian way of progress. Through this campaign, Ola honours the people, values, symbols, rituals, and aspirations that define our evolving India - and connects them to how we move, innovate, and celebrate today.

Ola Electric currently offers an expansive portfolio of 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 ₹1,69,999, ₹1,51,999, ₹1,37,999, and ₹1,20,999, respectively. The company's mass market offerings include Gen 3 S1 X+ (4kWh), and Gen 3 S1 X (2kWh, 3kWh, and 4kWh) priced at ₹1,11,999, ₹1,03,999, ₹94,999, and ₹81,999, respectively. Ola Electric is also retailing its Gen 2 S1 Pro and S1 X (4kWh) scooters priced at ₹1,18,999, and ₹97,999, respectively.

The company's Roadster motorcycle portfolio comprises of Roadster X+ (4.5kWh), and Roadster X (2.5kWh, 3.5kWh, and 4.5kWh) priced at ₹1,27,499, ₹1,24,999, ₹1,09,999, and ₹99,999, respectively.



At the company's annual 'Sankalp' event the company also announced its 4680 Bharat Cell integrated vehicles starting with S1 Pro+ 5.2 kWh and Roadster X+ 9.1 kWh priced at ₹1,69,999 and ₹1,89,999 respectively, with deliveries starting this Navratri. Additionally, the event marked the company's entry into the sports scooter category with the all-new S1 Pro Sport with 5.2kWh and 4kWh battery packs powered by the 4680 Bharat Cell, starting at an introductory price of ₹1,49,999, with deliveries starting in January 2026.

#### **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 with more than 4,000 stores across India and a robust online presence, making Ola Electric the largest company-owned network of automotive experience centres in the country.