

SHAASTRA AUTOMATION LLP

AUTOMOBILE SOLUTIONS EXPERTS

Certified Startup by DIPP, Govt. of India - DIPP3493

Investor Pitch Deck

The Problem

24.4% fatal car accidents occur at night

Despite **60%** less traffic on the roads at night time, **24.4%** fatal car accidents occur at night. Night driving is a top cause of car accidents due in large part to limited visibility. **90%** of driver's decision is based on what they see. **1214** road crashes occur every night in India.

Improper use of Dipper system in vehicles

Almost everyone drives their vehicles with **HI-BEAM ON. All along..** Never use the Dipper. *"To follow or not to follow the rules, this the question".* This is lack of concern for the other drivers. The Hi-Beam and the Dipper. Two settings for the Head-Lights of any vehicle. These have been provided for obviously right reasons.

Glare that momentarily blinds the driver's vision

The glare caused in driver's eye due to oncoming vehicles. It takes **3-8 seconds** to recover from the glare which increases the chances of accidents. Our eyes adjust to the lower levels of light. It is difficult to switch between bright and dark intensities of light.

The Solution - AUTO DIMMER DEVICE

(Patent- 3966/MUM/2015)

Reduces the intensity of light according to the surroundings

An electronic circuit that reduces the intensity of the headlamps of vehicles by half when surrounding lights are enough for a clear vision.

Compact and easy to install device

The dimensions of the device are 15*10*6 (in cm). It takes only a minute to install this device and is a very handy kit.

No further use of manual dipper systems -Automated dimmer

This devices replaces the manual dipper system in vehicles with an automatic dimmer system that controls the intensity of the headlamps.



An Innovation reducing road accidents and with high revenue expectations leads to growth...

The main object of the startup is to provide a novel automatic dimming device for automobiles which can automatically judge the required intensity of the headlamps of the vehicles. It will reduce the number of road accidents by 70%. It will replace the manual dipper system in the vehicles which drivers take for granted and do not use. It is a very quick response device with a 0.1 sec restoring time with no chances of glare. The user can easily install this device in their vehicles by just referring to user manual.

It solves a problem which makes it mandatory to use. If at the right time the government is pitched and made understand its importance it will be a mandatory device to be fitted in vehicles and hence it can increase the market capture by 60%.

Competitive Advantages

We deal with innovative automobile solutions and hence a big literature review is done before developing products to gain more competitive advantages and our very first innovation is already a published patent (3966/MUM/2015)

Unique Features

- Fully Automation
- Very little restoring time
- Applicable for wide range of intensities
- No glare for upcoming vehicles
- High operating distances
- Light in weight

First to Market

No such device that replaces the manual dipper system in vehicles exist in the market. This replacement is very fist of its kind.

Proprietary Technology

Our company will create a brand value with this product to set a platform to launch other such devices on which we are working.

Adoption Rate

We had around 25 surveys online + offline and the results are commendable. With an adoption rate of 85% we expect a huge market for this product.

Unique Pricing

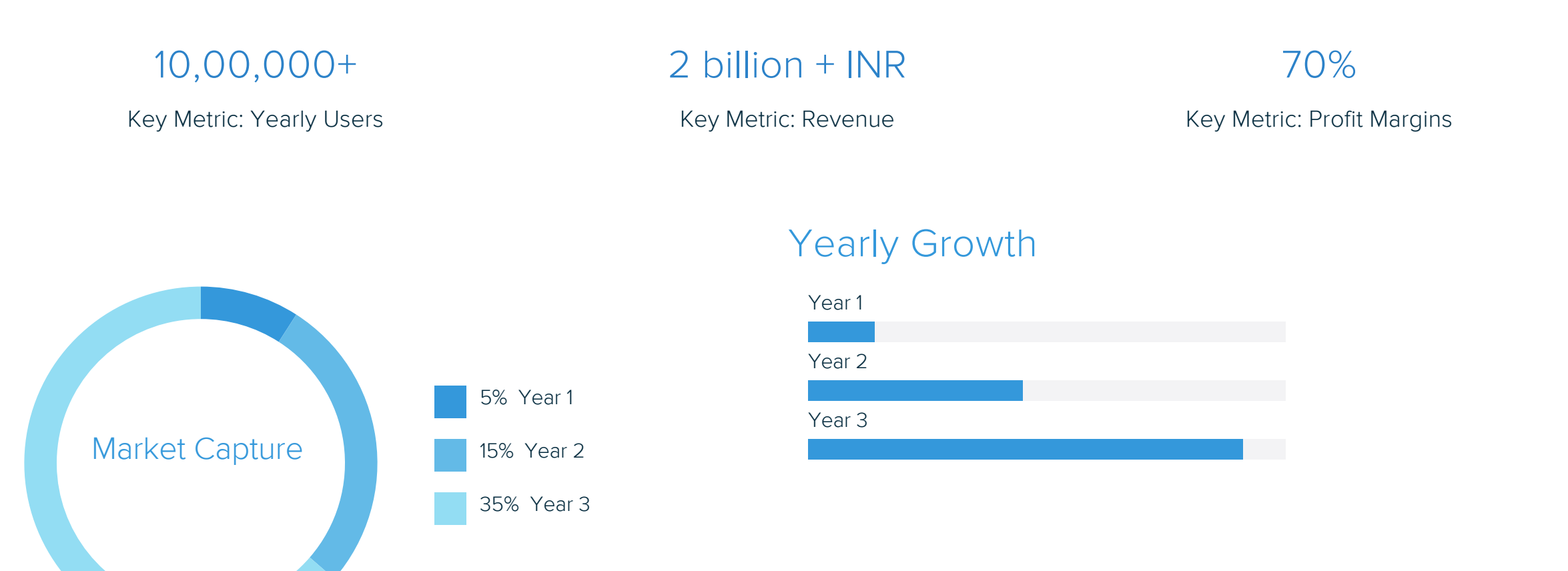
We do not believe in taking false advantages of monopoly and hence we kept the price of this product at its low. The average cost of this kit among all its variants is 2500 INR with an MRP of 4000 INR.

Exclusive Partnership

We are already reaching automobile juggernauts to tell them about our product. The results are pretty good as the interest shown by them is highly appreciable.

Market Analysis & Forecast

As we are in the initial launch phase of our product under our startup, we present you a market analysis and sales forecast for the next 3 years ahead of us.



The Team

Who's putting their blood, sweat and tears into this venture. The team is expanding day by day and is of 6 members at present. Below are key members of this startup.



Prajval Gupta

CEO & Founder

He is a pre-final year student at IIIT Gwalior and a passionate Machine Learning developer. Having good business skills and market knowledge, he is also good at mechanical skills. He played a major role in developing the product and also launching this startup.



Rohit Singhal

CTO & Founder

He is a pre-final year student at IIIT Gwalior and an automobile expert. He has a good hand in the field of robotics technology. He worked on several projects at institute level. He is also an inventor of this product and a founder of this startup.



Dr. Pankaj Srivastava

CFO & Co-Founder

He is an Associate Professor at IIIT Gwalior and works on several research projects funded by DRDO and DST in the field of nanotechnology. He has 15+ years of teaching experience. He also played a vital role as a mentor in this product and the startup.

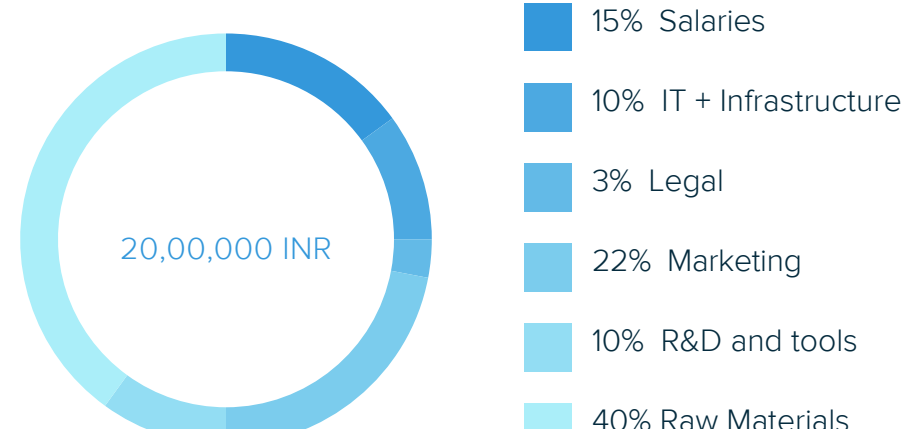
The Ask

This startup has got a funding of 50,000 INR for its launch under the Startup India Scheme, Govt. of India. Now to accelerate its performance and to create its market, a funding of 20,00,000 INR is required.

Funding Goals

- Salaries and marketing are two major expenses, while depreciation is another significant cost that will increase as company develops.
- The owners of this startup do not intend to take out any profits out of this business until the initial investment has been satisfied.
- We have a goal to produce 1000 sample kits as initial production.
- We want to open 2 new offices in Bangalore and Mumbai to operate smoothly in the nearby areas of around 800 km.
- We want to create a partnerships base of 100+ which includes automobile companies and auto parts manufactures & retailers.

Funding Allocations



Timeline

- The startup is already registered and have been certified by DIPP, Govt. of India (DIPP3493).
- We have produced 10 kits and have 990 left to complete our goal of 1000 kits.
- We have done 25 market surveys and have 50 other planned in our checklist.
- The team size needs to be expanded and for this 15% of the funding is required.
- An ad-video is to be created to pitch the customers.
- 10 workshops are to be conducted to create awareness of the product and its utilization in reducing no. of accidents on road.
- To present this product on several government platforms to mark the importance of this innovation and allow for its mandate use in vehicles