



CELEBRATING 50 YEARS OF KINETIC

KEL:SH:SE:

Date: 13th May, 2025

To
The Manager - Corporate Relationship Department
BSE Limited, 1st Floor,
Phiroze Jeejeebhoy Towers,
Fort, Mumbai- 400 001
Maharashtra, India

Scrip Code: BSE-500240

Subject: Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of a Press Release.

This is for your information and records.

Thanking you.

Yours faithfully,

For Kinetic Engineering Limited

Chaitanya Mundra
Company Secretary and Compliance Officer

KINETIC ENGINEERING LTD

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Maharashtra India 411019

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PRESS RELEASE

Kinetic Engineering Ltd. Board of Directors Grant Brand License to Kinetic Watts and Volts Ltd. for EV Business

- *Kinetic Watts and Volts Ltd. gets Non-exclusive rights to use the Kinetic brand name and trademarks*
- *A Strategic Move to Accelerate India's EV Revolution*
- *Kinetic Watts and Volts Ltd. to Carry the Kinetic Legacy into the Electric Future*

Pune, Maharashtra – May 13, 2025: Kinetic Engineering Limited (KEL), one of India's most respected automotive pioneers, is proud to announce that it has officially granted a brand license to its subsidiary company, Kinetic Watts and Volts Ltd. (KWV), empowering the iconic Kinetic brand to enter the electric vehicle (EV) era.

Kinetic Watts and Volts Ltd., incorporated on September 27, 2022, was established with the mandate to explore alternative opportunities in the electric vehicle space.

KWV is now on the verge of crystallizing its EV product portfolio and is gearing up to unveil its rollout strategy, partnerships, and go-to-market plans, marking a pivotal moment in its journey towards commercial operations. This momentum underscores KWV Team's commitment to bringing innovative and sustainable electric mobility solutions to Indian consumers.

KEL, along with the promoters, has currently invested ₹42.83 crores in KWV. KEL will be releasing an additional ₹29 crores shortly, bringing the total investment by KEL and other promoters to ₹71.83 crores. This investment will result in KEL holding an 80% ownership stake in KWV, reinforcing its commitment to building a robust EV business under the group umbrella.

Notably, Kinetic Engineering Limited is a key supplier of EV components including gearboxes, axles, and chassis, playing a crucial role in India's evolving EV supply chain. Additionally, the Kinetic Group has recently ventured into battery manufacturing under a separate group company operating under the brand "Range X", further expanding its footprint across the electric mobility ecosystem.

Under this agreement, KWV will have the non-exclusive right to use the Kinetic brand name and trademarks for its EV business, for an initial period of three years.

This strategic move allows KWV to leverage the strong legacy, trust, and goodwill associated with the Kinetic brand while bringing innovation, sustainability, and modern design to India's rapidly growing EV market.

Speaking on the announcement, **Mr. Ajinkya Firodia, Vice Chairman & Managing Director, Kinetic Engineering Ltd.** said, *"The Kinetic brand has been a symbol of innovation, trust, and progress for over five decades. As we step into the electric era, we are excited to see Kinetic Watts and Volts carry this proud legacy forward. This license is not just a business arrangement – it's the handover of a rich heritage into capable hands, committed to shaping the future of mobility. We believe that by combining our iconic brand with cutting-edge electric technology, Kinetic Watts and Volts will create products that resonate deeply with Indian consumers and set new benchmarks in the EV space."*

At the end of the initial three-year licensing period, KEL and KWV will review and renew the licensing terms to align with the group's long-term vision, market dynamics, and any potential expansion into new categories or international markets.

This announcement marks a significant milestone in the evolution of the Kinetic Group, reaffirming its commitment to pioneering the future of Indian mobility.

About Kinetic Engineering Limited

Kinetic Engineering Limited (KEL) is the flagship company of the Kinetic Group, with over five decades of manufacturing excellence. Headquartered in Pune and led by Ajinkya Firodia, Vice Chairman & Managing Director, KEL has been a pioneer in India's automotive industry.

KEL's state-of-the-art manufacturing facility in Ahmednagar spans 32 sheds, houses over 400 machines, and employs around 1,000 personnel. All products are IATF 16949 certified, underscoring KEL's commitment to global quality standards.

The company recently celebrated its 52nd anniversary and boasts an esteemed clientele that includes Renault, American Axle, TATA Motors, Mahindra & Mahindra, Ashok Leyland, Magna Powertrain, Sonalika Tractors, Carraro Products, among others.

KEL's corporate office is based in Chinchwad, Pune, while its stock is listed on the Bombay Stock Exchange (BSE: 500240).