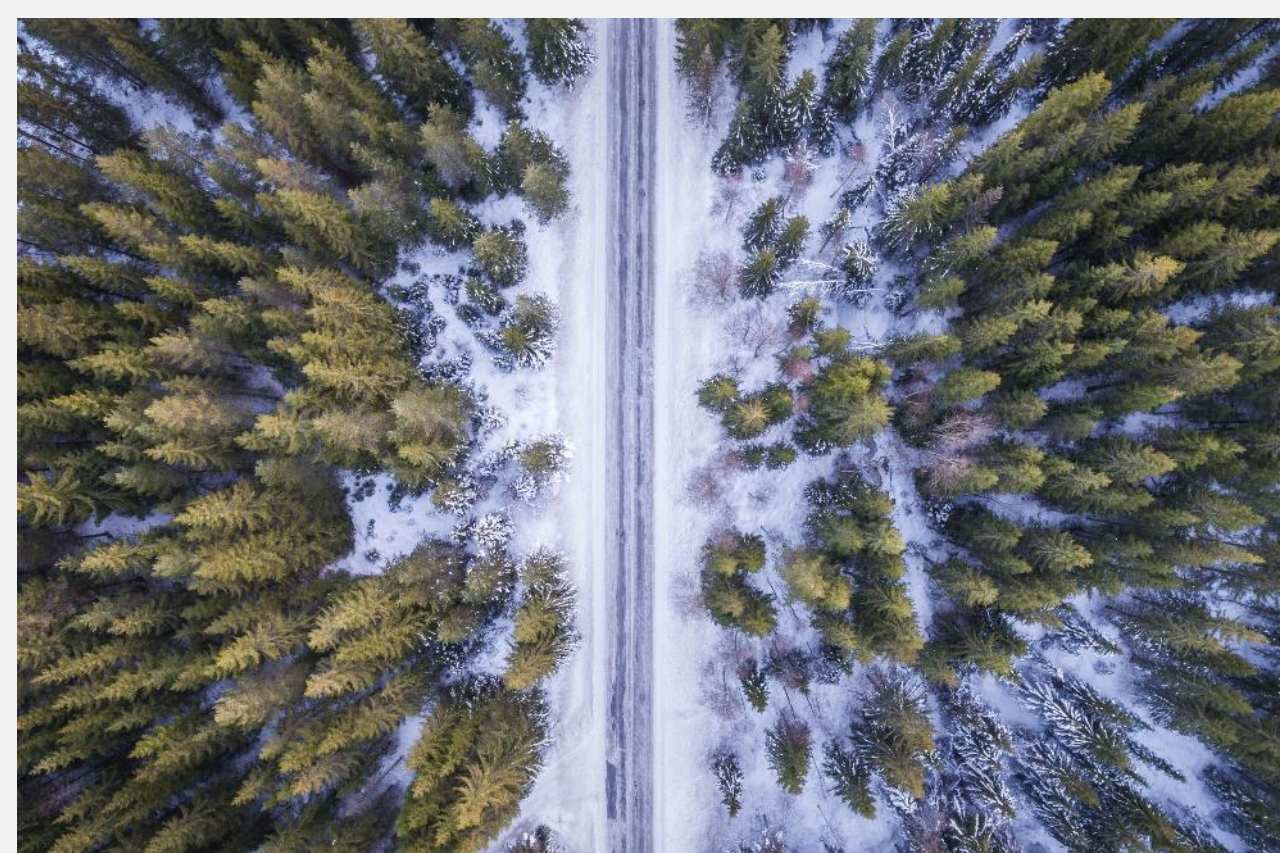


An aerial photograph of a lush green landscape. The top half shows a patchwork of rice fields, some of which are flooded, creating a mosaic of different shades of green and brown. A dirt path winds through the fields. The bottom half shows a dense forest with various types of trees, including palm trees. A dark, semi-transparent rectangular box is overlaid on the left side of the image, containing white text. A white line graphic, resembling a stylized 'V' or a checkmark, is positioned to the right of the main title text.

Electric Mobility - Last Mile Logistics

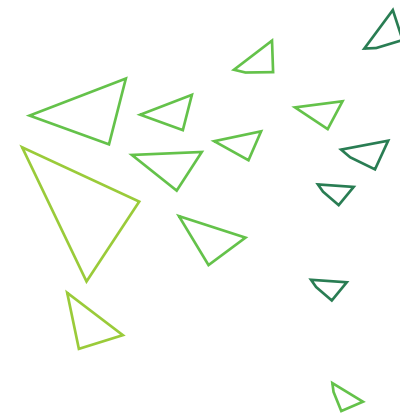
EV Cargo Enterprise

Towards better Environment and Sustainability



About Us

Our inspirational vision is of “A Life Electric” - to bring sustainable energy, real jobs, and a thriving community approach in the field of last mile and middle mile logistics and transportation.



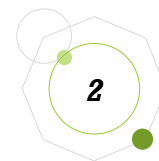
A Life Electric

Intelligent Mobility Movement – The carbon free movement.

A partner in movement – We are passionate to move for and with you.

Core Values

Reliability, Safety, Standardization, and Cost Effectiveness



The Problem



Changing Climate

Unpredictable seasons ~
draught, flood, cold
stream

Pollution: industrial,
vehicle, crop burning,
fireworks



Tail Pipe Emissions

Vehicle pollution
increased carbon
emission ~ 30%
contribution to overall
pollution



Temperature

Average temperature
increase risen by around
0.7 degree Celsius during
1901-2018 ~ could
increase by 4.4 degree
Celsius by end of 2100



Unemployment

High unemployment rate
~ availability of temporary
workforce



Industrial Impact

Growing demand in
middle mile and last mile
logistics requirement

The Solution



Electric Mobility

2W and 3W EV for logistics operations – middle mile, last mile



Connected Platform

Intelligent platform - telematics, supply chain solutions, plug and play platform



Micro-entrepreneurs

Ownership model for delivery associates

Eureka Moment:

It was August of 2015, when Delhi started having really “bad-air” days. Pollution was hitting the peak, and a lot of it was to do with vehicular pollutions. That’s when we floated this idea of using EV fleets which was put into business a month later.



The Service Offering



Transformative Strategy

Electric Vehicles can fulfill the promise of reducing carbon intensity for a sustainable future



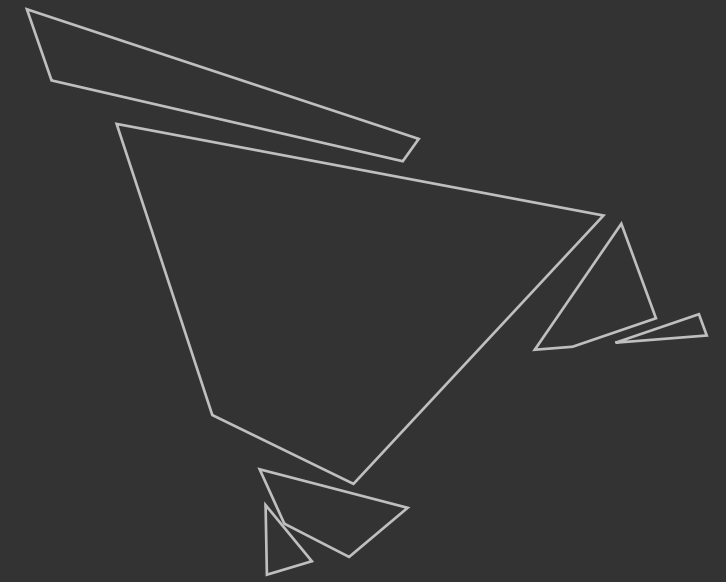
Contribute

Simplistic solution to a complex problem which will benefit the community, the Nation and the World in a comprehensive way



Mobility Platform

SMART connected platform



Business Model

We believe in changing India's landscape through green mobility and making a difference. We enhance the middle mile and last mile logistics through its 2W and 3W EVs.

Market Opportunity



\$11.6B

- E-commerce logistics market 3.5x
- Overall cost ~ First mile (8%), Middle mile (40%-45%), Last mile (45% - 50%), Processing cost (2%)

Projected growth of Logistics in E-Commerce



\$5.2B

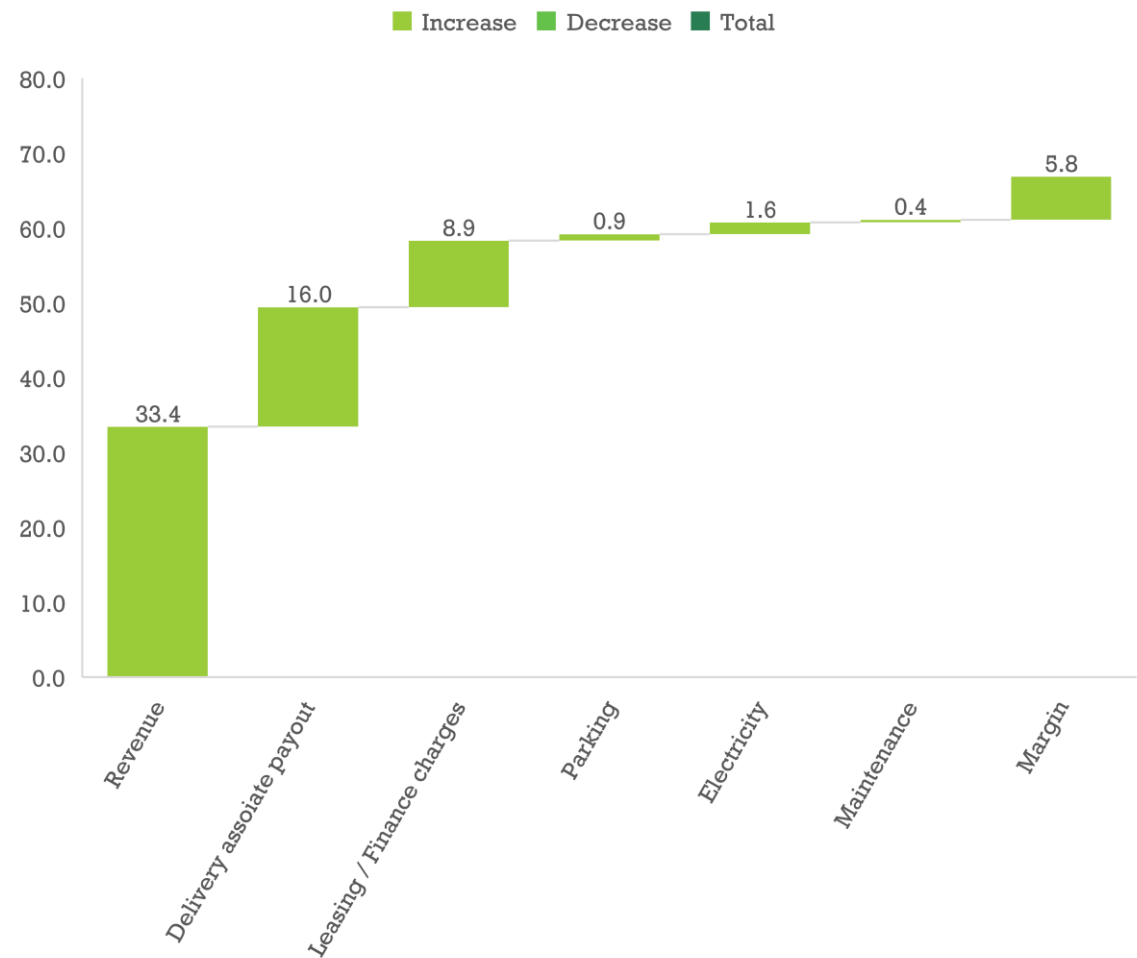
- Last mile in e-commerce growing 3.5x
- Demand through online channel increasing
- High cost for Last mile fulfilment
- Major players subscribing to Climate Pledge

Projected growth of Last mile delivery in E-Commerce

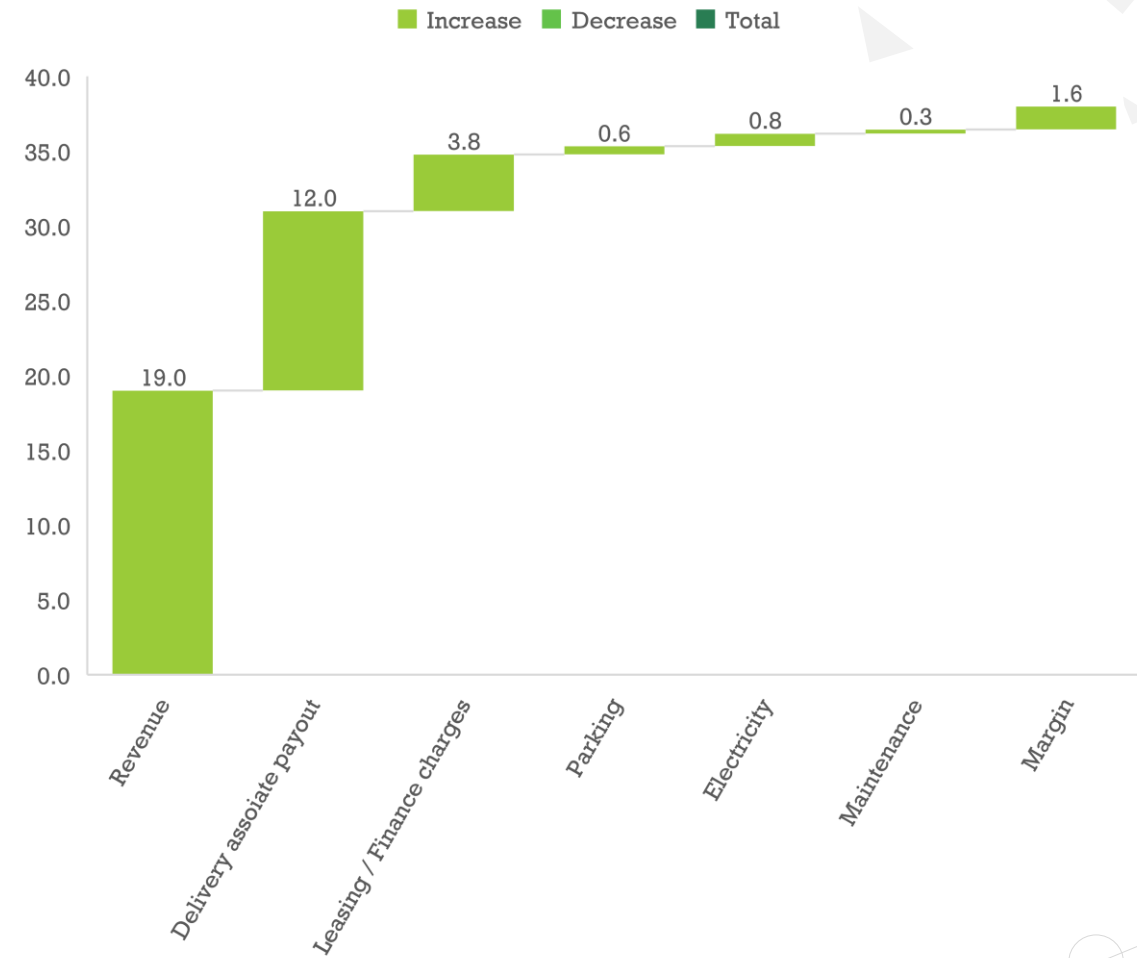


Unit Economics

3W | Unit Economics | Per Shipment



2W | Unit Economics | Per Shipment



- Unit economics shown for e-commerce deliveries
- The margin will be better for grocery deliveries

Competition

Our Company is growing a fast pace over 5 years even having no Institutional Investment

Our Company

- Bring to the table win-win survival strategies to ensure proactive domination
 - **Bootstrapped, \$1.5 million invested over 5 years**
 - **Was conceptualized with a vision to cut across every sphere of Electric Mobility to provide green logistics which is an idea ahead of its time**
 - **First company** to start EV in cargo
 - **First company** to use 3W L5 Category in cargo
 - Delivering around 10k orders a day using primarily EVs thereby reducing the carbon footprint
 - **3W Fleet of ~160, 2W Fleet of 50**
 - Building plug and play aggregated model for EVs

Competitor

- Funded by institutional investors
 - Shadowfax, Loadshare, Lets Transport, Blowhorn

Business Model

There is an opportunity for success



Consistency

- **10k+** deliveries per day for last 3 months
- **20%+** in the seven months starting from May 2020
- **INR 1 cr** + revenue per month for last 3 months



Reliability

- Added 5 new clients in the last 9 months of operations
- Udaan, Flipkart, Myntra, HipBar, Medplus



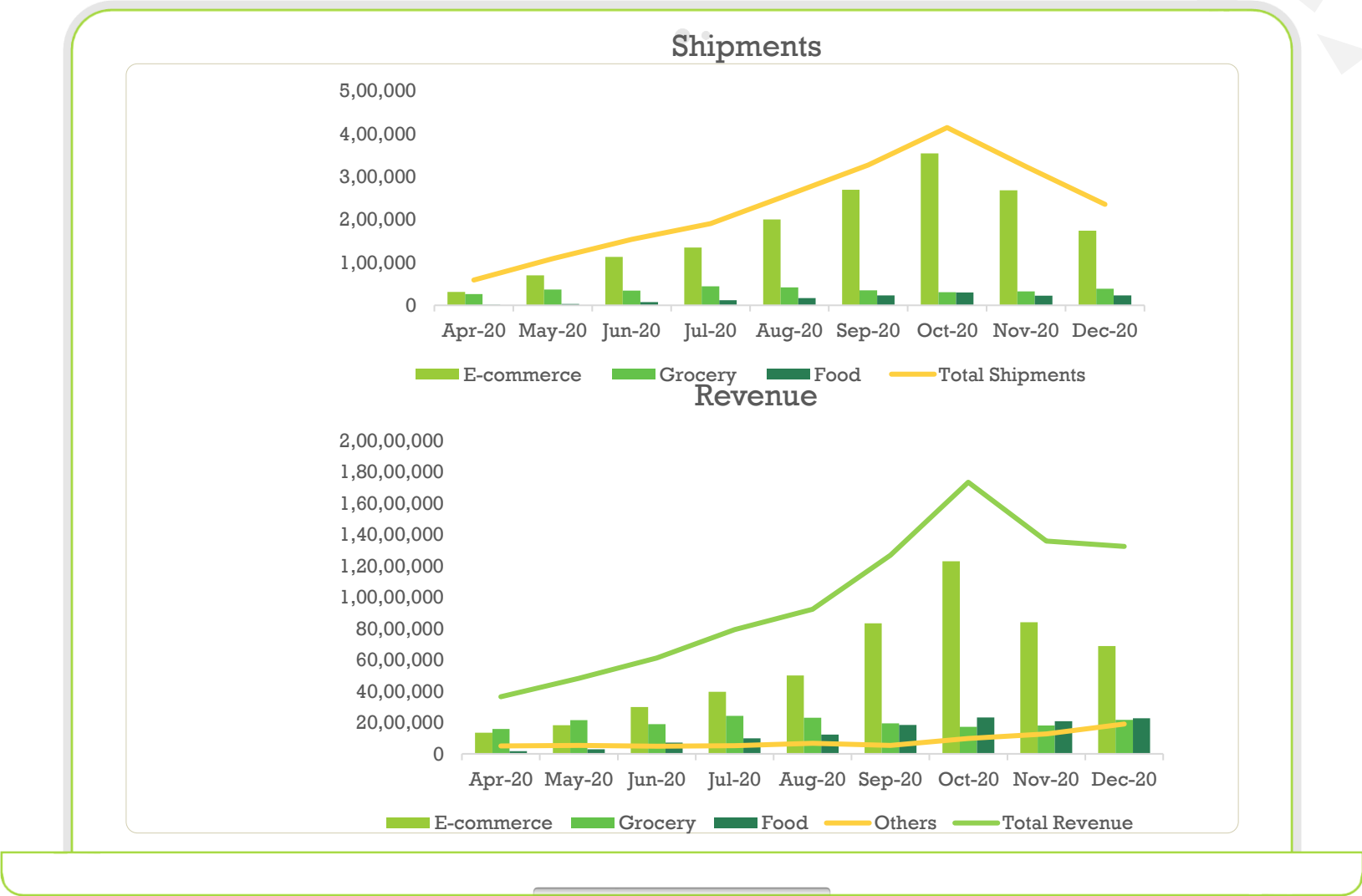
Focus

- Evaluating best EVs for cargo movement meeting safety standards
- Building alternative revenue streams

Last 9 months trend

City expansion and additional client fuelled growth

- Daily shipments stabilized at 9k per day
- Monthly revenue consistent at INR 1 crore +

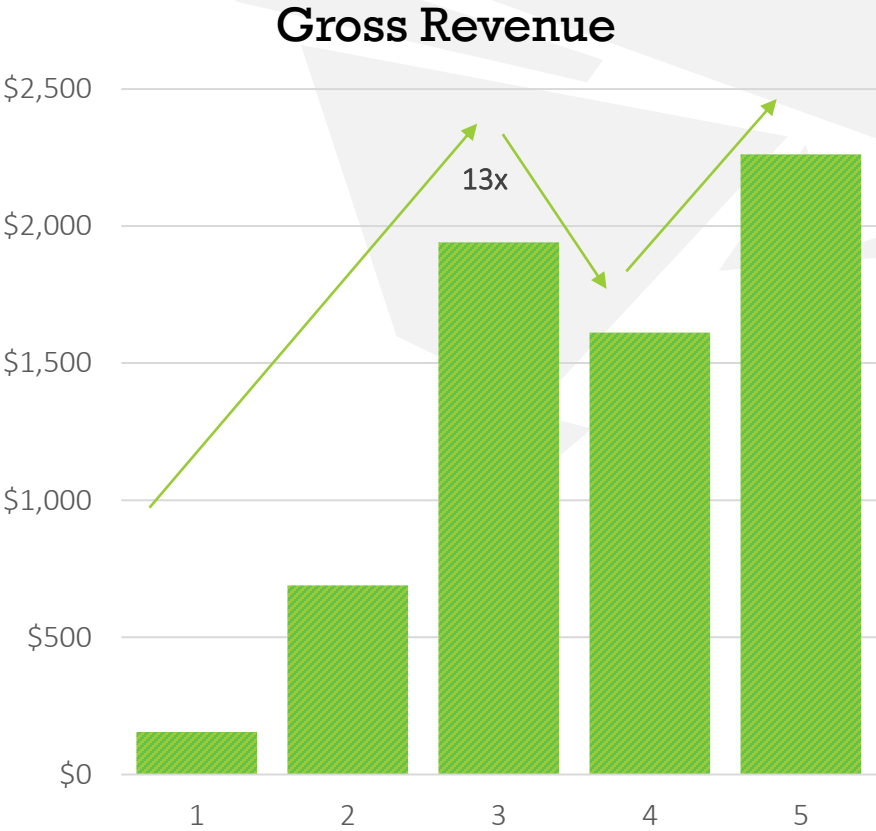


Traction

Forecasting for success

	Cities	Customers	Gross Revenue INR lacs (\$'000)	Shipments (in lacs)
2016-17	10	5	155 (\$155)	--
2017-18	20	20	483 (\$690)	--
2018-19	25	25	1,359 (1,941)	29
2019-20	30	15	1,129 (\$1612)	19
2020-21	150	20	1,583 (\$2,262)	30

*adjusted for COVID Q4 sales for 2019-20 and Q1 sales for 2020-21



Market Validation

Amazon India Introducing Electric Delivery Rickshaws, Pledges to Have 10,000 EVs on Road by 2025

Read in: [বাংলা](#) | [தமிழ்](#)

Amazon CEO Jeff Bezos made the announcement via a tweet Monday, and he can be seen driving one of the Amazon India electric rickshaws in an accompanying video.

By [Abhinav Lal](#) | Updated: 21 January 2020 10:16 IST

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Photo courtesy: Flipkart

Flipkart pledges 100 per cent transition to electric vehicles by 2030

1 min read . Updated: 25 Aug 2020, 02:01 PM IST

[HT Auto Desk](#)

▪ Flipkart has become the first Indian e-commerce marketplace to join EV100 which seeks to bring together companies committed to accelerating the move towards EVs.

BigBasket to increase electric vehicle based delivery by 10 to 20 times

The online fast moving consumer goods platform BigBasket plans to upscale its electric vehicle based delivery capabilities by between 10 and 20 times over the next year to increase sustainability in the business.

Bigbasket to have 3,000 e-vehicles by 2020

Over the years, Bigbasket has worked with multiple e-van OEMs like Gayam Motors and Euler Motors and certified them for their operations. The company is also introducing e-bikes from brands including Hero, Okinawa, Li-on, and Greaves Cotton in its operations.

Varun Jain • ETRetail • September 05, 2019, 17:39 IST

- ▲ 35+ 3W EVs running with **Amazon**
- ▲ Launched 25+ 3W EVs with **Flipkart** in August 2020
- ▲ Successfully test run and operationalised 8 3W EV with **Myntra** in August 2020
- ▲ Operationalised 16+ 3W EVs and 40+ 2W EVs with **BigBasket**
- ▲ Also started EV operations with **Udaan** (3W EV – 5; 2W EV – 2)

Growth Strategy

How will we scale in the future

Phase 1 – Next 1 year

From date of funding, 2021

- Launch 1000 2W EVs
- Launch 500 3W EVs
- Partnership with new OEMs
- ~ 5 years warranty on EV
- Leasing batteries for existing fleet
- 30k shipments per day
- INR 46 cr turnover

Phase 2 – In 3 years

Speed of Scale, 2024

- Have 10k EVs including 2W
- Pivoted towards aggregated / plug and play model
- Operate ~ 200 small hubs
- 4lacs shipments per day
- INR 553 cr turnover

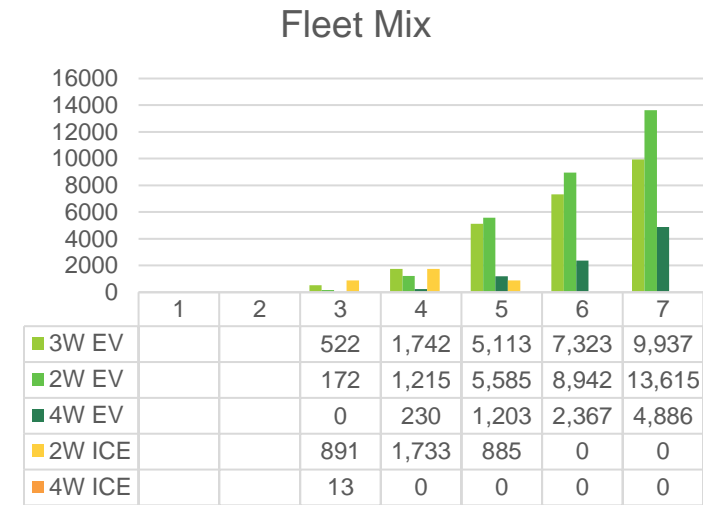
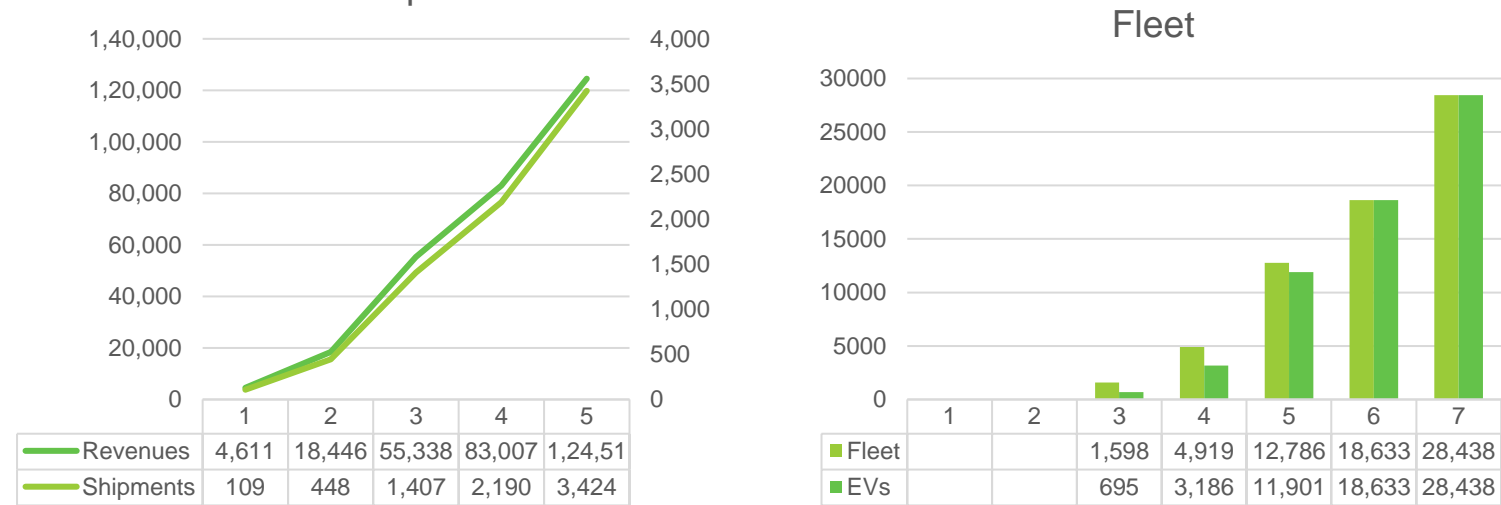
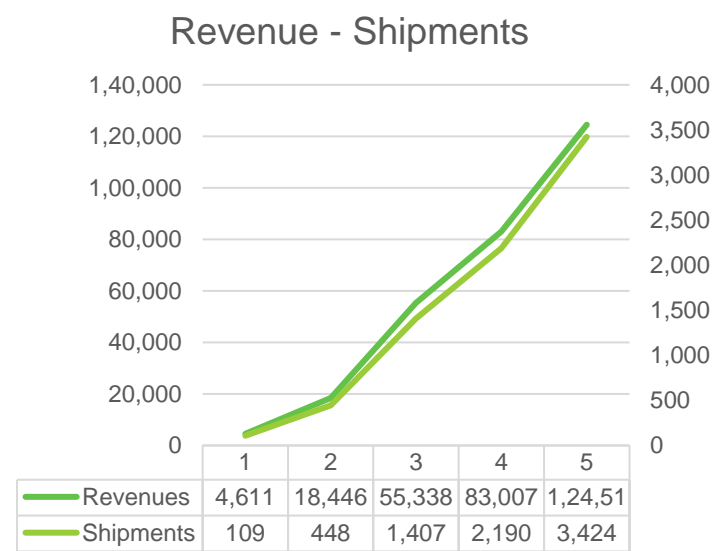
Phase 3 – In 5 years

Largest Player, 2026

- 25k EVs
- Operate Long-haul, Middle mile
- Implement 4W EVs
- 4lacs shipments per day
- INR 1245 cr turnover

Financials

Parameters	Year 1	Year 2	Year 3	Year 4	Year 5
Shipments (Lacs)	109	448	1,407	2,190	3,424
Revenues (INR Lacs)	4,611	18,446	55,338	83,007	1,24,510
Revenue per shipment (INR)	42	41	39	38	36
GM%	26%	29%	29%	32%	34%
EBITDA				+VE	+VE



Funding - \$5 million round

3-year runway



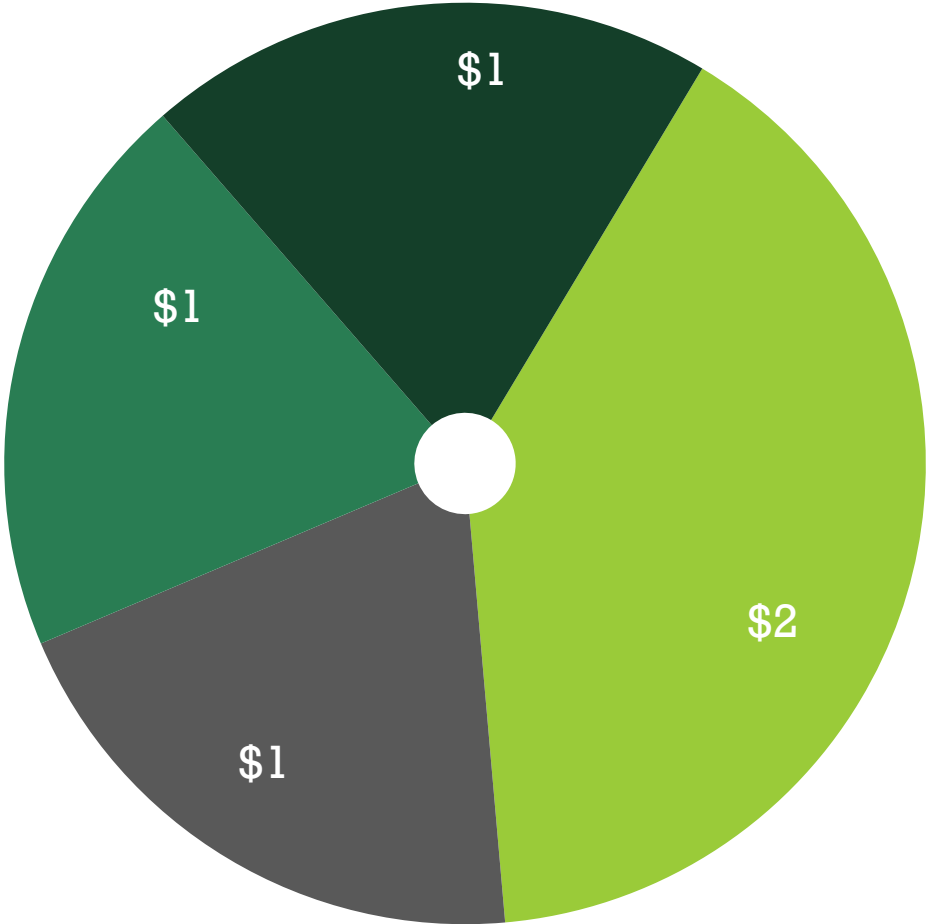
Technology

Connected SaaS platform for aggregated model



People

Resources for IT, Operations, Marketing, Business Excellence



Marketing, Branding

Create the brand with a better recall



Expansion

Growth capital for expanding operations in 100+ cities and increase EV fleet base

Summary

Build sustainable logistics through us



- The **Environment** clock is ticking and especially when a Country is struggling for space, **clean air** and unemployment, it creates a huge challenge
- Challenges produces opportunities and with this guiding philosophy, embarked on an ambitious journey of **transforming** the traditional logistics space by **SMART connected Electric Vehicles** for the middle and last mile deliveries
- Not in early-stage, already generating **INR 1cr +** in monthly revenues
- Contributed to reduction of carbon emissions to the tune of **16000 tonnes** in the past five years
- Created over **2000 direct jobs** in the past four years offering mass employment to the under and unemployed youths