

VAYANSH MOTORS (OPC) PVT. LTD.

Revolutionize The Innovation To Create Value

Pitch Deck Presentation

Introduction

Best use of existing technology , knowledge and market ; And translating it to a product which caters for desires of a big block of users , through collaborated effort of core team , suppliers and part time experts , is the philosophy adopted by us.

Development and manufacture of a new electric auto rickshaw has been taken up. The auto rickshaw design would be more safer , modern environment friendly with due focus on low weight and economy. It will be an L5 electric three wheeler with 45-50 kmph speed with a longer range (150 + km per charge).

In line with the government initiatives and movement towards Make in India , as well as initiatives towards clean and green cities and country , it nicely fits in Indian scenario. Indian market's low income / middle income group population combine with highly mobile economy will facilitate the creation of proposed product and get absorbed rapidly in the market.

After getting richer in applicable expertise , based on a monitored feed back of the passenger segment , we would be taking up the cargo segment also

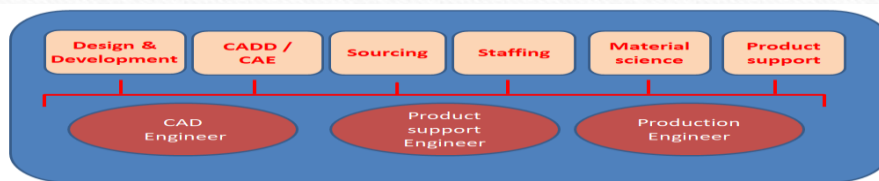
Team...

Philosophy

Innovative leadership ,leveraging the strengths of experts through core team and closely networked collaboration with partnering suppliers.



Core team



Leadership

- Vaibhav Sharma (Director)
 - B. Tech.
 - 10 years of I.T. , Vendor management & Project Mgmt experience
 - Passion in automobile & innovation
- Nikhil Sharma (Manager)
 - BCA in I.T.
 - Customer support and technical Experience.
 - Passion for execution and learning
- Deepika Sharma (Consultant)
 - M-Tech in C.S.
 - Experience in Program& project Management.
- Ramesh Rana (Engineering Consultant)
 - B. Tech (Mechanical), M. Tech (Aeronautical), DBA
 - More than 47 years of industry experience in a wide range of products for areas of new product design and development , business processes and quality systems.

Advantages

Looking for diverse design that will be eye catching design and different from the conventional one available on the roads and market.

Moving from basic interior design to car looking design, that change the prospective of the drives and the consumers.

Skipping the myth of short drivability range and providing the wide range of 160-200 km per charge.

Better charging time from the conventional electric vehicles available on the roads

Solution

- Seeing the conditions of few of the metropolitan cities, which are flooded with Low standard E-rickshaw, having low speed and movability is also within 10-15 KM's.
- So to have that problem resolved, we are looking at slightly touched L5 segment currently running millions of three wheeler (Passenger | cargo | Loader) on CNG and Diesel. In the coming years we have to replace these hundreds of millions to electric.
- Seeing the opportunity as well as required innovation in this segment, planning to start the whole fleet in coming years as electric.

Product

- We are looking to build an electric solution in mid-range speed of 45-50 km/h and looking at the offered range of 160-200 KM/charge.
- Also looking at innovative ideas to create a rugged, lightweight and Attractive Design in the current L5 vehicle segment with beautiful interior, which is still missing from our current fleets on road. That will give Drivers as well as Passengers different Experience.
- Approx. running cost would 40-60 Paisa that would be 6-8 times cheaper than our conventional CNG vehicles.

Traction

- Our target customers would be the current as well as future L5 segment Drivers.
- Also seeing the initiatives from the government, that will encourage people to move towards electric mobility from their conventional auto rickshaw.
- Currently we have 100's of million L5 CNG/Diesel vehicles on the road. So to replace them we would be have a better and likeable solution.
- Looking at the incentives and offers from the state/central government to charm the new buyers towards electric. Will be a help to increase our footprint.

Market Review

- We showed the reference pictures of our product to approx. 1000 people, which is quite a less no for survey. But the review was 98% positive on multiple aspects. Such as visual, road ability, distance covered per charge, speed range etc. and our mobility is Electric.
- Also if looking for the current L5 CNG/Diesel vehicles sold in recent years, which would be a target to replace with electric segment.

3W OEMs FY'20 SALES				
Company	April-March'18-19	April-March'19-20	Growth (%)	Marketshare (%)
Atul Auto	44,513	40,711	-8.54	6.40
Bajaj Auto	398,826	364,817	-8.53	57.31
Mahindra & Mahindra	66,140	58,145	-12.09	9.13
Mahindra Electric Mobility	559	4,042	623.08	0.63
Piaggio Vehicles	169,970	152,366	-10.36	23.94
Scooters India	4,288	4,550	6.11	0.71
TVS Motor Company	16,709	11,934	-28.58	1.87
Total	701,005	636,565	-6.66	100.00

Competition

- Currently we are seeing the competition from the Mahindra Treo & ZOR segment with 130KM/charge range and similar to conventional design.
- And few other Brands which are planning to launch in electric segment, showcased their product in 2020 auto expo.

Our Vision/Offering

- We are looking at a prominent sleek design, with 5.5 KW peak power and approx. 33NM torque.
- The main thing of wide range of drivability of 160-200 KM per charge.

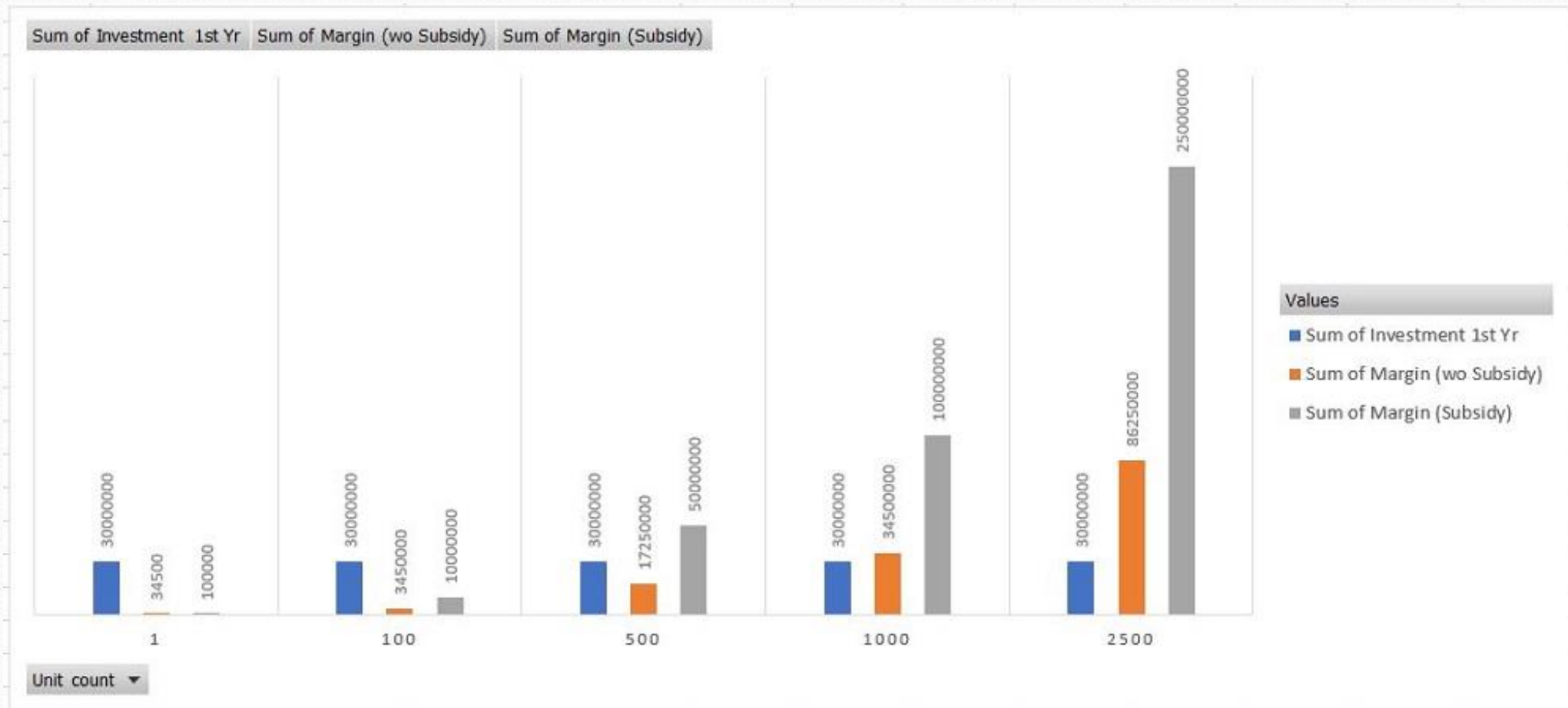
Business Model

- We are working on the plan to establish 5000-7000 sqft mini manufacturing/Assembling plant in the initial phase, which can rollout 15-20 vehicles a day.
- Our initial plant would be sufficient to rollout 500+ vehicles per month in single shift.
- We will be looking for the 2-3 states for the approval in initial phase and accordingly the dealership would be open in the targeted cities.
- Each dealership would be available with initial fee's that includes the cost of 2 vehicles, literatures and other required advertisement documents.
- Based on the sales and customers feedback, will be launching further segment of vehicles to avail variety for the dealers and the customers.

Investment

- Currently we are working with our self investment to create the prototype and accordingly we will be looking for various investment options.
 - Government collateral free loans scheme
 - VC investment
 - Government subsidize seed funding.
 - Other seed funding options.

Breakeven point and Margins (wo Subsidy & Subsidy) Profit





Product Reference Look

- We are working on the project to make something similar, which should suits our Indian conditions as well as asia's market, which will be looking at affordable range, long travel range and quick Charging time.
- To have all these things in mind and specially looking at new and special design, which will enhance the experience of drivers and customers both.

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