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Ecofy ties up with Ather Energy to deploy ₹100 crore EV financing programme

The partnership will offer financing options such as vehicle loans, leasing solutions, assured buyback structures and Battery-as-a-Service models to lower upfront ownership costs.



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Ecofy plans to deploy ₹100 crore in financing capital to support purchases of Ather electric two-wheelers, expanding access to specialised green financing solutions and improving affordability for customers.

Ecofy, a green-focused NBFC backed by Eversource Capital, on Tuesday said it has partnered with electric two-wheeler manufacturer Ather Energy to serve as a preferred financing partner across Ather's customer ecosystem, aiming to accelerate the adoption of electric mobility in India.

Under the collaboration, Ecofy plans to deploy ₹100 crore in financing capital to support purchases of Ather electric two-wheelers, expanding access to specialised green financing solutions and improving affordability for customers.

The partnership will offer financing options such as vehicle loans, leasing solutions, assured buyback structures and Battery-as-a-Service models to lower upfront ownership costs and enhance flexibility across the EV lifecycle.

Rajashree Nambiar, Co-founder, Managing Director and Chief Executive Officer of Ecofy, said the collaboration would combine tailored green finance with strong product offerings to support wider EV adoption.

Ravneet Phokela, Chief Business Officer at Ather Energy, added that expanding financing partnerships helps simplify the purchase journey for first-time EV buyers and broadens access to electric two-wheelers across markets.

The companies said the partnership reflects a shared strategy of combining product innovation with scalable financing platforms to unlock EV demand across urban and emerging markets while supporting India's broader clean mobility transition.