

END ICE AGE
PART 1 AUGUST 15

SEPTEMBER 2023
ISSUE NO. 02

EndICEage

MAGAZINE



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Dawn of an All-Electric India

Founder's Note

In the past two years, Ola has firmly established itself as a frontrunner in India's EV adoption. I take pride in our accomplishments and am sincerely thankful for the trust and love we've received from our community. Through groundbreaking products and technological advancements, we've made remarkable progress in our mission to #EndICEAge. Today, India stands at the threshold of electrification, and we are proud to lead this with our game-changing products and technologies.

August 15th, 2023 marked a significant milestone in our Ola journey- a day of celebration for India's Independence and our Annual Customer Day.

With speed and a clear vision, we are committed to supporting the country's leadership in Electrification. By cultivating core technologies in-house and embracing economies of scale, localized supply chains, and manufacturing engineering, we will ensure complete price parity between ICE and EV vehicles.

The introduction of our all-new Gen 2 engineering platform stands as a testament to our dedication to ICE vs. EV price parity. This platform is the epitome of advanced EV 2W engineering. Our new range of scooters, including the Ola S1 Pro, Ola S1 Air, and Ola S1 X portfolio, hinges on this new platform, making ICE products a far less attractive choice for customers.

I'm also excited about the debut of Ola's electric motorcycles, slated for launch by the end of 2024. Designed and engineered in-house, these motorcycles signify Ola's leap into the future of motorcycling.

Ola's success rests on the support of over 300,000 Ola community members who have rooted for us. I genuinely believe that with our team's dedication, strategic investments in R&D, and unwavering pursuit of excellence, we will revolutionize mobility in India. Together, let's forge a future that's cleaner, greener, and more sustainable.



Bhavish Aggarwal



Spotlight moments

Customer Day 2023.

#EndICEage

On August 15th, 2023, Ola celebrated its 2nd annual Customer Day with the community joining from across the country. The Ola Futurefactory hosted a majestic event, attended by community members, media, and EV enthusiasts.

Customer Day 2023 marked the most electrifying EV event of the year- End ICE Age Part 1. We yet again opened the doors of the world's largest 2-wheeler factory- the Ola Futurefactory, and gave the Ola community a chance to experience the birthplace of the electric revolution.

At the event, Bhavish Aggarwal, Founder and CEO, and Anshul Khandelwal, Chief Marketing & Revenue Officer, led the revolution to end ICE age. With a whole new and improved EV platform - Gen 2, multiple new launches, the indigenously developed 4680 cell, and a peek into the future of motorcycling, the event marked the dawn of an all-electric India.

Check the video out here



40,000+

Ola Community members celebrated Customer Day 2023.



Community members gathered at the Ola Futurefactory and at Ola Experience Centres across India.



The event was live-streamed in 6 languages in real time using AI.

75,000+

People watched the event livestream online.

The future is EV

Making India all electric.

ICE vs EV

India, the world's largest human hub, thrives on two-wheelers. With nearly ~40 lakh of them purchased each year, and a lot of them being petrol-driven.

Comparing EVs to traditional petrol vehicles uncovers a striking truth. EVs boast operational and maintenance costs a mere fraction of their counterparts. They also operate at 1/10th the cost of ICE vehicles. That means savings of up to ₹30,000/y or ₹2,500/m.

Then why the slow shift to EVs?

Until August 15th, 2023, affordable EV scooters lagged behind the petrol versions (₹1,50,000 vs. ₹95,000), a challenge for the masses.

Change arrived with our Gen 2 platform. The launch of our new EVs- Ola S1 Pro, Ola S1 Air, and Ola S1 X has bridged the cost gap.

The Ola S1 X, our latest commitment, blends style and substance. Its pricing starts at ₹89,999, making EV adoption a lot easier.

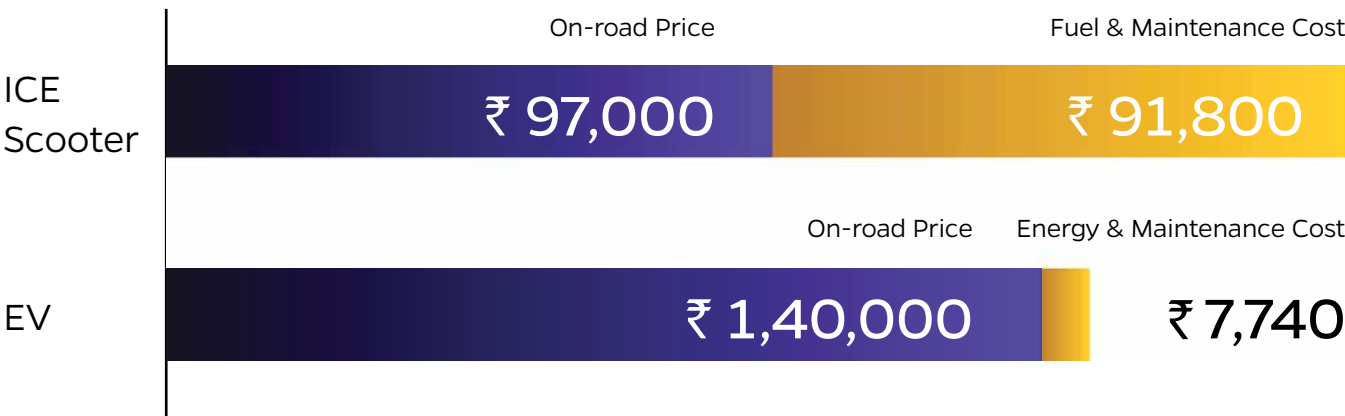
Maintenance cost of ICE vehicles



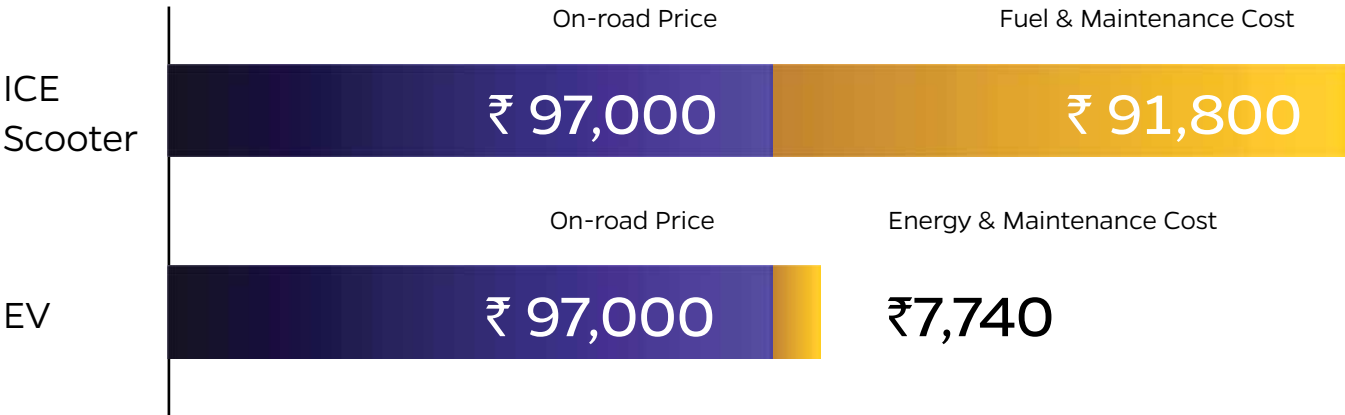
Maintenance cost of EV vehicles



ICE vs EV - 3 Years Ownership Cost



Total Savings in 3 Years
₹ 41,060



Total Savings in 3 Years
₹ 84,060

The all-new Gen 2 platform

Lighter. Stronger. More Efficient.

GEN 2

The next-generation EV platform has a two-fold purpose - enhancing performance while also cutting costs.

To make this happen, we implemented crucial changes across the entire platform, including all its components: Motor, Battery, Electrical & Electronic System, and Frame.

Check the video out here



Overview

With Gen 2, we've achieved a remarkable balance of cost reduction and enhanced performance & design.

30% Boost in performance

25% Enhancement in thermal performance

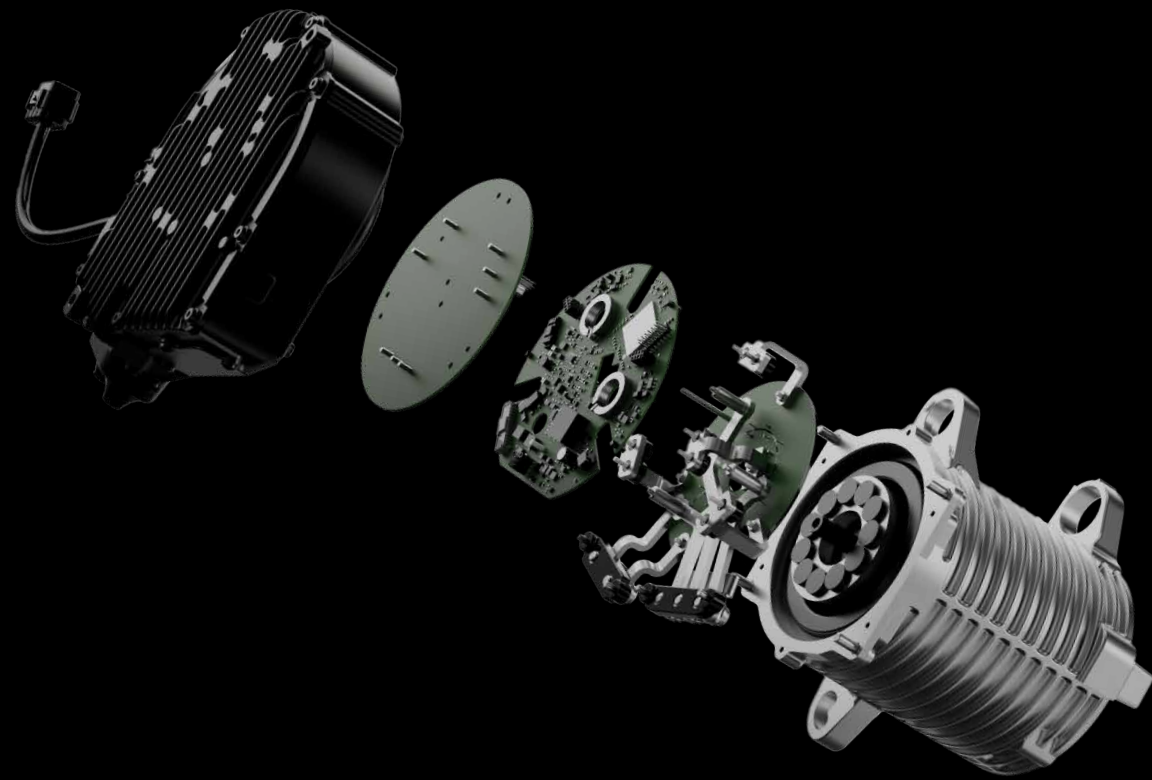
25% Reduction in cost

11% Reduction in parts

7% Decrease in energy consumption

6% Reduction in weight

MOTOR



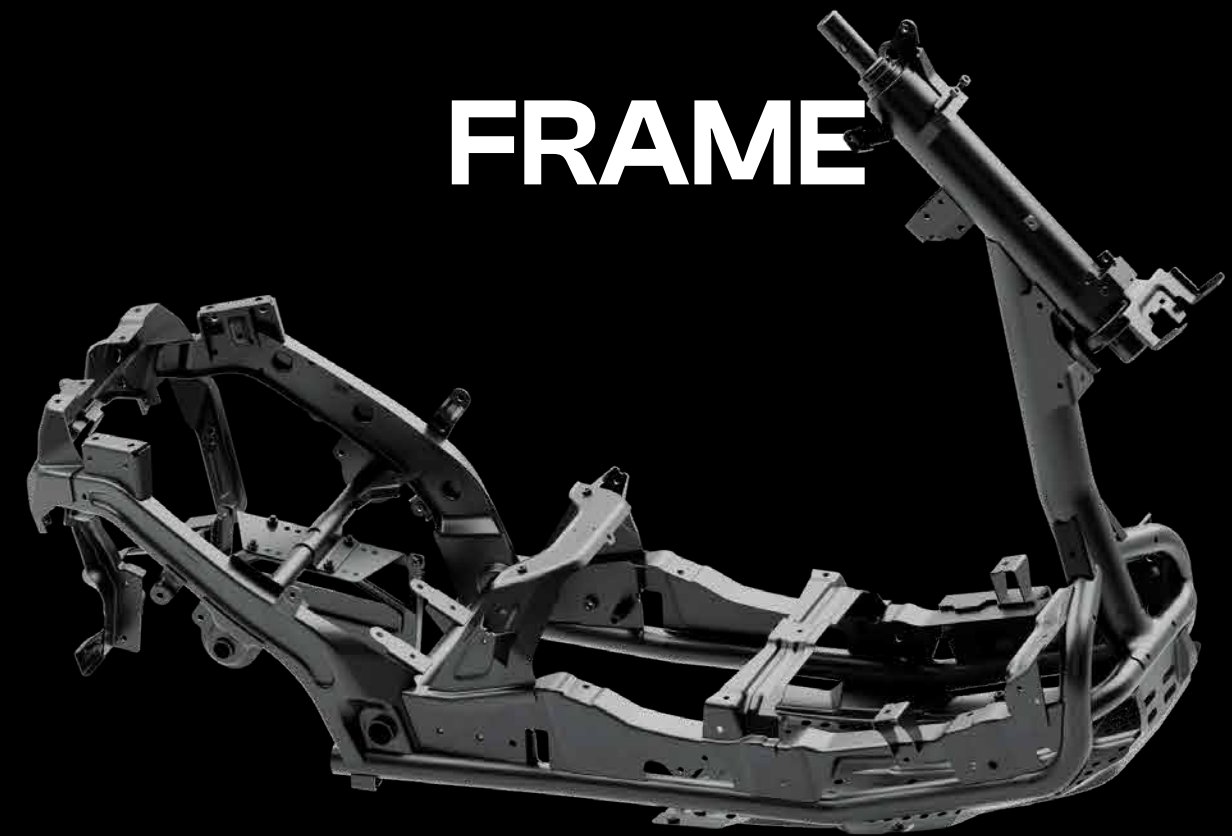
ELECTRICAL & ELECTRONIC SYSTEM



BATTERY



FRAME





MOTOR

To streamline and simplify the new motor, we integrated the motor control unit into the motor itself. We eliminated unnecessary components like the heatsink and AC cables. This reduction brought the part count down from 5 to 1. In Gen 2, the motor now delivers an impressive 11kW of peak power, marking a substantial 30% increase from the previous generation.



BATTERY

With 33% reduction in parts, the Gen 2 battery is lighter and more efficient. We replaced wiring with an aluminum busbar and upgraded the battery management system. We also introduced advancements such as separating low voltage and high voltage circuit boards, adding a thicker insulation layer, and implementing an O ring for extra safety. These enhancements significantly improve thermal performance and safety.



FRAME

In a significant transformation, we upgraded our platform from a tubular frame architecture to a more robust and hybrid frame architecture. This transition reduced the number of components required. For instance, the side structure now demands 70% fewer parts, dropping from 22 to just 6 components. This change has contributed to a substantial weight reduction. We also redesigned the rear structure part assembly for increased strength, resulting in an all-new frame that is lighter, stronger, and more refined.



ELECTRICAL & ELECTRONIC SYSTEM

We reduced the number of components, bringing down the count of Electronic Control Units from 10 to 5. The wiring harness diameter saw a 40% reduction in size, resulting in an 8% decrease in weight. Overall, these changes led to a 25% reduction in total energy consumption. Notably, the control system is now centralized, marking our first-ever Centralized Compute System for EVs.

The New S1 Portfolio



THE THRILL MACHINE

OLA S1 Pro

The all-new, second-generation S1 Pro. It's the fastest electric scooter in India. Ever. Your ticket to pure adrenaline, at the flick of a wrist. Power up, buckle in, take the streets by storm.

195 km

Certified Range

120 kmph

Top Speed

11 kW

Peak Power

Check the video out here



THE VERSATILE

151 km

Certified Range

90 kmph

Top Speed

6 kW

Peak Power

OLA S1 Air

Meet your perfect urban companion. Through narrow streets, impromptu detours, last-minute grocery runs, or quick chai breaks - the Ola S1 Air's got you. Turning every mundane ride, into a joyride.

Check the video out here



STYLE. SAVINGS.

OLA S1 X

The all-new S1 X is all set to make petrol 2-wheelers obsolete. The S1 X is fun, stylish and available in 3 variants.

Check the video out here



151 km

Certified Range

90 kmph

Top Speed

6kW

Peak Power



MoveOS 4

Changing the way
you move. Again.

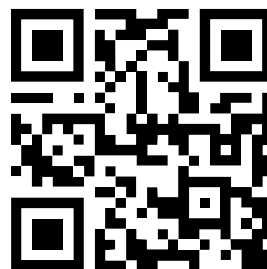
MoveOS

100+ improvements. Industry-first features.

Our latest over-the-air update is set to change the way you move. Again. With all the features you've been waiting for, and more.

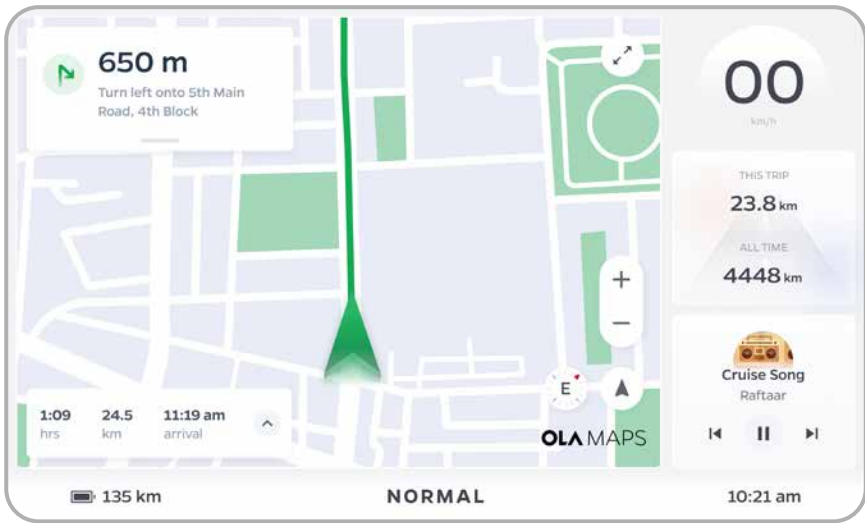
Beta roll-out starting on 15th September

Check the video out here



MoveOS 4

OLA MAPS



Share location
from App



Find my Scooter



Improved
Proximity Unlock



Tamper
Alert

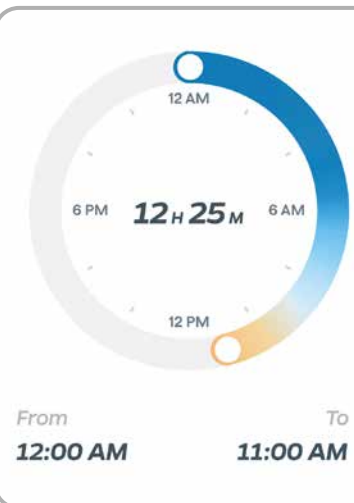
Garage
Mode



Hill Descent
Hold



Concert
Mode



SPORT MODE
Active



HYPER MODE
Active



Profile Controls



Increased
Range



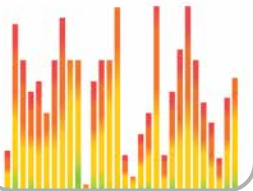
Care Mood

Faster Hypercharging



Improved Regen

DISTANCE
9841 km



MONEY SAVED
₹10,983



REGEN
221.4 km



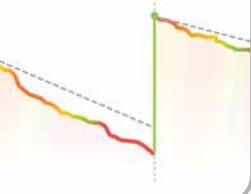
EFFICIENCY
32.8 Wh/km



BATTERY USAGE
1.3 kWh



RANGE
110 km



RECENT RIDE
31.2 km

AVG. SPEED
20 km/h

EFFICIENCY
25.6 Wh/km



Ride Journal

Li-ion 4680

The heart of the revolution.

The Cell

A big part of End ICE Age Part 1, was introducing our indigenously developed cell - 4680. It will be manufactured in the upcoming Gigafactory situated adjacent to the FutureFactory in Krishnagiri, Tamil Nadu. Set to become one of the world's largest cell factories, Ola's Gigafactory will boast a remarkable capacity of 100 GWh. It is scheduled to commence operations in early the next year with an initial capacity of 5 GWh.



THE FUTURE OF MOTORCYCLING

Check the video out here



ADVENTURE

For enthusiasts of thrill and adrenaline, the Adventure delivers purposefulness, strength, and steadfastness. Its tall, athletic, and upright stance brings forth a sense of purity and clarity to its purpose, setting it apart amidst a crowd of adventure bikes. The Adventure is all about conquering uncharted territory, being aware of the surroundings, and feeling one with the bike on the roads not taken.



CRUISER

Boasting relaxed posture lines, the Cruiser is crafted for the joy of cruising on open roads and embracing the sense of liberation they offer. Its mature yet foreboding appearance is complemented by sophisticated bodywork. The floating upper body seamlessly connects with the bike's rear section, creating a potent side profile that exudes tension.



DIAMOND HEAD

The Diamondhead stands as Ola's flagship motorcycle, representing our most ambitious project within the motorcycle portfolio. Bold design choices and powerful lines, the Diamondhead exudes a perpetual sense of motion. Its design is all about simplicity, form, and function, ensuring the rider enjoys the pure riding experience. The minimalist approach extends to the placement of the main headlamp above the front bumper, tucked away to achieve a stealthy and aerodynamic profile.



ROADSTER

Away from the design norms of conventional motorcycles, the Roadster sports a deconstructed appearance that epitomizes the principle of form following function. The Roadster also incorporates flowing elements around the charger cowl, contributing to its playful, agile, authentic, and focused aesthetic.



In focus: Ola Community

The backbone of
Ola's electric revolution.

Ola Community

Over 40,000 members of the Ola Community joined the Customer Day celebration at the Ola Futurefactory and Ola Experience Centres all across the country. Additionally, more than 75,000 people tuned in to the livestream.

Our community who visited our Ola Futurefactory in Krishnagiri, Tamil Nadu, enjoyed a firsthand experience of the revolution through guided tours, exhibits, and product demonstrations.

As for those who were at the Ola Experience Centres, the Community set out on a Freedom Ride soon after the livestream. The cheer of #EndICEage echoed through every street, lane and corner of the country.

We also hosted a free service camp across our extensive network of over 400 service centres on Customer Day. And announced 100+ service centres coming up soon.



6 languages. 1 electrifying event.

Multilingual livestream in
regional Indian languages.

Livestream

End Ice Age - Part 1 was live streamed in 6 languages - Hindi, Kannada, Telugu, Tamil, and Marathi. Simultaneously, the video was adjusted for lip-sync accuracy in each respective language.

The team then simulcasted these five language streams on YouTube and the Ola Silicon website. Collaboratively, experts from "Automatic Speech Recognition (ASR)," "Text To Speech (TTS)," and "Streaming" domains contributed to this beta product, which is undergoing rapid refinement.

ENGLISH

HINDI

हिन्दी

TAMIL

தமிழ்

TELUGU

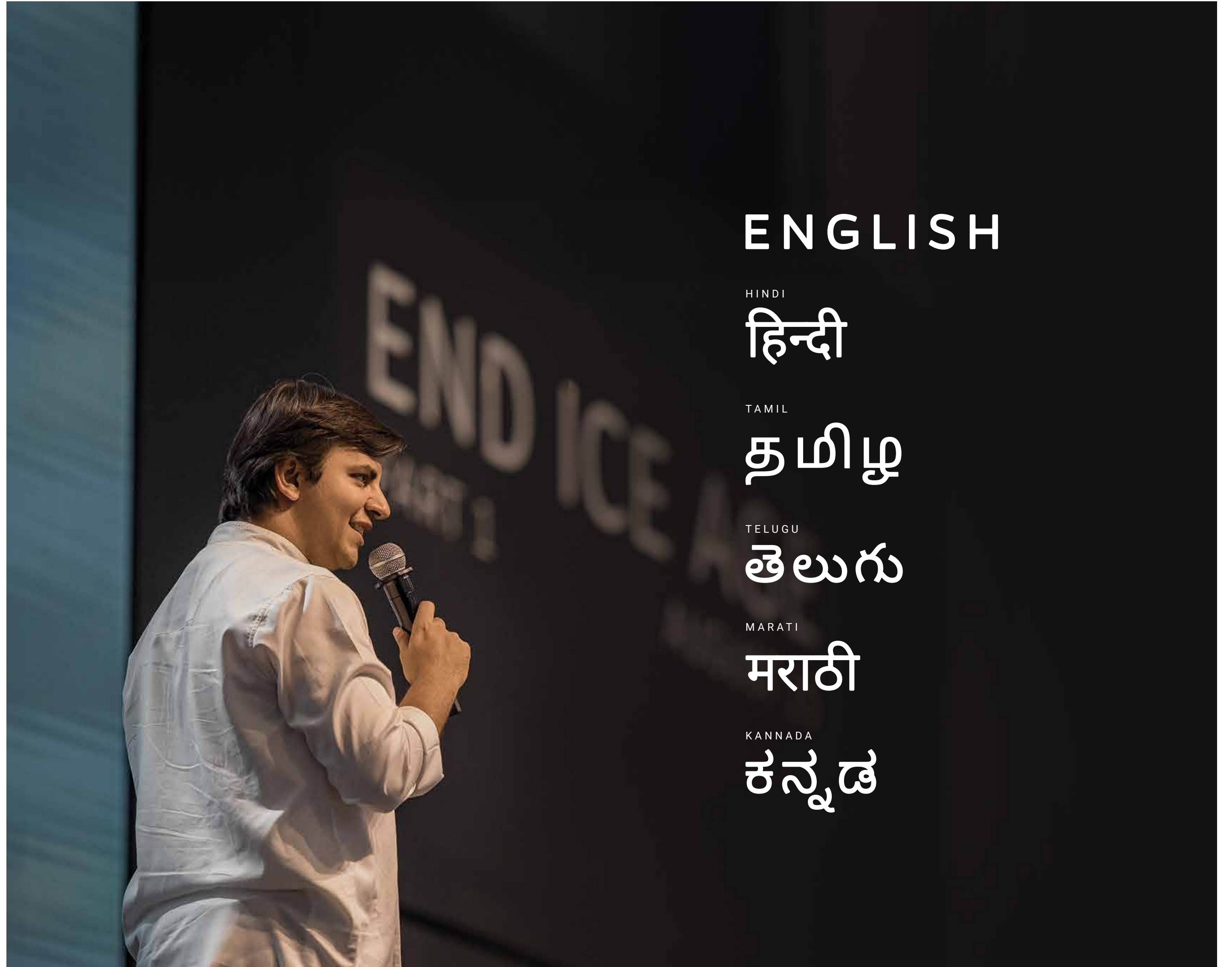
తెలుగు

MARATHI

मराठी

KANNADA

ಕನ್ನಡ



Community speaks: Umar

The every-weather scooter.

Ola **Community**

"Hailing from the breathtaking paradise of Kashmir, I've always been passionate about embracing sustainable and eco-friendly alternatives.

In fact, I am proud to be the first ever electric scooter owner in my region.

When I thought of buying an electric scooter, my first choice was Ola. And I am so happy with it.

Not only did it align perfectly with the delicate mountain ecosystem, but it also proved to be incredibly practical, especially in our challenging weather conditions.

I've ridden my Ola scooter even in the harshest of winters, where temperatures has dropped to -5 degrees Celsius.

"I've never faced any issues. A simple twist of the throttle, and I'm on my way!"

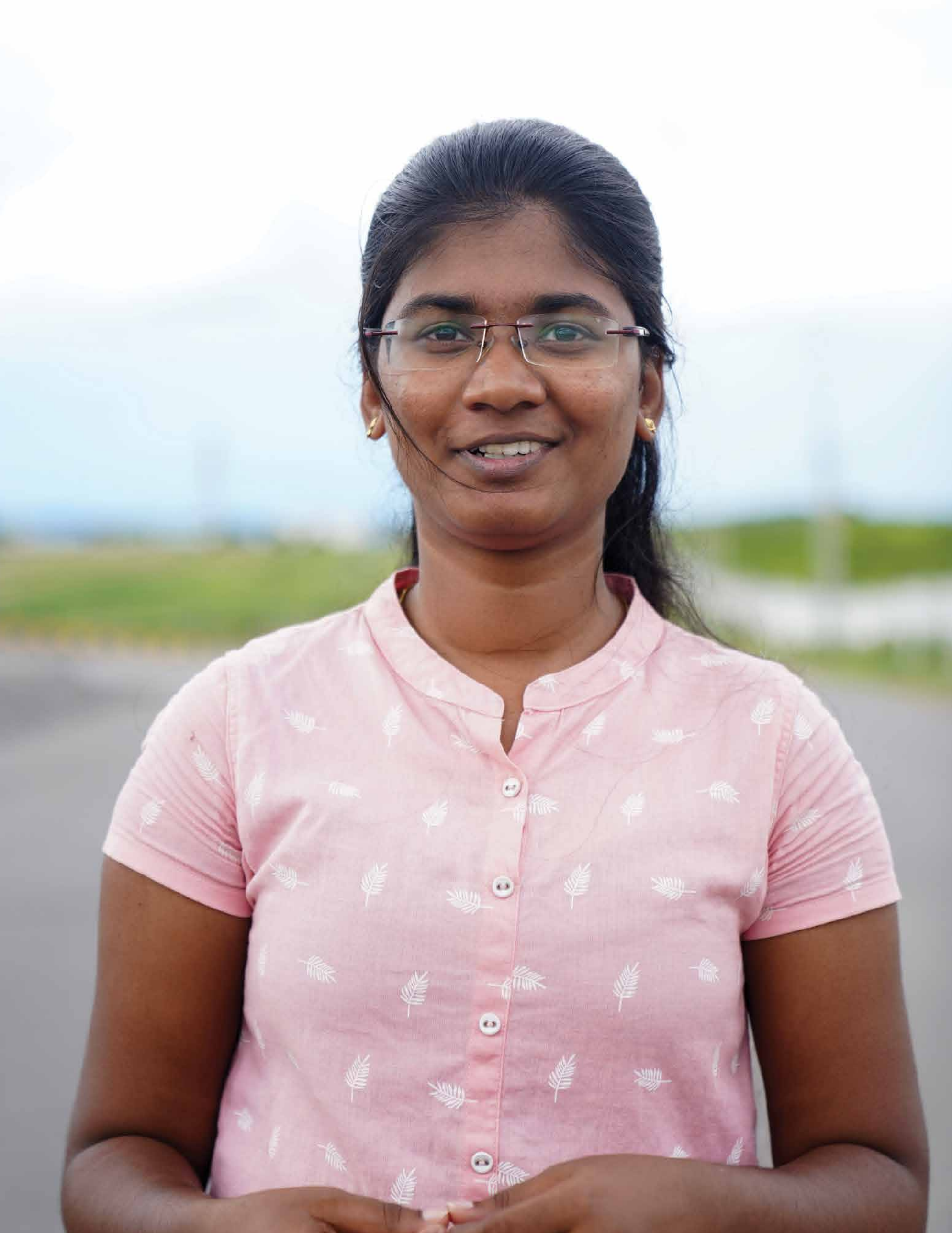


Navigating the winding off-road routes and even conquering steep hills is a breeze. It's a sight to see the surprise on fellow riders' faces as I effortlessly glide through the challenging terrain.

The best part is that I don't have to worry about spending on petrol anymore. I save up to ₹10,000 per month now and I straight up invest

it in my business. It's a win-win!

And then Ola inaugurated an Experience Centre right here in Kashmir. It's exciting to be a part of the electric revolution that has now made a mark even here in the valley. What else can I ask for?"



Women at Ola

Life at Ola

The day that I started my journey with Ola, turned out to be the worst day of my life. On the same day, Amma breathed her last.

"When I had received my offer letter from Ola last year, I had rushed to the hospital to share the news with my mom. She had been hospitalised, and there were needles and tubes that obscured my view of her.

She couldn't talk, but she heard me say, 'Amma, I made it!' I know because her eyes grew moist. And I know she was proud of me.

I was so happy that day, and kept thinking of all the ways I would welcome Amma back home. I couldn't wait for my first salary, because I wanted to buy a nice saree for her.

But life had other plans..."

Shivakritika,
General Assembly Associate,
Ola Futurefactory



Scan to continue reading about Shivakritika and many other women at Ola, who continue to break the glass ceiling. Every single day.

A day in the life of Bijlee

Chief Barketing Officer, Ola

Special Feature

Dive into the daily routine of our in-house barketing genius. Also a total heart-stealer, Bijlee.



A QUICK PATROL | 9 AM: Bijlee takes a round of the office to check if the team is in yet or not.

A LONG, SLOW LUNCH | 11.30 AM- 1.30 PM: Bijlee likes to start her lunch early and end it late. She believes that employees should form real relationships in the office. And the perfect opportunity? Lunch time.

BEAUTY SLEEP - I | 2 PM: After 3 long hours of networking at lunch, Bijlee prefers to take a nap.

“BARKETING” BRAINSTORM & SNACK TIME - I | 4 PM: After 4 pm, Bijlee spends about an hour thinking of new barketing strategies before proceeding for snack time.



PLAY WITH HOOMANS | 5-6 PM: As she plays with her favorite Hoomans, Bijlee doesn't forget to drop in some pawsome barketing advice.

PLAY WITH DOGS | 6.30 PM ONWARDS: After a fun playtime with Hoomans, it's time to play with the other doggos. When asked about Bijlee's rumored bullying, she remains tight-lipped and chooses not to comment.

SNACK TIME II | 7.30 PM: When asked about her favorite snack, Bijlee looked at us straight in the eye and said 'me'. She did not laugh.

BEAUTY SLEEP II | 9 PM ONWARDS: Bijlee likes her sleep just like she likes her dreams, undisturbed. At night, she often dreams of ending the ICE age, sources told us.

Event Gallery

Ola Customer Day 2023

Images



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