



MARKET POSITIONING REPORT 2025

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Prepared For :
RYM Grenergy



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Company Overview



Startup Name: RYM Greenergy

Founded: 2023

Location: Gurugram, NCR, India

Founder: Yograj Rundhanker

Team: Interdisciplinary engineers, researchers, and technology developers

The company provides a broad range of smart infrastructure solutions, including:

- Sustainable clean-energy system implementation
- Water-system power installation
- IoT and smart-automation installations
- Sustainable AI-powered tools and applications
- Technical and digital engineering services including IoT applications and custom industrial automation platforms

RYM is driven by a mission to improve energy efficiency, accelerate renewable adoption, and support environmentally responsible power deployment for businesses, communities, and mobility ecosystems across India.

Key Milestones & Recognitions

- Gold Award Winner at KPIT Sparkle (national mobility innovation platform)
- Recognized and supported by: IIT Roorkee – TIDES, i-Hub Gujarat, MSME Innovation Support, and Startup India
- Paid pilot rollout with GKM Energy for hybrid inverter energy storage systems (₹25 Lakhs deployment pipeline)
- Real-world EV integration tests completed with additional pilots scheduled



Problem Statement

The EV and clean-energy sectors face major systemic challenges :

- Long charging time and limited driving range
- Heavy reliance on imported lithium and rare-earth metals
- Safety risks associated with thermal instability
- High cost and complexity of end-of-life recycling
- Supply-chain vulnerabilities affecting pricing and scale

Solution by RYM Greenergy

ULTRON is a next-generation fast-charging and sustainable EV battery system offering :

- 100 km range with 7-minute ultra-fast charging
- Aluminum-and-steel chemistry reducing lithium dependency
- >7000 charge-discharge cycles for long lifecycle economics
- 300+ Wh/kg high energy density
- Safer thermal behavior and simplified recycling
- Support for grid-scale renewable integration and mobility platforms

This dramatically improves EV adoption, cost efficiency, safety, and sustainability across national infrastructure.



Executive Summary

RYM Greenergy is an emerging DeepTech and renewable-energy innovation company developing **ULTRON**, a breakthrough ultra-fast-charging EV battery platform delivering **100 km range with 7-minute charging**, built using **aluminum-and-steel-based sustainable chemistry** that significantly reduces reliance on lithium and rare-earth supply chains.

The solution addresses critical bottlenecks in India's and the world's EV transition, including slow charging, unsafe thermal behavior, recycling complexity, and dependency on resource-sensitive import channels.

Currently at **TRL 6–7 with field-tested prototypes**, patent protection, and validated industry pilots, ULTRON has strong potential for commercialization in EVs, stationary renewable storage, aerospace, and dual-use defence power systems.

Positioned in a rapidly expanding **\$200B global energy-storage market**, RYM holds strong competitive advantages and aligns with national strategic imperatives for **supply-chain sovereignty and clean-energy leadership**.

24.4%

The Indian electric-vehicle (EV) battery market generated revenue of USD 5,265.9 million in 2024, and is expected to grow to USD 19,473.2 million by 2030, at a CAGR of ~24.4%.



Business Model

RYM Greenergy operates on a **B2B revenue framework built around supply contracts, OEM integration agreements, and long-term system-licensing partnerships**. The company's commercialization pathway begins with industrial pilot deployments that validate performance in real operational environments, enabling seamless transition into OEM supply programs and eventually full-scale mass manufacturing.

This approach ensures **predictable recurring revenue streams, strong technical lock-in, and high switching costs for customers due to deep product integration**. By focusing first on strategic industry pilots and energy-infrastructure partners, RYM establishes proven field reliability and accelerates pathway to institutional and enterprise adoption.

Financially, the company has generated INR 29.8 lakhs in cumulative revenue through paid pilot engagements and validation projects, demonstrating market confidence and early traction. With scaled manufacturing capability and certification milestones ahead, revenues are projected to grow significantly INR 1 crore in 2026 and **INR 3.5 crore** by 2027—driven by multi-year supply contracts and licensing of ULTRON battery technology.

This growth trajectory reflects strong demand for fast-charging, sustainable energy-storage solutions and supports a transition to scalable hardware-plus-software recurring revenue economics.





Market Opportunity

The market opportunity for ULTRON is substantial, driven by accelerating global and national transitions toward electrified mobility and renewable energy storage. India's EV battery market is projected to reach **\$2–5 billion by 2030**, propelled by aggressive adoption incentives under **FAME II, PLI manufacturing schemes, and strategic renewable energy and hydrogen missions**.

Internationally, the **global EV battery market is expected to exceed \$200B by 2035**, signaling a transformative period for energy-storage innovation and creating strong demand for alternatives to lithium-based chemistries. ULTRON's ultra-fast charging performance, sustainability benefits, and independence from **rare-earth supply chains position RYM Greenergy as a competitive and sovereign solution capable of capturing rapidly expanding market share**.

The market opportunity spans multiple high-growth sectors, including **EV OEMs, fleet operators, logistics providers, renewable grid utilities, aerospace and defence, and Industry 4.0 manufacturing ecosystems**. These customers increasingly require high-performance, safe, and recyclable energy-storage systems to support electrification, autonomy, automation, and tactical deployment needs.

RYM's sales channel strategy - **B2B supply contracts, system licensing, and pilot-to-deployment conversions—enables progressive scale from industrial pilots to widespread OEM integration and mass manufacturing**. This multi-sector applicability, supported by strong policy and economic tailwinds, makes ULTRON a globally competitive platform with deep strategic relevance and long-term commercial scalability.



Core Technology Readiness

RYM Greenergy's ULTRON platform is built on a static-charge-enhanced energy-storage architecture combined with optimized power-electronics control, inspired by Van-De-Graaff high-efficiency charge-transfer principles. This unique configuration enables rapid ion movement and accelerated energy absorption, enabling ultra-fast charging without compromising safety or lifecycle performance. Powered by a high-performance aluminum-steel chemistry, ULTRON eliminates reliance on lithium and rare-earth materials, reducing geopolitical vulnerability and supporting sustainable high-volume manufacturing. The system delivers exceptional performance benchmarks including 100 km of range with 7-minute charging, more than 7,000 charge-discharge cycles, 300+ Wh/kg energy density, and an 80% lower environmental footprint compared to conventional lithium-ion technologies.

The technology has reached TRL 6–7, with field-validated prototype deployments demonstrating real-world operational stability and reliability across industrial and EV-based pilot environments. Patent protection has been filed and published, establishing strong IP defensibility and commercialization leverage. ULTRON's architecture is designed for multi-domain applications, spanning electric vehicles (2W/3W/4W), hybrid renewable storage systems, defence-logistics power infrastructure, aerospace and UAV platforms, and industrial automation backup systems. This readiness level, combined with proven performance in pilot deployments, positions RYM Greenergy for certification, OEM integration, and scale-ready production pathways.



Traction

RYM Greenergy has built strong early momentum through institutional validation, industry recognition, and paid commercial pilots that demonstrate real market acceptance and technology performance

The company has secured a **INR 25 lakh pilot deployment with GKM Energy for hybrid inverter energy-storage systems** - an important proof point indicating commercial viability beyond laboratory testing.

This strategic pilot not only validates **ULTRON's operational readiness in real-world environments** but also establishes a foundation for future scale-up across industrial and renewable-energy sectors.

In the mobility segment, RYM has successfully completed two EV integration prototype trials, with **additional OEM pilots currently being negotiated, reflecting growing interest from vehicle manufacturers and system integrators**.

The startup has earned multiple national awards and ecosystem endorsements, including recognition from innovation platforms such as **KPIT Sparkle** and support from the **Startup India framework**, reinforcing credibility within the deeptech and renewable-energy community.

Collectively, these achievements demonstrate strong early traction and position RYM Greenergy for accelerated commercialization and investor-backed expansion.



Scaling Strategy

RYM Greenergy's **short-term scaling focus (0–18 months)** is centered on converting technical validation into commercial adoption through strategic pilot expansion and certification readiness. The company will scale its **EV integration pilots with major Indian OEMs**, translating prototype performance into fleet-level and platform-level deployment agreements. In parallel, RYM will complete key **AIS-156**, **AIS-038 Rev2**, and **BIS certification pathways** that are required for **large-scale EV and stationary-storage commercialization**. Strengthening manufacturing robustness and cost control, the company aims to **localize critical component supply chains** and **finalize industrial partnerships** that enable reliable volume production and reduced dependency on imported power electronics and specialty materials.

In the **mid-term horizon (18–36 months)**, RYM will focus on multi-market expansion and global commercialization opportunities. **The company plans to enter the United States market through a licensing and technology-transfer partnership model, enabling faster scale without heavy capital expenditure**. RYM will also pursue defence integration opportunities for tactical field power, unmanned systems, and mission-critical storage platforms, leveraging its safety, endurance, and ultra-fast-charging advantages. **Product diversification will expand into hybrid stationary storage systems and renewable-grid backup solutions, positioning ULTRON as a comprehensive energy-storage ecosystem with applicability across mobility, industrial power, and national security infrastructure**. Together, these strategic tracks create a scalable pathway toward **commercial maturity, global competitiveness, and long-term revenue acceleration**.



Competitive Landscape

The global and Indian battery ecosystem is currently led by players such as **BYD (Blade Battery)**, **CATL**, and **Exide Leclanché**, all of whom rely predominantly on lithium-based chemistries that face growing challenges related to **rare-earth material dependency**, **thermal safety risk**, **supply-chain instability**, and **end-of-life recycling complexity**. While these incumbents operate at scale, their technologies remain constrained by slower charging speeds and higher lifecycle costs associated with lithium extraction and processing. This presents a significant gap in the market for faster, safer, and more sustainable energy-storage solutions that reduce geopolitical vulnerability and support domestic manufacturing resilience.

RYM Greenergy differentiates itself by leveraging a non-rare-earth aluminum–steel chemistry paired with ultra-fast-charging technology capable of delivering **100 km of range in 7 minutes**, enabling a new performance and sustainability benchmark in the EV and renewable-storage domain. ULTRON's simplified recycling, lower manufacturing cost, superior safety profile, and strong national-security alignment provide the company with a defensible competitive advantage and meaningful value for government and strategic industrial adoption. RYM's potential partner network spans leading EV OEMs and energy majors, including **Tata Motors**, **Mahindra Electric**, **Ather**, **Ola**, **TVS**, **Hero Electric**, **Exide**, **Amara Raja**, **NTPC**, **Power Grid**, and defence and aerospace agencies such as **DRDO** and **ISRO**, as well as global leaders like **Tesla**, **VW Group**, **Panasonic**, and **LG Energy Solutions** positioning the company for strategic collaboration and future acquisition pathways.



Strategic Value

RYM Greenergy delivers **high strategic importance** to India's national energy and technology roadmap by contributing directly to clean-energy sovereignty, defence-grade electrification capability, and lithium-import reduction. By replacing rare-earth-dependent chemistries with an aluminum-steel platform, ULTRON strengthens national self-reliance and reduces exposure to global supply-chain volatility dominated by China and South American lithium extraction. This aligns with India's industrial and geopolitical ambitions under **Atmanirbhar Bharat, Make in India, Defence Indigenization, and the Net-Zero 2070 climate commitment**. ULTRON's ultra-fast charging, long lifecycle, and simplified recycling model empower economic scalability across civilian mobility and renewable infrastructure as well as **dual-use defence logistics, tactical power systems, and aerospace platforms** expanding India's presence in next-generation battery science and manufacturing leadership.

From a regulatory and compliance perspective, the pathway to commercial scaling involves certification and standards alignment, including **AIS-156, AIS-038 Rev2, BIS, and global testing frameworks** such as IEC 62133, IEC 62619, IEC 61000 (EMC), IEC 62109, RoHS, and ISO 9001/14001. In parallel, high-density energy-storage systems carry dual-use and export-control implications, particularly for defence applications, requiring controlled and compliant deployment for international markets. **Key risks to monitor include certification timelines, protection of intellectual property in global jurisdictions, localization of critical electronic components that are currently limited in domestic availability, and intense competition from multinational incumbents with scale advantages.** However, successful navigation of these challenges positions RYM to become a strategically valuable player in global clean-energy transformation.



Conclusion

RYM Greenergy is a rapidly emerging DeepTech and renewable-energy innovator developing ultra-fast-charging, sustainable, patent-backed battery technology with strong national strategic relevance.

With TRL 6–7 readiness, real-world prototype validation, and clear performance differentiation, the company is well-positioned for institutional investment, government partnerships, and commercial scaling.

Competitive benchmarks highlight ULTRON's advantages in charging speed, material sustainability, lifecycle cost, and manufacturing independence, aligning with accelerating global demand for non-lithium alternatives.

Beyond ULTRON, RYM has established itself as a leading Indian provider of renewable and automation solutions including clean-energy deployment, water-power installations, IoT automation, AI tools, and industrial engineering services.

Guided by a mission to enable energy efficiency and responsible electrification, the company is positioned to influence India's clean-energy and industrial transformation and expand into high-value domestic and international markets.



TattvaX - Sept '25

We extend our gratitude to i-Hub Gujarat & Sanchi Connect for trusting us with the Market Positioning Reports for Tattva X September 2025 Cohort. The startup acceleration program began on 1st September with sessions by Hiranmay (CEO, i-Hub) and Dr. Sunil Shekhawat (CEO, Sanchi Connect) introducing the program, followed by Chirag Gupta (8X Ventures) on the Entrepreneur Journey, Kshitij Shah (Ratnaafin) on Strategic Partnerships, and CA Sambhav Mehrotra (Startup Movers) covering Equity, Compliance, and Financial Readiness.

Day 2 featured Raj Sethia (MountTech Growth Fund) on DeepTech Investing, Sourabh Goyal (Success Brew) on Digital Marketing and Founder Branding, and Govind Kedia (Arctic Invent) on IP Strategy & Capital Attraction.

Day 3 included Addison Appu (Thinkuvate) on Financial Strategy, followed by a Fireside Chat on the VC Ecosystem with Mihir Joshi (GVFL), Jaimin Shah (DevX), and Sweta Tiwari (Plug and Play Tech Center), moderated by Hiranmay and Dr. Sunil Shekhawat.

The following expert sessions covered key startup themes – Sahil Gupta on Data-Driven Decision Making (13 Sept), Vijay Bawra on Strategic Partnerships (27 Sept), Abhishek Kakkar (IAN) on Fundraising (30 Sept), Mukesh Malik (Project GK) on Design Thinking (4 Oct), and Ashutosh Srivastava (Sanchi Connect) on Unit Economics (8 Oct).

Later, Shashank Randey (247VC) led Financial Forecasting (15 Oct), Aditya Arora (Faad Network) covered Investor Readiness (29 Oct), Amit Shukla (Simpler Today) explored AI in Business (4 Nov), Vineet Sagar (Venture Garage) spoke on Storytelling (12 Nov), and Utpal Kant (Sequitur Advocates) concluded the series with Negotiating Term Sheets & Dilution (15 Nov).

ABOUT GLOBAL EYE



Over 95% of Indian think tanks operate as not-for-profit foundations, largely dependent on government funding or philanthropic grants. This overreliance has constrained commercialization and, in turn, stifled innovation within the policy ecosystem - despite the rapid rise of policy enthusiasts seeking meaningful engagement. **Global Eye Intelligence** stands apart as a young, bootstrapped Indian startup committed to building a National Security Knowledge Economy.

In the fast-evolving landscape of international relations and security, we have positioned ourselves as a pivotal force, delivering cutting-edge geopolitical intelligence and strategic insights. Agile, independent, and forward-looking, Global Eye is redefining how geopolitical challenges are understood and addressed.

GLOBAL EYE VISION

We envision a **Modern Indian State by 2047**—a vision once dreamt by **Sardar Patel**—where **innovation, security, and knowledge** converge to shape a resilient and future-ready nation. As Chanakya wisely noted, **the strength of a nation flows through its treasury**. With India entering an era of unprecedented **demographic advantage**, it is imperative that we **incentivize and empower our youth** to innovate within the policy ecosystem, ensuring that **India's intellectual capital becomes its greatest strategic asset**.

We aspire to emerge as the **world's leading intelligence hub**, delivering unmatched **geopolitical insights and strategic solutions** that enable nations, organizations, and individuals to navigate the complexities of an interconnected world. By fostering peace, strengthening security, and advancing sustainable development, **we aim to redefine how knowledge serves as the cornerstone of power in the 21st century**.



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