

PRESS RELEASE

Kinetic Green Zooms Ahead as a Great Place to Work®, Attracting Top Young Talent in the EV Industry

Pune, xx March 2024: Kinetic Green Energy & Power Solutions Ltd. (Kinetic Green), a pioneer in the Indian electric vehicle industry, proudly announces its recent certification as a Great Place to Work® by the esteemed Great Place to Work Institute® India.

This accolade solidifies Kinetic Green's position as a forward-thinking, progressive, and professional organization dedicated to fostering an inclusive and dynamic workplace environment.

The certification underscores Kinetic Green's commitment to attracting young talent and standing out as a modern, professional and vibrant workplace. By achieving certification in the dimensions of credibility, respect, fairness, pride, and camaraderie, Kinetic Green demonstrates its dedication to building a workplace culture that prioritizes trust, support, inclusivity, diversity, employee satisfaction, and team cohesion.

With an impressive response rate of 86%, far exceeding the benchmark set by India's Top 100 Great Mid-Sized Workplaces, Kinetic Green exemplifies its dedication to its employees' well-being and engagement.

Sulajja Firodia Motwani, Founder and CEO of Kinetic Green, expressed her enthusiasm, stating, "We are thrilled to receive the 'Great Place to Work' certification, which underscores our firm belief that our employees are our most valuable asset. At Kinetic Green, we strive to create an environment where every individual feels valued, respected, and empowered to contribute their best. This recognition reaffirms our commitment to fostering a workplace culture that encourages collaboration, innovation, and personal growth."

Kinetic Green stands apart from the competition by actively championing diversity and inclusion. Leading the way in empowering women in manufacturing, they have a bold pledge to maintain a minimum of 25% female representation on their two-wheeler assembly line. This commitment extends to leadership roles, ensuring women have a strong voice in shaping the company's future. Kinetic Green's dedication to excellence extends far beyond its industry-leading EVs. By prioritizing employee engagement, professional development, and work-life balance, they're creating a win-win situation.

Ranjit Kondeshan, CHRO of Kinetic Green Energy & Power Solutions Ltd, commented, "We are thrilled to announce our certification as a Great Place to Work! This recognition is a testament to our unwavering commitment to fostering a supportive and rewarding environment for our employees. It acknowledges the dedication of our entire team and our relentless pursuit of excellence in both employee well-being and reliability. This achievement

reflects the positive, inclusive culture we've fostered together, driving us to continuously enhance our workplace experience.”

The 'Great Place to Work' certification is a result of a rigorous assessment process that evaluates organizational culture through employee surveys and comprehensive workforce questionnaires. By prioritizing employee satisfaction, professional development, and work-life balance, Kinetic Green aims not only to empower its team members and enhance the company's success but also to contribute to India's adoption of electric mobility.

As a leading authority on workplace culture, Great Place To Work is dedicated to transforming every workplace into an environment where all employees thrive, and Kinetic Green is proud to be part of this transformative journey.

About Kinetic Green:

Kinetic Green, the latest venture from Kinetic and Firodia Group, today is a leading player in the Electric Vehicle space, offering a wide range of electric vehicles, including electric three-wheelers, both cargo and passenger, and recently introduced electric two-wheelers under the Kinetic Green brand. For electric golf-carts and buggies, the company has formed a Joint Venture with the world's leading luxury brand, Tonino Lamborghini of Italy.

Spearheaded by third generation scion of the Firodia family, Ms. Sulajja Firodia Motwani, the company has successfully designed, manufactured, and cumulatively sold over 100,000 electric vehicles and achieved sales of around ₹1200 Crores.

The mission of Kinetic Green is to provide green mobility to the masses. Kinetic Green has had several firsts to its name, including being the first company to develop ARAI approved electric three-wheelers and the first to offer Lithium-ion battery technology in their electric three-wheelers in India.

For more details, please reach out to

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