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
We believes in changing India’s landscape through green mobility and making a difference. We enhances the middle mile and last mile logistics through it’s 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%)

$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
Unit Economics

- Unit economics shown for e-commerce deliveries
- The margin will be better for grocery deliveries
Our Company is growing at 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
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Cities</th>
<th>Customers</th>
<th>Gross Revenue INR lacs ($’000)</th>
<th>Shipments (in lacs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-17</td>
<td>10</td>
<td>5</td>
<td>155 ($155)</td>
<td>--</td>
</tr>
<tr>
<td>2017-18</td>
<td>20</td>
<td>20</td>
<td>483 ($690)</td>
<td>--</td>
</tr>
<tr>
<td>2018-19</td>
<td>25</td>
<td>25</td>
<td>1,359 (1,941)</td>
<td>29</td>
</tr>
<tr>
<td>2019-20</td>
<td>30</td>
<td>15</td>
<td>1,129 ($1612)</td>
<td>19</td>
</tr>
<tr>
<td>2020-21</td>
<td>150</td>
<td>20</td>
<td>1,583 ($2,262)</td>
<td>30</td>
</tr>
</tbody>
</table>

*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

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.

1. 35+ 3W EVs running with Amazon
2. Launched 25+ 3W EVs with Flipkart in August 2020
3. Successfully test run and operationalised 8 3W EV with Myntra in August 2020
4. Operationalised 16+ 3W EVs and 40+ 2W EVs with BigBasket
5. 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

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

#### Revenue - Shipments

![Revenue - Shipments Chart]

#### Fleet

![Fleet Chart]

#### Fleet Mix

![Fleet Mix Chart]
Funding - $5 million round

3-year runway

Technology
Connected SaaS platform for aggregated model

People
Resources for IT, Operations, Marketing, Business Excellence

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

Marketing, Branding
Create the brand with a better recall
• 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