

IMOLA, April 6th, 2023

PRESS RELEASE

RIF RMS

COM_2023_S0005_DISTRIBUTION
N° PROT AGREEMENT AURRA ENERGY_EN
.DOCX

AURRA ENERGY TRADING LLC DISTRIBUTION AGREEMENT

ELSA Solutions and Aurra Energy have formalized their partnership for the exclusive distribution of all Aliant products in the GCC countries (i.e. Saudi Arabia, Bahrain, Oman, Kuwait, Qatar and UAE) where Aurra mainly operates.

Aliant Battery will then supply Aurra Energy with a wide product range, from lithium starter batteries for motorcycles to traction lithium batteries for industrial applications.

This is a very important step for both companies, Aurra will extend its product range to cover as much applications as possible and Elsa Solutions will be able to expand its sales channels in new areas.

Riccardo Massaro, export sales engineer at Elsa, said: “We are proud to start this partnership with Aurra Energy, a solid point for battery distribution in the GCC countries. It is always a pleasure to startup new value added distributor channels, especially with valid and trusted partners. I am very confident together with Aurra we will develop new business opportunities This is a milestone for future service and after sales activities as well and it is in line with ELSA target to reach a number of points distributed worldwide.”

Manish Singh, Aurra’s business head, said: “Aurra Energy has always been committed to delivering robust and technically strong range of products that exceed customer expectations. We are thrilled to partner with ELSA Solutions srl, a company with a proven track record of delivering innovative and cutting-edge technologies in energy storage solutions. This partnership is a major step forward in our mission to deliver advanced and sustainable products that are designed to be reliable, efficient and cost-effective, and will meet the evolving needs of customers in the GCC region.”

Company information:

[ALIANT BATTERY](#), a division of ELSA Solutions, has started since 2009 a long journey dedicated to the production of lithium battery packs, progressively orienting its focus on medium and large capacity storage solutions. It develops electrification systems for vehicles and industrial vehicles, full electric and hybrid (mild, plugin, extended range) and energy conversion systems based on the most modern and advanced electronic technologies.

[AURRA ENERGY](#) was established in 2016 to provide the UAE, Middle East and North African market with BIC-“BEST IN CLASS” high-quality, reliable products in the field of Deep Cycle batteries, Battery chargers and Auto accessories. Aurra Energy is now one of the leading distributors of TUBULAR DEEP CYCLE Monobloc batteries.