

# INDIA'S TRUSTED EV

GAURA

THE FACE OF NEXT GEN



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*"Safety as Our Foundation  
Innovation as Our Path  
Service as Our Promise"*





# OUR VISION



At Gaura Electric, our vision is a promise: to redefine electric mobility standards with uncompromising quality, trust, and innovation. We're committed to a cleaner, smarter future, crafting e-scooters that embody reliability, performance, and sustainability. With each ride, we usher in a new era where sustainability meets excellence, empowering our customers to commute confidently and proudly.

Step into the future of Indian mobility with Gaura Electric Vehicles! As we expand our dealership network across India, we proudly offer 100% Made in India electric scooters built on core principles of Safety, Innovation, and Service.

**At GAURA ELECTRIC, we live by our code:**

**Safety** – Prioritizing rider protection.

**Innovation** – Pushing the boundaries of electric mobility.

**Services** – Committed to reliable support for every customer.

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**Safety  
Innovation  
services**

# OUR MISSION



Gaura Electric Vehicles' mission is to revolutionize urban mobility by providing sustainable, efficient, and stylish electric vehicles that prioritize safety, performance, and eco-friendliness. We are dedicated to reducing pollution and promoting cleaner transportation solutions, making electric mobility the preferred choice for commuters. With a focus on innovation, quality, and customer satisfaction, our goal is to create a cleaner, smarter, and more sustainable future for urban mobility. We aim to lead the electric vehicle revolution, offering cutting-edge solutions that empower individuals and communities to embrace a greener way of life.

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*Innovating mobility  
for a cleaner*



# ABOUT COMPANY

**Our Green Mobility Journey:** GAURA Electric Vehicles embarked on its green mobility journey in 2011, armed with a deep understanding of electric bikes and their essential components. Over the years, we've witnessed the transformation of battery operated vehicles into a compelling alternative to traditional internal combustion

**Commitment to a Greener Tomorrow:** At GAURA, we wholeheartedly embrace the ethos of environmental consciousness and pollution control. Our commitment to a greener tomorrow drives our mission to reduce greenhouse gas emissions and air pollutants. We achieve this by seamlessly integrating Lithium Ferrous Phosphate Prismatic Cells into our battery packs

**Global Impact:** Our efforts are not just in line with global initiatives to combat climate change; they also set an inspiring example for a future where green transportation is the norm

## Association of India (ARAI).

This initiative is a testament to our technical prowess and reinforces our commitment to creating a cleaner and more sustainable future for our nation. Join Us in Shaping the Future: Our holistic approach reflects a deep-seated belief in the potential of the electric vehicle industry to transform the transportation landscape and drive positive change on a broader environmental scale

## THE REVOLUTIONARY ROBOTIC FACE EV

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### Sustainable Urban Mobility:

GAURA's high-speed scooter stands as a testament to our dedication to sustainable urban mobility.

By offering an eco-friendly alternative to traditional internal combustion engine vehicles, we play a pivotal role in curbing air pollution, noise pollution, and reducing reliance on fossil fuels

### Advanced Battery Management:

Our advanced battery management systems not only ensure optimal performance but also guarantee the safe disposal and responsible management of batteries, significantly reducing our ecological footprint

At GAURA Electric Vehicles, we invite you to join us on this exciting journey towards sustainable and eco-friendly mobility solutions. Together, we can make a significant difference in creating a cleaner, healthier, and more sustainable world

### A Pioneering Journey:

In 2019, GAURA Electric Vehicles achieved a pivotal milestone when we embarked on a groundbreaking endeavor—the indigenous development of a high-speed scooter.

For nearly three years, our dedicated team meticulously crafted this scooter entirely within India, under the esteemed banner of GAURA Electric Vehicles Private Limited.

### Rigorous Testing Standards:

A significant moment arrived when we submitted our high-speed scooter to the rigorous testing standards of the Automotive Research

# Our Robotic Face EV Sets New standards in Electric Mobility

# OUR MODELS



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The Gaura High-speed & Comfort Speed electric scooters all share a common goal of revolutionizing urban transportation with eco-friendly, efficient solutions. These scooters blend modern design with comfort and top-notch performance, featuring ergonomic builds for a smooth riding experience and practical elements like ample storage and minimal maintenance. Ideal for navigating busy city streets, running errands, or enjoying recreational rides, they are not only stylish but also cost-effective and environmentally conscious alternatives to traditional vehicles. Together, they represent the future of sustainable urban mobility.





**SNIPER**  
5G

**RANGE :** 60 KM

**BATTERY TYPE :** SLA / LFP

**BRAKE:** DRUM



**WARRIOR**  
5G

**RANGE :** 120 KM

**BATTERY TYPE :** SLA / LFP

**BRAKE:** DISC



**PARTNER**  
5G

**RANGE :** 70 KM

**BATTERY TYPE :** LFP

**BRAKE:** DISC



**GAURA**  
G5

**RANGE :** 80 KM

**BATTERY TYPE :** LFP

**BRAKE:** CBS DISC



**GAURA**  
G6

**RANGE :** 120+ KM

**BATTERY TYPE :** LFP

**BRAKE:** CBS DISC

# SAFETY

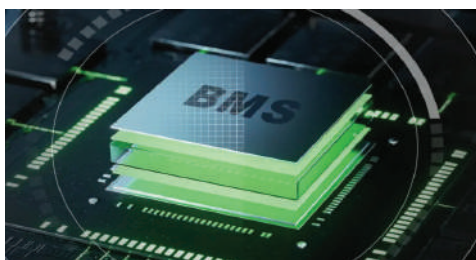
## BATTERY

### A GAME CHANGER IN SAFETY

Lithium Ferrous Phosphate



We use car-grade premium A+ LiFePo4 cells to build our battery packs, equipped with prismatic cells and an advanced Active Battery Management System (BMS) for optimal performance and safety. Available in 9 variants, our battery systems include an innovative Active BMS that continuously monitors and balances cell health, setting us apart from conventional systems. This advancement enhances safety, efficiency, and longevity, ensuring Gaura E-Scooters deliver unparalleled performance with every ride.



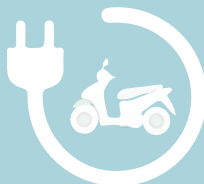
#### CHARGER:

Display Charger: Features a user-friendly display showing charge percentage, temperature, voltage, and current, providing ease of use and precise monitoring.



#### ACTIVE BMS:

An Active BMS enhances battery performance and safety by monitoring and balancing cell voltage, temperature, and charge, preventing issues like overcharging and overheating, and extending battery life.



#### CONTROLLER:

Wireless Dustproof Controller: Ensure durability and reliable performance in various condition

## CBS BREAKING SYSTEM



When you brake in an emergency, the CBS braking system will split braking force between the front and rear brake discs, reducing stopping distance and ensuring a safe brake at a high speed.

# INNOVATION

## SOC & DTE

GAURA Electric Vehicle's (EV) battery state of charge (SOC) shows energy levels as a percentage, indicating driving range. This article covers SOC calculation methods, their importance, and calibration for accuracy. The Distance to Empty (DTE) feature also provides riders with an estimate of remaining kilometers based on battery levels.





## ADVANCED TECHNOLOGY MOTOR

The e-scooter key elements use IP 67 grade waterproof components. In rainy weather, the control, signal, and power cables are safe from short-circuiting, and the new battery casing has been enhanced for even greater water resistance. This gives 230mm wading depth, perfect for riding in rain and snow.

- 230mm Wading Depth



**1800w**

Rated

**90%**

Conversion Rate

**2700w**

Peak Power

**IP 67**

Grade

# GAURA FEATURES



Reverse Assistance



CBS Disk Brake

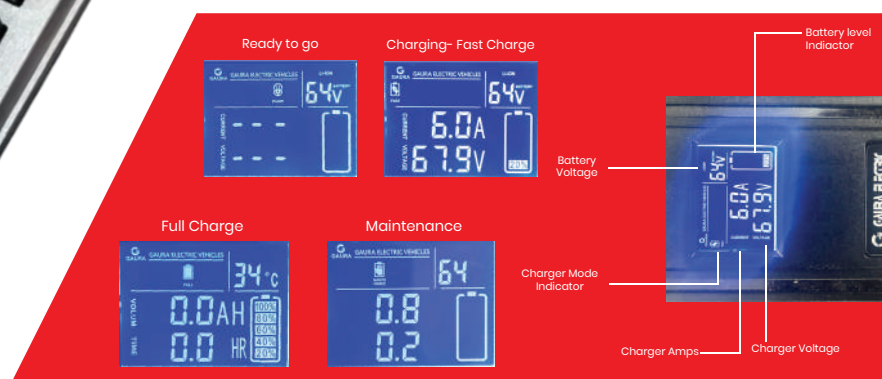


Cruise Mode



Alloy Wheel

## Charger and Controller



Our electric vehicles feature advanced display chargers and wireless dust proof controllers, providing cutting-edge tech & unparalleled convenience. These innovative components not only enhance user experience but also ensure seamless operation, allowing you to charge quickly and control your vehicle effortlessly, even in challenging environments.



Broad XL Tyres



Comfort Suspension



Advanced Instrument Cluster



LED Head Light



LED Indicators



Mobile Charging Port



Foot Space



Stylish Rear Grab

# OUR FACTORY

## Advanced Assembly Lines



Our assembly lines are designed for efficiency and precision, ensuring smooth and reliable production. By integrating advanced manufacturing technologies, we are able to streamline operations, which translates to a consistent and scalable output. Our strict quality control standards are enforced at every stage of production, allowing us to deliver high-quality e-scooters with minimal defects. This not only guarantees superior product performance but also strengthens our commitment to customer satisfaction and long-term reliability.

## In-House Battery Manufacturing

Our electric vehicles are equipped with advanced Lithium-Ion (LFP) prismatic cells, designed for enhanced performance and longevity. Each vehicle includes a state-of-the-art Battery Management System (BMS) that ensures optimal battery health, safety, and efficiency. This combination guarantees a reliable driving experience, empowering you to go further with confidence.





## Motor Production



Our electric vehicles are powered by Brushless DC (BLDC) motors, renowned for their high efficiency and durability. This advanced motor technology delivers smooth acceleration and robust performance, ensuring a powerful riding experience while maximizing energy efficiency for longer journeys. Enjoy the perfect blend of power and reliability on every ride.



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*Empowering mobility,  
inspiring change*

# Technological Advancements

## What's Next for Gaura

At Gaura, we are dedicated to advancing electric mobility by integrating cutting-edge technologies into our vehicles. We are actively exploring autonomous technology, which will enhance safety and provide smarter commuting solutions. In addition, our commitment to next-generation battery innovations is aimed at delivering longer ranges and faster charging times, positioning us at the forefront of the EV market. These advancements not only improve user experience but also set new industry standards for sustainability and performance.

## Market Opportunity

As consumer awareness of environmental issues increases, the demand for eco-friendly vehicles is surging, making electric vehicles (EVs) the preferred choice for many seeking sustainable transportation solutions. This trend presents a promising growth opportunity in the EV sector. Additionally, Gaura identifies significant potential in Tier 2 and Tier 3 cities across India, where rapid urbanization and a rising interest in electric mobility create lucrative opportunities for expansion. By targeting these regions, we aim to cater to an increasing consumer base eager for sustainable transportation options.



# Supporting Dealerships

## Comprehensive Training

Gaura is committed to empowering our dealership staff with the essential tools for success. We provide comprehensive training programs that encompass everything from in-depth product knowledge to exceptional customer service. This ensures that every buyer enjoys a seamless and professional experience, helping our dealers build strong relationships with their customers.

## Marketing Support

Recognizing the vital role of effective marketing, Gaura equips dealers with a variety of marketing materials and strategies to promote our vehicles locally. This support enables dealers to engage their communities effectively, driving consumer interest and ultimately boosting sales.

## Marketing Initiatives

**Local Promotions:** Dealers can leverage Gaura-sponsored test rides, events, and local promotions to increase consumer awareness and interest in our vehicles within their regions.

**Digital Marketing:** To ensure a consistent and broad reach, Gaura provides support for digital campaigns on social media and online platforms, allowing dealers to maximize their promotional efforts and engage with a wider audience.



**Field Promotion**  
(Umbrella Activity)



**Social Media Marketing**  
(Digital Campaigns)



**Target Marketing**  
(Digital Marketing)



# Financial Benefits of Dealership

## Profit Margins

Partnering with us brings substantial financial opportunities. We offer a transparent breakdown of profit margins for each model, enabling dealers to accurately assess earnings based on sales volumes. Whether it's the Gaura High-speed scooters, we guarantee strong margins to support your profitability.

## Low Maintenance Costs

A major financial benefit of electric vehicles is their low maintenance. With fewer moving parts and simpler engines, after-sales services are minimal. This helps dealerships reduce overhead costs while offering greater value to customers, enhancing overall profitability.

## Revenue Growth

Many of our dealerships have experienced impressive revenue growth within the first year. For example, a dealer in Bangalore saw a 25% increase in profits after switching to Gaura electric vehicles, thanks to strong local demand and government incentives.



**Our Finance Partners**



**BAJAJ AUTO**  
FINANCE



**SHRIRAM**  
Finance

# Become Our Authorised Dealer

At Gaura, we're dedicated to building a sustainable, profitable dealership network that empowers our partners as we grow. By working closely with our dealers, we're set to revolutionize urban transportation creating mutually beneficial opportunities that drive innovation and expand our market reach.

We invite enthusiastic, growth-driven entrepreneurs to join us!

## INDIA'S TRUSTED E-SCOOTER



**Best-In-Industry  
Margins & ROI**



**Low Fixed Working  
Caption Investment**



**Innovative  
EV Tech**



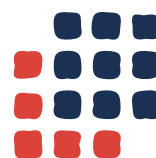
**Training & Ongoing  
support**



DECCAN FINANCE LTD



Clever Pe



Loan Tap

# Dealership Success Stories

## Testimonials

"Partnering with Gaura Electric Vehicles has been an incredible journey. The low maintenance costs and high-quality products have brought us a steady stream of satisfied customers. The support from Gaura's team, whether it's marketing or technical training, has been top-notch. We've seen immense growth in a short period, and I'm excited about our future with Gaura.."

**-Shasthik**

(Gaura Dealer, Tirunelveli)



"The rising demand for electric vehicles has made this dealership a profitable venture. Gaura's commitment to sustainability and innovation resonates with customers. The comprehensive support we receive, from training to promotional resources, has made running the dealership smooth and rewarding"

**-Sri ram**

(Gaura Dealer, Trichy)



"What sets Gaura apart is the strong partnership. They treat their dealers as part of the family, providing us with the tools we need to succeed. From the exclusive territory rights to the innovative scooters, everything about Gaura speaks quality and growth. I'm proud to be a part of the green mobility revolution with them"

**-Vetri Motors**  
(Gaura Dealer, Dharapuram)



"Gaura's dealership program has been a game-changer for me. The electric scooter market is booming, and having the right partner makes all the difference. The company's commitment to innovation and customer service has helped me build a loyal customer base, and their support has been invaluable in expanding my business."

**-RK Power tech**  
(Gaura Dealer, Chennai)

"Since becoming a Gaura dealer, we've seen a significant rise in our revenue. The demand for electric scooters in our city is booming, and Gaura has been a fantastic partner, providing training, marketing support, and a quality product."

**-ARUNA**  
(Gaura Dealer, COIMBATORE)



# OUR SERVICES

## OUR SHOWROOMS







Chennai

Tiruvannamalai

Kallakurichi

Salem

Erode

Tiruppur

Coimbatore

Tiruchirappalli

Karur

Thanjavur

Madurai

Dindigul

Virudhunagar

Tirunelveli



# OUR ACTIVITY







# HAPPY CUSTOMERS



**55,000+**  
**GAURA EV FAMILY MEMBERS**





## Customer Testimonials



Abisheak Chinnaswamy

Local Guide · 119 reviews · 292 photos



★★★★★ a year ago

Very patient, convincing and impressive explanation by the sales person. The vehicle is also good and the showroom is also good. May be, time and future environmental concern will make all of us purchase electric vehicles



Karthick Sachin

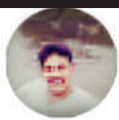
5 reviews



★★★★★ 10 months ago

One of the best electric scooters...compact designs for both domestic and commercial purposes...good mileage and less maintenance..... company with no single lithium battery blast complaints in INDIA...uses safe LFP batteries...



**Narayana Moorthy**

8 reviews · 2 photos



★★★★★ 10 months ago

I have bought a warrior 5g LI pro E-bike recently from Gaura EV Palani. The battery used in this bike is better in the performance and range when compared with other EV bikes in the market. Price is also reasonable. Service and support by their team is also good as per their promise.



@aruljothiramu3173 · 11 months ago

Once a Gaura Customer, Always Gaura Customer 🦵👍⚡🛵

Reply

0 replies ▾



5



@alagumuthu1435 · 2 years ago

Fantastic information. We are supporting your indian technology and manufacturing 👍

Reply

0 replies ▾



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