

Smart Solutions
for Electric
Mobility

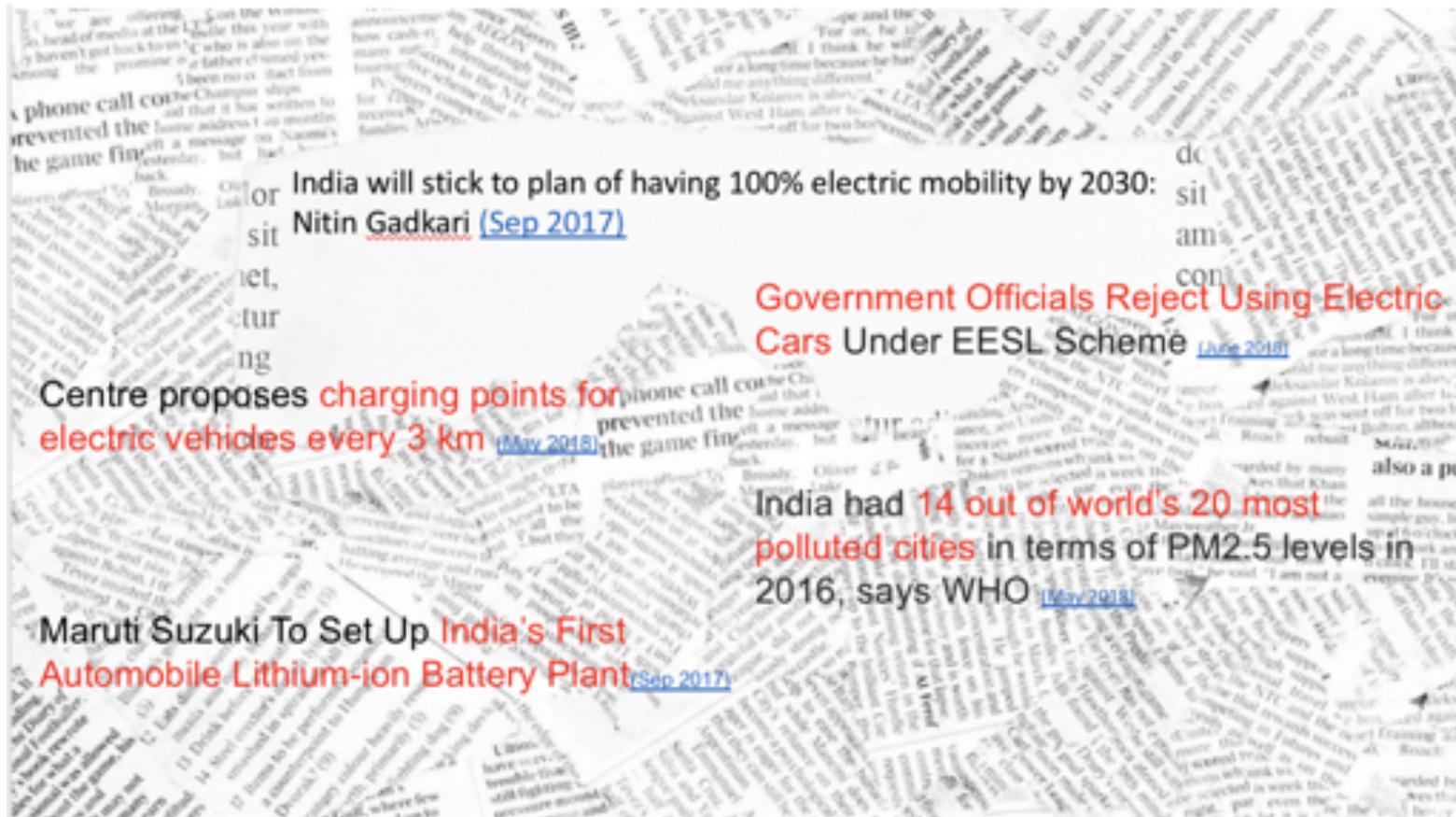


Solutions for EV (Re) Charging Infrastructure
India and South East Asia

Thursday , 19 July 2018

Indian Electric Mobility

Poised for transformation globally and in India



Mobility driving Mobile Phones - Wireless

30 million users

2000

1.2 Billion users

2017

Network First
Or
Users first

Electricity driving Mobility - Transportation

8000 Electric cars

2018

7 million Electric cars

2030

Chargers First
Or
Electric Vehicles first

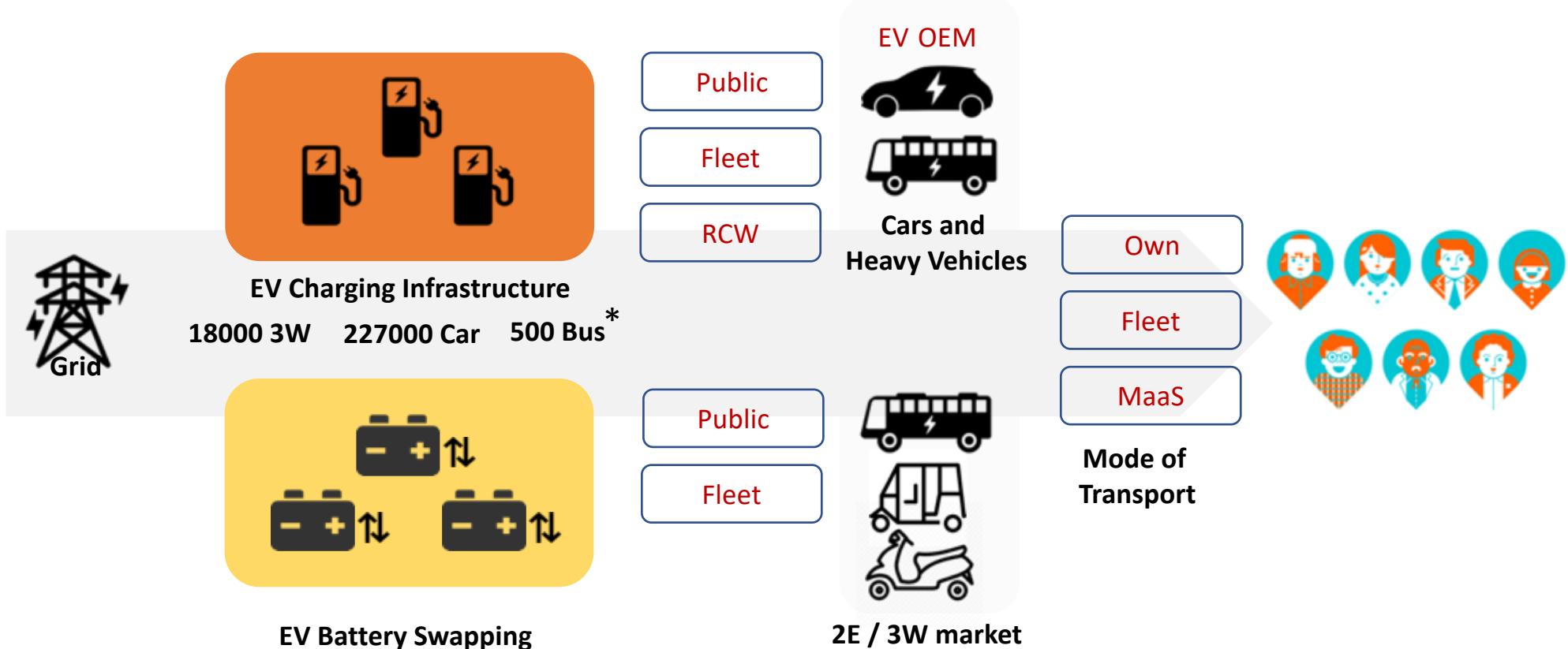
600 million urban citizens
by 2030

40% growth in New
mobility services

Double digit growth in
EV market till 2020

Indian EV Market dynamics

Greenfield opportunity across ecosystem



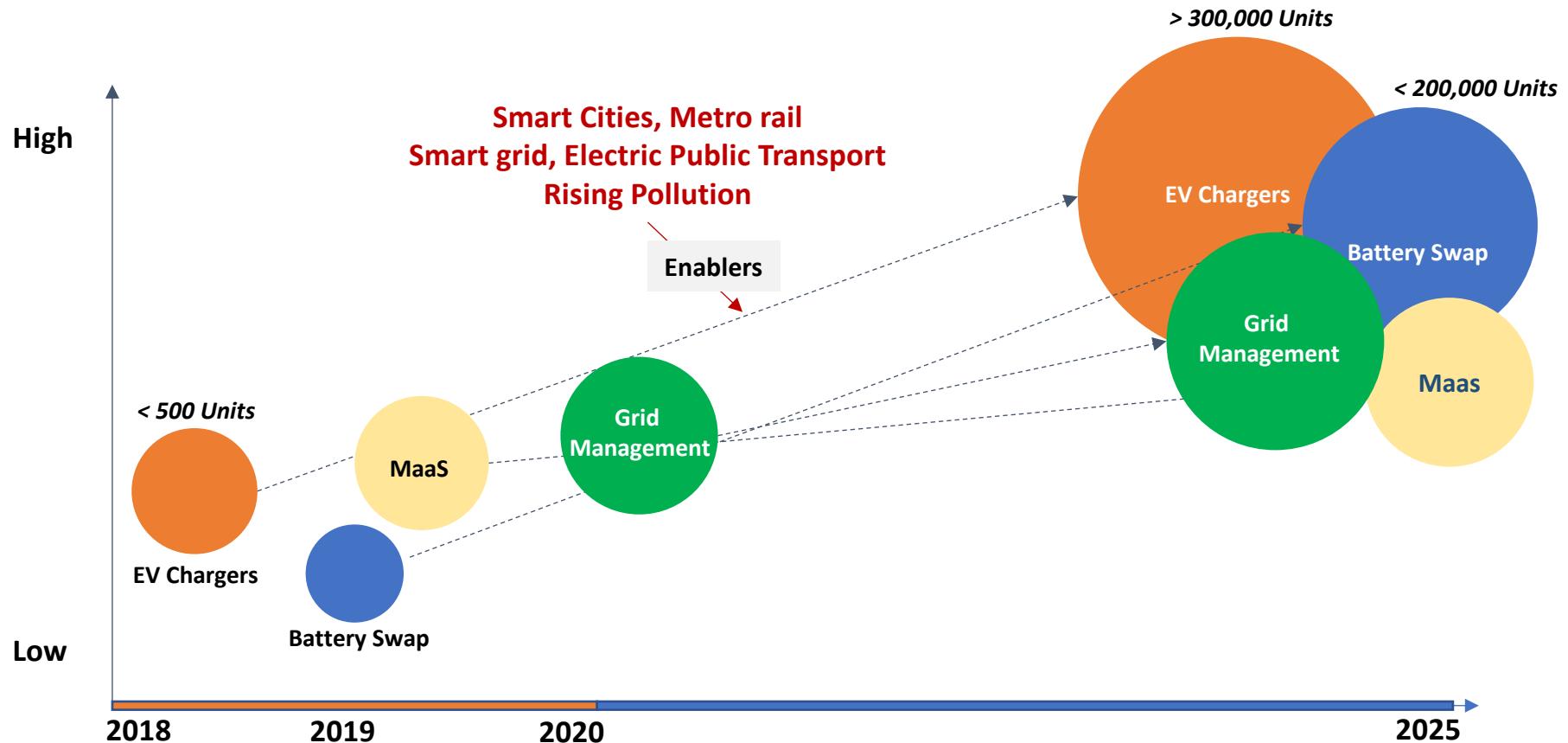
There are apart from the home EV chargers provided by OEMs
RCW – Residential, Commercial and Workplace
MaaS – Mobility as a Service

* 2025 targets

Accelerating EV Adoption in India

Indian EV Opportunity Space

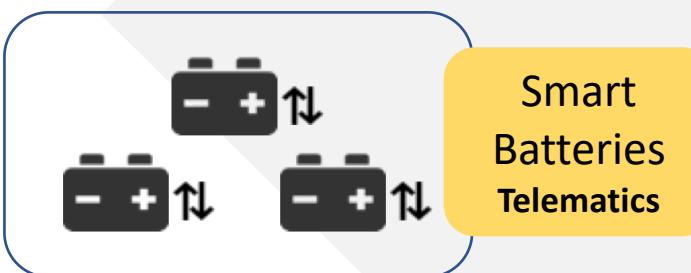
Emerging ecosystem play (excl. OEM market)



Fulcharge - Platform and Solution

Comprehensive | Compliant | Cloud

Opportunity Space



Comprehensive | **Compliant** | **Cloud enabled**

Full solution for
business operations

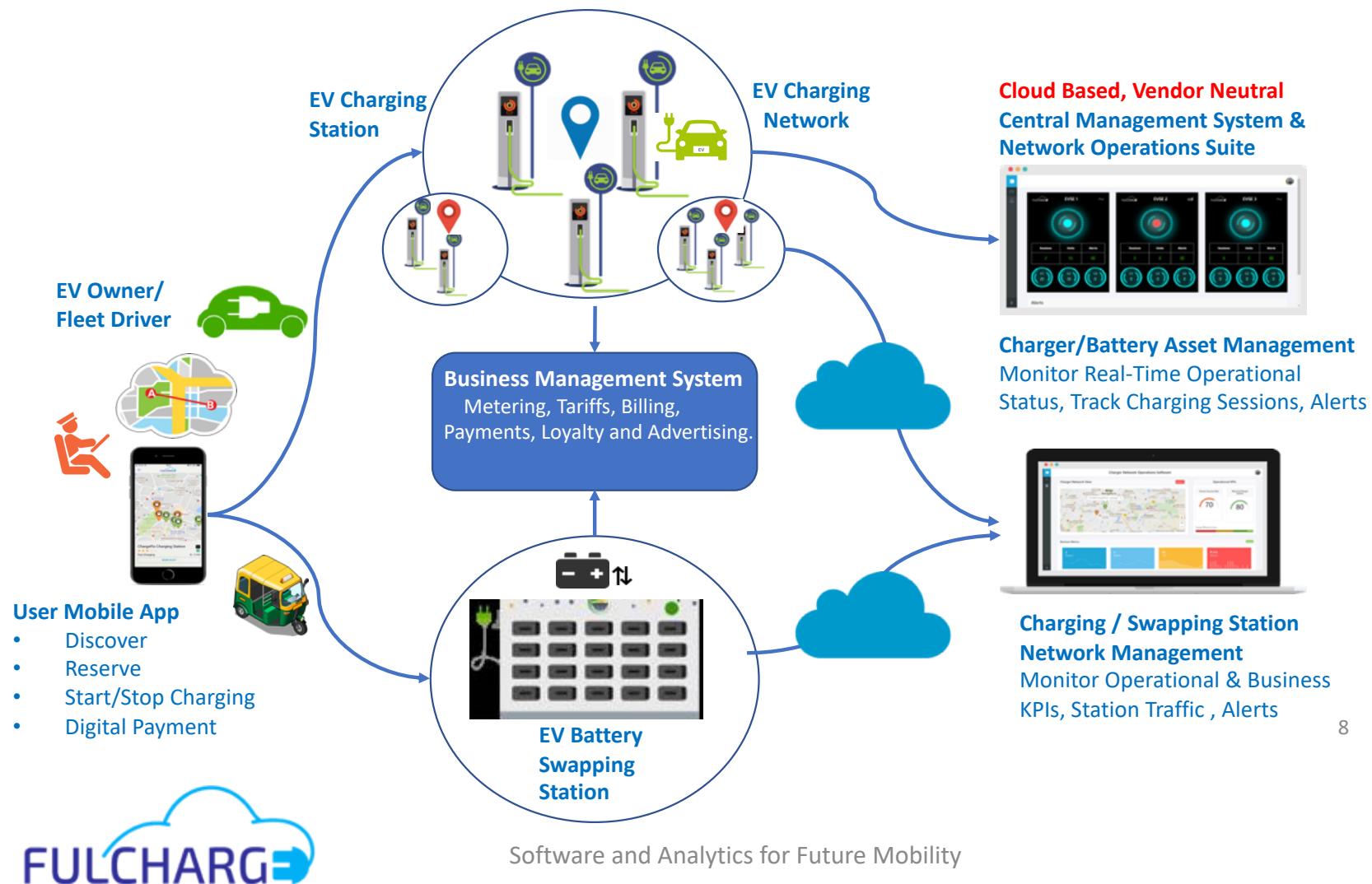
OCPP 1.6 Compliance
India Stack

Cloud and On-Premise
deployment



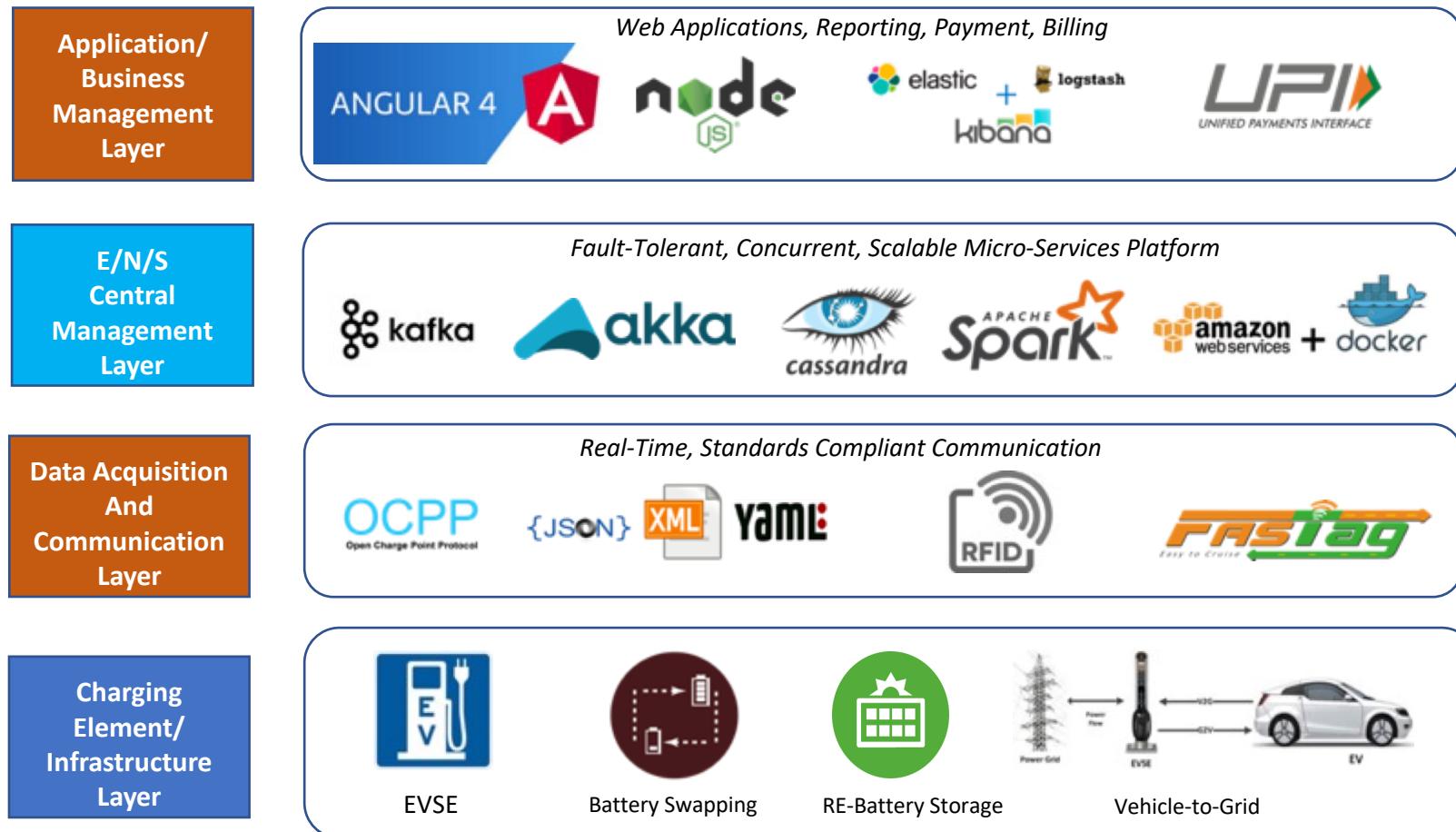
Smart EV Solutions

Driving Electric Mobility



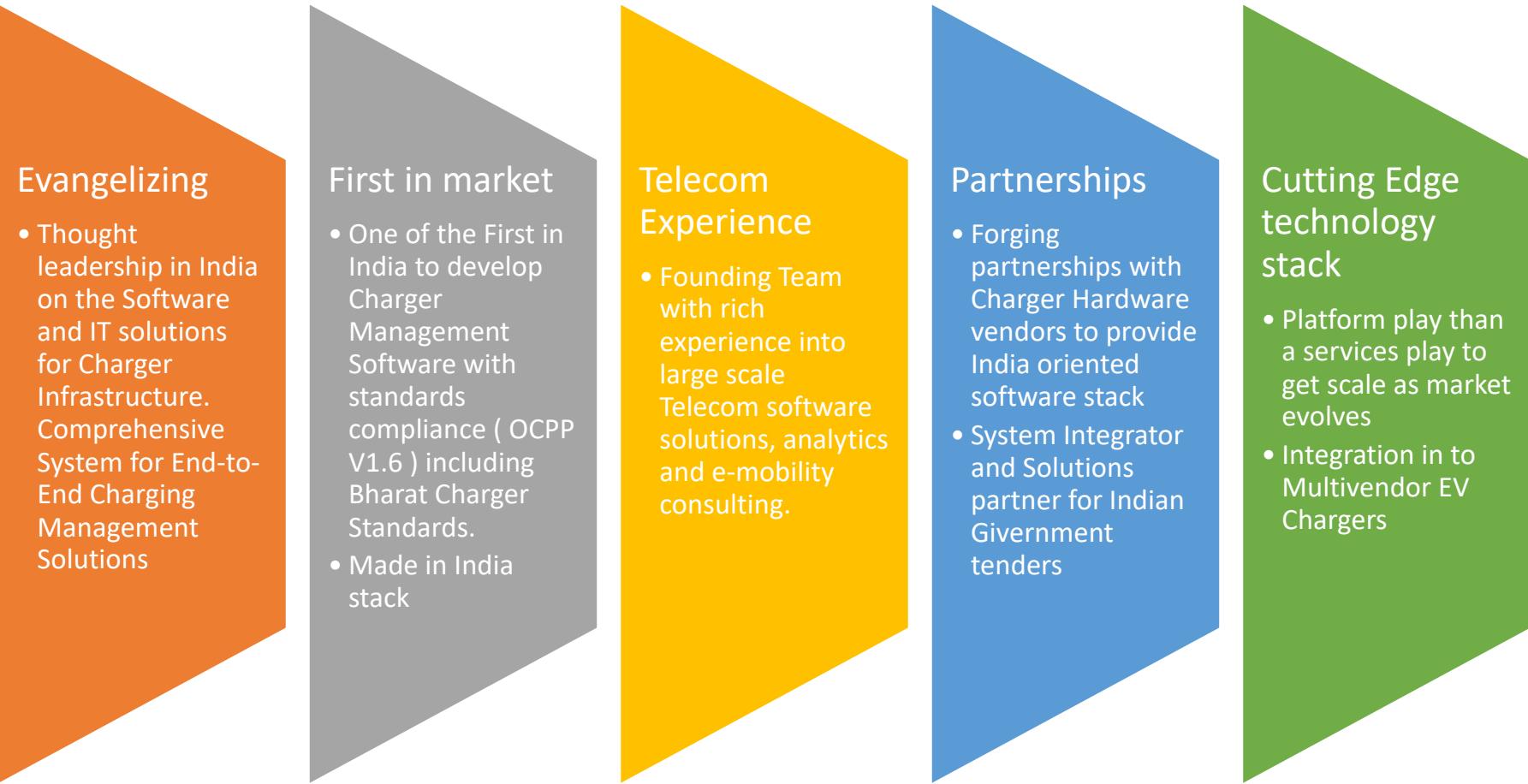
Future-Proof Platform

Using latest technology stack



USP : Creating market leadership

Leveraging Telecom Experiences



Market Growth Strategy

Establishing Channels and Revenues

Public Chargers



Power Utility Companies
Oil Marketing Companies
Charging Service Providers

Technology provider to Charger OEMs

CAPEX and Managed Service

Fleet Chargers



Public Transport Companies
Logistics and Fleet Companies
Private Fleet Companies

Solution provider to Fleet Companies

CAPEX and Managed Service

RCW Chargers



CENTRAL PARKING SERVICES



Property Builders
Parking Service Providers
Public Parking

Managed Service Provider

CAPEX and Revenue Share

Traction and Progress so far

Establishing market leadership



Launched EV Charger Platform suite at Elecrama 2018
Shortlisted as the finalist of Startup awards 2018

Customer Engagements



Public Tenders participation through



Pilot / Policy Engagements



Contributed to Pilots and Reports



GTM Partnerships



Go To Market partner for RCW Segment



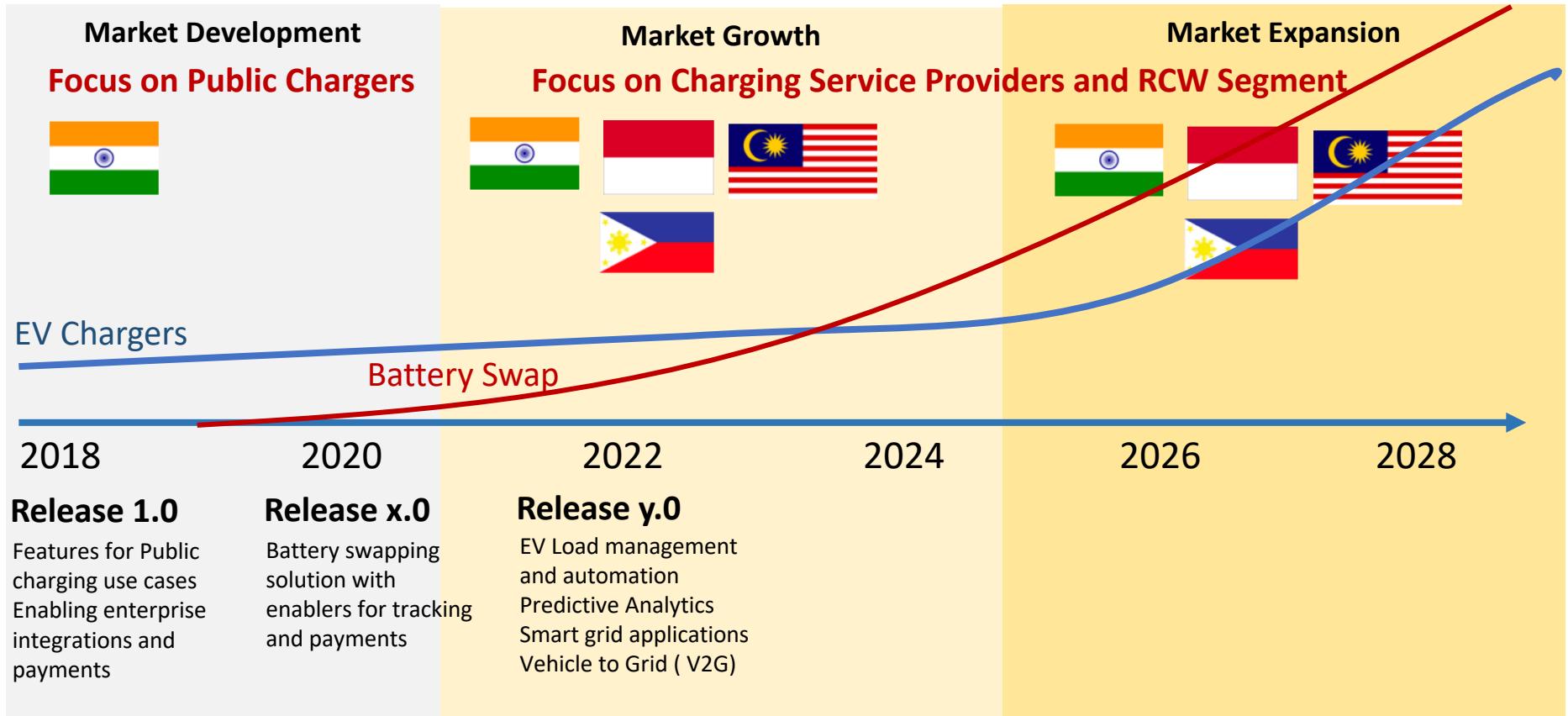
R&D Collaboration



Accelerating EV Adoption in India

Vision for accelerating EV Adoption

Business and technology roadmap



Future Solution Roadmap

Aligning to the market evolution



Value Added Services

Digital Advertisement for advanced mobility ecosystem
Personalized, Contextual and targeted
Enables multisided revenue flows



Business Enablers

Dynamic tariffs
Seamless Billing and Payment interface. UPI, BHIM, Wallet support
New age Prepaid and Post paid plans



Block Chain and Green coins

Enable clear audit of energy flow and Track renewable energy usage and support energy market place
Loyalty points to reward consumers for eco-friendly behavior



Grid Management

EV Load management and automation
Predictive Analytics
Smart grid applications
Vehicle to Grid (V2G)



Team - We have done it before

Rich experience in global products and markets



Sales and Company



Technology

Ravikiran Annaswamy

23 years of product , global business & sales experience at Siemens and Nokia. Leadership with several successful start-ups. BE (UVCE) , MBA (IIM Bangalore)



Customer and Markets

Siddharth Sreenivasan

14 years of Entrepreneurship , Sales and product management experience at Nokia Siemens and Infibeam, B E (RVCE) , MBA (IIM Calcutta)



Team size and Structure

Size : 15 including interns and consultants

Expertise : Full stack software ,Machine learning, AI and rich domain experience



Future is Electrifying

Ravikiran Annaswamy

Ravikiran.A@innohabit.com