

Details of the Sales & Service model - Ather Energy Pvt Ltd

Online Sales & Experience centres

Product discovery, pre sales and Test rides

We have a customer centric, online sales model, with physical experience centers present across cities. The Customer discovery of the vehicle can happen online through the website and offline at the experience centers. The next step in the customer journey involves knowing the product better and physical experience of the product. The experience center centers are aimed to make customers understand the product and take test rides.

Product purchase

The customer can purchase the product through the Ather Energy website. The vehicle can be picked up by customer from the experience center or other Ather location of his choice.

Doorstep Vehicle service

Post the delivery of the vehicle, the Ather Servicing team kicks in to action. The servicing model involves:

- A complete hassle-free experience wherein vehicle service is undertaken at customers' doorstep. Customer can schedule a visit by the technician, at a time of his convenience by a click of few buttons on his mobile app or by a short call to the customer support number. Customer has the option to have the technician visit at his home or office or any place of his convenience.
- In case the service or repair cannot be undertaken at the doorstep the vehicle will be picked up from the customers' doorstep to the Ather Service Centre (one or more centers in every City that we launch). Post servicing/ repair the vehicle is delivered to the customers' doorstep at his convenience
- Though a customer is never expected to visit a service center we are setting up Service Centre(s) in each city of launch where all major repair work is planned to be undertaken.
- Further, to enhance customer experience, we aim to provide loaner vehicles to every customer whose vehicle is taken away from his doorstep for more than 24 hours.
- This service model also makes it easy for us to closely monitor vehicle performance and include the improvements in the vehicle.

Present in every city from day one

Before the start of deliveries of vehicles in a new city we make sure the charging infrastructure, experience centre and service network in the city is deployed and tested. Any customer from day 1 has access to any of these facilities.

Contacts for Service Center - Ather Energy Pvt Ltd

Bangalore

- Contact person : Mr Prasanna Kumar Shetty – Service Head
Contact : +91 9686152171
- Service Center address:
Ather Energy Pvt. Ltd.,
K.R Puram, 1141/229,
Pattandur Agrahara, Whitefield,
Bengaluru, Karnataka - 560066
- Customer Care Number (Ather Energy support center) : +91 7676 600 900

Chennai

- Contact person : Mr Prasanna Kumar Shetty – Service Head
Contact : +91 9686152171
- Service Center address:
Ather Energy Pvt. Ltd.,
No.153, Wallace Garden 2nd St,
Thousand Lights West, Nungambakkam,
Chennai, Tamil Nadu - 600006
- Customer Care Number (Ather Energy Call center) : +91 7676 600 900

Regards,



Ravneet Singh Phokela
Chief Business Officer
Ather Energy Pvt Ltd