

Ather Energy partners Ecofy Finance to offer ₹100 crore EV loan push

Ather Energy has partnered with Ecofy Finance to offer green loans for its electric scooters, with ₹100 crore set aside to lower EV ownership costs and expand access across India.



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Ather Energy on Tuesday formed a strategic partnership with Ecofy Finance, a green-focused non-banking financial company backed by Eversource Capital. The tie-up will expand the range of financing options available to Ather's customers across its electric two-wheeler ecosystem.

According to the companies, the partnership aims to speed up electric vehicle adoption by improving access to green financing. Ecofy plans to deploy ₹100 crore under this tie-up to support customer financing.

As part of the agreement, Ecofy will provide Ather customers with vehicle loans, leasing options, assured buyback structures and Battery-as-a-Service.

Ravneet Phokela, Chief Business Officer at Ather Energy, said, "Financing is an important consideration in the two-wheeler purchase journey, particularly for customers exploring EVs for the first time.. This partnership with Ecofy further broadens the range of financing options available to customers looking to buy an Ather, making the purchase and ownership journey easier to navigate."

Rajashree Nambiar, Co-founder, MD & CEO at Ecofy, said, "Our partnership with Ather Energy brings together strong product offerings and specialized green finance, helping customers adopt EVs with greater confidence, affordability, and flexibility."

Backed by Eversource Capital, Ecofy Finance partners with individuals and small businesses seeking electric vehicle loans. In addition to electric vehicle loans for two- and three-wheelers, Ecofy also finances rooftop solar projects and small and medium enterprises through an end-to-end digital platform.