

MEMBER PROFILE

Company's Name: Piaggio Vehicles Pvt Ltd

Contact Person's Name & Designation: Diego Graffi, Chairman and Managing Director



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Brief about your Business/Products: Piaggio Vehicles Pvt. Ltd. (PVPL) is a 100% owned subsidiary of the Italian Piaggio Group and India's leading manufacturer of small commercial vehicle brand Apé, the iconic Vespa and sporty Aprilia scooters, as well as pioneers in 3-wheeler electric mobility through the Apé Elektrik brand. The Piaggio Group is a leading automobile player in Europe and has since expanded its services to over 100+ countries with a proficient presence in the Asian markets.

Piaggio Vehicles Pvt Ltd. commenced operations in India in 1999 with the launch of the three-wheeler brand Apé and today is a leading player in the light transportation industry with a complete range of three-wheelers in Diesel, Petrol, CNG, LPG fuel variants as well as EVs. We have the largest network in the small commercial vehicle industry making us the top brand for 3 wheelers in India.

The Company's products are not only endorsed by over 3.0 million satisfied customers across India but also exported to more than 50 countries worldwide. We have a state-of-the-art manufacturing plant at Baramati in Maharashtra, with an installed annual production capacity of over 3,80,000 commercial vehicles & 1,50,000 two-wheelers. It is also self-reliant in some of the engine categories with its advanced engines plant with a capacity of 2,00,000 engines annually. Our EVs are assembled by a team of women-only employees who have been identified and skilled by Piaggio India.

About Piaggio India's Electric Vehicle business:

Globally, the Piaggio Group has been a pioneer in electric mobility since the mid-1970s, continuously working towards the most technologically advanced solutions, developed in its R&D centres around the world. In India, Piaggio Vehicles Pvt Ltd introduced the country to its first commercial 3-wheeler electric vehicle (Apé Elektrik) in 2019 and has maintained a high market share since. As of Dec 2022, PVPL has deployed more than 10,000 EVs and is a market leader in the L5 category offering the largest range of products within the electric 3W range in the industry which includes a fixed and swappable solution. We have actively participated and won state tenders especially in Kerala and Gujarat for key deployments and are leading the Delhi EV passenger vehicle requirement by fulfilling over 80% orders of the state's requirement. Our 3-Wheeler EVs have also won prestigious awards from the Switch Delhi EV campaign and have been felicitated by National Awards for Excellence in Electric Vehicles as the 'National Electric three wheeler of the year'.