

Executive Summary

Since the 1990's with globalization gripping India and pushing us into the 21st Century we have witnessed a massive "Westernization" of Indian culture which has shaped the automotive Industry in the country. Automobiles are now being acknowledged as performance/luxury vehicles rather than just a means of transport. Orion Racing India is a racecar manufacturing company looking to target the affluent and young at heart who prefer motorsports to a game of golf as a weekend activity.

With a team of experienced racecar engineers, ORI has developed the ORI-14, a 600cc open cockpit racecar that packs a punch. Giving the "Amateur Weekend Racer" a chance to go from 0 to 100 Km/h in 4.1 Seconds and experience lateral G-forces reaching 1.7 G's. This 234 Kg pocket rocket, after extensive market research through A.C. Nielsen has been designed keeping in mind reliability, ease-of-use and safety all three key concerns of our customer base.

How does the ORI-14 set itself apart from the competition:

- Use of a top of its class ECU, Data logging and Driver Interface module enables quick feedback as well as the option of the driver setting up the car to his liking. This coupled with a suspension setup that can be adjusted by the finest of margins gives drivers the ultimate racecar experience
- Ergonomic adjustability can accommodate drivers of different physiques in their most comfortable position

With a view on reducing the investment risks and taking into consideration the fact the India is a labour intensive economy with lower labour costs but higher land and machining costs we outsource our production to SME's, with the final assembly being done at our factory under the watchful eyes of the ORI engineers thus helping us maintain the highest standards of quality at lower costs. Our plant follows the Just-in-Time inventory management philosophy which makes us more capable of handling customer demands.

To get our product to the customer we will be following a 2 pronged approach- Sales through dealerships and company outlets and India's first of its kind Racing Resort. Our target customers are High Net Individuals and Motorsport Enthusiasts with a little spare change. These self-owned cars can be driven at existing race tracks around the country for which licenses/permits will be issued. Our Resort is already under construction and should be functional in a year's time.

The ORI Racing resort will be a first of its kind in the country. We hope to combine the luxury of living First Class sipping coolers by the infinity pool with the sheer adrenaline rush associated with having to control massive oversteer as the ORI-14 negotiates a turn on our in-house Racetrack. The Resort has a unique club membership option which allows one to get the thrill of driving the ORI-14 on a rental basis at the Resort Track. With in-house driving instructors the resort will also play the role of a mini driving institute.

We anticipate a single unit production cost as \$ 15,748 and a total capital requirement of \$1.2 Million of which we will invest \$ 325,000 and expect a \$ 875,000 investment from you against a 38% equity stake and 1 member on the Board of Directors of your choice.

Being the proverbial early bird in the virgin Indian amateur motorsport market, we hope to make more than a splash and turn your investment into a profitable venture. We hope to join hands with you and take our company to the heights of success.