



EMotorad- Case Study

Work Done By: Column Inches Team

Clients Objectives

- Creating awareness around EMotorad and products offered by the company
- Positioning the spokesperson as a thought leader in the EV industry
- Building the founder(s) profile aligning interactions and interviews with the journalists to position them as stalwart leaders
- Helping EMotorad with the upcoming and the ongoing campaigns
- Highlighting the recent developments within the company and positioning EMotorad as a leader in the industry

Building Founders Profile Interviews/ Interactions/ Profiling Links

Interviews and Interactions Coverage Samples

- <https://timesofindia.indiatimes.com/city/pune/tripling-plant-size-expanding-b2b-market-EMotorad-ceo/articleshow/97188295.cms>
- <https://www.financialexpress.com/business/express-mobility-emotorrad-bets-on-connected-tech-affordable-and-premium-products-to-drive-growth-2954003/>
- <https://www.financialexpress.com/business/express-mobility-EMotorad-exports-foldable-electric-bikes-to-australia-3007949/>



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THE TIMES OF INDIA

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NEWS / CITY NEWS / PUNE NEWS / Tripling Plant Size, Expanding B2B Market: EMotorad CEO

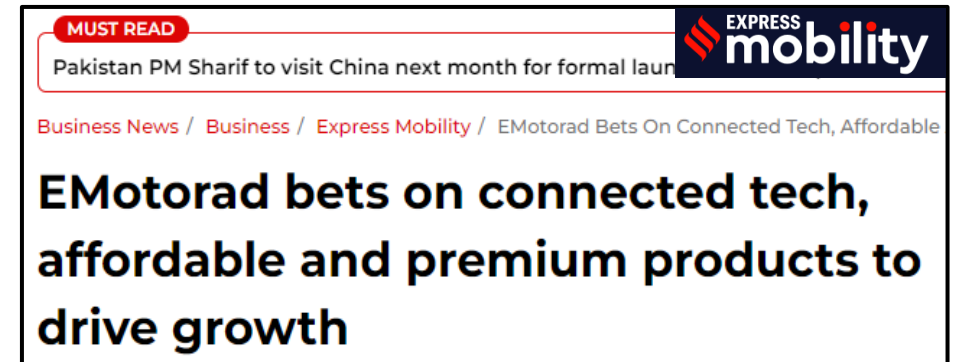
TRENDING Who is Bibhav Kumar Noida BMW E Rickshaw Accident India Bomb Threats Mumbai Ghatkopar Horror

THIS STORY IS FROM JANUARY 21, 2023

Tripling plant size, expanding B2B market: EMotorad CEO

Shiladitya Pandit / TNN / Updated: Jan 21, 2023, 08:54 IST

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EXPRESS mobility

Business News / Business / Express Mobility / EMotorad Bets On Connected Tech, Affordable

EMotorad bets on connected tech, affordable and premium products to drive growth



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EMotorad exports foldable electric bikes to Australia

Interviews and Interactions Coverage Samples

- <https://www.saurenergy.com/solar-energy-conversation/we-are-currently-in-advanced-stages-of-securing-series-a-funding-which-will-be-used-to-infuse-more-tech-kunal-gupta-EMotorad>
- <https://www.financialexpress.com/business/express-mobility-emotorrad-bets-on-connected-tech-affordable-and-premium-products-to-drive-growth-2954003/>
- <https://www.youtube.com/watch?v=5MhKPrHjHWs>

Home SAUR ENERGY INTERNATIONAL

In The two-wheeler space, electric cycles are the segment with maximum growth potential- Kunal Gupta, EMotorad

By Namrata Gulati Sapra / Updated On Mon, May 1st, 2023

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EMotorad To Treble E-Bike Production Capacity, Says CEO

EMotorad is also planning to fully automate the entire manufacturing process to increase efficiency.

YouTube Search


Aditya Oza
Chief Marketing Officer, EMotorad

EMotorad Plans To Raise \$30 Million: CEO Kunal Gupta | BQ Prime

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Interviews and Interactions Coverage Samples

- <https://www.etnownews.com/videos/shows/ms-dhoni-backed-EMotorad-building-south-asias-biggest-integrated-e-cycle-unit-kunal-gupta-video-110125541>
- <https://www.afaqs.com/news/advertising/w/e-were-concerned-about-how-ms-dhoni-would-react-to-bole-jo-koyal-ad-idea-aditya-oza-EMotorad>
- <https://www.socialsamosa.com/interviews/EMotorad-aditya-oza-brand-marketing-strategy-4581980>




Interviews

Our goal is to spread awareness: EMotorad's Aditya Oza on the brand's marketing strategy



FEATURED ET NOW CLOSING TRADES STARTUP CENTRAL THE ET MONEY SHOW



ET NOW EMOTORAD: BUILDING GIGAFACTORY TO MAKE 5 LK E-CYCLE

Interviews and Interactions Coverage Samples

- <https://www.cnbctv18.com/videos/startup/EMotorad-electric-bikes-series-b-funding-aditya-oza-18438731.htm>
- <https://www.timesnownews.com/technology-science/how-EMotorad-is-revolutionizing-the-electric-cycle-market-article-100826014>
- https://www.youtube.com/watch?v=0QB_FdJegKQ
- <https://www.linkedin.com/video/live/urn:li:ugcPost:7163487221222662146/>
- <https://online.anyflip.com/qqhq/rmsk/mobile/index.html>



EMotorad: Raises \$20 Mn Led By Panthera | StartUp Central | ET Now

Interviews and Interactions Coverage Samples- TechCrunch



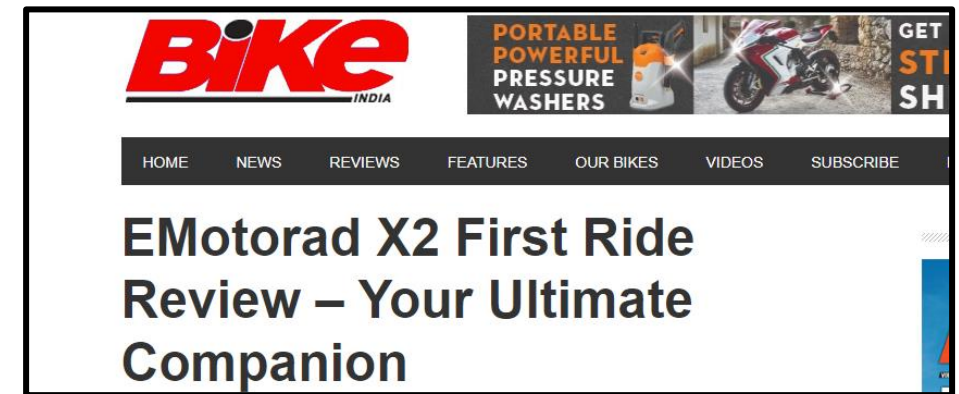
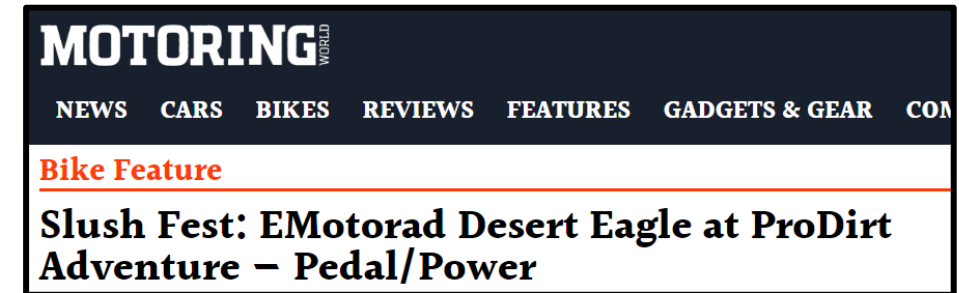
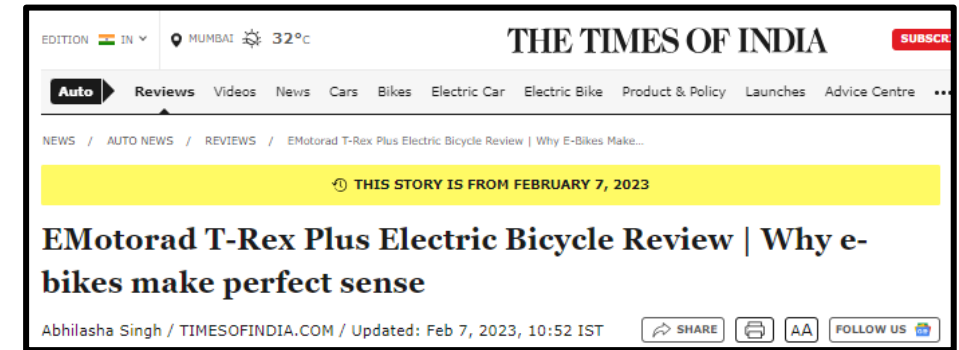
The screenshot shows a TechCrunch article page. On the left is a navigation menu with the TechCrunch logo and links for Login, Search, Startups, Venture, Security, AI, Crypto, Apps, Events, Startup Battlefield, and More. The main content area features the article title "India's EMotorad rides high with \$20M investment for global e-bike push" under the "Transportation" category. The author is Jagmeet Singh, and the article was published at 3:30 PM PST on November 26, 2023. A "Comment" button is visible. Below the text is a photograph of four people standing in a warehouse filled with rows of e-bikes and cardboard boxes.

- <https://techcrunch.com/2023/11/26/india-emotorad-funding-series-b-ebike/>

Product Reviews Links

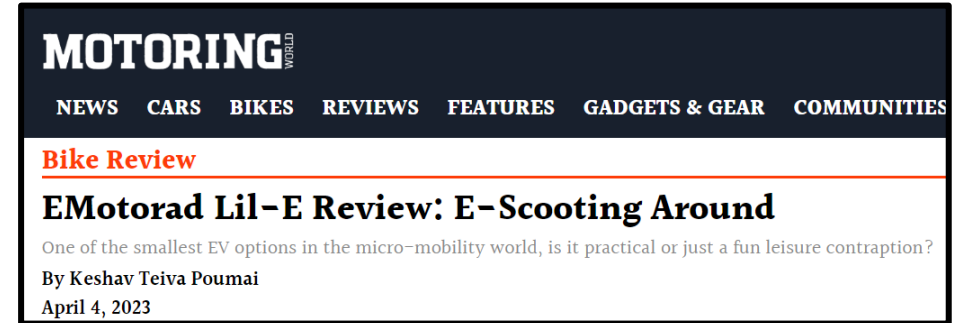
Product Review Coverage Samples

- <https://motoringworld.in/bike-features/slush-fest-EMotorad-desert-eagle-at-prodirt-adventure/>
- <https://timesofindia.indiatimes.com/auto/reviews/EMotorad-t-rex-plus-electric-bicycle-review-why-e-bikes-make-perfect-sense/articleshow/97676848.cms>
- <https://bikeindia.in/EMotorad-x2-first-ride-review-your-ultimate-urban-companion/>



Product Review Coverage Samples

- <https://motoringworld.in/bike-reviews/EMotorad-lil-e-review-e-scooting-around/>
- <https://www.wiondrive.com/reviews/EMotorad-lil-e-review-your-key-to-lil-expeditions-19732/>
- <https://www.financialexpress.com/auto/electric-vehicles/e-motorad-doodle-v3-review-the-show-stopper/3458076/>
- <https://www.financialexpress.com/auto/reviews/EMotorad-emx-review-convenience-and-fun-wrapped-together/3370556/>



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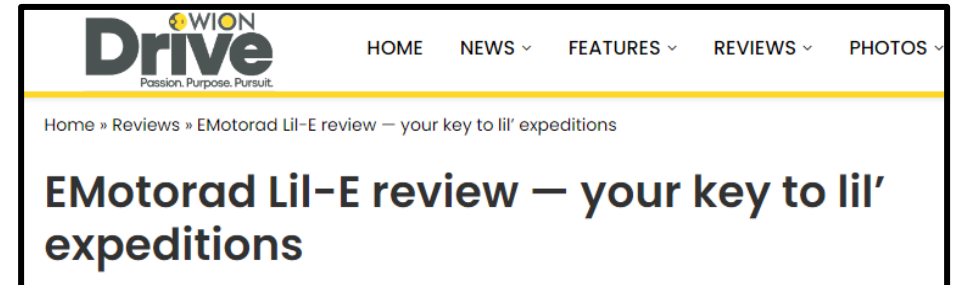
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Bike Review

EMotorad Lil-E Review: E-Scooting Around

One of the smallest EV options in the micro-mobility world, is it practical or just a fun leisure contraption?

By Keshav Teiva Poumai
April 4, 2023



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Home » Reviews » EMotorad Lil-E review — your key to lil' expeditions

EMotorad Lil-E review — your key to lil' expeditions



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Auto / Auto Reviews / EMotorad EMX+ Review: Convenience And Fun Wrapped Together

EMotorad EMX+ review: Convenience and fun wrapped together



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Auto / Electric Vehicles / E-Motorad Doodle V3 Review — The Show Stopper?

E-Motorad Doodle V3 review — The show stopper?

Expansion Plans/ Growth Stories

Expansion/ Growth Centric Communication

- <https://www.thehindubusinessline.com/markets/ev-start-up-EMotorad-ends-fy24-with-370-growth-in-domestic-market/article68082798.ece>
- <https://emobilityplus.com/2024/04/22/EMotorad-revolutionizes-electric-cycle-market-with-370-growth-in-india-for-fy24/>
- <https://www.financialexpress.com/auto/reviews/EMotorad-emx-review-convenience-and-fun-wrapped-together/3370556/>

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Home » Markets

EV start-up EMotorad ends FY24 with 370% growth in domestic market

Updated - April 19, 2024 at 05:30 PM. | Pune

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TRENDING NOW India's Electric Vehicle Surge: Insights From The IBEF EV Industry Report

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News

EMotorad Revolutionizes Electric Cycle Market with 370% Growth in India for FY24

BW AUTO WORLD
Friday | May 31 2024 | 11:02:19 AM

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Home / Industry News / EMotorad Reports 370% Growth In FY24

EMotorad Reports 370% Growth In FY24

BW Online Bureau | Apr 19, 2024



Industry Participation

Being an active voice in the industry



Industry Commentary Coverage Samples

- <https://brandequity.economictimes.indiatimes.com/news/business-of-brands/pedal-to-the-future-the-rise-of-e-bikes-for-kids/100060880>
- <https://inc42.com/buzz/from-EMotorad-to-phicommerce-indian-startups-raised-62-mn-this-week/>
- <https://www.livemint.com/auto-news/karnataka-new-ev-policy-2023-28-ev-stakeholders-eye-buyers-centric-subsidies-1701332798942.html>

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Pedal to the future: the rise of e-bikes for kids

Inc42

NEWS

From EMotorad To PhiCommerce — Indian Startups Raised \$62 Mn This Week

02 Dec'23 | By Debarghya Sil

mint

Karnataka New EV Policy 2023-28: EV stakeholders eye buyers-centric subsidies

1 min read • 06 Dec 2023, 03:45 PM IST

"I expect the revised Karnataka EV policy draft is poised to revolutionize the sector by prioritizing affordability through increased subsidies directly benefiting buyers, particularly in commercial transportation," said Kunal Gupta, Co-Founder and CEO of **EMotorad**.

Industry Commentary Coverage Samples

- <https://www.businesstoday.in/union-budget/story/budget-2024-centre-to-boost-ev-ecosystem-new-bio-manufacturing-scheme-in-the-offing-says-fm-415797-2024-02-01>
- <https://timesofindia.indiatimes.com/auto/news/auto-incs-response-to-budget-2024-embracing-the-electric-revolution/articleshow/107323357.cms?from=mdr>
- <https://www.financialexpress.com/business/express-mobility-ev-makers-share-their-view-on-interim-budget-2024-3383048/>



The screenshot shows the Business Today website interface. At the top, there is a navigation bar with categories like HOME, MAGAZINE, BT TV, MARKET TODAY, TECH TODAY, MONEY TODAY, MUTUAL FUNDS, PMS TODAY, and INDUSTRY. Below this, there are links for Election with BT, Immersives, Economic Indicators, UPSTART, India, Weather, and NRI. The main headline reads: "Budget 2024: Centre to boost EV ecosystem, new bio-manufacturing scheme in the offing, says FM". The article text below the headline states: "Rajib Gangopadhyay, founder EMotorad said, 'In the 2024 interim budget, the Indian government has delivered promising news for the electric vehicle (EV) industry and startups. The extension of tax benefits for startups until March 31st, 2025, provides crucial relief for early-stage businesses, fostering an environment conducive to growth.'"



The screenshot shows the The Times of India website interface. At the top, there is a navigation bar with the text "THE TIMES OF INDIA" and a "SUBSCRIBE" button. Below this, there is a location and weather indicator: "MUMBAI 33°C". The main headline reads: "Auto Inc responds to Budget 2024: Embracing the electric revolution". The article text below the headline states: "Rajib Gangopadhyay, Founder EMotorad, expressed optimism, stating, 'In the 2024 interim budget, the Indian government has delivered promising news for the electric vehicle (EV) industry and startups. The extension of tax benefits for startups until March 31st, 2025, provides crucial relief for early-stage businesses, fostering an environment conducive to growth.'"

Industry Commentary Coverage Samples

- <https://startuptalky.com/india-ev-growth-factors/>
- <https://evstory.in/interim-budget-2024-industry-reactions/>
- <https://www.exchange4media.com/amp/advertising-news/best-ads-of-the-fortnight-air-indias-thoughtful-gestures-EMotorads-animal-connection-133099.html>

Post-Interim Budget 2024- Industry Reactions

by Evstory February 3, 2024

Rajib Gangopadhyay, founder EMotorad.

"In the 2024 interim budget, the Indian government has delivered promising news for the electric vehicle (EV) industry and startups. The extension of tax benefits for startups until March 31st, 2025, provides crucial relief for early-stage businesses, fostering an environment



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Battery Reuse, Funding, and Skilling Among Areas That Could Steer India's EV Growth

INSIGHTS

Co-founder of electric bicycle company E Motorad, Sumedh Battewar, points to recycling batteries as an effective way to source battery components.

"The key solution to this is recycling and reuse. Today, this chain is broken. Today, even if a cell is short, I have no use for it; I have to throw it out. I believe that, with time, an ecosystem will get built up. Because this (recycling of batteries) has a lot of value where a business can be built," **Battewar said.**

Industry Commentary Coverage Samples

- <https://www.entrepreneur.com/en-in/growth-strategies/industry-expects-brownfields-inclusion-in-ev-policy/473517>
- <https://business.outlookindia.com/corporate/virat-kohli-anushka-sharma-go-digit-ipo-ms-dhoni-alia-bhatt>
- <https://www.socialsamosa.com/topical-spot/ipl-campaigns-2024-4445741>
- https://www.apnnews.com/india-is-leading-charges-in-asias-electric-vehicle-market/?_cf_chl_tk=nU5KIS9hTvQA9PQMFXGMSbHIcqfBlpNZ9h_ub7IVyTk-1716290812-0.0.1.1-1621



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Best ads of the fortnight: Air India's thoughtful gestures, EMotorad's 'Animal' connection



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Virushka, Alia Bhatt, MS Dhoni: How Celebrities Invest in Start-Ups



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Industry Expects Brownfields Inclusion In EV Policy Guidelines Due In Next 3-4 Weeks

Advocating the inclusion of brownfields in the scheme, Kunal Gupta, Founder and CEO, EMotorad said that brownfields offer opportunities to revitalise existing resources, redevelop and create new jobs, address environmental challenges, and reinstate neighbourhoods—all while reducing startup time, costs, and investments and increasing tax revenues."

Press Releases

EMotorad launches premium e-bikes in India priced at Rs 4.75 lakh onwards- Press Release

- <https://auto.economictimes.indiatimes.com/news/two-wheelers/EMotorad-launches-economic-and-premium-ranges-of-e-bikes-at-em-summit-2023/97177329>
- <https://indianexpress.com/article/technology/EMotorad-desert-eagle-night-hawk-premium-e-bikes-launch-8391924/>
- <https://www.businessinsider.in/business/auto/news/indian-startup-EMotorad-launches-e-bikes-that-cost-up-to-500000/articleshow/97137330.cms>
- https://www.deccanchronicle.com/nation/in-other-news/190123/EMotorad-launches-premium-e-bikes.html?utm_source=latestPromotion&utm_medium=end&utm_campaign=latest

Two Wheelers · 3 Min Read

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EMotorad launches economic and premium ranges of e-bikes at EM Summit 2023

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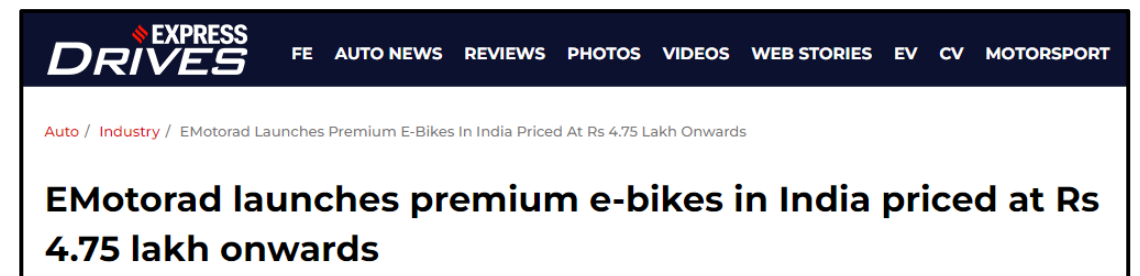
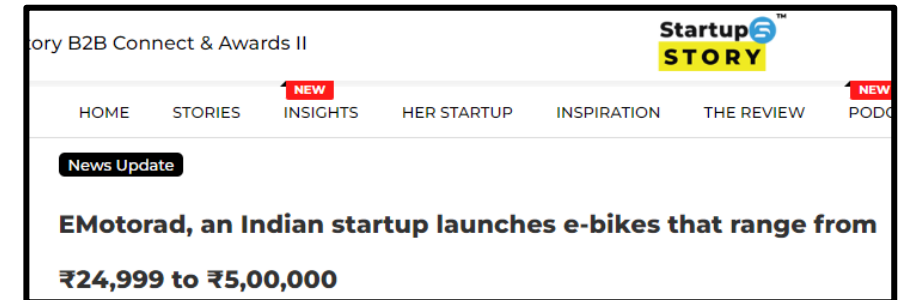
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News / Technology / EMotorad Desert Eagle, Night Hawk premium e-bikes launched: Price starts at Rs 4,75,000

EMotorad Desert Eagle, Night Hawk premium e-bikes launched: Price starts at Rs 4,75,000

EMotorad launches premium e-bikes in India priced at Rs 4.75 lakh onwards- Press Release

- <https://www.financialexpress.com/auto/industry/EMotorad-launches-premium-e-bikes-in-india-priced-at-rs-4-75-lakh-onwards/2953357/>
- <https://startupstorymedia.com/insights-EMotorad-an-indian-startup-launches-e-bikes-that-range-from-%E2%82%B924999-to-%E2%82%B9500000/>
- <https://timesofindia.indiatimes.com/auto/news/EMotorad-launches-new-elite-range-of-e-bikes-at-prices-starting-rs-4-75-lakh/articleshow/97132243.cms?from=mdr>
- <https://www.zigwheels.com/web-stories/e-motorads-new-premium-electric-bike-costs-as-much-as-a-maruti-alto-k10/48546/>



EMotorad's revenue jumps on X-Factor e-bikes / EMotorad witnesses 100% jump in revenues, clocks Rs 140 crore in current year

- <https://auto.economictimes.indiatimes.com/news/two-wheelers/EMotorads-revenue-jumps-on-x-factor-e-bikes/98451982>
- <https://www.autocarpro.in/news/-EMotorad-witnesses-100-jump-in-revenues-clocks-rs-140-crore-in-current-year-114346>
- <https://startup.outlookindia.com/sector/e-commerce/pune-based-EMotorad-records-100-yoy-revenue-news-7743>

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EMotorad's revenue jumps on X-Factor e-bikes

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EMotorad witnesses 100% jump in revenues, clocks Rs 140 crore in current year

Friday, May 31, 2024

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PUNE-BASED EMOTORAD RECORDS 100% YOY REVENUE

Made in India brand EMotorad becomes the leading exporter of ebikes in the international market

- <https://auto.economictimes.indiatimes.com/news/two-wheelers/EMotorad-exports-over-50000-e-bikes-to-18-countries/99031616>
- <https://www.apnnews.com/made-in-india-brand-EMotorad-becomes-the-leading-exporter-of-ebikes-in-the-international-market/>
- <https://bwautoworld.com/article/EMotorad-takes-lead-as-an-exporter-of-ebikes-470743>

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EMotorad exports over 50,000 e-bikes to 18 countries

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Made in India brand EMotorad becomes the leading exporter of ebikes in the international market

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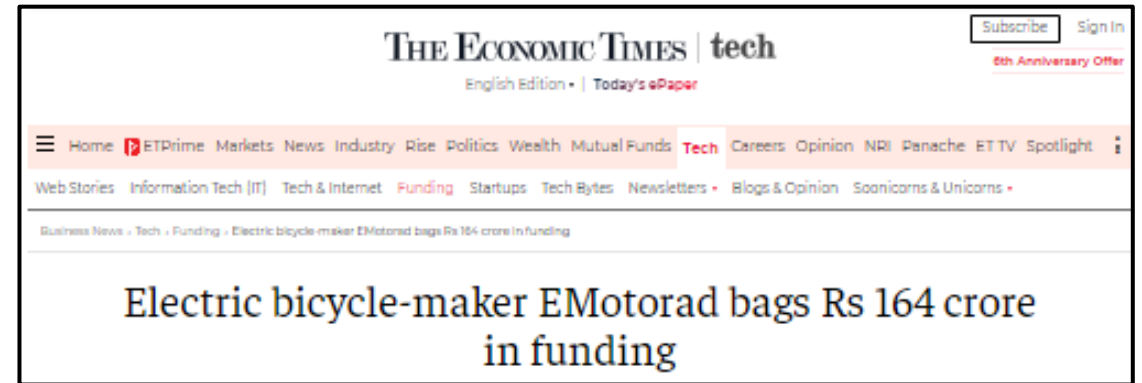
Home / 2 Wheelers / EMotorad Takes Lead As An Exporter Of Ebikes

EMotorad Takes Lead As An Exporter Of Ebikes

BW Online Bureau | Mar 27, 2023

Funding Release- Nov'23

- <https://economictimes.indiatimes.com/tech/funding/electric-bicycle-maker-EMotorad-bags-rs-164-crore-in-funding/articleshow/105518711.cms>
- <https://techcrunch.com/2023/11/26/india-EMotorad-funding-series-b-ebike/>
- <https://yourstory.com/2023/11/electric-cycle-company-EMotorad-raises-usd-20m-series-b-round>
- <https://www.vccircle.com/evstartup-EMotorad-raises-series-b-funding-from-panthera-growth-partners-others>



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Electric bicycle-maker EMotorad bags Rs 164 crore in funding



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India's EMotorad rides high with \$20M investment for global e-bike push



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Electric cycle company EMotorad raises \$20M in Series B round



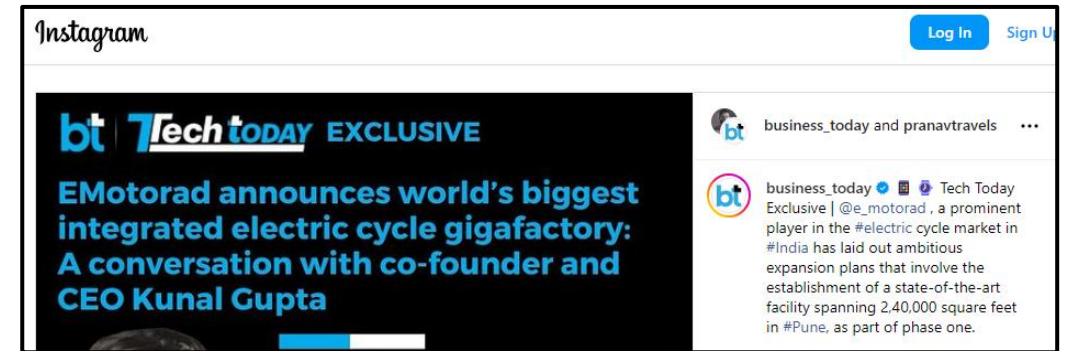
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EMotorad secures \$20 million in Series B funding led by Panthera Growth Partners

Giga Factory Announcement Release

- <https://zeenews.india.com/electric-vehicles/after-ola-electric-EMotorad-announces-construction-of-world-s-biggest-integrated-electric-cycle-gigafactory>
- <https://www.ndtvprofit.com/technology/EMotorad-to-set-up-worlds-largest-e-cycle-manufacturing-facility-in-pune>
- https://m.economictimes.com/tech/startups/ms-dhoni-backed-EMotorads-e-cycle-gigafactory-almost-ready/amp_articleshow/109893764.cms
- <https://www.vccircle.com/evstartup-EMotorad-raises-series-b-funding-from-panthera-growth-partners-others>



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bt | **Tech TODAY EXCLUSIVE**

EMotorad announces world's biggest integrated electric cycle gigafactory: A conversation with co-founder and CEO Kunal Gupta

business_today and pranavtravels

business_today Tech Today Exclusive | @e_motorad, a prominent player in the #electric cycle market in #India has laid out ambitious expansion plans that involve the establishment of a state-of-the-art facility spanning 2,40,000 square feet in #Pune, as part of phase one.



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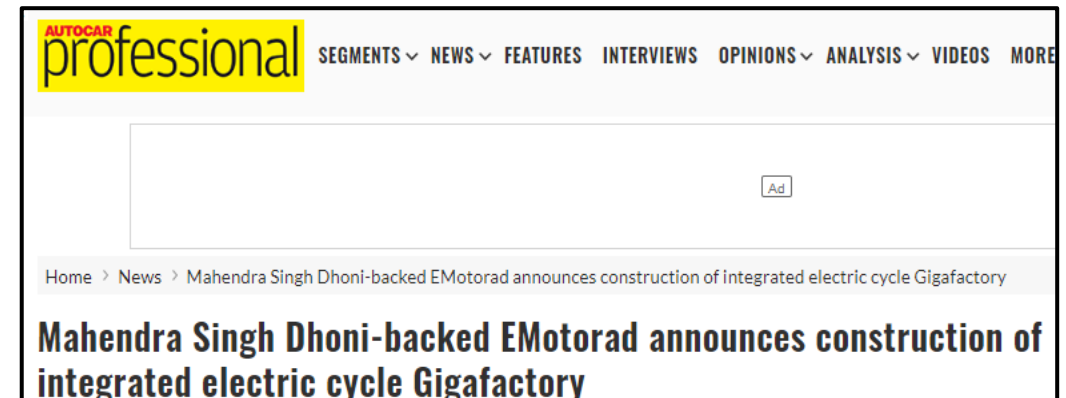
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MS Dhoni-backed EMotorad's e-cycle gigafactory almost ready



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Mahendra Singh Dhoni-backed EMotorad announces construction of integrated electric cycle Gigafactory

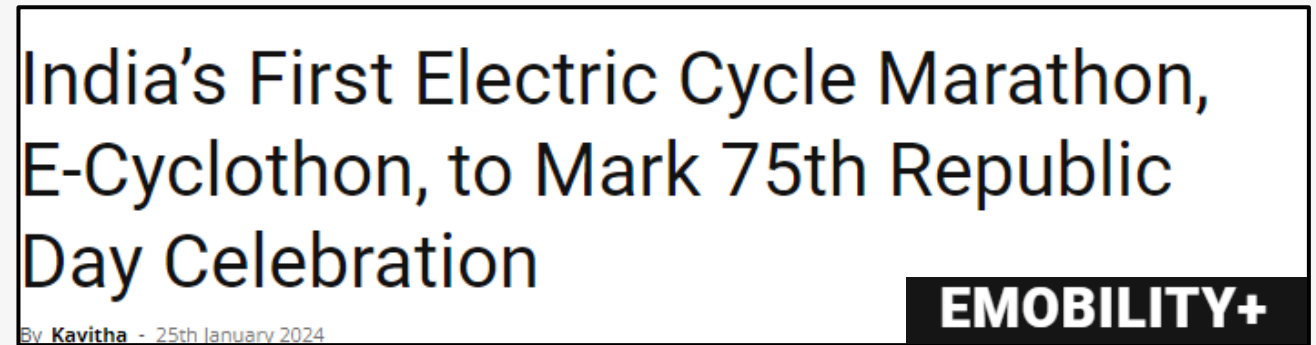
Event Support- Pre and Post-Press Release

Pre-Event Release

- <https://www.apnnews.com/EMotorad-to-organize-indias-first-ever-electric-cycle-marathon/>
- <https://emobilityplus.com/2024/01/25/indias-first-electric-cycle-marathon-e-cyclothon-to-mark-75th-republic-day-celebration/>
- <https://turbocharged.in/EMotorad-to-organize-indias-first-ever-electric-cycle-marathon/>



The screenshot shows the top section of a website article. At the top left is a hamburger menu icon. Next to it is the 'turbocharged' logo in red and black, with the tagline 'INDIA'S YOUNGEST AUTOMOTIVE PUBLICATION' underneath. To the right of the logo are navigation links: 'Home', 'News', 'Reviews', 'Features', 'Lifestyle', and 'About'. Below the navigation is a dark blue banner with the text 'PRESS RELEASES · ⌚ 2 minute read'. The main headline is 'EMotorad to organize India's First Ever Electric Cycle Marathon' in large white font.



The screenshot shows the top section of a website article. The main headline is 'India's First Electric Cycle Marathon, E-Cyclothon, to Mark 75th Republic Day Celebration' in large black font. In the bottom right corner, there is a black box with the white text 'EMOBILITY+'. Below the headline, it says 'By Kavitha - 25th January 2024'.



The screenshot shows the top section of a website article. At the top, there are two short news snippets: 'Pre-Budget Expectations Quote Infiniti Mall foresees a focus on retail and priority sectors in Union Budget 2024' and 'Pre-Budget Quote from EaseMyTrip, India's one of the largest travel-tech platform'. The main headline is 'EMotorad to organize India's First Ever Electric Cycle Marathon' in large black font. Below the headline, it says 'Published on January 25, 2024'. In the bottom right corner, there is the 'APN NEWS' logo with the tagline 'Friday, May, 2024 | Today's Market | Current Time: 12:32:11'.

Post-Event Release

- <https://www.apnnews.com/EMotorad-successfully-hosted-indias-first-ever-e-cyclothon-in-bangalore/>
- <https://bwautoworld.com/article/EMotorad-hosts-indias-first-e-cyclothon-in-bangaluru-on-republic-day-507875>



BW AUTO WORLD
Friday | May 31 2024 | 12:55:37 AM

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EMotorad Hosts India's First E-Cyclothon In Bengaluru On Republic Day

Defend Your Digital World: Top 4 User-Friendly Antivirus Software

Experion Technologies Launches Experion Foundation Aiming a Meaningful Impact on the Life of Under-served communities

EMotorad Successfully hosted India's First-Ever E-Cyclothon in Bangalore

Published on January 30, 2024

APN NEWS
Friday, May, 2024 | Today's Market | Current Time: 12:55:37

MS Dhoni- Investments, Campaign Support

MS Dhoni Invests in EMotorad

- <https://www.thehindubusinessline.com/companies/dhoni-invests-in-pune-e-cycle-maker-EMotorad/article68071218.ece>
- <https://hindi.economictimes.com/news/ms-dhoni-invested-in-electric-cycle-maker-company-EMotorad-gets-equity-ownership/articleshow/109350166.cms>
- <https://economictimes.indiatimes.com/tech/funding/ms-dhoni-invests-in-e-cycle-startup-EMotorad/articleshow/109319983.cms?from=mdr>
- <https://business.outlookindia.com/companies/mahendra-singh-dhoni-ventures-into-the-ev-space-with-investment-in-EMotorad>



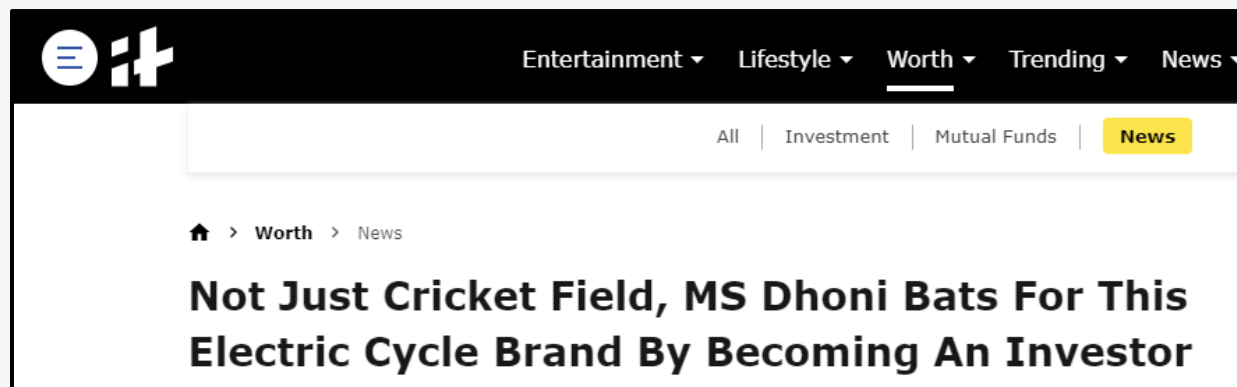
MS Dhoni Invests in EMotorad


- <https://inc42.com/buzz/ev-startup-EMotorad-taps-dhoni-as-equity-investor/>
- <https://www.indiatimes.com/worth/news/not-just-cricket-field-ms-dhoni-bats-for-EMotorad-electric-cycle-brand-by-becoming-an-investor-632412.html>
- <https://bwdisrupt.businessworld.in/amp/article/MS-Dhoni-Ventures-Into-EV-Segment-Invests-In-EMotorad/16-04-2024-517265/>
- <https://business.outlookindia.com/companies/mahendra-singh-dhoni-ventures-into-the-ev-space-with-investment-in-EMotorad>
- <https://entrackr.com/2024/04/ms-dhoni-backs-electric-cycle-maker-EMotorad/>



 **BUSINESS INSIDER**
INDIA

Dhoni goes electric: Former team India captain invests in affordable e-bike start-up EMotorad



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Not Just Cricket Field, MS Dhoni Bats For This Electric Cycle Brand By Becoming An Investor



Inc42

NEWS

EV Startup EMotorad Ropes In Dhoni As Equity Investor

16 Apr'24 | By Bhupendra Paintola

Campaign Press Release

- <https://www.financialexpress.com/business/brandwagon-EMotorad-launches-campaign-featuring-ms-dhoni-3450891/>
- <https://www.storyboard18.com/advertising/EMotorad-launches-new-campaign-with-ms-dhoni-28600.htm>
- <https://brandequity.economictimes.indiatimes.com/news/advertising/EMotorad-brings-meme-to-life-with-ms-dhoni/109127162>
- <https://www.afaqs.com/news/advertising/EMotorad-turns-dhoni-viral-meme-into-ad-grabs-social-media-attention>



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Advertising · 1 Min Read

EMotorad brings meme to life with MS Dhoni



By afaqs! news bureau | Published: 6 Apr 2024, 4:45 IST

ADVERTISING

EMotorad turns Dhoni's viral meme into ad, grabs social media attention

Share Via:     



Business News / Business / Brandwagon / EMotorad Launch

FINANCIAL EXPRESS
Read to Lead

EMotorad launches campaign featuring MS Dhoni



EMotorad launches new campaign with MS Dhoni



Viral Video Coverage

- <https://www.financialexpress.com/auto/electric-vehicles/ms-dhoni-snapped-riding-a-doodle-v3-e-bicycle/3440512/>
- <https://zeenews.india.com/video/news/ms-dhoni-spotted-riding-his-e-cycle-video-goes-viral-2735220.html>
- <https://timesofindia.indiatimes.com/auto/electric-bikes/ms-dhoni-spotted-riding-doodle-made-in-india-electric-cycle-video-goes-viral/articleshow/108874079.cms>



ZEENEWS

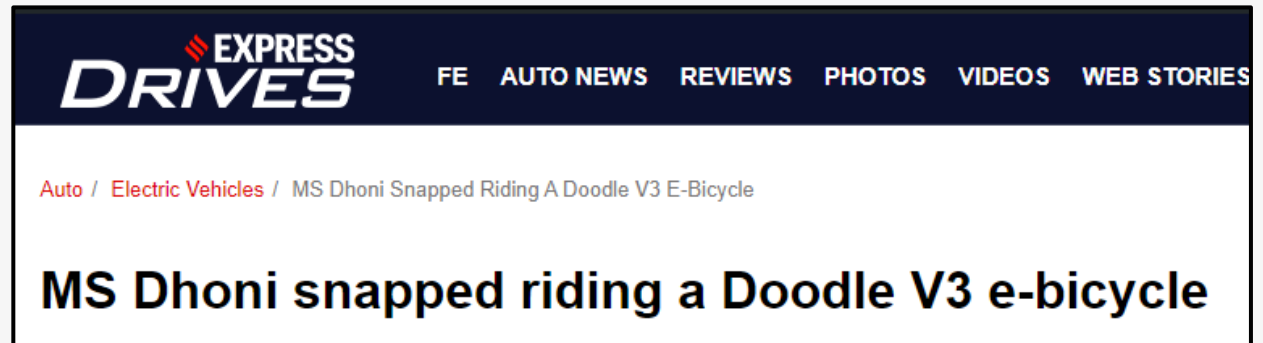
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LATEST INDIA LOK SABHA ELECTION 2024 CRICKET SUCCESS STORY ENTERTAINMENT LIFESTYLE BUSINESS

News ▶ Videos

MS Dhoni Spotted Riding His E-Cycle, Video Goes Viral

Bhavya Singh | Updated: Mar 29, 2024, 12:15 PM IST



EXPRESS DRIVES

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Auto / Electric Vehicles / MS Dhoni Snapped Riding A Doodle V3 E-Bicycle

MS Dhoni snapped riding a Doodle V3 e-bicycle



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NEWS / AUTO NEWS / ELECTRIC BIKE NEWS / MS Dhoni Spotted Riding Doodle, Made-In-India Electric Cycle, ...

TRENDING Naga Chaitanya Nissan Magnite Geza Cvt Bmw S 1000 xr Range Rover Mahindra Xuv 3xo Toyota

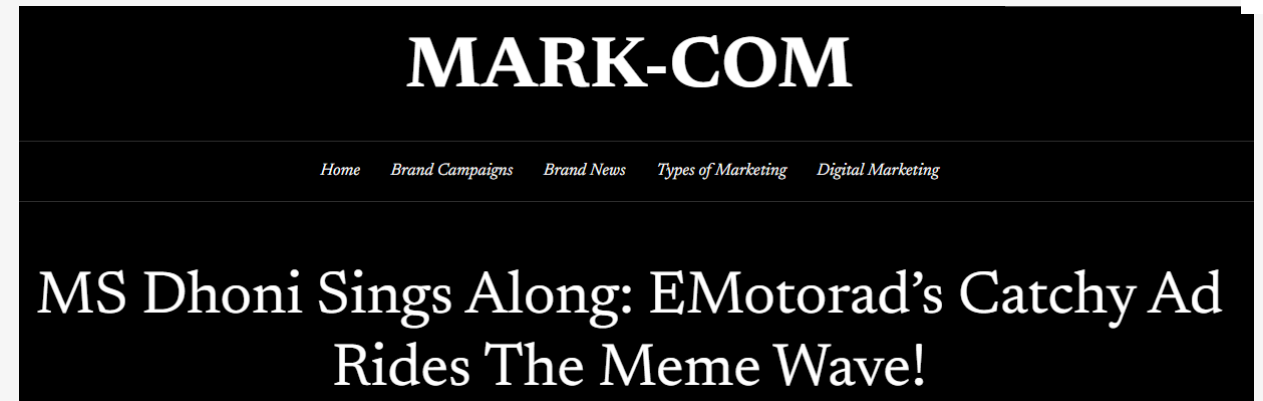
MS Dhoni spotted riding Doodle, made-in-India electric cycle, video goes viral

TIMESOFINDIA.COM / Updated: Mar 29, 2024, 15:12 IST

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Viral Video Coverage

- <https://mediabrief.com/EMotorad-gets-dhoni-singing/>
- <https://www.marketingmoves.in/campaign-coverage/EMotorad-x-dhoni-the-brand-turns-captain-cools-viral-meme-into-a-fun-ad>
- <https://mark-com.in/2024/04/06/ms-dhoni-sings-along-EMotorads-catchy-ad-rides-the-meme-wave/>



MARK-COM

Home Brand Campaigns Brand News Types of Marketing Digital Marketing

MS Dhoni Sings Along: EMotorad's Catchy Ad Rides The Meme Wave!



MARKETING MOVES

CAMPAIGN COVERAGE

EMotorad X Dhoni: The Brand Turns Captain Cool's Viral Meme into a Fun Ad



MEDIA BRIEF Advertising > EMotorad gets Dhoni singing 'Bole Jo Koyal' in their latest brand campaign

Marketing Advertising

EMotorad gets Dhoni singing 'Bole Jo Koyal' in their latest brand campaign

Results

- Positioned EMotorad as a leader in the EV space
- Actively positioned the spokespersons as a thought leader in the industry
- Positioned and placed the brand and the spokesperson in prominent media publications and actively talked about the recent developments in the media