



ARIKA ENERGY Pvt Ltd



ARIKA ENERGY

We Power Your Dreams

**KNOW
ARIKA ENERGY**

**KNOW
THE POWER OF ENERGY**



About Our Company

Welcome to the world of arika energy Pvt Ltd a growing brand in the energy and solar energy.

as our past experiences of last 16 years and professional positive attitude, has help us in discovering economic business energy technology. We believe in creating highest comfort zone for our client.



Vision

Vision to provide quality services that exceeds the expectation of our esteemed customers.

Energy and Why It Needs Us?

Our existence is driven by energy. It runs the whole world. Yet, we tend to use this energy carelessly. One of the forms of energy that we use the most to enhance their livelihood is diesel. But when it comes to the distribution of diesel, the system has some inefficiencies which create a hazardous impact on our environment.



ARIKA ENERGY focuses on redefining fuel distribution to reduce carbon footprints and push India towards a carbon light future.

WHAT DO WE DO?



The requirement for energy is increasing every day and it is our mission to make sure that anything that demands energy never comes to a halt. But we must use the natural resources wisely to ensure a sustainable energy cycle, helping our nation and the world have a better tomorrow. By getting energy (diesel for starters) on wheels,

We've created a new business model which runs wholly on smart technology.



**When the whole world is
going green, why are we
working towards delivering
diesel?**





We Power Your Dreams

Diesel is one of the most crucial sources of energy and no other resource seems to replace diesel in the near future. While we all work towards building sustainable energy channels, the economy cannot sit still.

Doorstep diesel delivery is just the first step in our quest for a green tomorrow. Empowered by IoT technology and a digital platform, doorstep diesel delivery using

**THE *ARIKA ENERGY* MOBILE DIESEL PUMP
WILL SAVE CORBON EMMISSION
THOUSANDS TREES WITHIN THE NEXT 5 YEARS.**

Green energy is the future, but today we must utilise the existing resources wisely.



ARIKA ENERGY

MOBILE DIESEL PUMP

OUR INNOVATION AT YOUR FINGERTIPS

Employing design-thinking in the best possible way, Arika Energy will built an exact replica of fuel of fuel stations but now with an advanced touch of engineering and technology.

known as **the**

ARIKA ENERGY

MOBILE DIESEL PUMP



Product Overview



A Brief Story About The Product

The modernized bowsers are a proposal accepted by the PESO (Petroleum and Explosives Safety Organization). They are full of modern technologies to assure comfort and safety. These are sophisticated automobiles that will support our country's future diesel distribution.

Geo-fencing Tech



The bowsers are fitted with dual discharge devices so you can get fuel at anywhere. The PPPs are featured with geo-fencing technology to boost your fuel safety, which allows vehicles to only supply diesel inside a set radius.

IoT Controller



The IoT controller is the most essential feature in the refueler. The IoT controller has the responsibility to send a receive data to and from the vendor and the vehicle.



THE **ARIKA ENERGY APP**

An e-commerce platform facilitated
by a mobile application
to make diesel available
at doorstep.



Revenue Model



The description of the model we will follow.

The mobile application will be free to download on Android and iOS. He can schedule an order with specifics about the amount of fuel and the time of delivery in a matter of seconds.



Diesel will be procured at depots which is generally at rate lesser than the resale price. The the startup will be selling the diesel at the retail price, this will be the main source of our revenue. There maybe instances where the delivery distance may exceed certain limitations, we will be charging a the convenience fee for such orders.



Once we start our main aim is to increase our clientele and expand to the father regions within Goa.



Problems

Diesel is widely consumed in the country, especially in rural areas because of manufacturing facilities and farms. Heavy machinery can only be operated in most circumstances by diesel. Also, diesel is needed for large-scale port machinery. In India, diesel is certainly a requirement.

Black market vendors

To acquire fuel, port workers and enterprises must rely on middlemen or even unethical vendors. This is due to either far-flung gas stations or deceptive pricing provided by dealers.

Diesel pilferage

Pilferage is apparent. There have been instances where the customer's personnel has been held guilty for the atrocious conduct of selling fuel in black.

Time consumption

Businesses and ports spend extra time and energy on fuel procurement. This is detrimental to their businesses.

Solutions



A Brief About The Solutions

A fuel pump with wheels which may provide diesel of exceptional quality directly at the door.

PESO Approved

A refueler with PESO-approved requirements, which informs the customer of the quality and the volume he or she receives.

Fuel Black Market

A lawful system to eliminate the existing fuel black markets, ensuring high quality diesel is sold at high prices.

BILLS

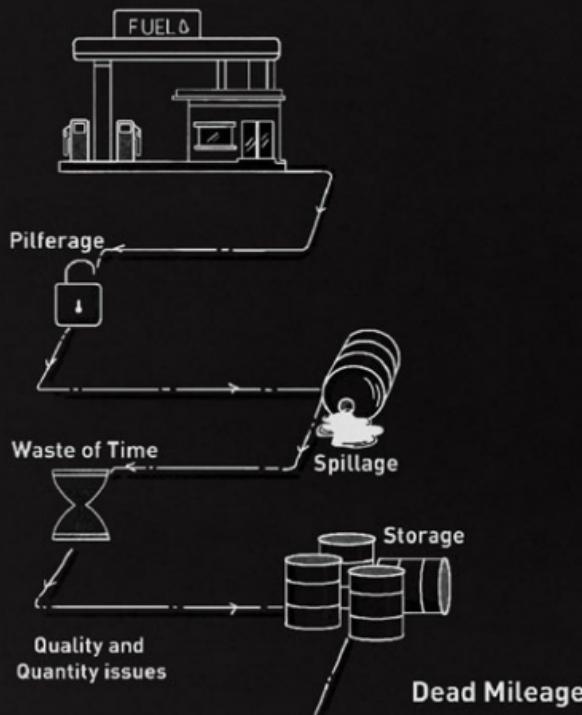
Businesses will be able to cut down on their exorbitant diesel bills through our services.

Environmental Friendly

The solution we propose will drastically reduce the number of spills and leakages, making the process environmentally friendly.

WHAT PROBLEM ARE WE SOLVING ?

PETROL PUMP



Doorstep diesel delivery is the need of the hour since it potentially minimizes various losses, namely:

- Dead Mileage
- Man-hour loss
- Loss of natural resources
- Monetary loss due to Spillage
- Financial loss due to pilferage
- Fund loss due to high CapEx, OpEx (compared to retail petrol pump)



Marketing Strategy



Mobile diesel services can offer a broad range of jobs, both in rural and urban areas. The environmental effects of the traditional methods of diesel delivery are one of our primary issues. To promote our viewpoints, we will use a multitude of social media outlets.

In order to make our consumers more aware and involved with us, we would want to use our Instagram page. An active Twitter feed and Facebook page will be an open venue to talk to our users about any issues the service may have.

Competitive Landscape



The need to guarantee speedy inventions is competition in each new field. This is a positive reinforcement that we will use to improve our product as soon as possible.

Although several competitor brands exist, in our locality we are the first of our sort. This provides us plenty of room for improvement and development.

We will launch our services with several customers with whom we have previously agreed, ensuring that the company may start quickly and develop much more.

Target Market

Stone Crusher

Mines
Mobile Tower

Buses

Smart City

Agriculture

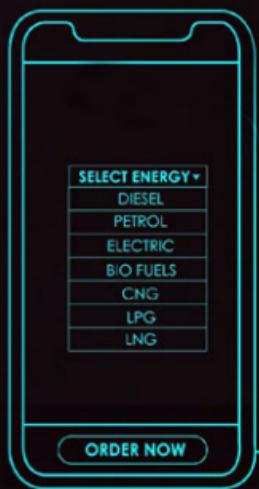
Banks

Showrooms

WHAT IS THE FUTURE?

With diesel delivery at doorstep, we're working towards making the energy distribution efficient. But our work doesn't stop there. Today, it is diesel-on-wheels, tomorrow it will be gas-on-wheels.

With one energy, one fuel at a time, we wish to revolutionize the whole energy distribution system and make technology the face of the future.



OUR PRESENCE

We will present
in Sagar and
all over the India
in future





Anusuya Ulikey is a Politician and currently serving as the governor of Chhattisgarh.



Ex Mayor of Sagar



NDA Officers



Dr. C.P. Thakur a former minister in the Government of India



Team



Pankaj Kumar Soni
FOUNDER & CEO

The role of a Pankaj Soni CEO & Founder of company is a versatile one. Often, he is the face of the company to internal and external stakeholders, liaising with management, the board, and the public. He is responsible for the long-term strategy of the company and for instilling brand values in employees.



Shubha Saraf
CO-FOUNDER

She is a member of the executive team who played a role in the founding of a company. She might bring experience in business development or technology or marketing



ARIKA ENERGY Pvt Ltd

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