



TEAM AARYANS

Walchand College Of Engineering, Sangli

M-BAJA 2024

SALES PRESENTATION

TEAM ID: 24074

CAR NO: 74





Vision



Our vision is to continue innovation in off-road mobility, focusing on smart technology integration and enhanced safety features.

Mission:

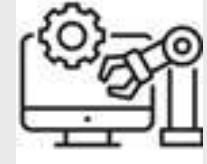


Our mission is to manufacture and deliver high-quality ATVs, ensuring customer satisfaction, fostering innovation, and maintaining the sustainable practice for long-term success and becoming India's leading ATV manufacturer.



About us

Manufacturing capability



- 1] Manufacturing 12 vehicles/day.**
- 2] Uses of IoT in Manufacturing and Across India R&D.**

Idea behind Product:



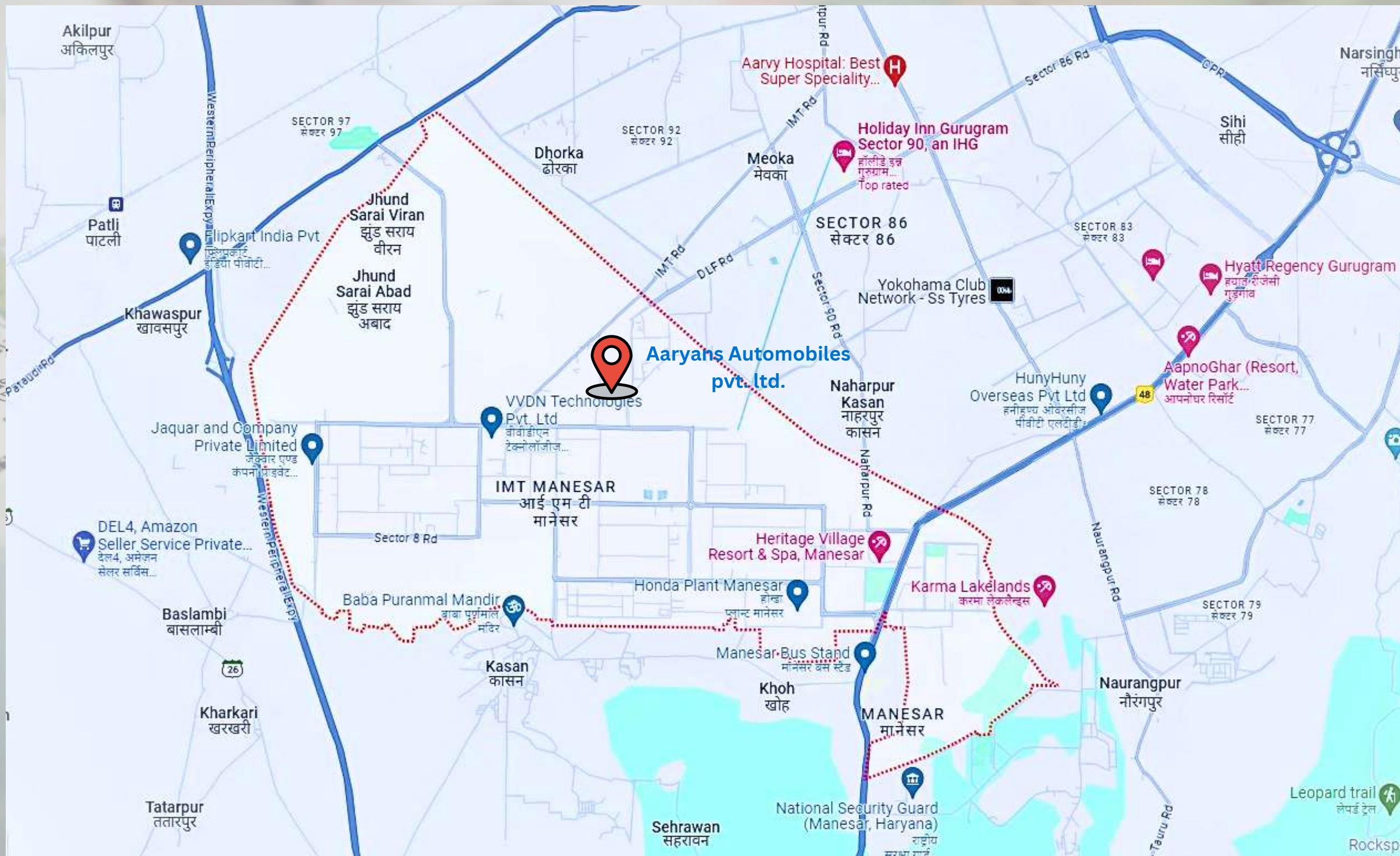
Aaryans Automobiles was Founded in Manesar, Haryana in 2022 by a team of geeks who follow nothing but goals. In today's world ATV sport and adventure is emerging and modern, economical vehicle is the necessity of the market. By seeing this opportunity and future extent. Aaryans Automobiles designed their 1st product: 4 wheel-drive ATV (All Terrain Vehicle).



Product service Network

- 1] Distribution Across India through dealerships.**
- 2] Saves Large Investment Cost.**

LOCATION



Why this?

- closer to the target location and target market.

ORGANIZATION DETAILS

BOARD OF DIRECTORS (CEO/COO/CFO/CTO)





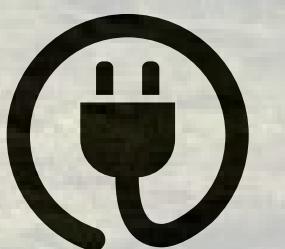
VOICE OF CUSTOMER COMPARISON



POWERLAND vs AARYANS
900D EXPLORER 1



60-70 % imports



Battery issues and charging ₹ 4,25,000
PRICE



Unsafe



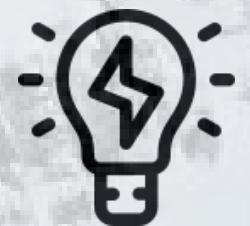
₹ 4,52,895
PRICE



Robust design



Best control



Cutting edge
technology

VEHICAL SPECIFICATIONS



- 4 WD Vehicle
- Briggs and stratton Engine 305 cc
- Max. speed of 50kmph
- Max. acceleration of 5.76 m/s²
- Max. torque of 477.78 N-m
- Mileage - 25 km/ltr
- Comfort ride with extra safety features

OUR OFFERINGS

SALIENT FEATURES



OFFERINGS

Flexible financial options including lease options, low-interest loans.

Comprehensive Warranty packages

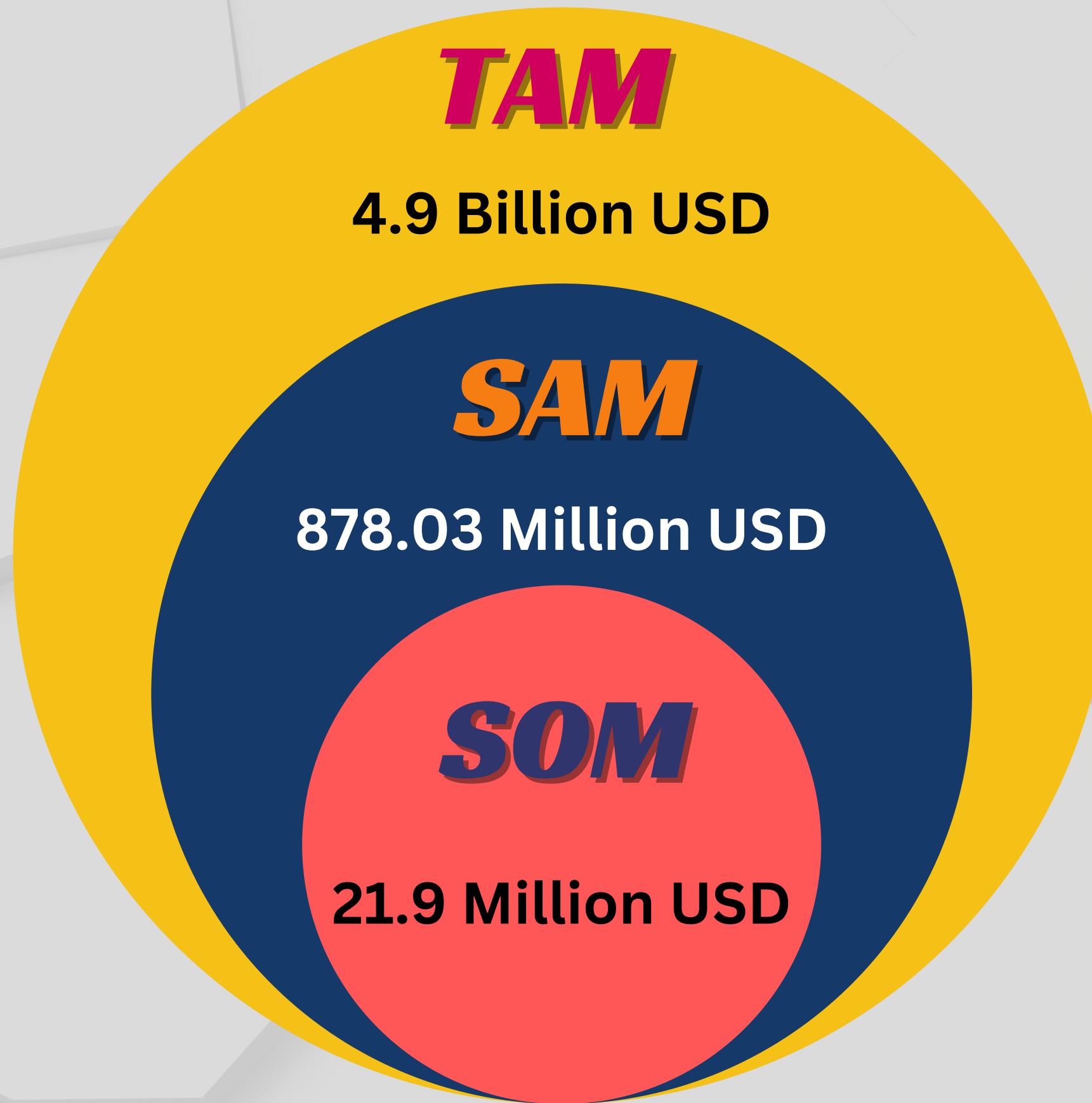
Regular Maintenance Programs

Roadside Assistance Services

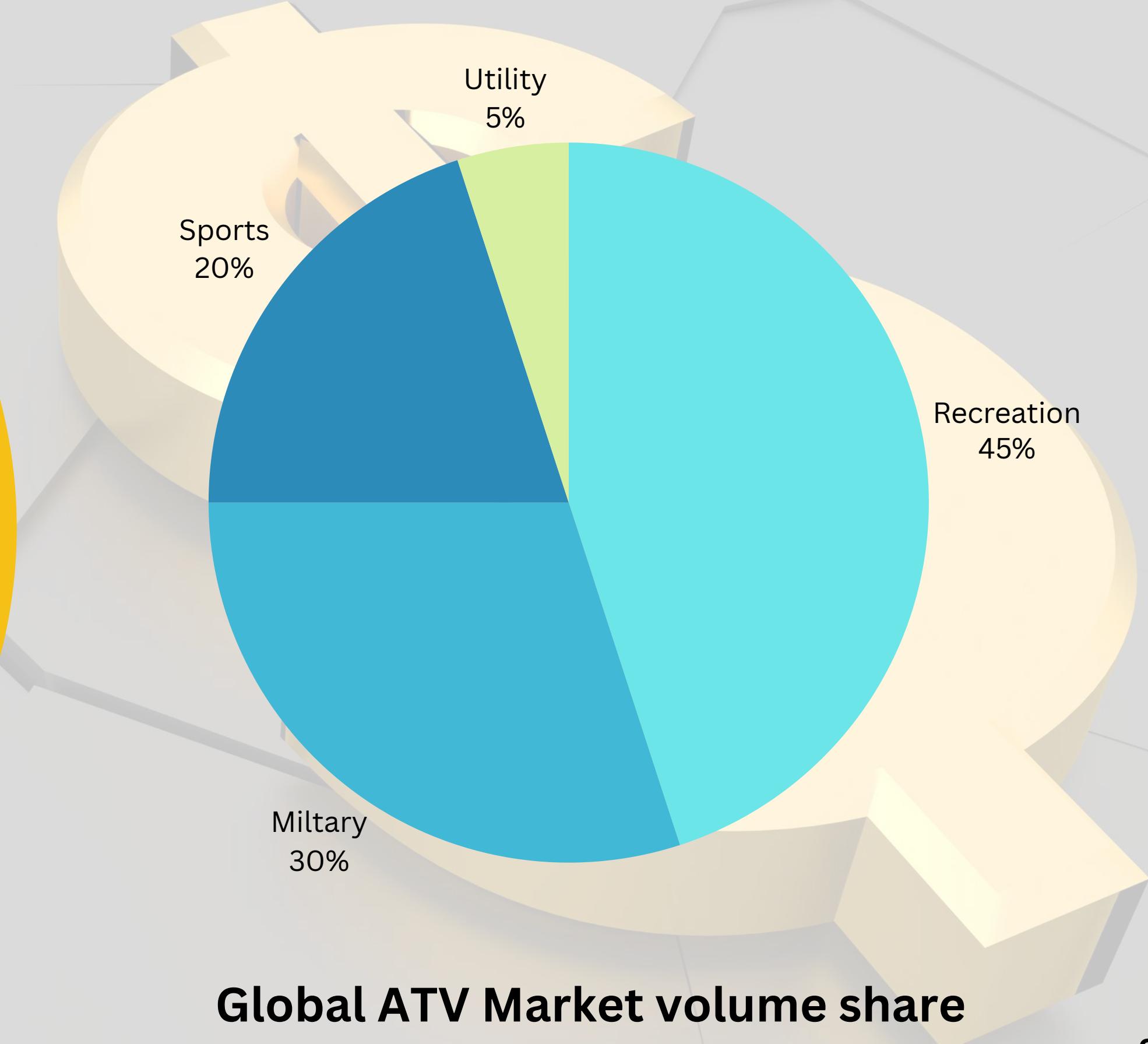
Online customer Portals

Innovative vehicle designs

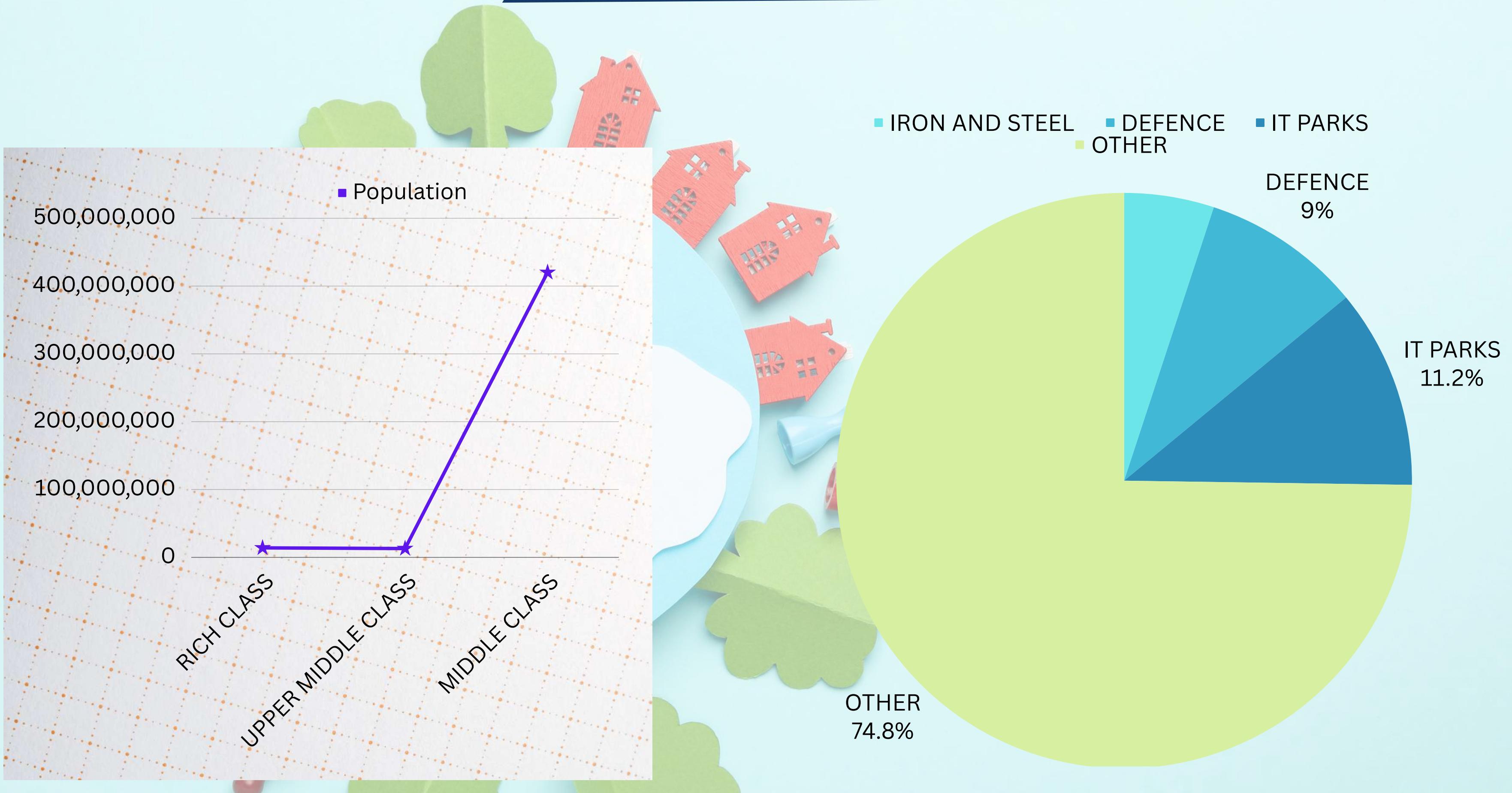
THE MARKET



Global ATV Market volume share



MARKET ANALYSIS



TARGET AUDIENCE



DEFENCE



ADVENTURE
TOURISM



SPORTS
INDUSTRY



AGRICULTURAL
SECTOR



MEDICAL
SECTORS



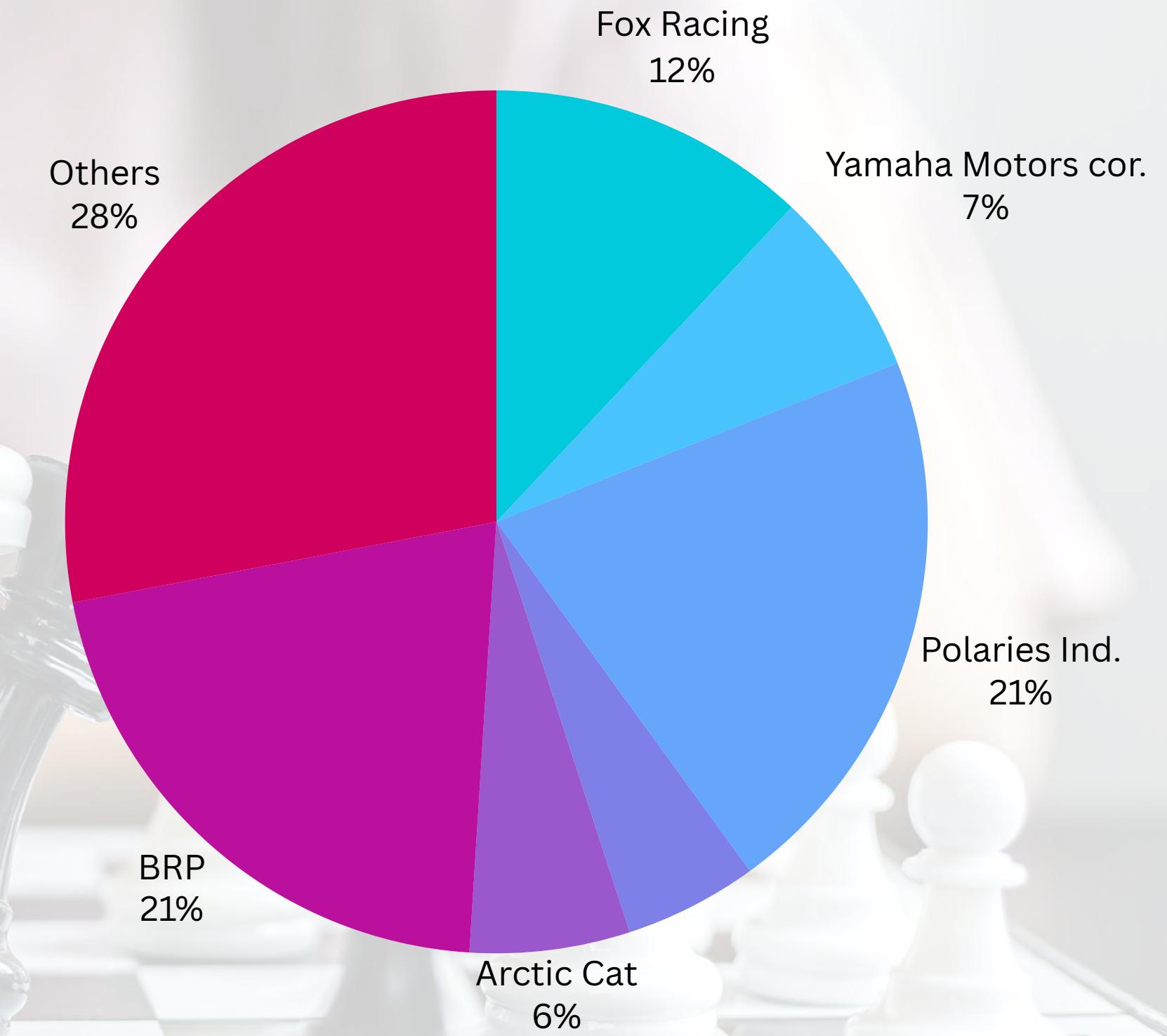
HILLY REGIONS



ENTERTAINMENT
SECTOR

COMPETITOR ANALYSIS

MARKET SHARE (%)



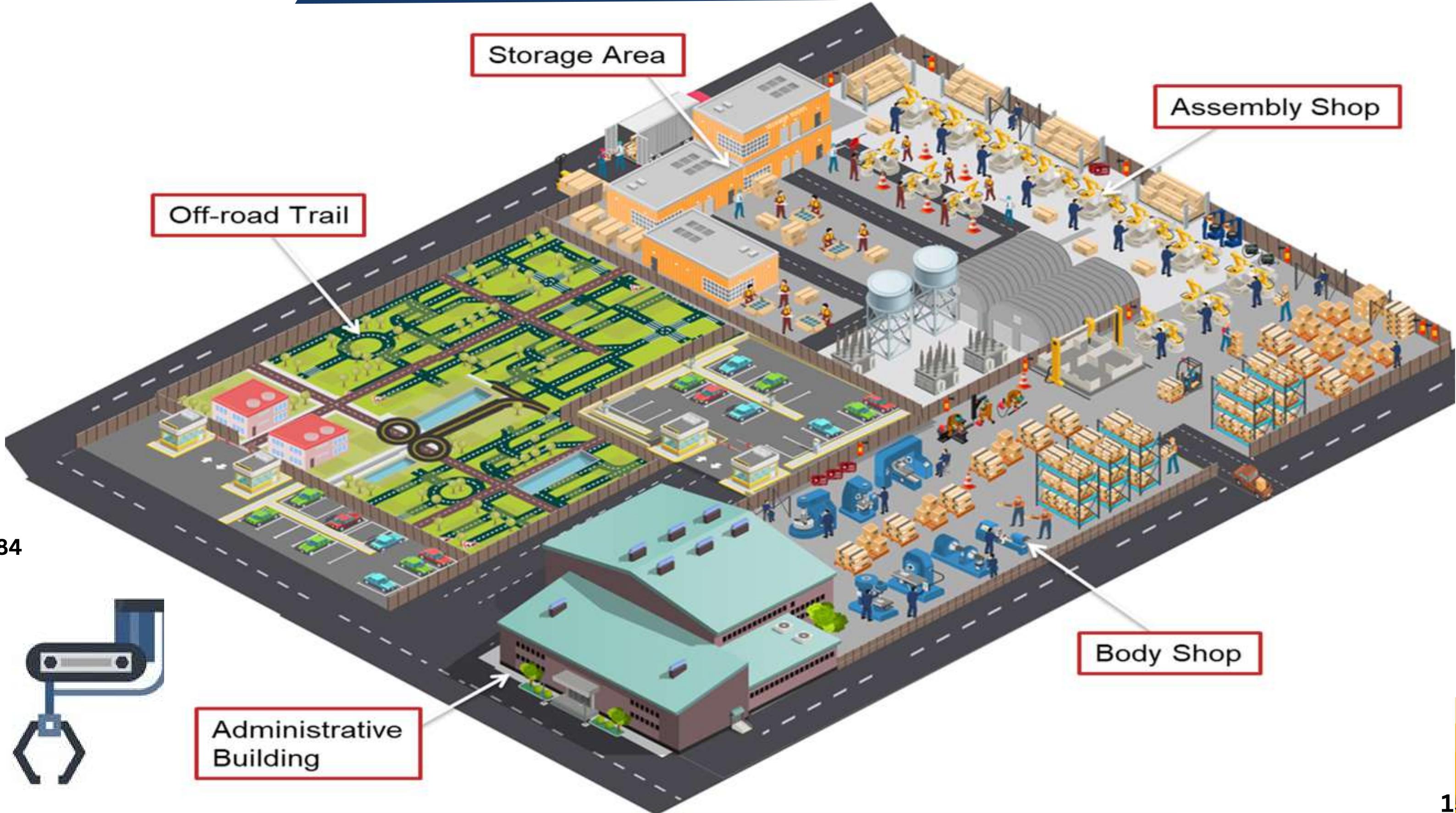
SWOT ANALYSIS



PESTEL ANALYSIS



PLANT LAYOUT



IMT MANESAR,
HARYANA, INDIA

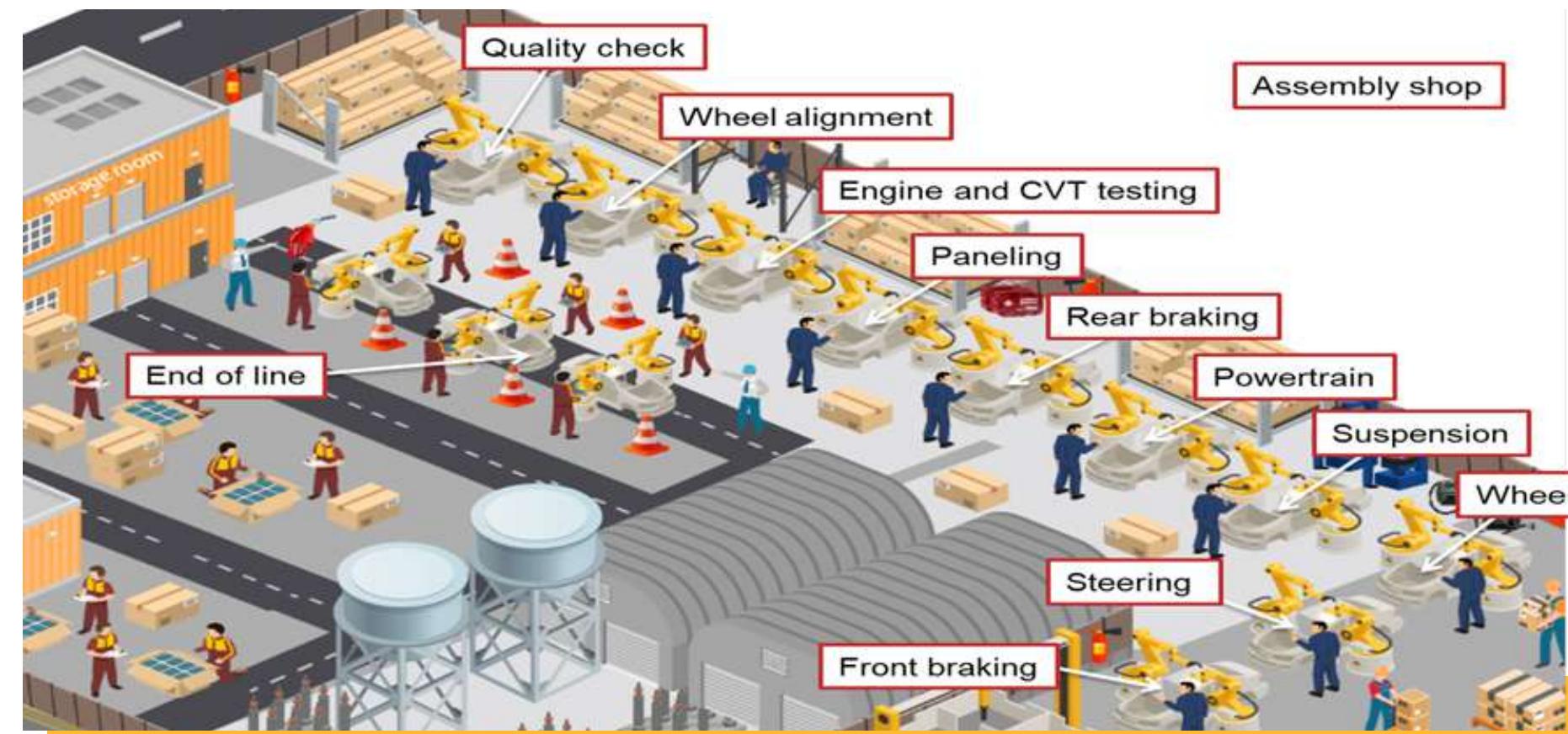
LAND - 10 ACRE

TOTAL HEADCOUNT - 84

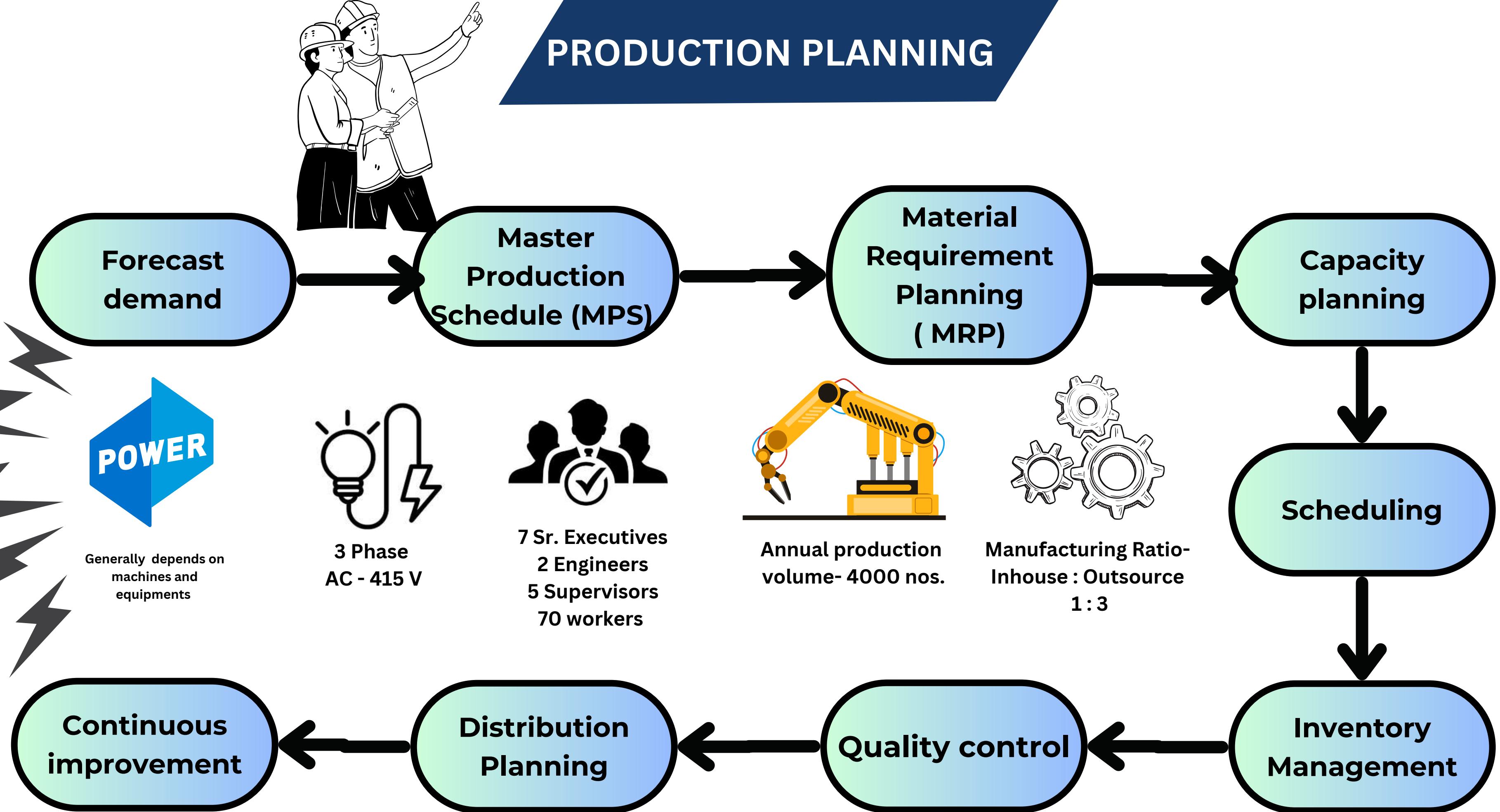


Administrative
Building

PLANT LAYOUT

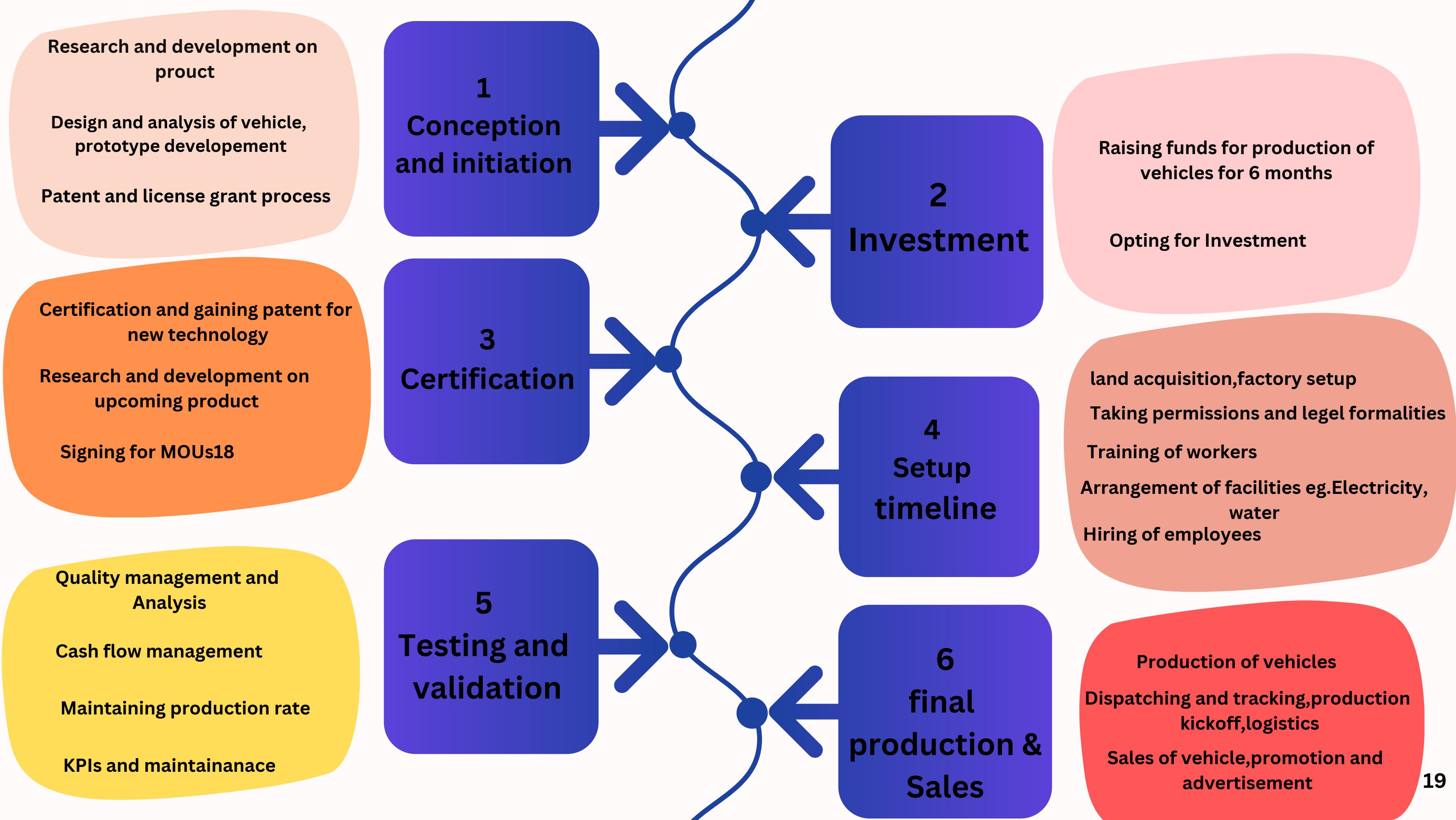


PRODUCTION PLANNING



PROJECT SCHEDULE







FINANCIAL MODEL

FINANCIAL OBJECTIVE

Assests

MARKET VALUE

Liabilities

ASSETS- ₹ 6.08 CR

- MANUFACTURING PLANT SETUP -₹ 1 CR
- R & d - ₹ 50 LAKHS
- MACHINERY & EQUIPMENT - ₹3.58 CR
- MARKETING & PROMOTION - ₹ 40 LAKHS
- BUILDING DISTRIBUTION NETWORK AND TRADE FAIRS - ₹ 20 LAKHS
- CERTIFICATION & LICENSING - ₹40 LAKHS
- INTANGIBLE ASSETS- GOODWILL, PATENT , TECHNOLOGY

LIABILITIES- ₹4.57 CR

- MANUFACTURING PLANT
- RENT- ₹ 20 LAKHS/ MONTH; 1 YR- ₹2.4 CR
- TOTAL WAGES - ₹ 1.17 CR
- LOAN OBLIGATION - ₹1 CR
- ACCOUNTS PAYABLE
- ACCRUED LIABILITIES
- EMPLOYEE BENEFITS
- WARRANTIES AND PRODUCT LIABILITIES

FINANCIAL MODEL

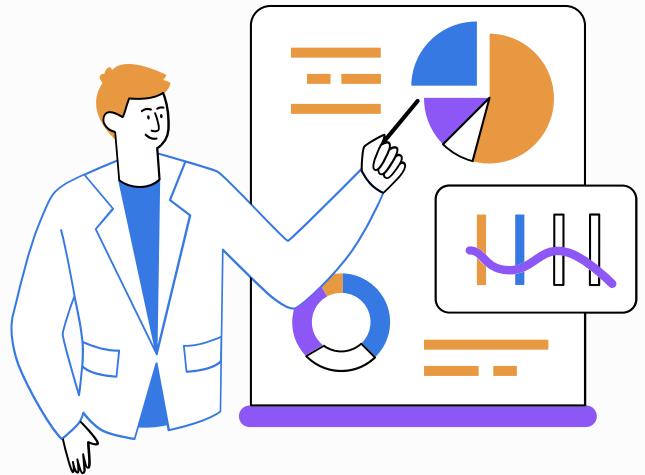
UNIT ECONOMICS

TERM	VALUE
ASP - Average Selling Price	₹ 4,52,895
Raw Material	₹ 3,80,000
Labour charges	₹ 7,000
Machinery	₹ 23,500
Others (Factory lease , Transportation, Power)	₹ 5,000
Gross Profit	₹ 37,395
Customer Lifetime Useful Life	15 years
CLV-Customer Lifetime Value (Sales + Service)	10 lakhs + approx
CAC - Customer Acquisition Cost	₹ 5000- 10000

PRICING STRATEGY

- **Cost of production of 1 ATV - ₹ 4,03,500 /-**
- **Cost of Labor fee +Machine charges + Electricity bill+ Transportation + Others - ₹12,000/-**
- **Selling Price of 1 ATV - ₹ 4,52,895/-**
- **For Customers (Including GST 29 % Excluding road taxes)- ₹ 5,84,234 /-**

- **Nearly - 9% profit/vehicle**
- **Prices may vary according to Festive seasons**



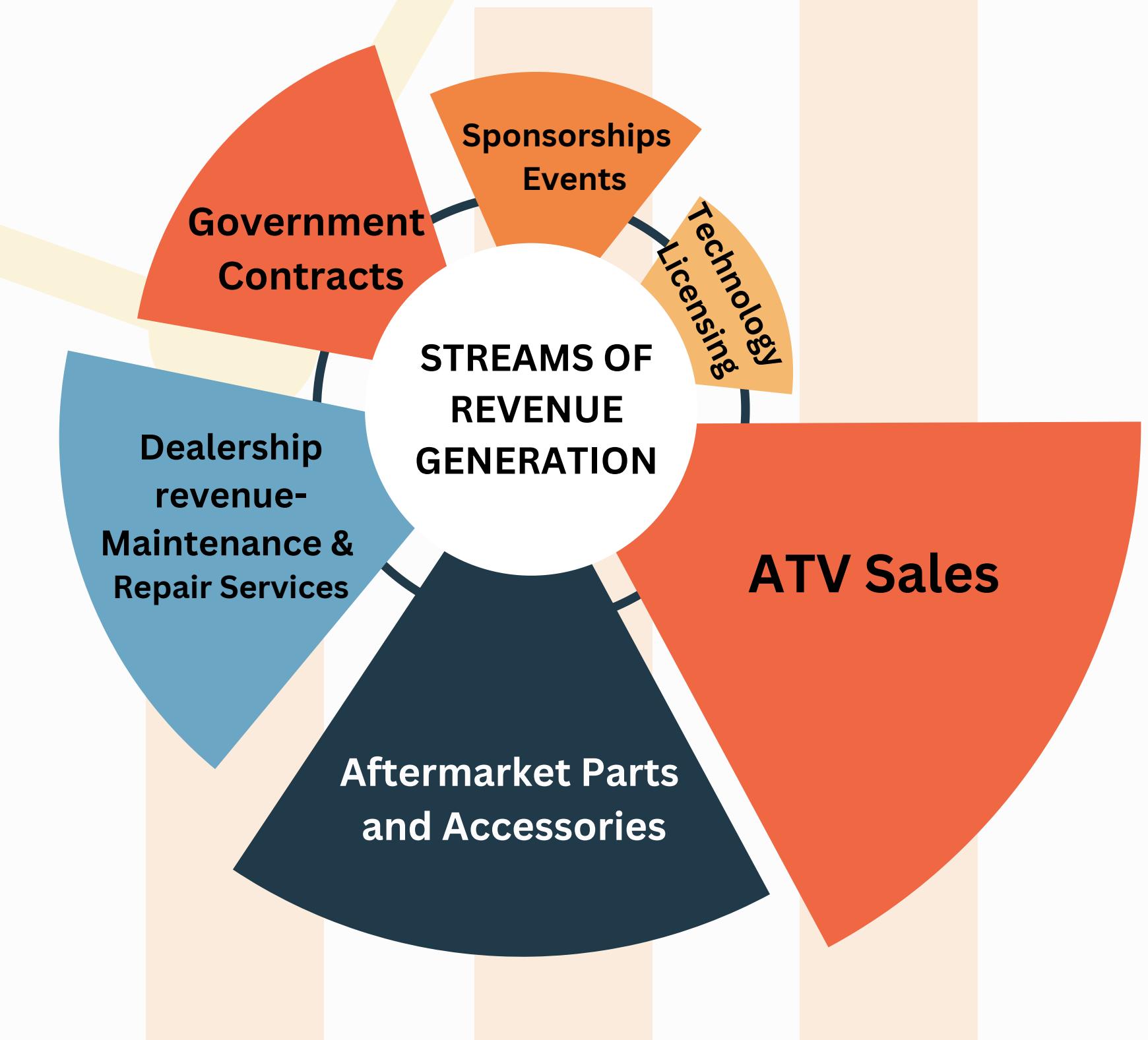
CASH FLOW ANALYSIS

SALES PROJECTION

Estimated Sales forecasting between January 24- December
24 average of 319 vehicles/ month



CASH FLOW STATEMENT



CASH FLOW ANALYSIS



OPERATING

INVESTING

FINANCING

AFTER 1 YR/ SELLING 4000 UNITS

**TOTAL REVENUE
GENERATION**
- ₹ 181,15,80,000
(181 CR)

**TOTAL PROFIT
INCOME GENERATION**
- ₹ 14,95,80,000
(14 CR)

**EBITDA - ₹
14 CR**

**MANUFACTURING
PLANT
RENT- ₹ 20 LAKHS/
MONTH
SETUP -₹ 1 CR TOTA =**
₹ 3.4 CR

**MACHINERY &
EQUIPMENTS**
₹ 3,58,36,916
(14 subgroups)

REVENUE EXPENDITURS

TOTAL WAGES
₹ 2.17 CR +
Inssurance &
other ₹ 80 lakh
= ₹ 2,8 cr

TOTALTAXES -
15-20 %
(CSR - 2%)
₹ 2.99 CR

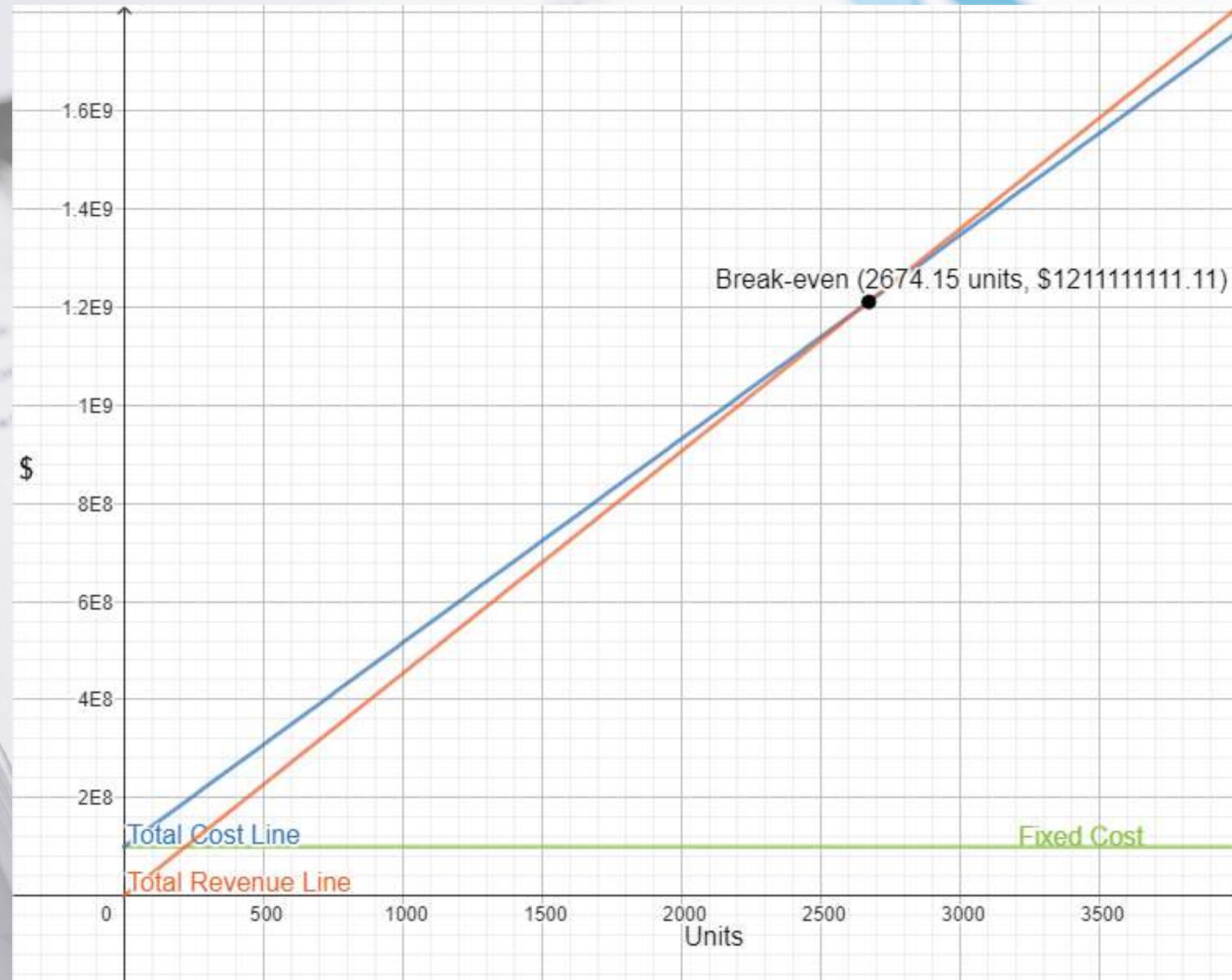
**TOTAL PROFIT
GENERATION -**
8.25% of Total
Revenue

**NET PROFIT
GENERATION -**
3-4% of Total
Revenue

DEPPRECIACTION
- 5-10 % Anually

BREAK-EVEN ANALYSIS

Break Even;
Units -2675 , After generating Revenue - 121.11 crore



PLANS TO ACHIEVE

Annual production volume-
4000 nos.

Fixed cost
₹ 10 crore

Variable Cost Per Vehicle
4,15,500

Selling Price Per Vehicle
4,52,895

Break Even Units
2675 (8.3 Months)

Manufacturing ratio - 1: 3

MARKETING STRATEGIES



1 year warranty + 1 year extended warranty

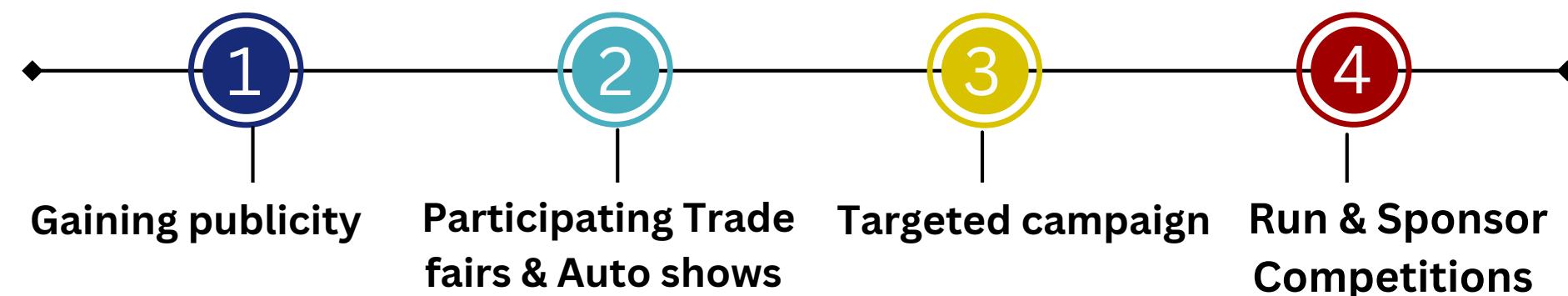
Free servicing of Battery & monthly free checkup

Finance and No cost EMI services available

Insurance at the best deal

24 x 7 Road side assistance & service at your doorstep facility

" WE SUPPLY THE PARTS , YOU SUPPLY THE ADVENTURE"



Branding and campaigns



Digital Service Drive

- SMS reminder
- Online service booking
- Video calling
- Estimates on email
- Feedbacks



Arya pro life

- Arya top assist
- Arya service plans
- Arya extended warranty
- Arya insurance

INVESTMENT ANALYSIS

Funding Requirements & Allocations

Purchase of Machinery & equipments for mass production

Upgrading manufacturing plant

Marketing and Sales

FUTURE PLANS

- Launch EV vehicle
- Expand distributors network
- Improve sales
- Cut down manufacturing cost
- Exports

Risk Assessment & Mitigation

- MARKET RISK
- FINANCIAL RISK
- OPERATIONAL RISK
- TEAM RISK
- REGULATORY & COMPLIANCE
- TECHNOLOGY RISK

- DIVERSIFICATION
- INSURANCE
- DUE DILIGENCE
- CONTRACTUAL PROTECTIONS
- SCENARIO MONITORING
- CONTINUOUS MONITORING
- ADAPTABILITY

For Financial Risk

- Angel investors
- Second round of investment
- Government schemes (eg. Startup India)
- Loans
- Crowd Funding

INVESTMENT ANALYSIS

FIRST ROUND
OF
INVESTMENT

WHY YOU
SHOULD INVEST
IN US?

COMPANY VALUATION

20 CR*
(DCF)

10 % -
₹ 2 CR

COMPANY
EQUITY -
100 %
owner

INVESTMENT BREAKDOWN

- Equity or Shares
- Investment Agreement
- Regular Updates
- Access to Information
- Board Seat or Advisory Role
- Exclusive Events or Meetings
- Dividends or Returns
- Effective Communication
- Channels

EXIT STRATEGY

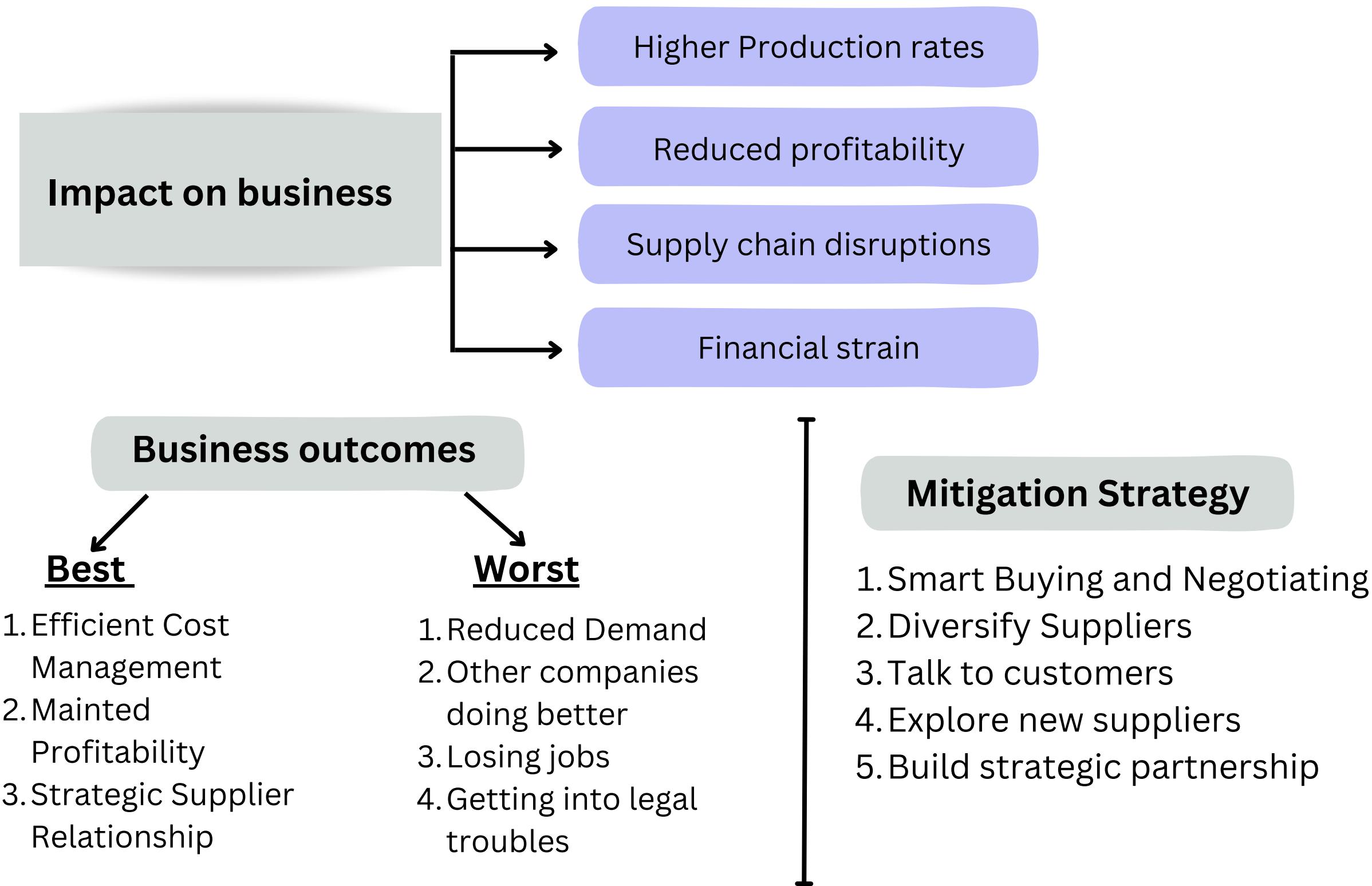
ROI - 5-10 %

Rise in
invested
value -
Better
returns



SCENARIO BUILDING

Scenario :- “Shortages or increases in the cost of raw materials and component parts”



TRADE FAIR

Locations for arranging trade fair :-

- Off road parks and trails
- Outdoor adventure resorts
- Agricultural showgrounds
- Race tracks
- Tourist destinations
- ATV Competitions

Promotional and customer engagement ideas :-

- Pre-Event Promotion :
1. Social Media Campaign
 2. Event Website
 3. Email Marketing
 4. Collaborate with Influencers

- On site Engagement :
1. Interactive Displays
 2. Test Drives
 3. Educational Workshops
 4. Live Demonstrations

- Post Event Engagement :
1. Social media recap
 2. Create Community
 3. Customer Feedback Surveys
 4. Contest Winner Announcement

STALL LAYOUT AT FAIR



TRADE FAIR

Branding And Merchandise :

- Offering branded merchandise such as T-shirts, hats, and accessories.

Trade fair financials :-

For Stall,

- Generally rent is around 5000 Rs/sq meter.
- Our requirement is around 6×3 sq meter. It costs around RS.90000.

we are targeting some trade fairs !



STALL LAYOUT AT FAIR





**THANK
YOU**

**OPEN FOR
QUESTIONS!**