


# JOULE: Joint Operation Unifying Last-Mile Electrification

 Transportation & Logistics

 Bangalore, India

## Quick Overview

The aim is to establish a network of common Electric Vehicle (EV) charging stations across Bengaluru, India.

This project involves building comprehensive EV infrastructure that's powered by renewable energy—with the goal of reducing the dependency on fossil fuel-heavy grids in India. Signatories that commit to this project will gain access to charging stations in order to decarbonize last-mile deliveries, cab rides, employee business travel, and employee commutes.

## Why This Project Matters

- The transportation sector is the fastest-growing source of carbon emissions in India, and it contributes to more than 13.5% of the country's total emissions.
- With India's growing population, rapid urbanization, and increase in e-commerce, urban freight demand is expected to increase by 130% this decade.
- Commercial passenger vehicle movement is expected to increase by five times by 2050.
- When it comes to transitioning to EVs, companies face several challenges, including range anxiety, a lack of charging networks, the high cost of EVs, financing difficulties, evolving battery technologies, and policy issues.

## Expected Results

- Drive investment: Collective investment of over \$2.65 million into the project by 2030
- Clean energy adoption: Estimated 6.2 megawatts of renewable energy capacity needed by 2030
- Fossil fuels saved: estimated to save over 11.2 million liters of fuel and improve Bengaluru's air quality
- Reduce greenhouse gas emissions: Abate an estimated 25,700 tonnes of carbon dioxide
- Job creation: create an estimated 185 full-time jobs in Bengaluru between 2024 and 2030
- EV adoption: increase the EV adoption rates in the city



## Companies Committed

amazon

Deloitte.

Greenko

kazam

HCL

Uber

Mahindra  
LOGISTICS

magenta

## Goal

Decarbonize the transportation and logistics emissions of companies in India by implementing EV charging infrastructure in Bengaluru, India, while inspiring wider EV adoption and related policies.

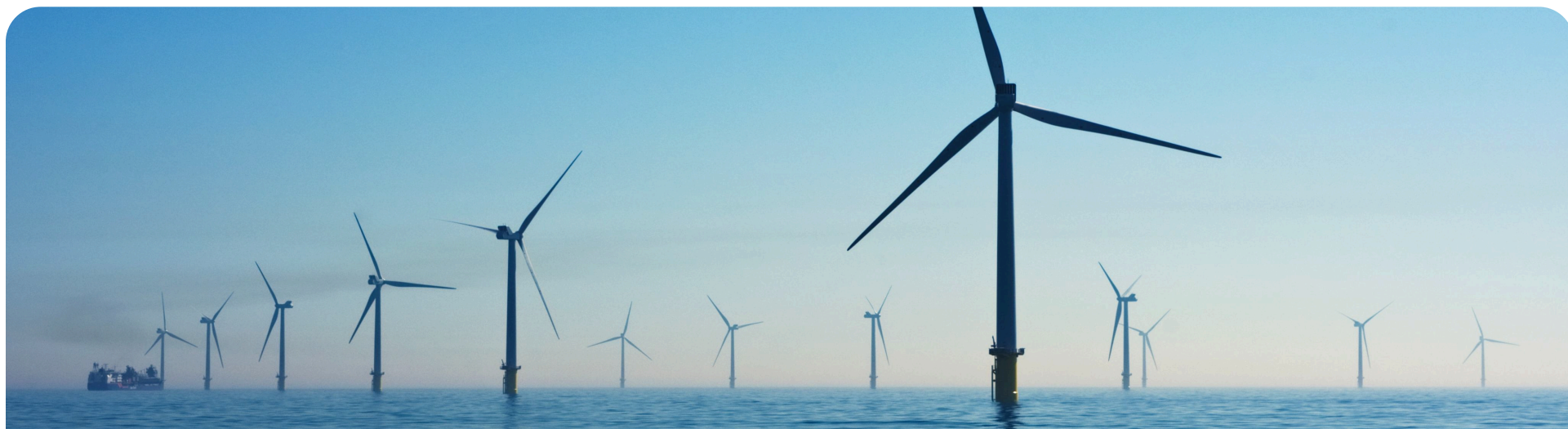




## Join This Project

Scan the QR code or visit [amzn.to/BangaloreEV](https://amzn.to/BangaloreEV) to let the Pledge team know you are interested in this project. Have questions? Contact us at [ccr-sustainability-spp@amazon.com](mailto:ccr-sustainability-spp@amazon.com).

Demand and supply-side companies in the logistics, retail, information technology, and clean energy sectors are encouraged to join.



## The Big Picture

The Climate Pledge launched a series of collaborative projects to help tackle some of the planet's biggest climate change challenges alongside the best in the business. These joint action projects bring signatories together to enable and scale a solution that aligns with the pillars of the Pledge and leads to measurable results.

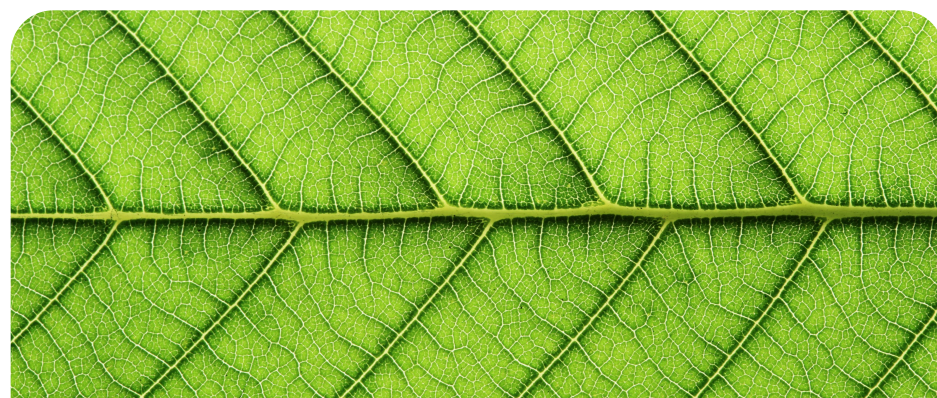
Learn more at [theclimatepledge.com/jointaction](https://theclimatepledge.com/jointaction).



## The Pledge

The Climate Pledge is a commitment to reach net-zero carbon emissions by 2040. It brings the world's top companies together to accelerate joint action, cross-sector collaboration, and responsible change.

Learn more at [theclimatepledge.com](https://theclimatepledge.com).



## Kazam EV Tech

Kazam is an agnostic EV charging software platform building India's largest smart and affordable EV charging network. Through their partnerships with fleets, CPOs, RWAs, and OEMs they have been able to create a robust charging network with over 7000 devices on their platform. Learn more at [kazam.in](https://kazam.in).