

## Fortum Charge & Drive India transforms into GLIDA; electrifying mobility future in India

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- GLIDA stands for 'freedom to move without any barrier' and is committed to delivering a seamless EV charging experience

Fortum Charge & Drive India, a leading charge point operator in India, unveiled its new brand identity - 'GLIDA', signifying its unwavering commitment to delivering seamless and reliable electric mobility experiences for its valued customers. With a renewed vision and a strengthened commitment to sustainable mobility, GLIDA is poised to shape the future of e-mobility through cutting-edge charging infrastructure and innovative solutions.

Commenting on the milestone, **Mr Sanjay Agarwal, President, Fortum India**, said, "Our vision at Fortum has always been to build a carbon-neutral planet, where sustainable energy and environmental consciousness go hand in hand. We are confident that with GLIDA, we are able to pique the adoption of electric vehicles in India, further reducing reliance on fossil fuels and minimizing carbon emissions. Our commitment to sustainability extends beyond just providing charging solutions; we strive to create a comprehensive ecosystem that supports the electrification of transportation and contributes to a cleaner and greener planet."

Accompanying the rebranding is a new logo for GLIDA. The logo features a green leaf that transforms into a flying plane taking off into the sky, symbolizing a smooth, fast, and affordable EV charging journey. The logo represents the company's commitment to providing a seamless and effortless charging experience.

**Mr Awadhesh Kumar Jha, Executive Director, GLIDA**, said, "We are excited to unveil our new brand identity GLIDA, which demonstrates what we stand for - **'freedom to move without any barriers or hesitation'**. Our purpose is to create a robust runway for the swift take-off of electric mobility into the mainstream. The rebranding is rooted in our purpose to lay a strong foundation for the rapid integration of electric mobility into the mainstream keeping the best interest and value proposition for customers in mind. This further fortifies our commitment to offering a comprehensive platform, providing valuable information on GLIDA's charging infrastructure, services, and solutions while facilitating seamless access to a vast network of EV charging stations. Along with our new Brand identity, our tagline 'All lights green' is our commitment to you that envisions a road without any barriers or stops"

*GLIDA has witnessed an impressive growth gradient since its establishment in 2017. From a small number of charging stations to a notable portfolio of over 450 public EV charging points, the company has continuously evolved while staying true to its core mission of advancing EV mobility and contributing to a cleaner future.*

*With GLIDA, customers can expect a transformed experience across various touchpoints. The newly unveiled brand image will be integrated into the website, emails, blog posts, advertising materials, video scripts, social media captions, printed materials, and other communication channels. GLIDA has already initiated the implementation of the new brand identity across its charging network, which will soon reflect the transformed look, feel, and ethos.*

*Our charging stations offer advanced features, including intelligent charging algorithms, remote monitoring, and user-friendly interfaces. By leveraging cutting-edge technology, GLIDA ensures that EV drivers can conveniently charge their vehicles, reducing range anxiety and enabling a smooth transition to emission-free transportation. It aims to be recognized and trusted as a business that helps customers achieve carbon neutrality by decarbonizing their mobility needs reliably and cost-effectively.*

## **About GLIDA**

*GLIDA, formerly known as Fortum Charge & Drive India, has been fronting the electric mobility revolution in India since 2017 by providing a robust EV ecosystem. With a focus on sustainable technology & customer centricity, GLIDA designs, deploys, and operates advanced EV charging infrastructure, enabling convenient and efficient charging experiences. GLIDA is present across 15 states, and 6 highways with over 450 charging points spread across a multitude of charging options of CCS, DC001 and Type 2, it focuses on safe and highly experiential charging to its end users. With 'Charge-Thru' and an Interoperable 'Prepaid Card' we further aim to build a comprehensive, seamless and accessible charging network that accelerates the adoption of electric vehicles in India.*

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