

Lohia Auto Industries takes part in India International Trade Fair

Lohia Auto Industries (LAI), a major industry player in electric two wheeler category, has announced their participation in the "India International Trade Fair - 2009" (IITF).

Noida, Uttar Pradesh, November 12, 2009 /[India PRwire](#)/ -- Lohia Auto Industries (LAI), a major industry player in electric two wheeler category, has announced their participation in the "India International Trade Fair - 2009" (IITF). LAI is a 100% subsidiary of Lohia Group - a Rs. 500 Crore business group with interests in India and abroad. The company had participated in IITF- 2008 and received great response from its customers. IITF has provided the company a ready platform for brand building. Thus, the company once again has decided to participate in the IITF 2009.

Electric Bikes and Scooters are very popular mode of personal transport in the developed countries like America, Japan and China. Indian two-wheeler industry has wholeheartedly embraced this new concept. With the rising cost of fuel at the international and national level, increasing levels of pollution and congestion in transport system especially in urban areas, higher running and maintenance cost of vehicle, the electrically charged bikes or scooters have very bright future in area of personal transportation.

Not to lag behind, LAI had decided to add some new pollution free variants to its growing product line. This underlines the company's commitment toward the society for an Eco-friendly environment.

On this occasion Mr. Ayush Lohia - CEO Lohia Auto Industries, said, " IITF is one of the biggest gatherings for people from different regions and an important platform for business community. Being the "No smoking zone & Environment friendly fair", we feel that IITF -09 would be the right platform for our company to showcase our eco-friendly products.

Notes to Editor

About the Company:

LOHIA AUTO INDUSTRIES (LAI) is the electric vehicles manufacturing division of Lohia Group. With its inception in 1976 in Moradabad, the Lohia Group commands a turnover of Rs. 500 Crore, having business interests in India and abroad. Lohia Auto Industries was incorporated in the Lohia Group in 2007.

Lohia Auto Industries manufacture hi-tech electric two and three wheelers in their state-of-the-art plant at Kashipur, Uttrakhand. Developed with German technology, the company already manufactures two variants of electric scooters - FAME and OMA. These scooters are virtually maintenance free. They have no gears, no engine, no belt or chain drive, zero emission, no pollution, electronic start and accelerator, besides being exempted from the Central Vehicles registration act by the Automotive Research Association of India (ARAI) and does not require any registration or license.

The manufacturing unit at Kashipur in Uttarakhand has a capacity of two lakh units per year. The company has set itself a target to sell more than 20,000 electric bikes this fiscal year and increase it to one lakh units around the next year. The company is also aggressively looking for avenues for export in the neighboring countries.

About India International Trade fair

The **India International Trade Fair**, since inception in 1980 has evolved as a major event for the Business community. It is organized by the [India Trade Promotion Organization](#) (ITPO), IITF is a major tourist attraction and lakhs of people visit the fair every year. IITF provides a common business platform for the manufacturers, traders, exporters and importers.

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