

CESL Launches Scheme for Sale of Electric Two-Wheelers and Digital Marketplace for Kerala

- To order vehicles, customers can go to www.MyEV.org.in
- Easy Booking through a mobile app MyEV
- EMC to organize a four-day exhibition of electric 2 wheelers at Institution of Engineers

THIRUVANANTHAPURAM, Sept 1st, 2021: State owned Convergence Energy Services Limited (CESL), a wholly owned subsidiary of Energy Efficiency Services Limited (EESL) - an entity under the Ministry of Power, Government of India, has launched an electric two-wheeler programme in Kerala. The programme is custom-designed for employees of the Government of Kerala, and vehicles are made available by CESL through its relationship with vehicle manufacturers.

All vehicles will benefit from the Central Government's subsidy programme FAME II, which allows customers to access a significant subsidy which brings electric vehicles closer to the cost of their fossil fuel equivalents.

This programme is carried out in collaboration with the Energy Management Centre (EMC), Government of Kerala. The Scheme was inaugurated by the Hon'ble Minister for Electricity, Shri. K. Krishnankutty, in the presence of Hon'ble MLA, Shri V.K. Prasanth, Mayor of Thiruvananthapuram Corporation, Smt. Arya Rajendran and Transport Secretary, Shri Jyotilal, amongst other dignitaries.

Kerala is the first state in the CESL portfolio to move ahead and ordering two-wheelers. The launch of this Scheme therefore makes Kerala the first user of the digital marketplace – **MyEV** which will enable easy access to consumers for booking and buying electric two-wheelers. Special design features have enabled a virtual experience to come as close to being at a showroom – designed to reduce physical visits to retail outlets with COVID pandemic still looming in the country. Interested consumers can visit www.MyEV.org.in or download Mobile App: MyEV via playstore on their handsets.

The Government of Kerala has undertaken several initiatives to increase electric mobility penetration in the state. To reduce vehicular pollution, the state government had brought out an Electric Vehicle Policy, directing all departments to switch to electric vehicles instead of purchasing new fuel-based ones.

Speaking about this association, **Ms. Mahua Acharya, MD and CEO, CESL** said, *"I am glad that Kerala government is taking this initiative with CESL to increase EV penetration in the state. EMC has shown great leadership in developing and implementing this programme, and programmes such as these could become trendsetters for the adoption of green mobility across the country. We are working towards achieving the goals set by Prime Minister Narendra Modi*

and NITI Aayog for the induction of green modes of transportation in different categories in the next five years. With this level of demand witnessed from cities, fleet operators, and financing entities, it is clear that the market is ready for a complete transition to electric mobility.”

A four-day exhibition of the electric 2-wheelers will be organised by EMC & CESL at Institution of Engineers in the state capital where the vehicles can be test driven. Through this exhibition, CESL is supporting OEMs to set up their base in Kerala and also plan an ‘Experience Zone’ where users may wish to test ride vehicles, learn about the technology and feel the EV experience.

Speaking at the inauguration, **Minister for Electricity, Shri. K. Krishnankutty** said, *“The agreement with CESL is a big step towards ushering a new era of E- mobility in the state. Kerala has always been in the forefront of innovation and adopting to new technologies. Therefore, we feel that this step will help us to not only achieve reasonable success in e-mobility but also spread this to other sectors for adaption towards green transportation and energy transition. We are confident that the demand for electric two wheelers will go much beyond the projected requirement as the people of the state have always been in the forefront of adaption to new ways of life.”*

Deployment of Electric Two-Wheelers (E2W) amongst state government officials is another important step through which the state government aims to generate a demand for 10,000 electric two-wheelers from government officials and state offices across Kerala.

Speaking on the occasion, **MD of Energy Management Center, Shri Harikumar** said *“EMC signed an agreement with CESL on the occasion of World Environment Day on the 5th of June, and in less than three months despite the pandemic, we are here getting the first vehicles on the road. We have already aggregated significant demand and looking forward to OEMs creating more dealerships in the state so that mobility is not just in the big cities.”*

As the country leaps towards electric mobility and energy transition, such initiatives will help create awareness about the cost economics and benefits of owning electric two-wheelers, further bringing down the prices of E2Ws in the short and long term.

(For publication/broadcast)

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