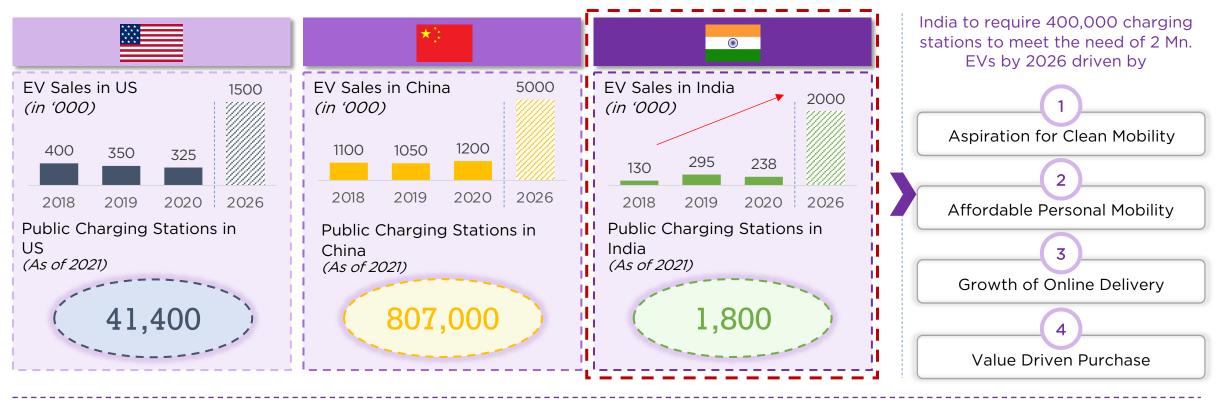
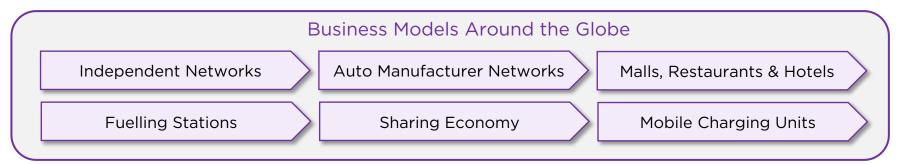
The Electric Vehicle charging market size in India is expected to surpass USD 5 Bn. by 2027 propelled by the large underserved market, rapidly growing EV adoption and lower competitive intensity







Enhancing customer value by leveraging strategic partnerships with existing EV related infra network owners

XYZ Ltd

- Private corporate entity with oil refineries in Gujarat & Maharashtra
- Owns and operates 500 fuel stations
- 50% on state/national highways & 50% in urban areas





Target Customer Group¹ Urban areas

3W-E-RICK (INR 140Bn), Personal car (INR 100Bn) State/National Highways

LCV (INR 15Bn)

Customer Value Proposition

- -Well established network with mobile application
- -Subscription based model to reduce runtime cost
- -Mobile EV charging for en-route discharge

Strategic alliance with EV charger Distributors/manufacturers

-Revenue & Resource sharing model

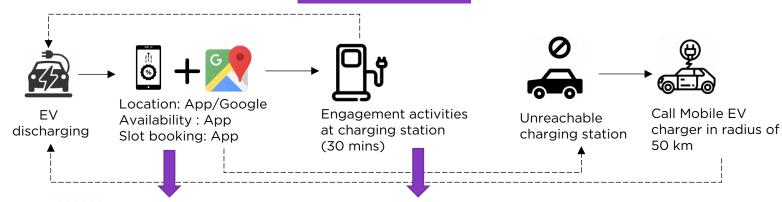
EV charger distributor/manufacturer resources:

- -Equipment & charger Installment
- -Maintenance and technical expertise

XYZ Ltd. resources:

-App development, Land and promotions State/National highways: Utilizing current resources Urban area: Substituting part of current petrol pump with charging station

Customer Journey



Key Partners

EV charger distributor/manufacturer

Commercial EV partner



TATA POWER

OLA

UBER



€-TRIO



Engagement partners

EV manufactures for promotions

Revamped Business Model



SUBWAY*





Availability & waiting time



Slot booking

Nearest charging station



SafeTour feature to call mobile EV charger



Payments Platform (RMDP model: grid capacity/solar panel capacity/time of day/subscriber offers/ EV manufacturer)



Offers (exclusive for EV manufacturer Partners)



Convenience store- travel & food essentials



Window beverage outlets



Engagement activities

Newspaper + magazine



Food delivery option on app (urban outlets)



OTT partnership- 30 min short film

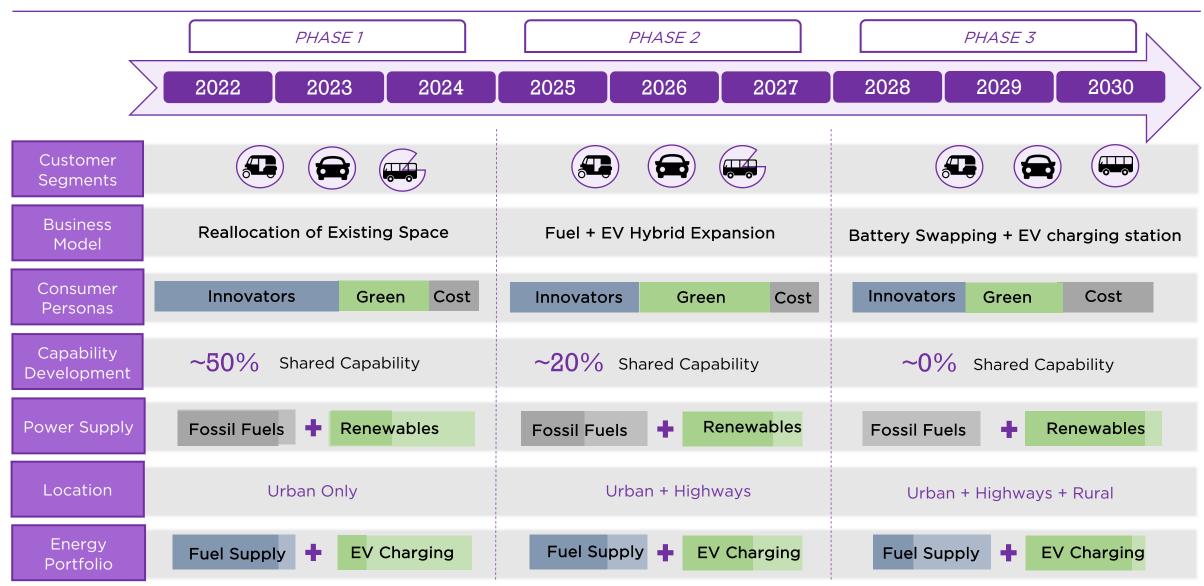




App integrated video games



Company's business model is expected to evolve in three phases to develop capacity in time to meet the demand of the Indian Government's resolution of increasing the share of EVs to 30% by 2030



Open Automated Demand Response

(OpenADR)

Web Dashboard

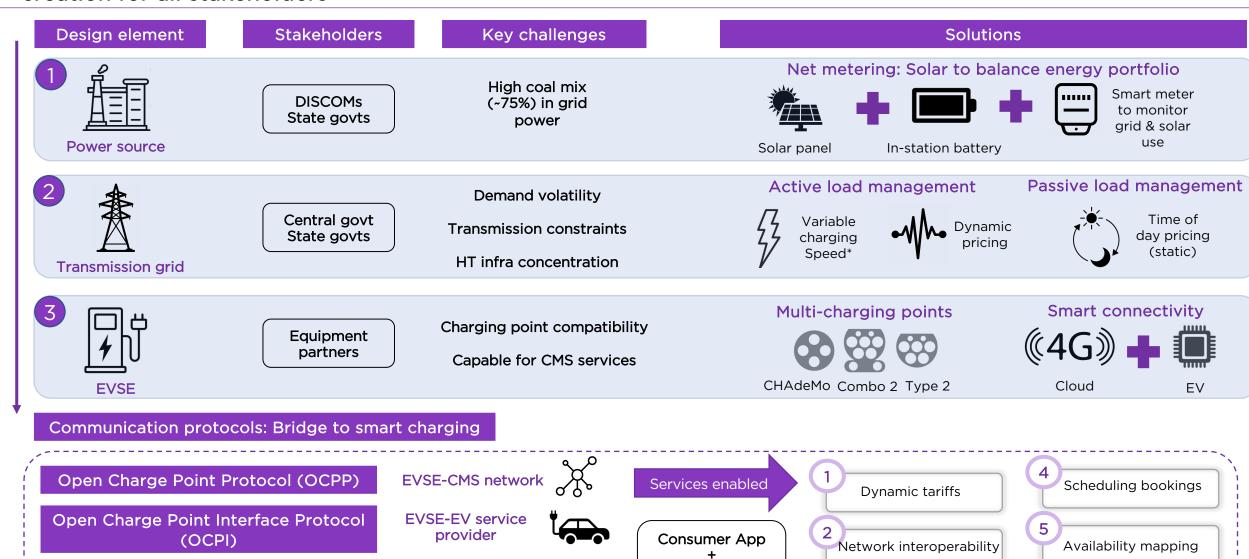
for Businesses

3

Online billing

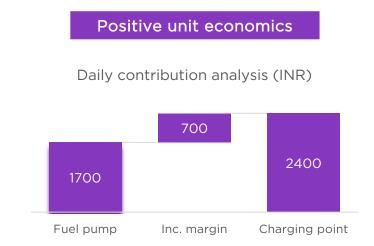
BI reports of stations

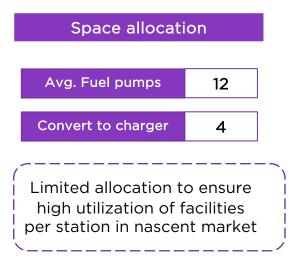
Using communication protocols to address bottlenecks across EV charging infrastructure enhancing value creation for all stakeholders

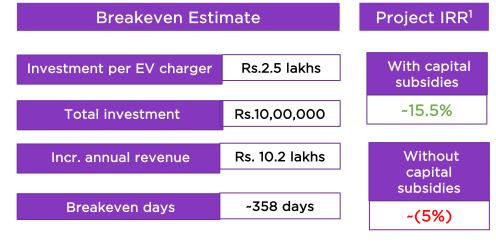


EVSE-DISCOMS

Healthy unit economics offers short path to breakeven equipment capex; subsidies critical for overall project viability







Policy Recommendations to Steer the Indian EV Charging Industry

Financial support policies like capital subsidies to enhance viability



Revamped Business Model

Ease of Attaining High Power Licensing for EV chargers at low cost



Standardisation of Batteries, APIs to Integrate EV Ecosystem



Mandatory Charging Infra at Commercial Properties



Standardised policy framework pan India to support smooth planning & rollout



Conclusion: : XYZ Ltd should focus on VISION 2030- Adoption of EV charging solutions to drive carbon neutrality and developing a future ready product mix

Vision 2030

38 kg

