

## WORKING IN ELECTRIC CAR TECHNOLOGIES FOR LOCAL COMMUNITIES, FARMERS AND RURAL TRADERS IN INDIA

Recognized in 2017 by the [prestigious Ashden international Award](#), the [Ampere Vehicles Private Limited Company](#) is working to create a new manufacturing sector responding to the needs of local communities, farmers, shopkeepers and rural traders in India.

The Ampere Company has been created in 2009 by the women entrepreneur Hemalatha Annamalai in the southern Indian city of Coimbatore. The CEO of the company was inspired by the experience of China where 35 million electric vehicles are produced and sold every year.

Ampere produces today in its plant based in Coimbatore low-cost electric cycles, scooters and three-wheelers. According to the data presented at the Ashden Award, in 2017 the company has sold more than 14,000 long-life battery vehicles. Over the years the company has grown to be one of the leading manufacturers of electric vehicles in India contributing in tackling air pollution and empowering people and businesses to have a vehicle that would allow them for cost savings and convenience.

The innovative aspect of this company, however, lies in its social and environmental commitment. The objective of Ampere, in fact, since its foundation, is to put in place affordable transport alternatives through battery operated cycles and scooters for rural and semi-urban markets.

In particular the focus of Ampere is on rural transportation, targeting customers as farmers, shopkeepers and rural traders. The goal of Ampere is to create a whole new manufacturing sector responding to the needs of rural areas.

Ampere produces three-wheelers vehicles designed to transport people, to carry milk, flowers and various kinds of agricultural products, but also for ordinary waste management and for industrial waste management. Special vehicles for differently-abled people are also designed.

The company also establish collaborations with local actors in order to promote the use of this new vehicles. For example, Ampere has established a partnership with the Coimbatore local government to transport waste in electric load carriers. The company has trained 500 workers to use these vehicles and about 200 electric garbage vehicles are already collecting and disposing waste in the city.

In 2017, [a solar powered electric boat](#) has also been launched by Ampere.





The company is composed by a team of 80 people and mentored by electronics and mechanical experts. The company employs a 30% of women as part of its workforce and plans doubling that percentage soon. A number of students also collaborate in the design and production of the vehicles and the Company offers them a job when their work is of good quality.

Apart few components imported from China, Ampere procures everything from local markets of India. The battery-powered vehicles travel at a maximum speed of 16 miles per hour. The batteries need to be charged for eight hours and the vehicles can run for 25 miles on a full battery. The cost of the vehicles are within reach of rural workers and public administrations.

Thanks to the quality of its work which was started with the founder savings, Ampere managed to attract progressively new external investors. In 2015 for example the biggest business tycoon of India, Ratan Tata, made an investment in the company. Ampere has now a production capacity for 30,000 vehicles every year and the company is following with interest the initiatives planned by the national government to revolutionize the electric vehicles industry by putting seven million electric and hybrid vehicles on the road by 2020.

For its commitment to reduce greenhouse gas emissions and for its objectives to provide sustainable means of transport to the people of rural India, the Ampere Company has been recognized with many national awards, like the Best Product Design for disabled promoted by the State Commission for Differently-abled in Tamil Nadu in 2010 and the Best Eco-Friendly company contributing to Environment promoted by Lead India 2020 in 2012.

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