

BUSINS PLAN

GROWTH STAGE FUND INVESTMENT

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Executive Summary

- Maxlife Industry was started way back in 1992 with the name Indtron Electronics catering its services in the field of electronics since then it has expanded into many domains specially in context to power generation and consumption, and currently it is the energy venture of g7 group.
- Telecom Industry: It faces huge overhead due to excessive Dg run and hence the cost enrolled in procuring the diesel. On an average of 35ltrs per day for NON ELECTRIC BASE site & 15ltrs per day on ELECTRIC BASE site is current fuel consumption throughout the telecom industry. Many companies have attempted to reduce this through solar technology but have not been able to succeed due to high cost and maintenance of solar technology.

We at Maxlife have developed Storage Cell which is our patented product using advanced hydrogen technology, as a result of which it gets charged in just 4 hours and last upto 48 hours which is far more efficient to traditional storage cell which gives a backup of 4/8hrs against charging of 4hrs.

As a result of this technology, expenses of the telecom companies have been brought down by 40%.

- This technology can be deployed throughout Industry which relies on Diesel generator as alternative source to power.

Most prominent sectors will be

- *Telecom Towers*
- *Petrol Bunks*
- *ATM & Banks*
- *School, Offices & Coaching Institute*
- *Hospital & Diagnostic Centers*
- *Small & Medium Enterprises(PowerLoombs)*
- *Multiplexes & Cinema Halls*
- *Wave Printing Press, Digital Studio & Flex Printers*
- *Cold Storage & Flour Mills*
- *Solar Pumps For Irrigation*
- *Solar Pumps For Drinking Water*

- *Solar Induction Cooker*
- *Crusher & Concrete Mixing Plant*
- *Solar Street Lights For Village*
- *Large Industries*
- *Postal Department*
- Auto Mobile Service Center
- Malls & Apartments

- In Telecom, we have already completed the pilot for 3 telecom companies, and now we have orders to produce 200 sets for each in first phase of deployment, in total of 600 sets.

- For 2 company the contract is in Capex Mode, where we need to produce 200*2 sets which will generate revenue by two means

1. One time selling Profit
2. Per month Site Maintenance

- Under This ,

- Investment will be Rs 18 crore in the first month
- Revenue of Rs 31 crore by end of 3 months by selling the product
- Revenue of rs 11.8 crore by Per month Site Maintenance over a period of 5 years

- Our current focus is on telecom industry, with a vision to accomplish 5000 towers over a period of 2 years.
- Gradually ,we focus to expand in other industries by using the revenue generated from telecom sector
- Our team of Scientist

Mr. Om Prakash: Director and Inventor of this Wonder having Patent with his name.

Mr. Abhishek : Scientist at Bhabha Atomic Research Center

Mr. Hitesh Chandra: Expert in the field of Hydrogen and Nuclear Energy (Professor at Stand for University, California)

Mr. Pushkal Dharmendra : BE , IIT Mumbai.

Are also working on project where we can generate electricity from beam of sun light focusing on salt tank, and have completed 70% of the project. Once this project is completed diesel consumption can be brought down to zero and electricity will be free across the industry.

The Problem

As Telecom is our current tangent of concern, and hence the current funding will be used to address the problem of telecom companies like Airtel, Vodafone, Idea, Reliance etc.

- The per site economy of telecom industry always lies on diesel price
- In India, Currently there are 6.5 lakh tower and expected to become 10 lakh by FY17.
- Current annual diesel consumption in this domain is 2 billion liters.
- Diesel consumption from telecom towers accounts for ~5 million tons of carbon dioxide per year, which is 2% of total green-house gas emissions from India.
- Excessive Man Power enrolled, which causes malpractice and misuse of telecom infrastructure as a result of which companies have to reinvest before the life cycle of the infrastructure like DG,Storage Cell
- Due to manhandling, Tower signal is not found always above boost voltage and hence there is weak signal strengt

The Solution

We have developed one in all integrated solution which consist of:

- Integrated Storage Cell
- Integrated Remote monitoring System
- Integrated Charger Section
- Integrated Automated System
- Integrated Alarm System



- It is specially designed for 100% uptime continuously upto 10 years (available in 3 years, 5 years and 10 years modules).
- It works in always Boost Charge Condition, which gives Boost Signal Propagation, so BTS will do excellence performance and people will get full signal of tower in entire BTS range, even in underground.
- It gives 48 hours Boost Back-up in 4 to 5 hours charging (never battery go below 48V).
- It saves 70% fuel cost, where main electricity supply is available 4 hours only, then no need to operate D.G. at all
- It has self PIU (Programming Interface Unit) which programmed for fully automation and it prevent fuel theft & power losses.
- It also maintain D.G. good health, the PIU automatically start D.G. when battery bank goes below 48V. It stops D.G. when battery bank goes at boost charge of 56V. When D.G. fuel tank go at Reserve Level, it's automatically fill fuel from fuel stock of 2000 Litres tank.
- It automatically changes lubricant oil after every 150 hours of Engine operation. It's also sense engine temperature, if it's gone at 90⁰C then engine will stop automatically. So it increases D.G. life double. Hence there is no need for operator to operate D.G. and fill fuel.

So, there is no scope of fuel theft. It also saves 50% of D.G. maintenance cost in view of above

Target customer

- Bharti Infratel(Demo Completed,Ready for first Phase Order)
- Vodafone(Demo Completed,Ready for first Phase Order)
- Idea Cellual(Demo Completed,Ready for first Phase Order)
- Indus tower
- American tower copration
- Reliance(Anil Ambani group)
- Reliance JIO(Mukesh Ambani Group)

Value Proposition

Load band	0-1.2kw	1.2kw-2kw	2kw-2.8kw	2.8kw-3.6kw
DG REQUIRED	10KVA	15KVA	15/25KVA	25KVA
CYCLE	6VS 24	6VS 24	6VS24	6VS 24
BATTERY BANK	420AH	720AH	720AH	1400AH
COST	RS 573125	RS695925	RS695925	RS1086700
BREAK EVEN WITH EB SITE	2.7 YEARS	2.3YEARS	2.2YEARS	2.2YEARS
PROFIT WITH EB SITE IN 5 YEARS	RS447184	RS709790	RS988398	RS1442173
BREAK EVEN WITH NON-EB SITE	2.5YEARS	2.1 YEARS	2.1 YEARS	2.2 YEARS
PROFIT WITHNON-EB SITE IN 5 YEARS	RS735079	RS1081268	RS1245724	RS1773866
EB SITE IN 2 YEARS2 PROFIT WITHNON- NON-EB SITE BREAK EVEN WITH	RS132010 RS132010 5.2YEARS2	RS1081500 RS1081500 5.1YEARS2	RS1542154 RS1542154 5.1YEARS2	RS1113800 RS1113800 5.5YEARS2

- Cost is the price telecom companies need to pay for product across 4 types of BTS(Telecom site) category
- There are two types of site category:

with electric base,
without electric base

Based on type of site and category, profit which will be gained to telecom companies have been mentioned in the chart

REVENUE MODEL

Operating in Capex Form

- Basically we generate revenue under two heads
 - 1.One time Selling Profit
 - 2.Profit from 5 years site Maintenance

Category	Investment	1)Profit 0-3months	2)Profit over 0-5 years
1:1 BTS	3.12 lakhs	2.60 lakhs	2.72 lakhs
2:2 BTS	3.76 lakhs	3.2 lakhs	7.1 lakhs
3:BTS	6.15 lakhs	4.71lakhs	14.42 lakhs

Investment Vs profit@5 years, Per Site

Operating in Opex Form

INVESTMENT	NO OF BTS	REVENUE
3.12lakh	1BTS	=16430*120 =19.71L
3.76lakh	2BTS	=18176*120 =21.8L
6.15lakh	3BTS	=22487*120 =26.98L

OPEX INVESTMENT VS PROFIT @ 10 YEAS, Per Site

Investment Required

For This round:

- TOTAL TOWER:400(200 AIRTEL+200 VODAFONE)
- INVESTMENT:Rs 17 Crore
- REVENUE IN FIRST 3 MONTHS: $400 \times 6.91\text{L} = \text{RS}27.6 \text{ CR}$
- PROFIT OVER 5 YEAR:11.8 CR

The Team

- **Scientist**

Mr. Om Prakash: Director and Inventor of this Wonder having Patent with his name.

Mr. Abhishek : Scientist at Bhabha Atomic Research Center

Mr. Hitesh Chandra: Expert in the field of Hydrogen and Nuclear Energy (Professor at Stand for University, California)

Mr. Pushkal Dharmendra : BE , IIT Mumbai

- **Management**

Siddhartha Singh: BE,CSE BIT.Co-founder:Gshop7.com,GIS

Sanjeev Singh: BE,EC NIT JAMSHEDPUR,MBA:XLRI JAMSHEDPUR,A SERIAL ENTREPRENEUR

- **Mentor:**

Hemchandra Javeri ,Co-Founder and Managing Director Forum Synergies (India) PE Fund Managers

THANK YOU !!