



Mr. K V Pradeep (CEO)

Pioneering Electric Mobility

OlectraGreentech Limited stands at the forefront of India's electric mobility revolution, spearheading the adoption of clean and sustainable transportation solutions. The company, established in 2000, has been a key player in the transition towards a greener and more eco-friendly transportation landscape.

Speaking with Executives Magazine Mr. Pradeep Karumuru explained in details about company's values and vision.

OlectraGreentech was founded with the vision of addressing the environmental challenges posed by traditional fossil fuel-based transportation. Over the years, the company has evolved and diversified its portfolio to become a prominent name in the electric mobility sector.

While Pradeep concedes that issues along the way are inevitable, he believes that being on the front foot, anticipating problems and responding quickly and cleverly, means that Olectra is always well placed to adapt and recover.

Whatever the feedback or the challenges we foresee, we involve our self with full focus and, upon discussing any issues we are facing, we try to improve whatever the challenges are and turn them into opportunities," he explains.

In turn, this plays into how Olectra approaches reciprocal supplier partnerships.

"When exploring how you can further improve that technology or how it can be made more efficient, it's always important to have good relations with that company," he says.

"So in our electricity sector, we always work very closely with our equipment providers, like the

transformer providers and the cable providers, and we always give feedback on how we could have a better product."

In addition, whenever Olectra undertakes research and development and makes a significant discovery, it shares that information with its partners and works with them to achieve it. "So it has always been very fruitful to us to have this kind of relationship," Pradeep adds.

Indeed, technology has been a particularly important focus in recent years for Olectra, especially as significant developments have been made within the electric vehicle sphere. Pradeep says it is preparing for a sustainable future, with an emphasis on longevity.

"We have made the bold decision to go only for electric buses. So as of now, we are operating 10,000+ buses on road, and by the end of next year, - it will increase massively.

"It makes the operation much more financially viable if you are going for electric buses. That was the reason

we decided to go with electric buses, along with the climate reasons. These buses are environmentally friendly – there is no air pollution and no noise pollution.

Inevitably though, with a systematic change as substantial as this comes unavoidable complications that need to be tackled. One such example has been how to improve battery efficiency for electric buses, Pradeep Venkateshwara explains, "so we can have long-range vehicles that can operate on a single charge".

"Our experience is that when it comes to bus operation costs especially, the number of kilometers the bus is traveling each day is almost more important than the ridership. The issue of the safety of the batteries is another area that is very important and we are working with all OEMs to ensure battery health is monitored so that anything that needs to be addressed can be taken care of."

2. Electric Buses:

One of OlectraGreentech's primary focuses is the development and

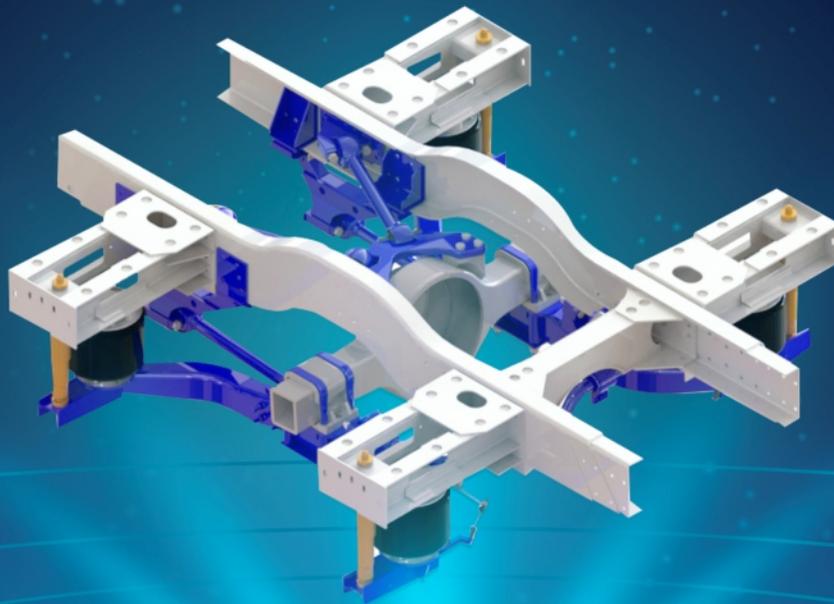




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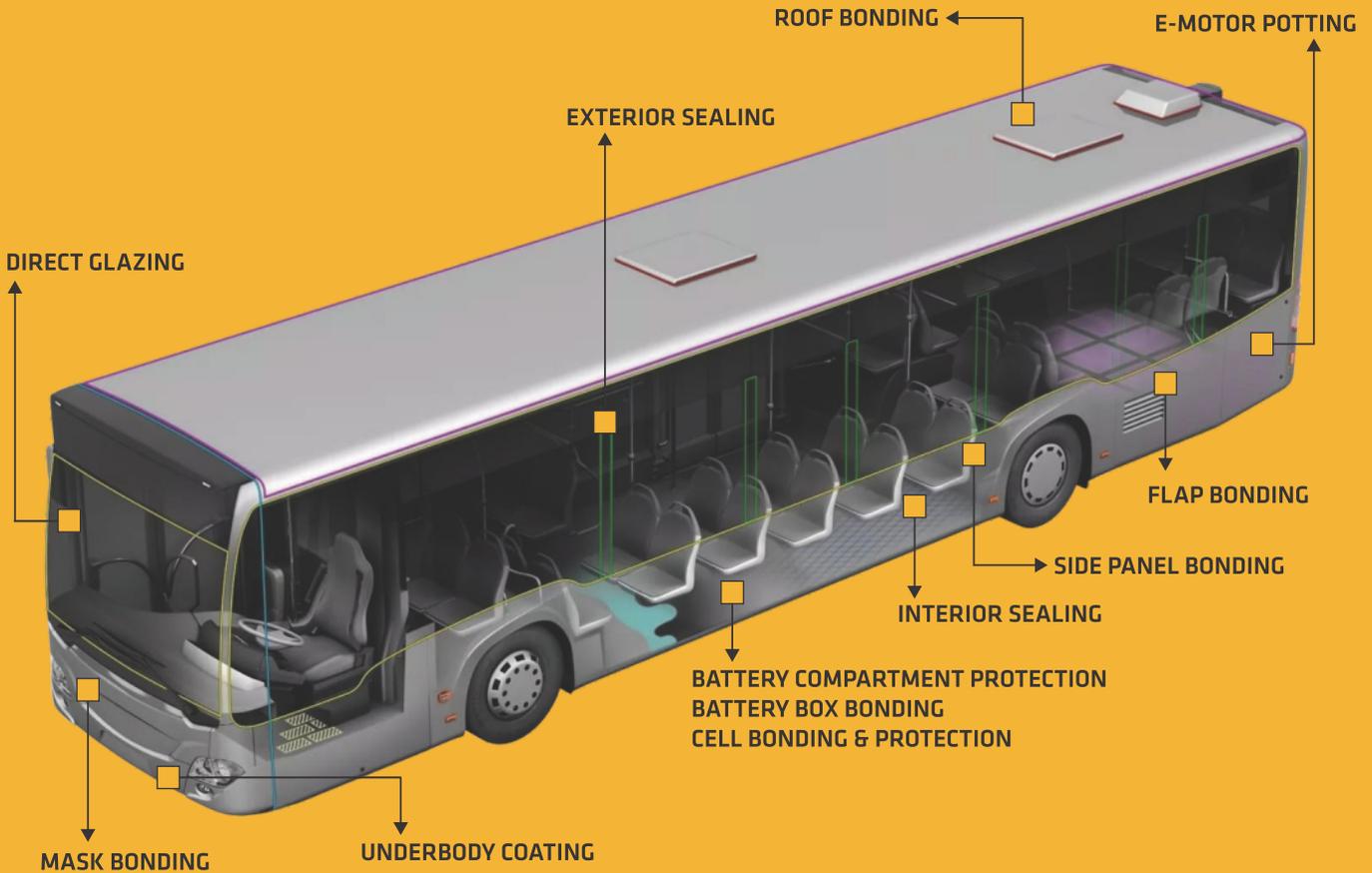
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BUILDING TRUST



The long association of Sika with Olectra Greentech has been built on trust, mutual respect and a commitment to excellence. Over the years, we have worked together to deliver optimal solutions that have helped our clients achieve their business objectives. We have developed a deep understanding of client needs and requirements, which has allowed us to provide solutions that meet their specific needs. Our clients have also become an integral part of our business, providing valuable feedback and insights that have helped us refine our offerings and improve our services. We value our long-standing relationship with Olectra Greentech and look forward to continuing to work together to achieve mutual success. Sika as a company always practices its core values that are built on the strong foundation of teamwork, quality and customer first approach. Mr. Debanjan Ghosh - Head- Automotive & Industry India, Sika India Pvt. Ltd.



manufacturing of electric buses. The company is recognized for its cutting-edge technologies and innovative solutions in the electric bus segment. Electric buses are seen as a critical component in reducing urban pollution and carbon emissions, and OlectraGreentech has been actively contributing to this cause.

3. Product Portfolio:

OlectraGreentech offers a range of electric buses designed to cater to different transportation needs. These buses are equipped with advanced features such as lithium-ion battery systems, regenerative braking, and intelligent transportation systems. The company's commitment to quality and sustainability has earned it a reputable position in the market.

4. Strategic Partnerships:

To strengthen its position in the electric mobility sector, OlectraGreentech has entered into strategic partnerships and collaborations with various stakeholders. These partnerships often involve collaborations with local governments, transportation authorities, and other entities to deploy electric buses as a part of public transportation fleets.

5. Technology and Innovation:

Olectra Greentech places a strong emphasis on research and development to stay at the forefront of technological advancements in the electric mobility sector. The company's commitment to innovation is reflected in its continuous efforts to enhance battery technology, improve energy efficiency, and develop smart transportation solutions.

6. Environmental Impact:

The adoption of OlectraGreentech's electric buses contributes significantly to reducing air pollution and greenhouse gas emissions. By replacing traditional diesel or petrol-powered buses with electric alternatives, the company plays a vital role in promoting sustainable and environmentally friendly transportation solutions.

7. Market Presence:

OlectraGreentech has made notable strides in establishing its presence not only in the Indian market but also in other regions where there is a growing demand for electric mobility solutions. The company's success is indicative of the increasing awareness and acceptance of electric

vehicles as a viable and sustainable mode of transportation. **8. Challenges and Future Outlook:**

While OlectraGreentech has achieved significant success, the electric mobility sector faces challenges such as infrastructure development, regulatory frameworks, and consumer acceptance. The company's ability to navigate these challenges and adapt to evolving market dynamics will play a crucial role in shaping its future.

Conclusion:

OlectraGreentech Limited's journey in the electric mobility sector exemplifies the transformative potential of clean and sustainable transportation solutions. As the world continues to grapple with environmental concerns, companies like OlectraGreentech play a pivotal role in driving positive change through their commitment to innovation, technology, and environmental responsibility. The future holds both challenges and opportunities for OlectraGreentech, and its success will likely be determined by its ability to navigate the dynamic landscape of the electric mobility industry.