

EKA, an electric vehicles & technology company, launched by Pinnacle Industries

- *EKA is creating a new paradigm in electric vehicles & technology for the commercial vehicle segment*
- *Ready to launch electric buses and last-mile delivery vehicles soon*

New Delhi, February 23, 2022: Cities and Businesses will now have sustainable electric mobility solutions that are more robust, reliable and profitable. EKA, an automotive & technology company is launched to bring sustainable, profitable & efficient electric commercial vehicles & solutions to accelerate the mass adaptation of EVs globally. EKA is a subsidiary of Pinnacle Industries, India's leading automotive seating, interiors & speciality vehicles company, and is also one of the approved applicants of the Government of India's Auto PLI scheme.

EKA is reinventing the design philosophy and manufacturing of electric commercial vehicles by developing sharable technologies, to democratize EV's with best-in-class TCO (total cost of ownership) Solutions and a sustainable ecosystem. EKA will design, manufacture, and supply a complete range of Electric Vehicles, Fuel Cell Electric vehicles, and alternative fuel vehicles. The brand will also house components assembly and manufacturing, EV traction systems, EV energy storage systems, etc., going forward.

Commenting on the occasion, Mr. Sudhir Mehta, Chairman, Pinnacle Industries & EKA said, *"EKA means 'being together' and to 'become one'. EKA is committed to transforming businesses with its core values of Environment Focus, Conscious Innovation, and Reliable Mobility. With EKA, our vision is to enable India to become one of the leaders in commercial electric mobility. EKA will open a new ecosystem of technology, manufacturing, and distribution to various parts of the country. This know-how and resources will be shared to reduce costs further and increase the viability of EV adoption."*

*"We are focusing on making the commercial vehicle electric mobility thrive on sustainability and offering lowest TCO solutions, making it good for businesses and environment collectively. We want to Make India one of the global leaders in EV products & technologies with our latest initiative, **Bharat Ki EKA**"* he further elaborates.

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With a vision to produce & share EV technology for mass adaptation, EKA is getting ready to introduce its first set of EV buses and LCVs to the market in the coming months. Going forward, the company will also be introducing a revolutionary smart lean factories approach, that will allow the utilization of existing infrastructure to create global EV revolution. EKA's solutions are designed to create an impact that is focused on conserving resources with excellent value creation. The brand's product range will include commercial battery electric vehicles (BEVs), plug-in hybrid electric vehicles (PHEVs) & fuel cell electric vehicles (FCEV).

EKA is developing electric & alternate fuel commercial vehicles, designed to help increase range, lower operating costs, offering the best returns while helping businesses, Government & operators, achieve ambitious sustainability goals. Enabled with pioneering new digital technology, it will allow a custom fleet management system as well.

Another key offering by EKA is their pioneering smart lean factory approach that requires minimum investment compared to conventional automobile manufacturing factories. This is achieved by designing the products in a way that eliminates large investments, including painting infrastructure and large fixtures. This revolutionary approach will reduce inventory and infrastructure costs and optimise logistics. EKA's decentralised manufacturing concept will have a smaller footprint and can be also be deployed in existing facilities.

PRESS RELEASE



About EKA:

EKA is an automotive & technology company creating a new paradigm in global CV electric mobility. With an industry-leading team, cutting-edge technology, modular designs, and lean manufacturing processes, EKA visions to bring reliable and efficient mobility solutions to the masses. EKA's sharable technologies and low investment production processes will enable the lowest TCO and democratize electric vehicles for mass adaptation.

About Pinnacle Industries:

Started in 1996, Pinnacle Industries Ltd. is India's leading automotive seating, interiors and special application vehicles company. Pinnacle Industries has continuously expanded its product range through investing in its employees, clientele and technology partners, with the group today employing over 3000 people in India, Spain & USA.

To know more about the company, kindly visit:

<https://ekamobility.com>

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