



SEASON 9

Problem Statement Name: **Emerging Mobility**  
**Business Unit - EMBU**

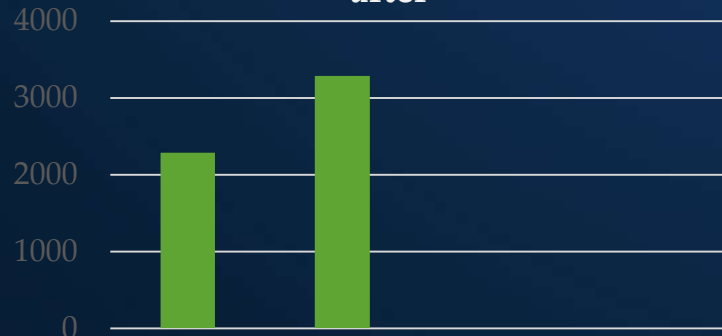
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**Guwahati**

## PLAN-1:UNLIMITED CHARGING MODEL

- We are taking hypothetical scenario total market size of 100 people.
- As per the taken situation only 25 people using charging station to charge their 2-wheeler.
- As per the given situation monthly electricity consumption is 114.4 units and total money received at station is Rs 2289.0/month.
- Model : monthly subscription
- Unlimited recharge your bike for 1 month only by paying just Rs499.
- Analysis:
- Let 5% user who consumes 200units/year full population buy a plan, 20% of next 5 %total people buy monthly subscription and 0% of next 15 people buy monthly subscription .
- Total money received from charging station from this model is Rs 3281.7/month.

Revenue comparison before & after



## PLAN-2:ENERGY DISCOUNT

- For students(university + Highschool) we will provide an additional discount by instead of charging them monthly we will be charging them for each 35 days

## PLAN-3:VIDA PREMIUM CARD/CHARGE NOW PAY LATER

- If a customer has purchase 8 monthly subscription in a year then they are eligible for Vida premium card @Rs299 .

### Benefits of card :

- 20% off in every monthly subscription transaction for next 8 month and after every 8 month you have to renew your card.
- Every Vida card holder will have option of charge now pay later.
- Every Vida card holder get first charging preference at nearest charging station.

## MORE RECOMMENDATION:

Open charging point near some landmark like grocery store or café or malls or big offices or outside residential colonies.