PURE EV Launches High Speed Electric Scooter ‘EPluto 7G’

PURE EV, the startup that has raised funding at a valuation of USD 35 Million and incubated by IIT Hyderabad, launched its High Speed Electric Scooter ‘EPluto 7G’ today (9th February 2020).

The vehicle has a range of 116 km per full charge (in ICAT range test) and comes with a Patented Battery Technology.

The unique points of the vehicles developed by PURE EV include:

- The batteries are designed to work under tough environmental conditions,
- Portable batteries for easy charging and swapping, and
- The mechanical design suiting Indian terrain conditions

Dr. V.K. Saraswat, Member, NITI Aayog, Dr. G. Satheesh Reddy, Chairman, Defence Research and Development Organisation (DRDO), and Prof B.S. Murty, Director, IIT Hyderabad, launched the vehicle at the IIT Hyderabad Campus today.

Addressing the launch event, Dr. V.K. Saraswat, Member, NITI Aayog, said, “I feel very proud on the product’s launch as I have been the part of their journey since early days. E-mobility is an upcoming sector, and one of the most disruptive one. We are not only looking at the vehicular aspect but also the supply chain. The value addition being done is very high by the startup and is highly commendable. The fact that they are going PAN India is good, I would like to see you two work together like this in future. Innovation is hallmark of IITH. Heartily congratulations to all.”

Being launched at an ex-showroom price of INR 79,999/-, the vehicle offers affordability, long range, top speed of 60 KMPH and battery warranty for 40,000 KM. A unique point of this vehicle is that the battery and the vehicle have been designed and developed factoring in Indian terrain and weather conditions.

Lauding PURE EV on its work, Dr. G. Satheesh Reddy, Chairman, Defence Research and Development Organisation (DRDO), said, “I am very happy to come to the Institution for the first time to join for EPluto 7G’s launch, one of fastest vehicle in its class. I look forward to more such products in innovation. It was a very ambitious plan, and I hope you produce more such products including buses and cars in future. All the best and special congrats to Dr. Nishanth Dongari (Founder, PURE EV) on his work.”

The company has current manufacturing capacity of 2000 units per month at its facility co-located with the campus. It aims to deploy over 10,000 electric vehicles on road during in the current calendar year.

PURE EV has established a 40,000-sqft state-of-the-art facility, co-located with IIT Hyderabad, for cutting-edge Research and Developing and for large scale production of electric vehicles and electric batteries.

Highlighting the successful journey of this startup, Prof. B.S. Murty, Director, IIT Hyderabad, said “PURE EV is a true testimony of how IIT Hyderabad is translating academic activities into mass scale commercial products through the support of the incubation centre. Our students and faculty have brought together an amazing product and with this, we hope to do the same in the future. Co-location of PURE EV factory with IIT Hyderabad campus will open up new R&D collaborations with various faculty members. I wish the company to become one of the leading players in the country in the space of Lithium battery and electric mobility.”

Speaking about the PURE EV, Mr. Rohit Vadera, Chief Executive Officer of Purenergy said, “PURE EV was founded keeping in mind the aspirational needs of Indian customers to deliver to them a reliable, cost-effective scooter that also speeds up the transition from petrol to EVs in the two-wheeler mobility segment. EPluto 7G is the embodiment of years of hard effort of our research and development team and we hope it will delight all categories of prospective EV buyers. The company already has presence at 50 outlets pan-India and intends to expand this to over 200 outlets in the current calendar year.”

Highlighting the technological advancements of PURE EV manufacturing unit, Dr. Nishanth Dongari, Associate Professor, Department of Mechanical and Aerospace Engineering, IIT Hyderabad, and Founder, PURE EV, said, “The launch of this scooter is a significant achievement for the company and the range test results are a demonstration of our strength in the battery technology. We have state-of-the-art facilities for the Assembly and Testing of the Lithium Battery Packs. The core R&D activities of the company are aligned keeping in mind the emerging challenges and requirements of the industry.”

Source: Techiexpert
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