



Driving —————
BHARAT Towards a
Smarter eMobility





Tesla



Elon Musk



Tata Nexon

What is eMobility?

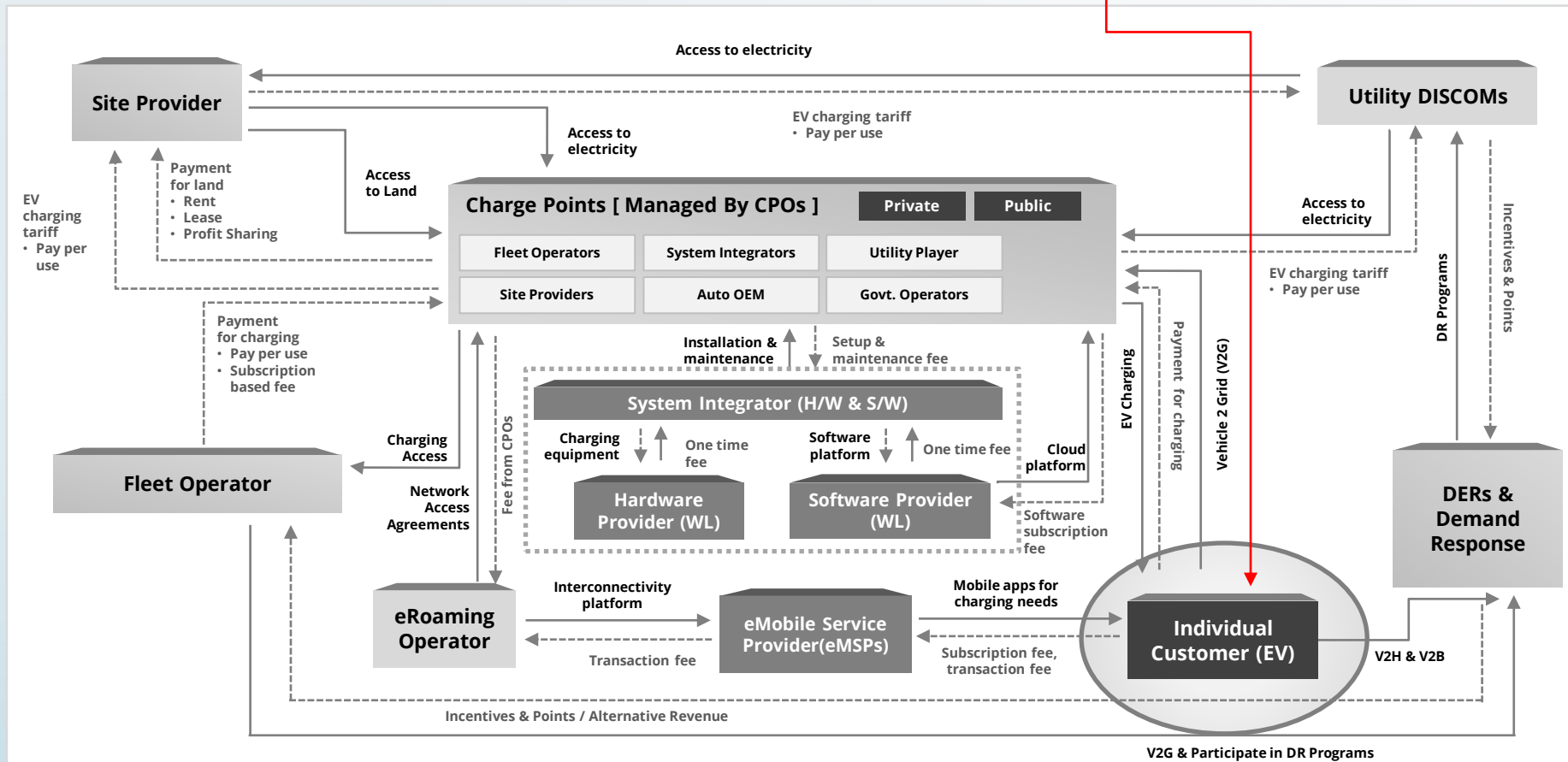
When we talk about eMobility, people think about



Futuristic Cars

BUT IS THIS IT?

What Actually is Emobility – We Often Think About



A Once-in-a-Century Transformation with Energy and eMobility at its Core



Energy Efficiency



Sustainable Practices



Responsible Consumption



Renewable Energy Resources



AI & Technology

Vision India@2047 – DARPG

BRINGING CITIZENS AND GOVERNMENT CLOSER

"In the Amrit period of Independence, we are marching ahead rapidly to create a transparent system, efficient process and smooth governance to make development all-round and all-inclusive. The Government is committed to strengthening good governance, that is pro-people, and pro-active governance. Guided by the 'citizen first' approach, we remain untiring in our efforts to further deepen the outreach of our service delivery mechanisms and make them more effective."

• **Prime Minister Narendra Modi**^[1]



Ministry of Science & Technology

India is committed to achieve the Net Zero emissions target by 2070 as announced by PM Modi, says Dr. Jitendra Singh



Developed India: Vision & Progress Towards 2047

Keeping in mind the impact of climate change, special focus will be given to green growth as per the Panchamrit policy. The government is committed to increasing its non-fossil energy capacity to 500 GW by 2030; meeting 50% of its energy requirements from renewable energy by 2030; reducing the total projected carbon emissions by one billion tonnes by 2030; reducing the carbon intensity of its economy by less than 45%; achieving the target of Net Zero by 2070. The government is already implementing various programs for green fuel, green energy, green farming, green mobility, green buildings, and green equipment, and policies for efficient use of energy across various economic sectors. Similarly, the Government is also focussing on critical and emerging technologies like blockchain, AI, IoT etc.



Net-Zero



Grid Management



Charging Infrastructure



Customer Education



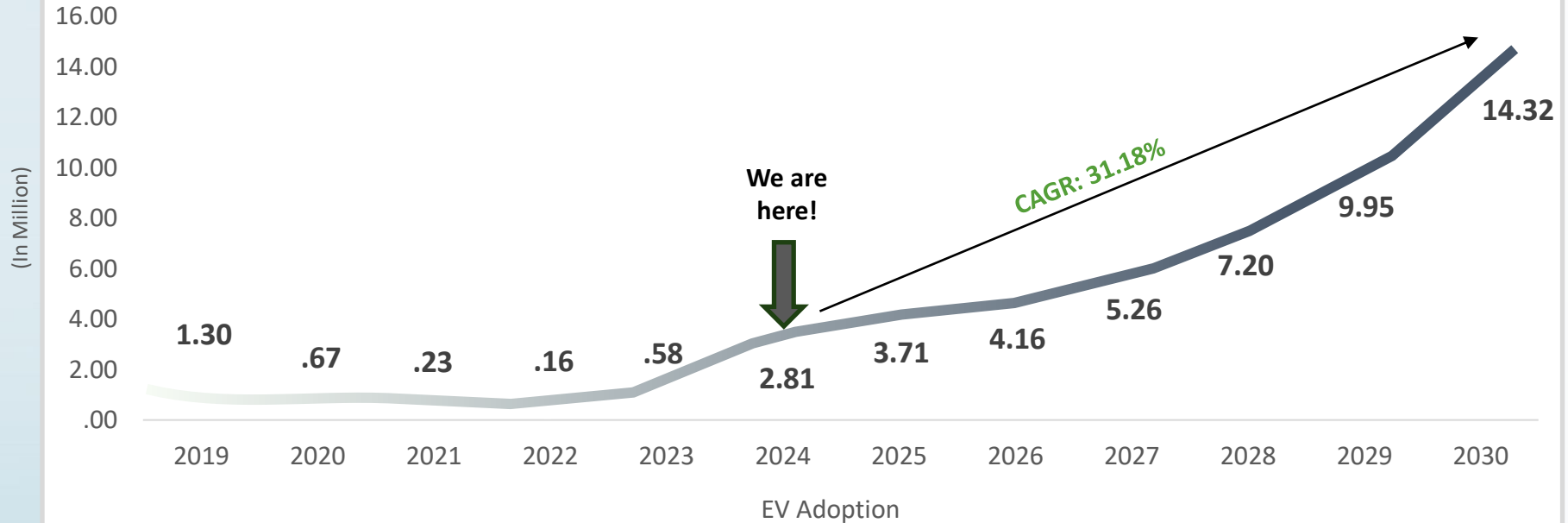
ESG



Data-Driven Innovation

Bharat is Transitioning Fast Towards an eMobility Future

Total EV adoption Present to 2030



Reasons for eMobility Growth in Bharat



Driving Forces behind **Bharat's eMobility Growth**



Increasing Environmental Consumer Awareness



Consumer Demands for Lower Cost of Ownership



Government-led Rebates and Tax-Exemptions



Rising Fuel Cost



Lower Operating Cost in Commercial Ownership



Multiple Initiatives to Develop EV Infrastructure



Increasing Technological Developments in EV Batteries and Manufacturing Cost



Emergence of Platforms to Enable Accelerated eMobility Adoption



NOW,

It's time to embrace Billion Possibilities,
Making Bharat a World Leader in eMobility,
Making the Extraordinary – for **All-Dinary!**
with Accessible EVs for EV-eryone

Address Increasing Concerns



Range Anxiety



Charging Station Availability



Charging Time Trauma



ESG Business Goals



Long-term Business Sustainability

We Need to
ACT NOW
because...

Support Environmental Goals



Depleting Fossil Fuels – Reduced
Dependency on Oil Imports



Switching to Zero Tail-Pipe Emissions



Reduction in Air and Noise Pollution



Supporting Bharat's Net-Zero
by 2070 Goal

Evolving Consumer Habits



Environmentally Woke Consumers



EV-Aware Consumers



Digital-First Habits

Expected Increase in Grid Load



Manage Demand and Supply



Increased Charging Infrastructure
Requirement



Need to Increase the Grid Capacity

How are We Going to Do it?



Leverage Government Initiatives and Subsidies

- FAME II (Faster Adoption and Manufacturing of Hybrid and Electric Vehicles)
- PLI ACC Scheme (Production Linked Incentive Advanced Chemistry Cell)
- PMP (Phased Manufacturing Program)



Partnerships

- Expansion of Public Transport
- Greater Consumer Awareness
- Increased Government Support
- More Affordability



Leveraging Technological Advancements

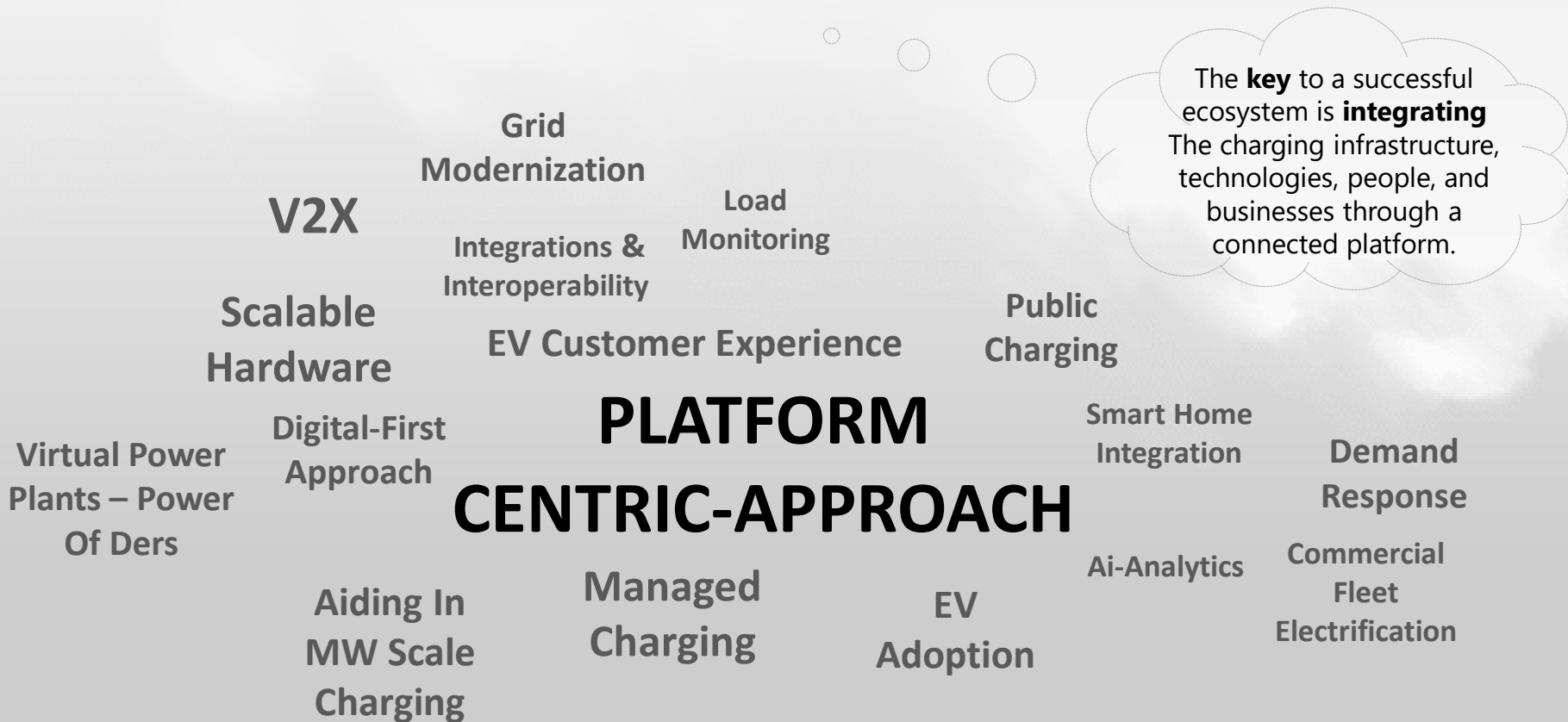
- Emergence of AI-ML Technologies
- EV Battery Advancements
- Digitalization
- Energy Storage
- Smart Charging



Adopting a Platform-Centric Solution

- Connected Ecosystem for all the stakeholders
- Integrated Energy Management
- Robust Charging Infrastructure
- Data-Driven Planning
- Wide Availability

Why does the **Integrated Platform-Centric Approach** Work?



The All-in-One Connected
and Integrated Solution –
That's SmarteMobility





Leading the **Global eMobility Revolution** for a Sustainable Future

As the **Platform-as-a-Service (PaaS)**, **Software-as-a-Service (SaaS)** and **Infrastructure-as-a-Service (IaaS)** provider, we champion a comprehensive approach, integrating Hardware, Software, and EV Services which deliver on enriched customer experience while enabling energy and charger management services.

#1 Platform For eMobility and Energy Management to Accelerate Adoption And Deliver Superior Energy Experiences (EX)



SOFTWARE

**Your Trusted
Partner in eMobility
Transformation**



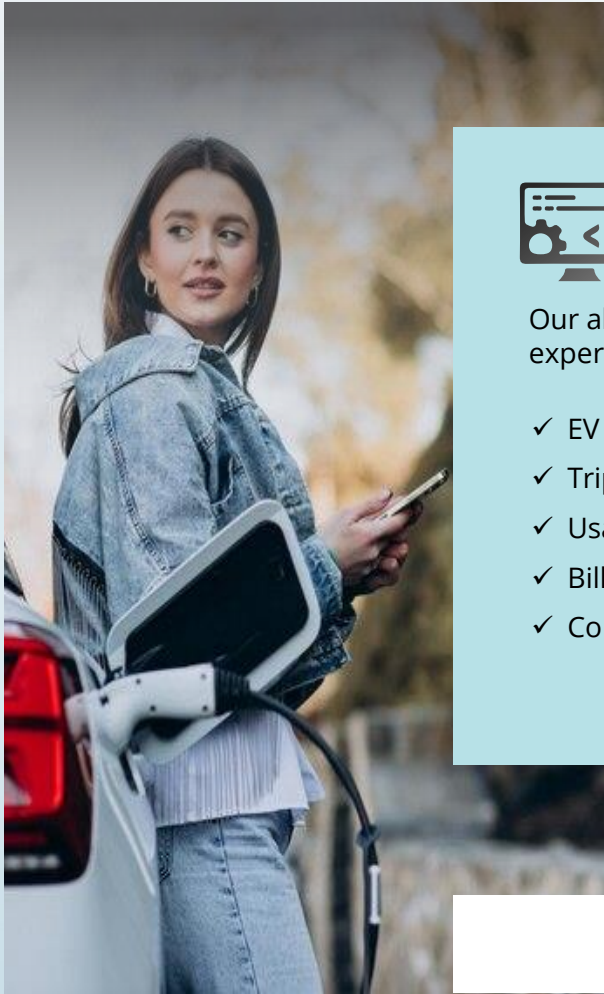
HARDWARE



SERVICES

Your Trusted Partner in

eMobility Transformation

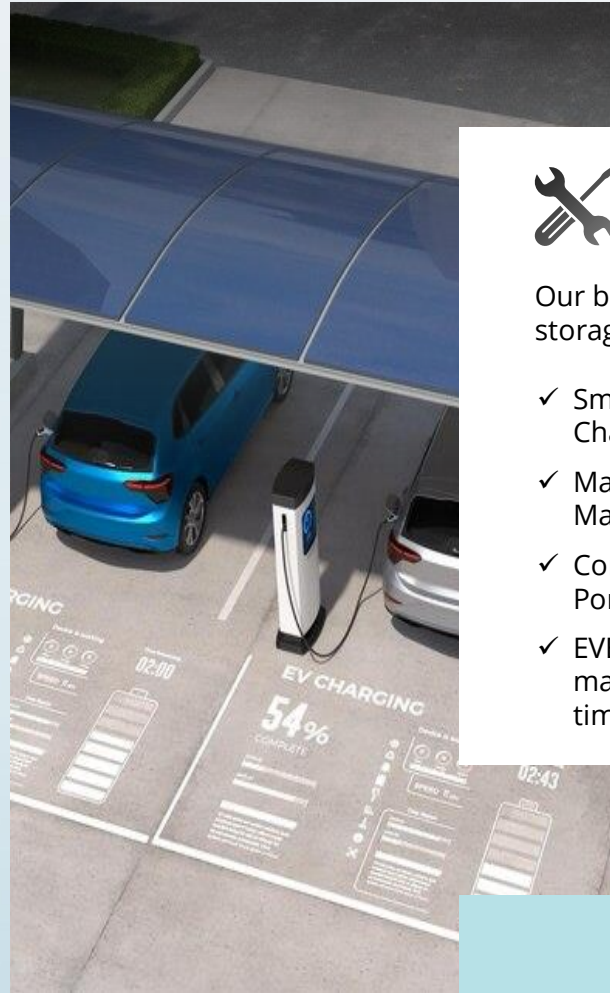


Software

Our all-in-one SaaS platform seamlessly connects stakeholders, elevates eMobility experience and fuels sustainable innovation

- ✓ EV Charging
- ✓ Trip Planner
- ✓ Usage Analysis
- ✓ Billing & Payments
- ✓ Contact & Support
- ✓ Rebates & Programs
- ✓ Best time to Charge
- ✓ Rate Plans configuration
- ✓ AI-ML Analytics
- ✓ Integration & Interoperability (H/W agnostic)





Hardware

Our best-in-class IaaS platform integrates all aspects of EV charging and battery storage, and enhances your charging infrastructure

- ✓ Smart Level 2, DC Fast Chargers
- ✓ Manufacturing and Order Management
- ✓ Comprehensive Charger Portfolio
- ✓ EVES (CMS) Platform for managing chargers with real time information
- ✓ Predictive Load Monitoring
- ✓ Demand Prediction
- ✓ Predictive Inventory & Logistics Management
- ✓ Preventive Maintenance & 24x7 Customer Service



Your Trusted Partner in eMobility Transformation

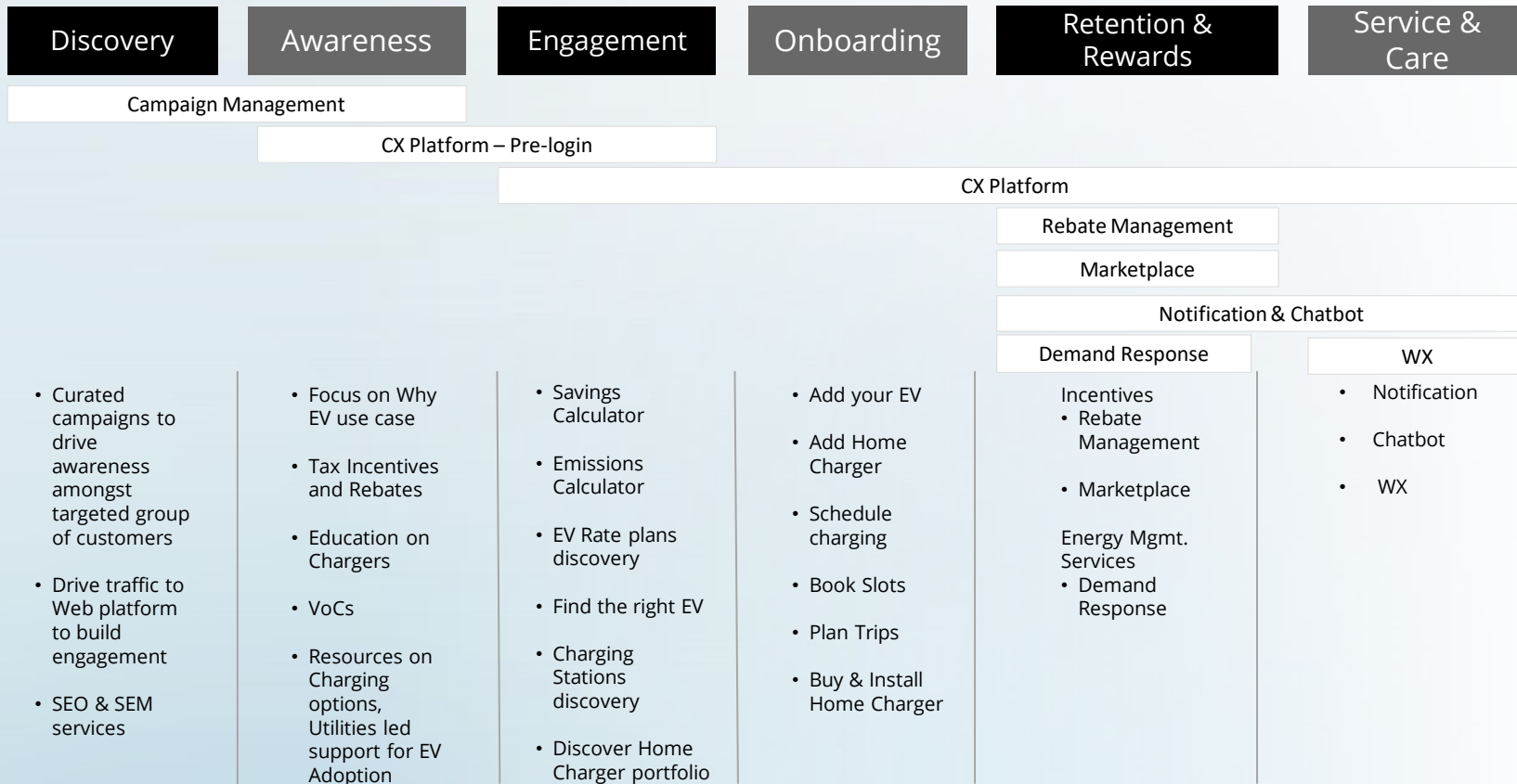


Services

Our platform services facilitate electrification maturity, offering effortless management for EV infrastructure, energy optimization and adoption

- ✓ Expert Consulting
- ✓ Installation & Support
- ✓ Operations & Maintenance
- ✓ Energy Services
- ✓ Managed Charging
- ✓ Demand Response
- ✓ Grid Load Management
- ✓ AI/ML Powered Demand Prediction and Load Analysis

CX Platform that Serves through Customer Journey



The SmarteMobility Advantage

70%

Increase in
eMobility
Adoption



90%

Increase in
Customer
Satisfaction



52%

Improvement
in Energy
Efficiency



63%

Reduction in
Customer Care
Expense

99%

Increase in
Uptime and
Reliability



91%

Increase in
Program
Enrollment



- Proven platform with deployment across multiple continents
- ~200,000 Live Prosumers
- Fleet Electrification & Management deployments
- Infrastructure as a service deployments with end-to-end Engineering & consulting, turn-key solutions

Energy management services

- Grid Load Management
- Integrated with DRMS, Home Energy Management Systems
- Real time Grid load and Energy price integrations
- 24x7 Support for Customers

THANK YOU

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Delivering Exceptional EV Experiences

With Smart eMobility Platform, Powered by AI/ML

PLAN & PREPARE

Goals

- Elevate the brand as electric vehicle industry leader in India
- Pioneer post-purchase innovation across the eMobility journey
- Spur diverse EV adoption amongst diverse consumer segments
- Fuel India's EV goals and drive energy transition across the nation

Business Objectives

- Establish advanced charging network for residential, commercial and public EV needs
- Develop integrated eMobility solutions capable of catering to pan-India needs across more than 350 cities
- Enhance customer experience and streamline EV ownership using cloud-based software

Target Persona

- Public charging and EV users
- Commercial enterprises
- Residential customers
- Fleet operators

Platform Implemented

- Tata Power EZ Charge Platform, powered by SmarteMobility
- Native mobile app (iOS and Android), Website platform

BUSINESS IMPACT

5-Star

Rated Customer Experience

Advanced

Self-Service Platform

Streamlined

And Well-Defined User Journeys

Native

Mobile App Advantage

Easy & Simple

EV User Experience

ENABLE & EXECUTE

- **Easy and Secure Login:** Enable easy and secure login with password and OTP protection
- **Intuitive Dashboard:** Intuitive interfaces for instant access to payment methods, balance, charging and usage insights
- **Discover Charging Stations:** Enable users to locate charging stations, obtain directions, and scan QR codes for charging initiation
- **Charge Remotely:** Empower customers to access charging details, tariffs, discounts, payment methods, charging status, and more
- **Book Slots:** Allow users to schedule an advance booking for EV charging and setup payment method for pre-paid charging session
- **Manage EV:** Ability to add and manage EV details for drivers to receive personalized plans and programs

- **Understand Usage:** Empower customers to view charging summaries and usage overview
- **Payment Method:** Provide multiple payment channels, including Tata Pay, Paytm, debit/credit cards etc.
- **EZ Charge Card:** Integrated with EZ Charge Card to enable a seamless charging experience
- **Notifications & Alerts:** Enable real-time alerts and notifications to ensure multi-channel customer engagement
- **Set Up Preferred Locations:** Allow users to add and manage preferred locations (at home, work, others) for easy navigation
- **Plan a Trip:** Empower customers to choose trip source/destination, view charging stations en route, add route stops, and navigate to their destination.