SDG7 Energy Compact of Ather Energy Private Limited/Bangalore/Tarun Mehta & Swapnil Jain

A next Decade Action Agenda to advance SDG7 on sustainable energy for all, in line with the goals of the Paris Agreement on Climate Change

SECTION 1: AMBITION

1.1. Ambitions to achieve SDG7 by 2030. *[Please select all that apply, and make sure to state the **baseline** of each target]*
(Member States targets could be based on their NDCs, energy policies, national five-year plans etc. targets for companies/organizations could be based on their corporate strategy)

☐ **7.1.** By 2030, ensure universal access to affordable, reliable, and modern energy services.	Target(s): Time frame: Baseline: Context for the ambition(s):
☐ **7.2.** By 2030, increase substantially the share of renewable energy in the global energy mix.	**7.2.1 Target:** Create a community of 0.5 Mn highly engaged EV advocates across India via Ather Energy's community building program. **Timeframe:** 2021 – 2026 **Baseline:** Presently, Ather Energy has an active EV advocate community of 8k members out of the 18k registered members on the Ather Energy EV forum. These energy advocates are recognized by their levels of engagement and participation in various forum discussions and posts. **Context:** Ather Energy EV community is the **largest online electric vehicle community** in the country with 18K registered members. The EV community is witnessing a growth rate of 7.5% new users per month. Ather Energy's EV community consists of customers, prospective customers, and EV enthusiasts, who participate in discussions on diverse topics like daily usage, running costs, New EV technology, running and maintenance, etc. Ather Energy also gathers rich user insights and perspectives from these members. Ather Energy aims to expand the base of active forum users to 0.5Mn by 2025 in a bid to drive more awareness of EVs and engage with EV users and Ather Energy's customers. **7.2.2 Target:** Create awareness on the benefits of using EVs for personal mobility amongst 56 Mn people through in-person and group interactions. **Time frame:** 2021 - 2030 **Baseline**: Currently ~1 million people have interacted and experienced an Ather Energy EV. These people have interacted with Ather on various channels including community events, Open houses, and Ather Energy Experience Centers. **Context for the ambition:** Ather Energy is constantly involved in interacting with more customers and educating them on the benefits of EVs, superiority in technology and impact on the environment. The physical connect approach includes events such as community rides, open houses, and direct interactions at Ather Energy Experience centers that give customers in-depth information on EV technology and first hand touch and feel experience to riding an EV. Most of these customers get to ride EVs for the first time and most of their queries around ride quality, power delivery, charging, longevity, ownership costs, etc. are addressed over a 40–60-minute interaction with a Product Specialist or Community Manager. We have been receiving very positive reviews around these interactions with about 15%-20% of these customers going on to purchase an Ather Energy EV. **7.2.3 Target:** Create awareness on the benefits of using EVs for personal mobility with a reach to 200 Mn people by 2030 through Ather Virtual Connect Program highlighting the benefits of EVs. **Time frame:** 2021 - 2030 **Baseline**: Currently ~10 million people have interacted with various content put out by the Ather Energy Team on the Internet, Social Media, Blog posts, etc. **Context for the ambition:** The content creation team at Ather Energy has been creating and sharing informational content with Indian consumers highlighting the EV technology and its benefits over ICE vehicles. The content created is in the form of Social media posts, blogs, Videos and infographics. The impact is measured in reach (unique impressions) of such activities. This content creates awareness amongst the audience on EVs and creates more EV considerers. We plan to continue this effort and expand the reach of such efforts.

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	7.2.4 Target: Achieve *50% contribution of renewable energy sources for electricity consumption at Ather and its vendors* **Time frame:** 2021 - 2026 **Baseline:** Currently the Source of Ather Energy's current power consumption is majorly from non-renewable sources. **Context for the ambition(s):** Ather Energy and its vendor ecosystem currently uses the power available from the local grids. This energy is deployed at its manufacturing facilities, workspaces and Charging outlets (across various cities). Ather plans to transition to renewable sources of energy across these touchpoints.
☒ **7.3.** By 2030, double the global rate of improvement in energy efficiency.	**7.3.1. Target:** Improving the energy efficiency of personal urban commute through two-wheelers by a factor of 6 times and reducing their carbon footprint by 0.3 million metric tons. This will be done by substituting 14 million two-wheelers ICE vehicles with Ather two-wheeler EVs. **Time frame:** 2022-2030 **Baseline:** Energy consumption by an ICE two-wheeler over its lifetime is 13350 kWh. This can be reduced to 2400 kWh by an electric Ather two-wheeler **Context for the ambition(s):** NITI Aayog and RMI projected EV sales penetration of 80% for two and three-wheelers, 50% for four-wheelers, and 40% for buses by 2030. While achieving these penetration levels, Ather plans to sell 14 million electric two-wheelers and hence improve the energy efficiency for the personal commute. **7.3.2 Target:** Improve Lifetime Electricity Consumption of power consumed by an Ather two-wheeler from 2400 kWh to 1800 kWh between 2020 and 2030 with the help of advancement in Cell Technology and powertrain efficiencies. **Time frame:** 2022-2030 **Baseline**: Ather Energy's Electric two-wheelers had a range of 25.68 km per kWh in 2017. This range has been improved to 39.38 km per kWh in 2020, which leads to less electricity consumption over a lifetime. We plan to further innovate and optimize the per KWh range of the vehicles.
☐ **7.a.** By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.	Target(s): Time frame: Baseline: Context for the ambition(s):
☐ **7.b.** By 2030, expand infrastructure and upgrade technology for supplying modern and sustainable energy services for all in developing countries, in particular least developed countries, small island developing States, and land-locked developing countries, in accordance with their respective programs of support.	Target(s): Time frame: Baseline: Context for the ambition(s):

1.2. Other ambitions in support of SDG7 by 2030 and net-zero emissions by 2050. ***[Please describe below e.g., coal phase out or reforming fossil fuel subsidies etc.]***

Target(s): Time frame: Baseline: Context for the ambition(s):

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SECTION 2: ACTIONS TO ACHIEVE THE AMBITION

2.1. Please add at least one key action for each of the elaborated ambition(s) from section 1. [Please add rows as needed].

• **7.2.1 Target:** Create a community of 0.5 Mn highly engaged EV advocates across India via Ather Energy's Community building program.
  ○ Create awareness amongst non-aware audiences about the portal
  ○ Create digital awareness campaigns to inform people of the presence of the online portal.
  ○ Diligently moderate and actively resolve consumer concerns and queries regarding the usage of EVs via an active community of Forum moderators.
• **7.2.2 Target:** Create awareness on the benefits of using EVs for personal mobility amongst 56 Mn people through in-person and group interactions through the Physical Connect Program.
  ○ Drive physical community engagement activities such as community rides, open houses, interactive AMA sessions, etc. with Two-wheeler purchase intenders.
  ○ Create campaigns to generate awareness about Ather Experience centres and EVs.
  ○ Create a network of Experience centres with well-trained product specialists across the top 200 cities across India.
  ○ Train, motivate and monitor the experience and pitch across Ather Experience centres and events.
• **7.2.3 Target:** Create awareness on the benefits of using EVs for personal mobility with a reach to 200 Mn people by 2030 through Ather Virtual Connect Program highlighting the benefits of EVs.
  ○ Create Videos, Blog posts, and other social media content to generate awareness amongst the intended audience.
• **7.2.4 Target:** Achieve 50% contribution of renewable energy sources for electricity consumption at Ather and its vendor
  ○ Replace 80% DG load with Solar powered Inverter in Ather Manufacturing facilities
  ○ Replace 100% Ather Public Charging Infrastructure Electricity source with Clean Energy
  ○ Introduce Onboarding Mandate for New Dealership partners to take clean energy source to power their Experience Center facility
  ○ Replace 30% Existing Dealership Experience Center facility electricity source with Clean Energy
	Start and end date
	2021 / 2030

• **Section 7.3.1:**
  ○ Network Expansion and network empowerment to improve geographical reach into more than 200 cities in India by 2025
  ○ Create awareness amongst Indian consumers and increase EV adoption
  ○ Increase Charging Infrastructure coverage and reduce charging time to reduce barriers to adoption
• **Section 7.3.2:**
  ○ Improve the energy efficiency of our EVs two-Wheeler, i.e., Improving two-wheeler range/ mileage per kWh of Battery
  ○ Ather is committed to work on reduction of Bill of Materials Cost and proportionately transfer the price benefit to the customers
	Start and end date
	2022 / 2030

SECTION 3: OUTCOMES

3.1. Please add at least one measurable and time-based outcome for **each** of the actions from section 2. *[Please add rows as needed].*

Section 7.2.1: 0.5Mn active users on the Ather Energy EV Forum characterized by participation in discussion and value addition to discussions.
Section 7.2.2: 56Mn users participation via walk-in to Experience centres, and participation in community events and Open houses.
Section 7.2.3: 200Mn customer reach numbers to EV category-specific content
Section 7.2.4: Renewable Energy contribution to Ather Energy's energy consumption at 50% in FY2026
Section 7.3.1:
  ○ Propagate Ather products for personal mobility in the top 200 cities of the country by 2025
  ○ Achieve BoM (Bill of Materials) cost optimization to make two-wheeler EVs comparable to ICE equivalents without Government subsidies by 2030
  ○ Charging time to be reduced to less than 10 mins for 100 km range by 2025
Section 7.3.2
  ○ Per charge riding range to be increased to 80 km per kWh to currently 40 km per kWh by 2025
	Start and end date
	2021 / 2030

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SECTION 4: REQUIRED RESOURCES AND SUPPORT

4.1. Please specify required finance and investments for **each** of the actions in section 2.

Funding support:
Debt Financing: USD 200 Mn
Equity Funding: USD 200 Mn

Financing support:

1. Access to competitive financing for projects (EV manufacturing are not classified under the Infra bucket for project financing, limiting access to competitive terms from the financing system). Alternate financing options for large scale EV manufacturing and operations projects must be identified
2. Clean/ Electric mobility is an evolving sector wherein technological advances are being held by Startups. These advances are highly IP driven and require huge investment into R&D, manufacturing, consumer awareness & Human capital. Unconventional financing options need to be identified.

Other support:
The mission of replacing ICE two-wheelers requires huge support from the Government in terms of policies and funding. The EV mobility sector needs to be evangelized by creating market awareness & increasing competition. Market adaption for EVs is majorly seeing 2 challenges: Battery Charging time and Range anxiety. These areas require expertise and huge investment in tech – Talent capital and Infra Capital.

1. To accomplish this mission, Cells manufacturing needs to be localized. Dependencies on a handful number of companies and rapidly changing technology in Li-ion cells makes it difficult to switch to better and low-cost technology. Balance is required in the Supply Demand equation in Cells Manufacturing where Demand is rapidly increasing along with the technology. Eg: From cylindrical cells to Pouch cells, the technology & cost has improved twice but the demand increased by 5 times. Having an imbalanced equation will always keep the negotiation room occupied
2. Facilitating Charging Connector standardization globally
3. Vehicle Homologation standardization for faster expansion across the globe
4. Financing the Battery via a subscription model – Battery subscription is a product for increasing EV adaption where the initial capital cost is reduced for the customer and in return, customer pays a nominal amount per month to the leasing company. Government backing can support Leasing companies by lowering the risk of defaulters.

4.2. [For countries only] In case support is required for the actions in section 2, please select from below and describe the required support and specify for which action.
[Examples of support for Member States could include: Access to low-cost affordable debt through strategic de-risking instruments, capacity building in data collection; development of integrated energy plans and energy transition pathways; technical assistance, etc.]

☐Financing	
☐ In-Kind contribution	
☐ Technical Support	
☐ Other/Please specify	

SECTION 5: IMPACT

5.1. Countries planned for implementation including number of people potentially impacted.

Current Target Regions: SAARC, LATAM and ASEAN countries
India, Bangladesh, Nepal, Sri Lanka, Bhutan, Colombia, Chile, Mexico, Argentina, Guatemala, Thailand, Vietnam, Indonesia, Turkey, Kenya

Impacted Population: 14 million households

5.2. Alignment with the 2030 Agenda for Sustainable Development – Please describe how **each** of the actions from section 2 impact advancing the SDGs by 2030.
[up to 500 words, please upload supporting strategy documents as needed]

SDG3: Strong focus on employee wellness programs and Insurance; Reduction of emissions due to the usage of EVs leads to better air quality and hence overall health benefits (Linking Insurance with the vehicle owned)
SDG7: Improving Energy Efficiency by 6 times & reducing Carbon footprints by 0.3 million mt through EV mobility applications
SDG5: 11% currently to 35% by 2030 of women employees (on-payroll); 19% currently to 40% by 2030 of women employees (contract)
SDG8: Benefits provided to all employees; Salary to be maintained at higher level than local/minimum wage
SDG9: Heavy investment in R&D to solve energy efficiency, customer anxiety on range and charging time

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SDG11: Setting up a sustainable charging ecosystem across several cities; Focus on educating customers on road safety, thus contributing to reduction in road accidents
SDG12: Reduce waste in operations; Circular practices in production; Sustainable water management; Providing customers with responsible choices for mobility
SDG13: Reduction in Carbon emission through commuting leads to improving climate conditions

Detailed impact report **can be accessed here**

5.3. Alignment with Paris Agreement and net-zero by 2050 - Please describe how **each** of the actions from section 2 align with the Paris Agreement and national NDCs (if applicable) and support the net-zero emissions by 2050.
[up to 500 words, please upload supporting strategy documents as needed]

Targets contribute directly to India's Nationally Determined Contribution at the CoP21 Paris Agreement of

- Achieving 40% share of non-fossil-fuel based installed power generation capacity by 2030.
- Reducing its share of emissions intensity of its GDP by 33-35% over 2005 levels by 2030.

SECTION 6: MONITORING AND REPORTING

6.1. Please describe how you intend to track the progress of the proposed outcomes in section 3. Please also describe if you intend to use other existing reporting frameworks to track progress on the proposed outcomes.

Ather Energy has partnered with Aspire Impact Missions focuses on impact leadership and ecosystem development. Aspire conduct Ather Energy Impact Assessment for every Financial year based on their 4P proprietary methodology – Product, People, Planet & Policy Impact. In addition to the Impact work going on **SDG7**, Ather also creates an impact on **SDG3, SDG5, SDG8, SDG9, SDG 11, SDG12, SDG13**. Please find past sources of reports and news feed below:
Report: Source 1
News coverage: Source 2; Source 3; Source 4; Source 5; Source 6

SECTION 7: GUIDING PRINCIPLES CHECK LIST

Please use the checklist below to validate that the proposed Energy Compact is aligned with the guiding principles.

I. Stepping up ambition and accelerating action - Increase contribution of and accelerate the implementation of the SDG7 targets in support of the 2030 Agenda for Sustainable Development for Paris Agreement

I. 1. Does the Energy Compact strengthen and/or add a target, commitment, policy, action related to SDG7 and its linkages to the other SDGs that results in a higher cumulative impact compared to existing frameworks? ☒Yes ☐No

I.2. Does the Energy Compact increase the geographical and/or sectoral coverage of SDG7 related efforts? ☒Yes ☐No

I.3. Does the Energy Compact consider inclusion of key priority issues towards achieving SDG7 by 2030 and the net-zero emission goal of the Paris Agreement by 2050 - as defied by latest global analysis and data including the outcome of the Technical Working Groups? ☒Yes ☐No

II. Alignment with the 2030 agenda on Sustainable Development Goals – Ensure coherence and alignment with SDG implementation plans and strategies by 2030 as well as national development plans and priorities.

II.1. Has the Energy Compact considered enabling actions of SDG7 to reach the other sustainable development goals by 2030? ☒Yes ☐No

II.2. Does the Energy Compact align with national, sectoral, and/or sub-national sustainable development strategies/plans, including SDG implementation plans/roadmaps? ☒Yes ☐No

II.3. Has the Energy Compact considered a timeframe in line with the Decade of Action? ☒Yes ☐No

III. Alignment with Paris Agreement and net-zero by 2050 - Ensure coherence and alignment with the Nationally Determined Contributions, long term net zero emission strategies.

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III.1. Has the Energy Compact considered a timeframe in line with the net-zero goal of the Paris Agreement by 2050? ☐Yes ☐No N/A - India does not have a net-zero target.

III.2. Has the Energy Compact considered energy-related targets and information in the updated/enhanced NDCs? ☒Yes ☐No

III.3. Has the Energy Compact considered alignment with reaching the net-zero emissions goal set by many countries by 2050? ☐Yes ☐No N/A - India does not have a net-zero target.

IV. Leaving no one behind, strengthening inclusion, interlinkages, and synergies - Enabling the achievement of SDGs and just transition by reflecting interlinkages with other SDGs.

IV.1. Does the Energy Compact include socio-economic impacts of measures being considered? ☒Yes ☐No

IV.2. Does the Energy Compact identify steps towards an inclusive, just energy transition? ☒Yes ☐No

IV.3. Does the Energy Compact consider measures that address the needs of the most vulnerable groups (e.g. those impacted the most by energy transitions, lack of energy access)? ☒Yes ☐No

V. Feasibility and Robustness - Commitments and measures are technically sound, feasible, and verifiable based a set of objectives with specific performance indicators, baselines, targets and data sources as needed.

V.1. Is the information included in the Energy Compact based on updated quality data and sectoral assessments, with clear and transparent methodologies related to the proposed measures? ☒Yes ☐No

V.2. Has the Energy Compact considered inclusion of a set of SMART (specific, measurable, achievable, resource-based and time based) objectives? ☒Yes ☐No

V.3. Has the Energy Compact considered issues related to means of implementation to ensure feasibility of measures proposed (e.g. cost and financing strategy, technical assistant needs and partnerships, policy and regulatory gaps, data and technology)? ☒Yes ☐No

SECTION 8: ENERGY COMPACT GENERAL INFORMATION

8.1. Title/name of the Energy Compact

Ather Energy - Energy Compact

8.2. Lead entity name (for joint Energy Compacts please list all parties and include, in parenthesis, its entity type, using entity type from below)

Ather Energy Private Limited

8.3. Lead entity type

☐ Government	☐ Local/Regional Government	☐ Multilateral body /Intergovernmental Organization
☐ Non-Governmental Organization (NGO)	☐ Civil Society organization/Youth	☐ Academic Institution /Scientific Community
☒ Private Sector	☐ Philanthropic Organization	☐ Other relevant actor

8.4. Contact Information

Tarun Mehta, C/O Ather Energy Pvt Ltd, IBC Knowledge Park, 3rd Floor, Tower D, Bannerghatta Main Rd, Bhavani Nagar, S.G. Palya, Bengaluru, Karnataka 560029.
Email : Tarun.m@atherenergy.com ; Business.relations@Atherenergy.com . Phone : 080-66465757

8.5. Please select the geographical coverage of the Energy Compact

☐Africa ☒Asia and Pacific ☒Europe ☒Latin America and Caribbean ☐North America ☐West Asia ☒Global

8.6. Please select the Energy Compact thematic focus area(s)

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☐ Energy Access ☒ Energy Transition ☒ Enabling SDGs through inclusive just Energy Transitions ☒ Innovation, Technology and Data ☐ Finance and Investment.

SECTION 9: ADDITIONAL INFORMATION (IF REQUIRED)

Please provide additional website link(s) on your Energy Compact, which may contain relevant key documents, photos, short video clips etc.

Detailed External Impact Assessment report **can be accessed here**