



Media Release

Transport industry veteran Nushy Habib joins leadership team of EV sector firm, Elocity

Elocity is pleased to welcome Nushy Habib as the President of the Company. Nushy will be responsible for the leadership of the Elocity in developing new business opportunities and growth in emerging markets. An accomplished business leader, Mr. Habib is founder and CEO of the global logistic firm, Prime Time Messenger.



“I am excited to join the young, dynamic and globally located team of Elocity. I have been presented with hundreds of startup pitch but Elocity stood out above the rest. I am sure that our technology will revolutionize how electricity utilities coordinate EV charging and electricity grid, while putting the customer experience and environment first,” observed Nushy.

Elocity is a Cleantech company based in Toronto, ON. Elocity digitally transform the journey to transportation electrification for electric utilities, cities and businesses. Founded in 2018 by industry veteran Sanjeev Singh who has significant technical expertise through working with

electric utilities, he understands their grid management challenges. Before starting Elocity, Sanjeev worked with Tech Mahindra, HCL, Wipro. Co-founder Arvind Kumar was formerly head of Optym India.

Don Huff, the Chair of Elocity's Global Advisory Board, stated "Elocity developed our flagship digital platform product HIEV (software, hardware and systems). This allows utility customers to manage EV-charging demand, integrating electromobility charging into existing electricity grid infrastructure and customer business processes."

Elocity is incubated at the Center for Urban Energy Ryerson (CUE) in Toronto and is mentored through the Accelerator Centre's JumpStart™ program in Waterloo.

Elocity deployed an ongoing pilot demonstration program with London Hydro (LH) in late 2018. The findings continue to influence product development. In 2019, Elocity established a subsidiary in India. Elocity is currently undertaking outreach to potential clients (LDCs, smart municipalities and EV charging network operators) in Canada and globally.

To schedule interviews or for additional information, please contact:

Don Huff at +1 416-805-7720 or donhuff@Elocity.com

About Elocity

Founded in 2018, Elocity is a Cleantech company based in Toronto, ON. The company is digitally transforming the transportation electrification journey for electric utilities, cities and businesses. Elocity is building a global infrastructure to make the electric vehicles transition viable, affordable and sustainable by working closely with utility sector and governments. As more and more electric vehicles are getting connected to grid day by day, Elocity is enabling utilities to manage their infrastructure need efficiently by using its AI enabled technologies.