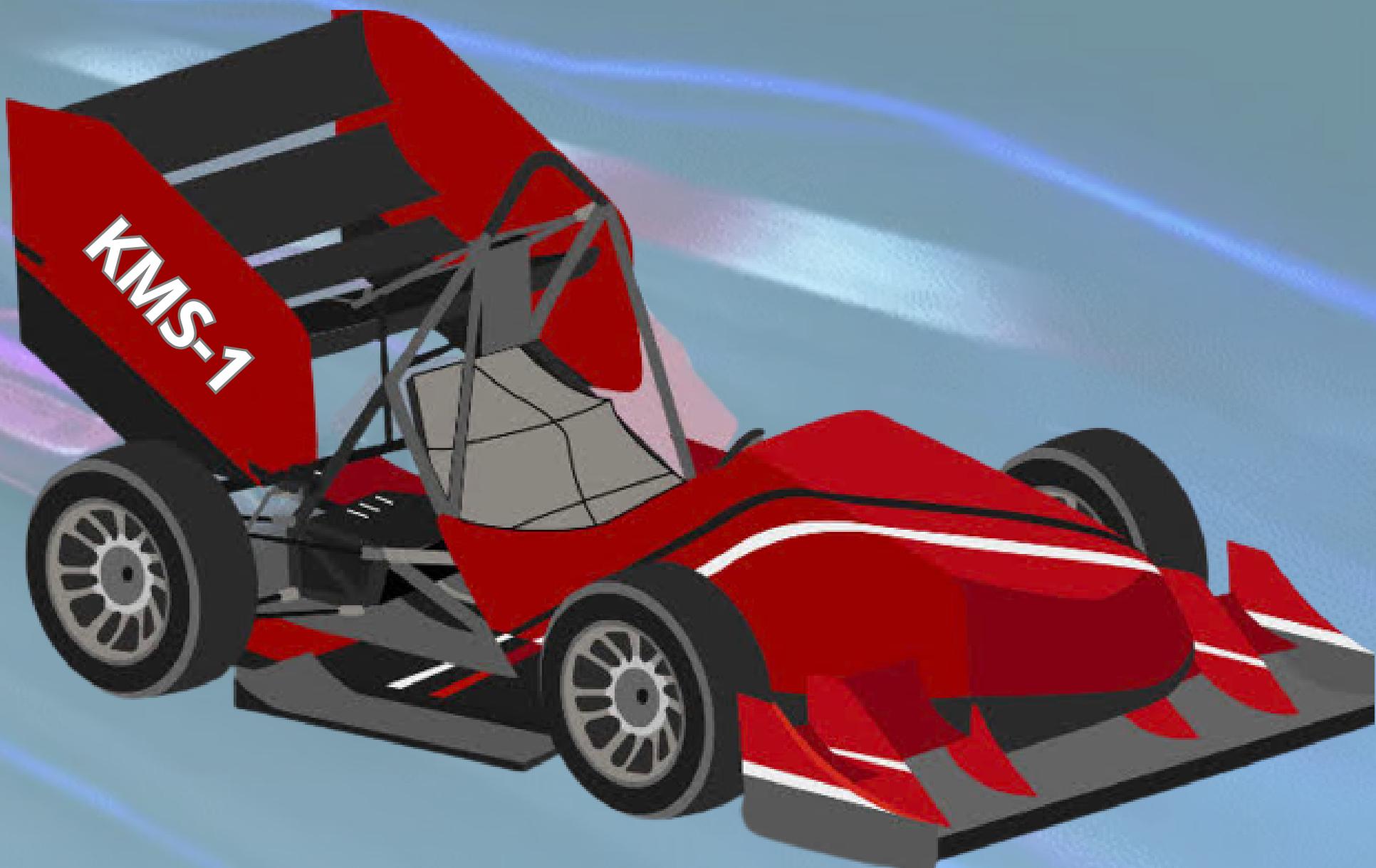


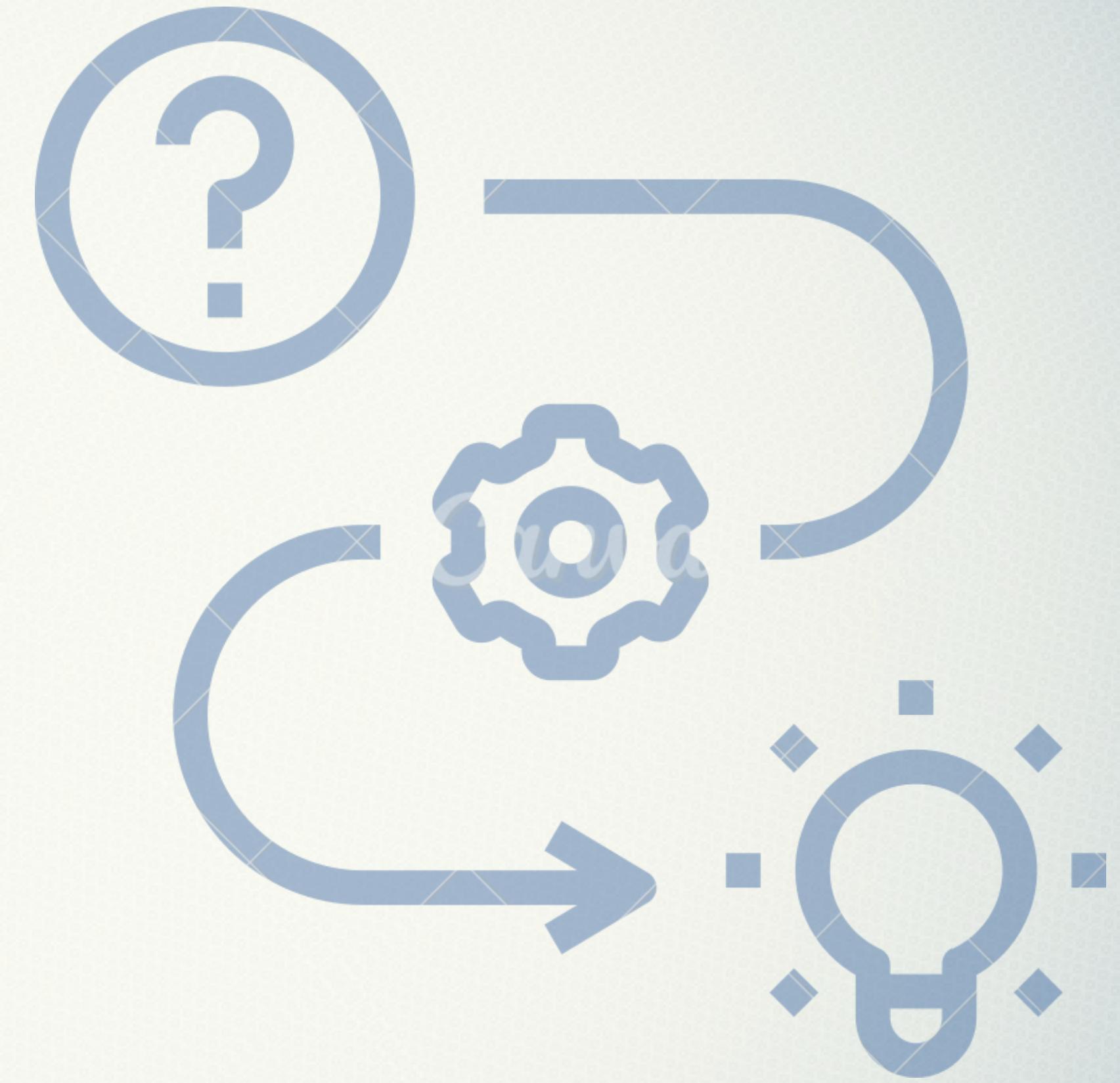


VoltWheels KMS-1

Business Plan Presentation
Formula Bharat 2024



PROBLEMS TO SOLVE





Unaddressed growing demands for sports-enhanced luxury vehicles

67% of F1 enthusiasts want **sustainable fuels** to be used in races.

10,000 pending orders of **luxury cars** to India.

Mounting Burden faced by the **Go-Karting agencies** due to the expensive maintenance and fuel cost of combustion Go-Karts.

3.5 times more **expensive** fuel used when compared to petrol.

38% cheaper to operate an **electric Go-Kart** over a span of 8 years.

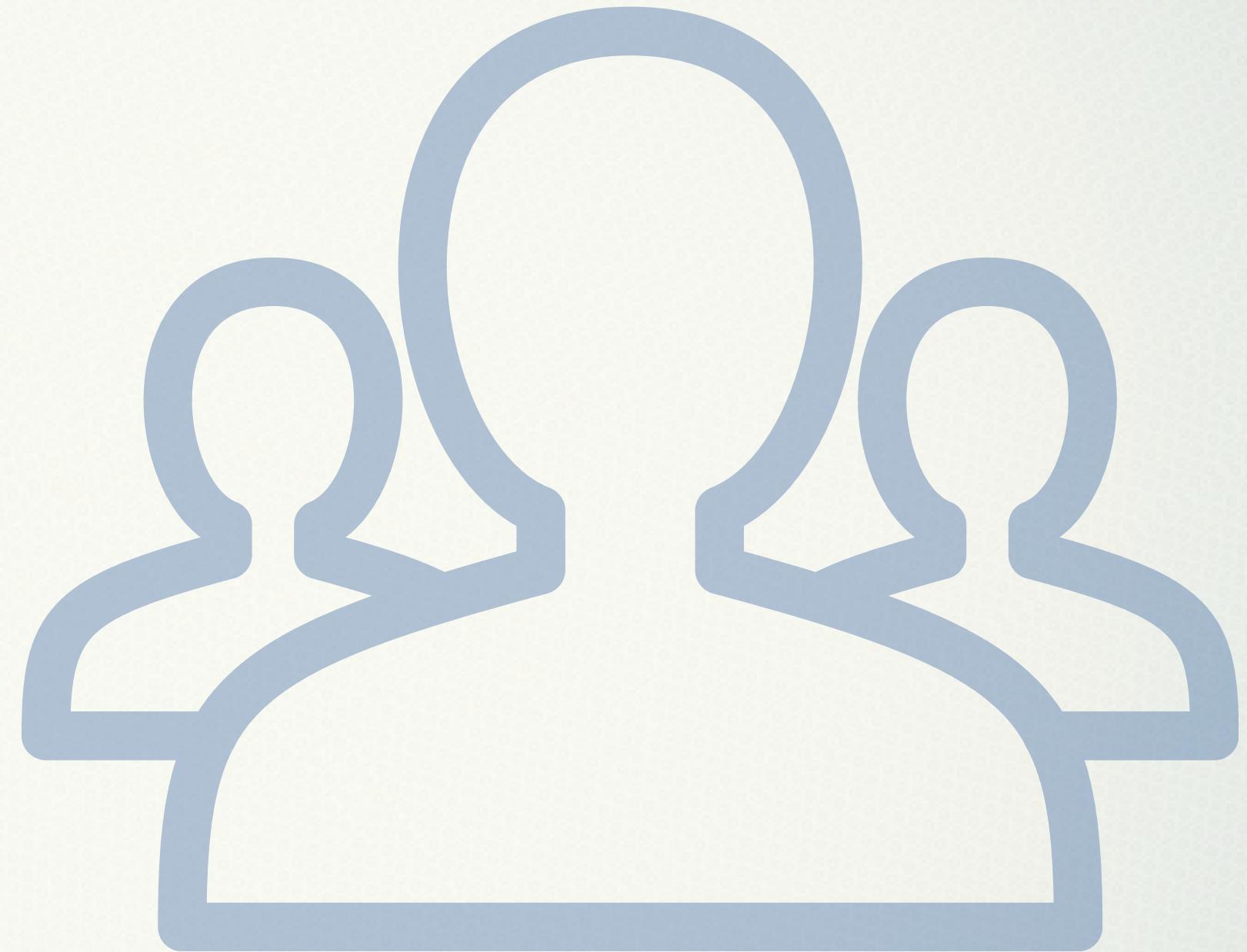
Cumbersome processes faced by the **racing schools** in importing and repairing expensive race cars.

75 km/hr is the **average speed** of race cars in Indian racing schools.

2 years average time taken to **import** a race car to India.

[Supporting Doc](#)

MEET THE TEAM





Ridhav Arora
Co Founder & CEO



Anubhav Bairoliya
Co Founder & CEO



Naman Mehotra
Co Founder & CFO



Nischay Patel
COO

- Inventory Manager
- Human Resources



Sanyam Shivhare
CMO

- Marketing Manager
- Public Relations



Midhun Manoj
CTO

- Research and Development

SKILLED LABOURS
Technicians and Mechanics.

SUPPORT STAFF
Security and Peon.

UNSKILLED LABOURS
Paint Work, Stock loading-unloading.

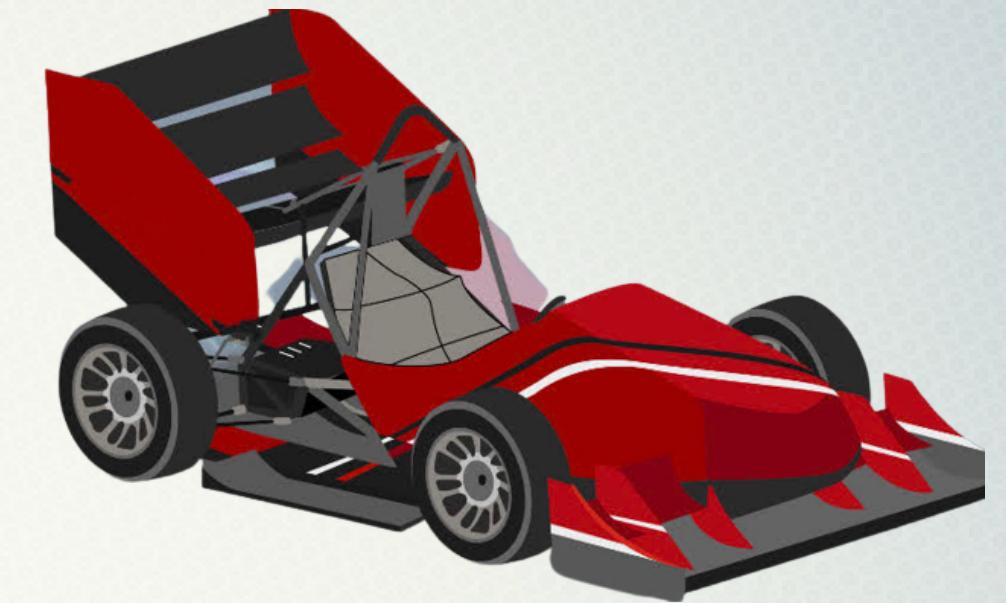
SOLUTION - OUR PRODUCT



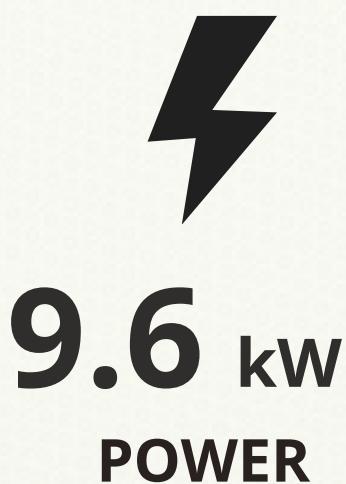
KMS- 1

A **Formula Electric Vehicle** specially designed for racing enthusiasts looking to follow their passion at an affordable price with

- **Comfortable ergonomics** for 95 percentile male
- **Air-cooled** motor and battery
- **Single motor** with differential system



Luxury Segment and Racing Schools



Go Karting

TARGET MARKET AND ANALYSIS



₹360 crore
Luxury Segment

Aimed at the **younger age** of **25-44** who have annual income of more than **₹50 Lakhs.**

Consists of the richest **50 Lakhs** Indians.

Expected to grow at **6.4%** annually.

₹121 crore
Go-Karting Segment

Aimed at the **66%** of Indian tourist consisting of the **age group** of **14-45**, who can enjoy at the fast-paced event like **racing**.

Targeting the **Outdoor Go-Karting tracks**.

This segment is expected to grow at **10% annually**.

₹130 crore
Racing School Segment

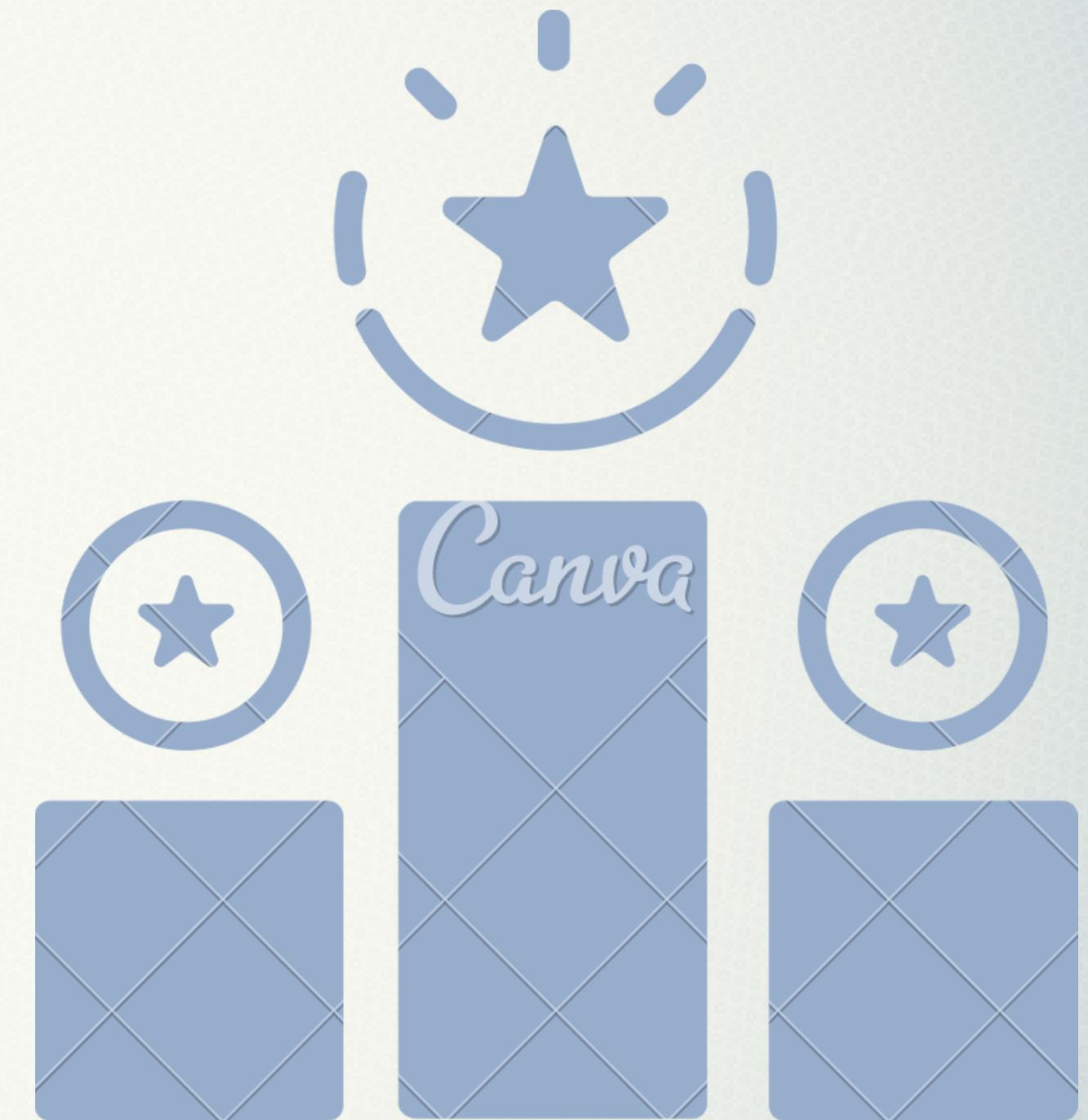
More than **25,000 Indians** and **50+ racing schools** train and participate in various **racing events every year**.

Aimed towards the **31 millions F1 fans** in India.

This segment is aimed to grow at **20% annually**.

[Supporting Doc](#)

COMPETITORS



Unique Selling Points:

- Made in India
- Formula Electric Vehicle made by engineers of **IIT Kanpur**
- Highly **Customizable**
- Real time Data Acquisition



COST EFFECTIVE

(PERFORMANCE INCLUDES AVERAGE OF WEIGHT, ACCELERATION AND TOP SPEED)

https://en.wikipedia.org/wiki/Spark_SRT05e

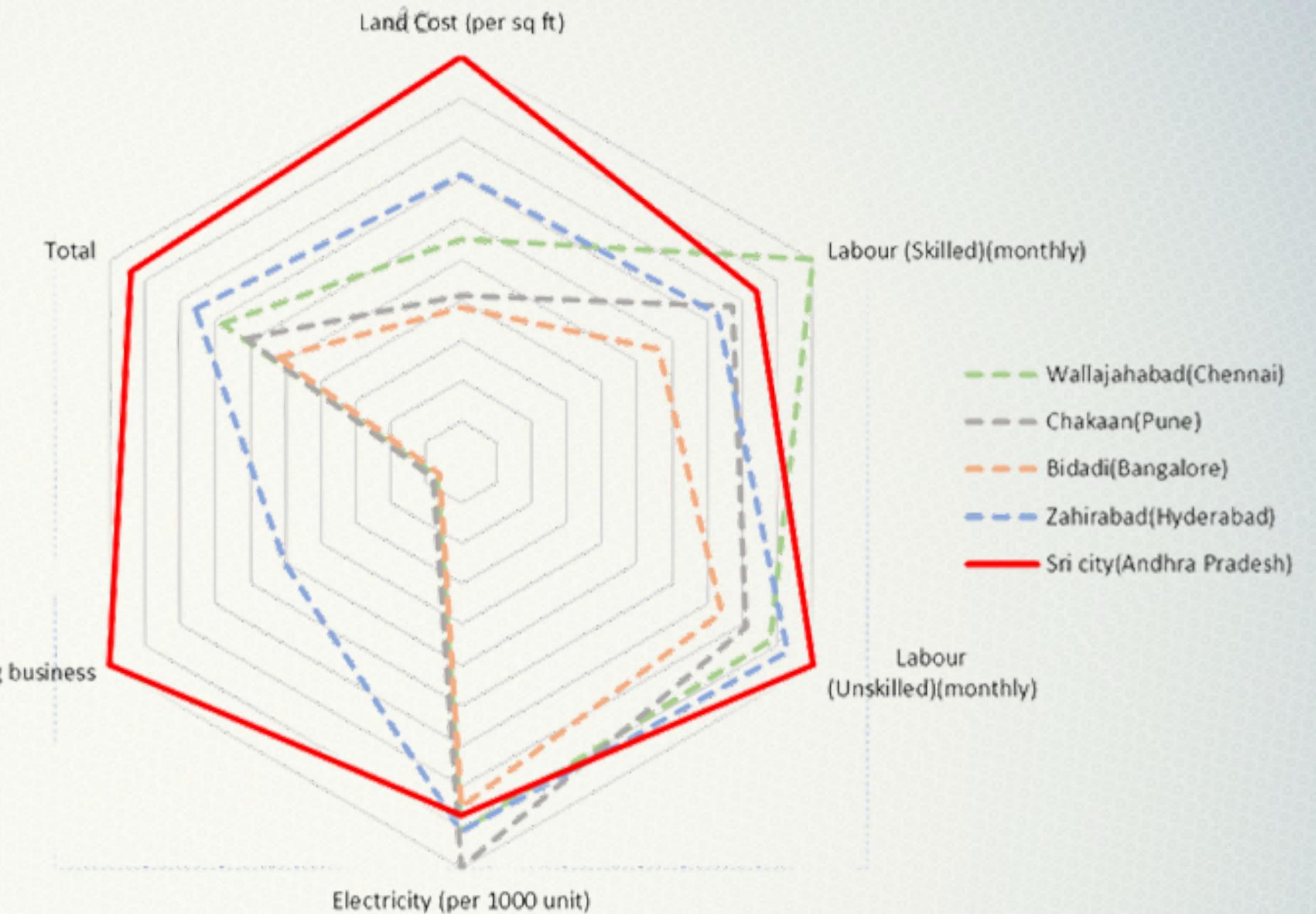
FACTORY SETUP





<https://timesofindia.indiatimes.com/business/industry/seven-states-among-top-achievers-in-ease-of-doing-business-ranking-of-states-uts/articleshow/92570898.cms>

<https://www.investindia.gov.in/great-places-for-manufacturing-in-india>



- **Andhra Pradesh** ranks **1st** in the country in **Ease Of Doing Business**.
- Under the **Andhra Pradesh** EV Policy, micro and small industries will receive **100% reimbursement** of the net **SGST** accrued to the State for **5** years, while medium industries will receive it for **7** years.

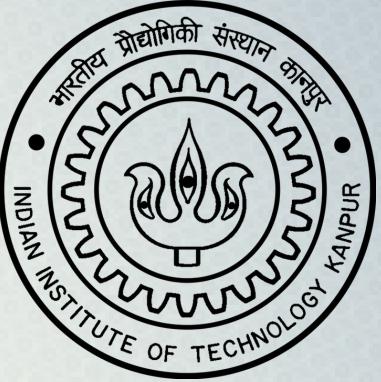
TIMELINE AND MILESTONES





JOINT VENTURE AND PARTNERSHIP





Partnership with IIT Kanpur

AIM OF JOINT VENTURE: To improve **safety, energy, life of battery pack**

Why IIT Kanpur:

Specialized department and labs working on **New Gen Batteries** and **BMS**. Better access to **resources** being an **Alum Startup**.

DELIVERABLES FROM IITK

- **Research Findings** and **Technical Reports**
- Reports on the **testing** and **validation of prototypes**.
- **Knowledge transfer sessions** and **training** for our team

DELIVERABLES FROM OUR SIDE

- Contribution through **R&D Funding**
- **Access** to **data** and **expertise**
- **Mentorship** and **training opportunities** to students.
- Opportunity for **publication of work**

JOINT VENTURE



TSUYO MANUFACTURING PVT.LTD

Electric Powertrain manufacturing startup based in Noida

AIM OF JOINT VENTURE: To reduce the **Weight of Motor** and increase it's **Power Efficiency**

DELIVERABLES FROM TSUYO

- Advanced Manufacturing Facilities and Expertise
- Bulk Orders at a Discounted Rate.

DELIVERABLES FROM OUR SIDE

- Research Team and Transportation
- Contribution through R&D Funds

50%

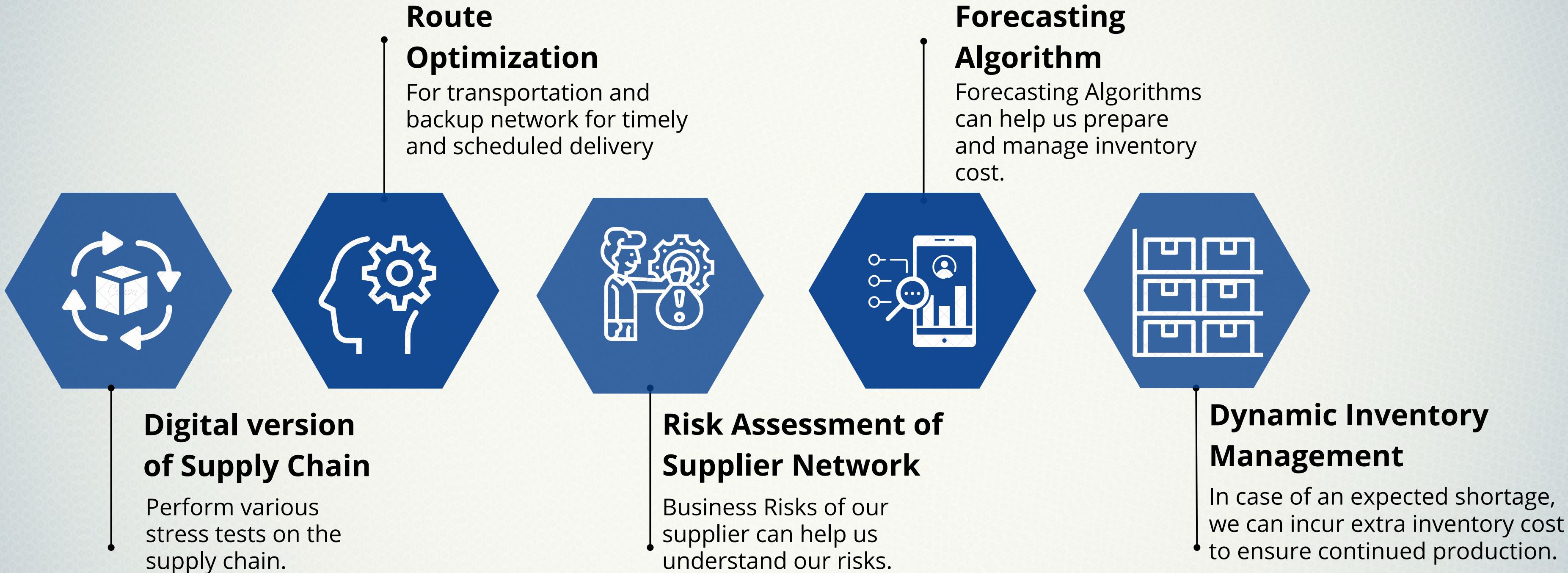
EQUITY DISTRIBUTION

50%

SUPPLY CHAIN OPTIMIZATION



Supply Chain Optimization



<https://www.toptal.com/finance/business-operations/pandemic-business-continuity-plan#:~:text=Business%20Continuity%20planning%20covers%20the,a%20subsection%20of%20Business%20Continuity.>

<https://community.fs.com/blog/the-chip-shortage-current-challenges-predictions-and-potential-solutions.html>

MARKETING STRATEGY



CONVENTIONAL MARKETING



PRINT MEDIA

Using Newspaper Ads, Hoardings, Pamphlets and Magazines for **widespread publicity**. It will consist of **20%** of the total marketing budget.



SOCIAL MEDIA

Advertising on established pages, blogs, handles, channels, and other **social media** platforms using **social media influencing**. It will consist of **33%** of the total marketing budget.

BUDGET DIVIDED USING “TOFU MOFU BOFU” SALES FUNNEL STRATEGY

UNCONVENTIONAL MARKETING



DIGITAL INTEGRATION

Collaborating with **Game & App companies** to develop a virtual interface of our car, backed by Digital Marketing. It will consist of **30 %** of the total marketing budget.

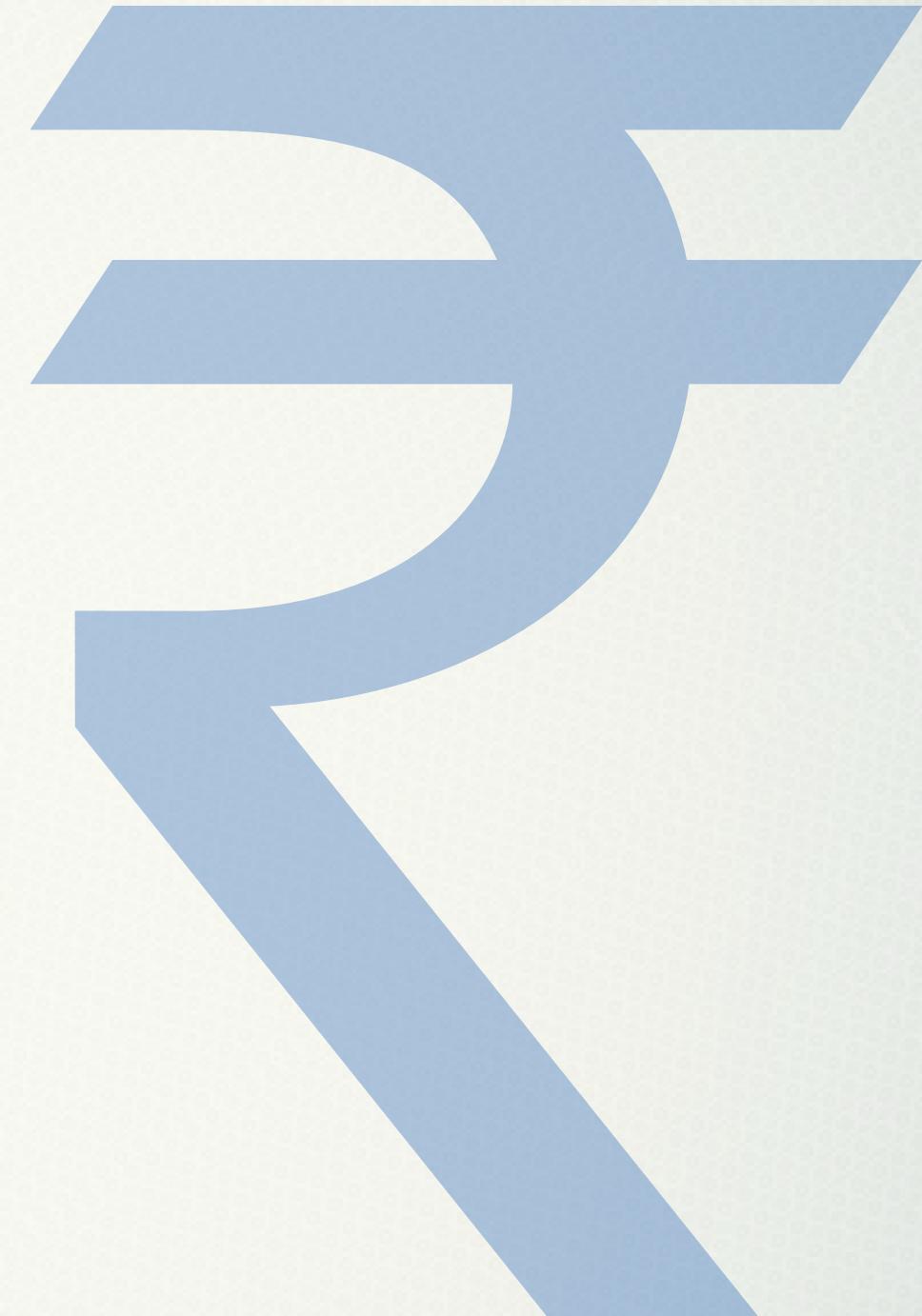


FREEBIE MARKETING

Free servicing is offered in lieu of valuable customer feedback, sponsoring **Racing Events** and providing **goodies** and **merch**. It will consist of **17 %** of the total marketing budget. We will also have **pre-launch event**.

BUDGET DIVIDED USING “TOFU MOFU BOFU” SALES FUNNEL STRATEGY

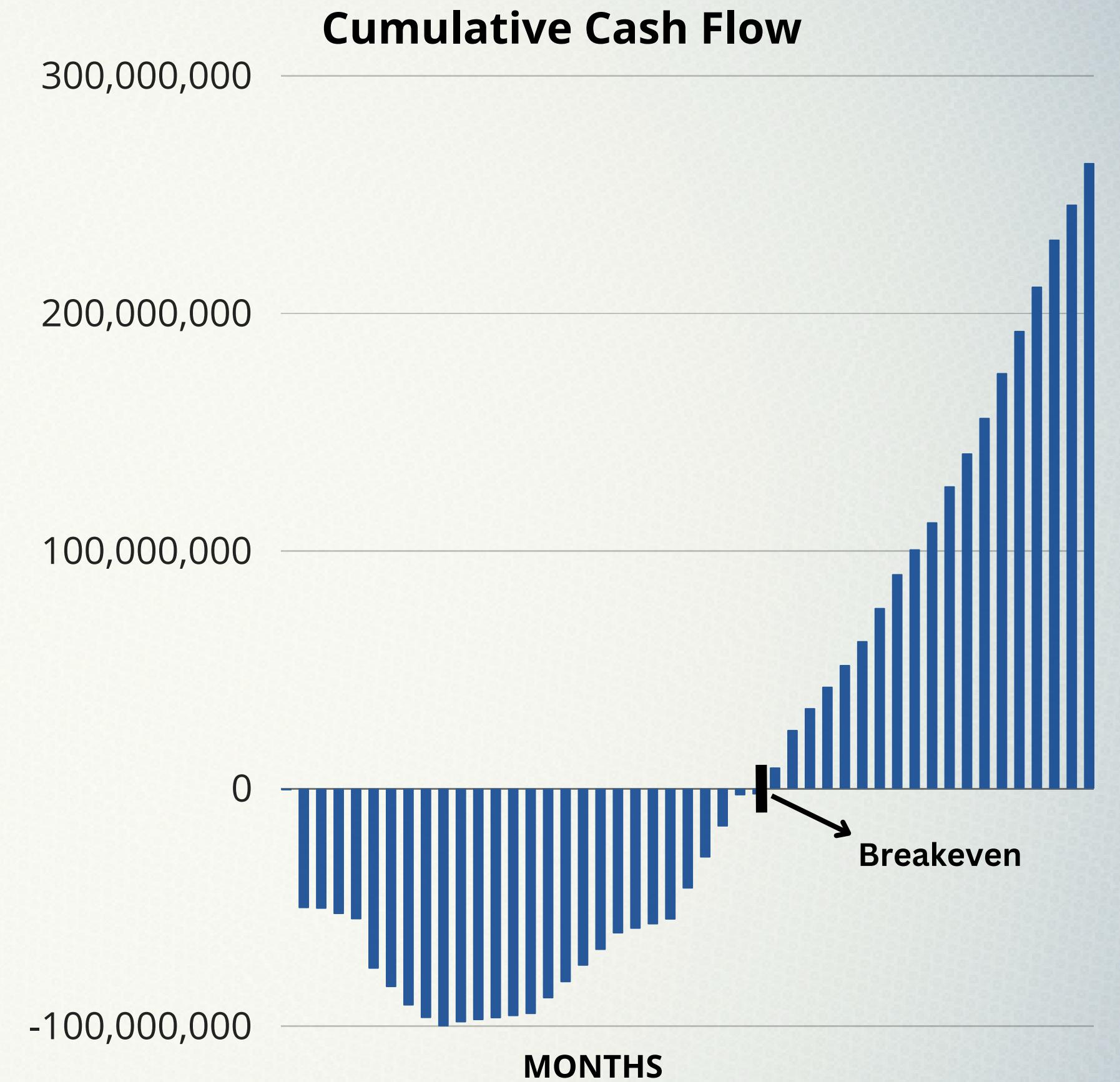
FINANCIALS



Cost Price of car - ₹19.06 Lakh
Market Price of car - ₹26.7 Lakh
Net Margin - 12%

25 months

Breakeven Point





OUR PITCH

Required Investment

13 crore

3.0 Cr + 10 Cr
Marketing Expense Establishment Assistance

Key Points

- **25%** Equity Shares
- Yearly Return on Investment after Breakeven point = **44.1%**

Why do we need it?

- To **set up** manufacturing and assembly facility
- To **procure components** from OEMs
- **Marketing**



THANK YOU!!