Strategic Growth Framework for Emo Energy's 2027 Goals

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Overview

Executive Summary

Market Outlook & Growth Drivers

EMO’s Goals & Challenges: My Solutions

Business Model Insights & Strategic Levers

Competitive Edge & Emo’s Growth

GTM Strategy

Unit Economics, Strategic Levers

Growth Forecast

Execution Plan: How I Will Deliver Measurable Growth

Executive Summary

Objective

- To demonstrate a clear understanding of EMO Energy's mission to scale sustainable solutions, delivering measurable business value, and achieving net-zero goals..

Executive Summary

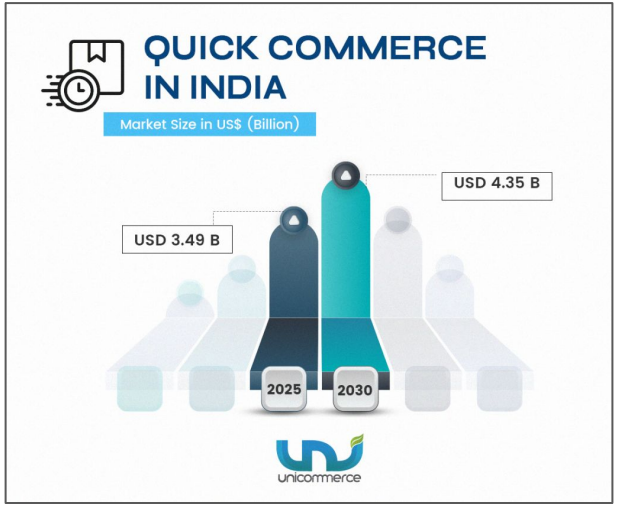
- **Problem**
  - High battery costs (TCO pressure)
  - Safety risks from battery fires, range anxiety and downtime
  - Inefficiencies in EV fleet operations, hindering business growth and sustainable mobility
- **Solution**
  - EMO's ZEN ecosystem delivers:
    i. Safe, certified (UL 2580 & AIS) batteries, 5+ year battery life
    ii. 20-minute fast charging
    iii. Modular, scalable batteries and energy storage systems & services
    iv. Up to 10x TCO reduction, powered by SENS (AI-driven software platform)
  - Supports OEM's, fleet operators, vendors, insurers & financiers
- **Impact**
  - Up to 10x TCO reduction, enhancing cost efficiency
  - Increased vehicle uptime and operational efficiency, powering demanding mobility daily
  - Enables sustainable, scalable mobility with robust energy deployment and services
  - Significant CO_2 emissions reduction, advancing net-zero goals

Call to action

- Strategic roadmap to achieve 1L 2,3 Wheeler vehicles + 1GWh storage by 2027.

Market Opportunity & Growth Drivers

Sector	2025 Market	2030 Market	CAGR	Key Sources
Quick Commerce	$3.5–5B	$28–35B	40–58%	Cornell
E-commerce (B2C)	$160–295B	$345–550B	18–21.5%	IBEF, GrandView
Electric Vehicles (EVs)	$54.4B	$110–152B	19–40%	Mordor, GVR
Battery ESS	$5–7.8B	$10–32B	14–27%	MarkNtel



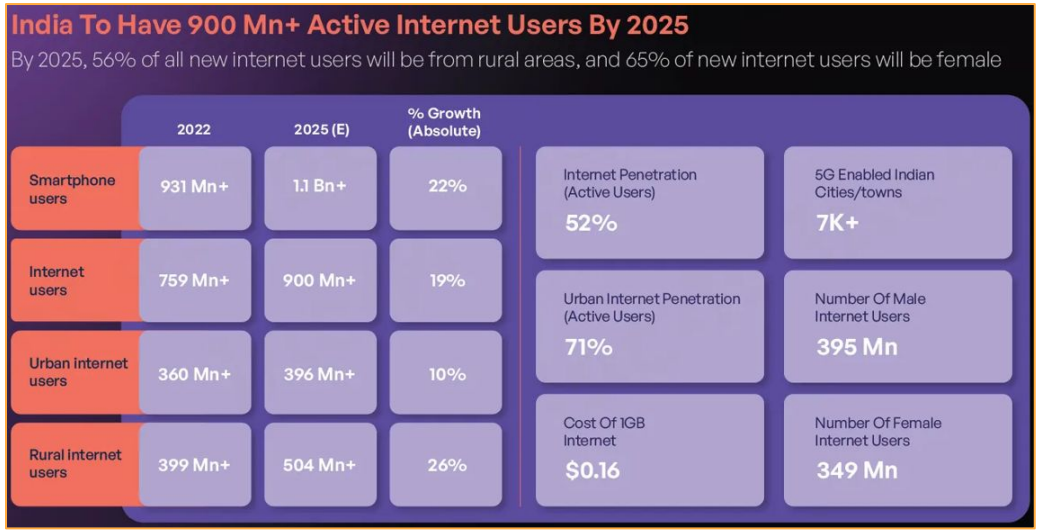
Source: Wright Research,Unicommerce

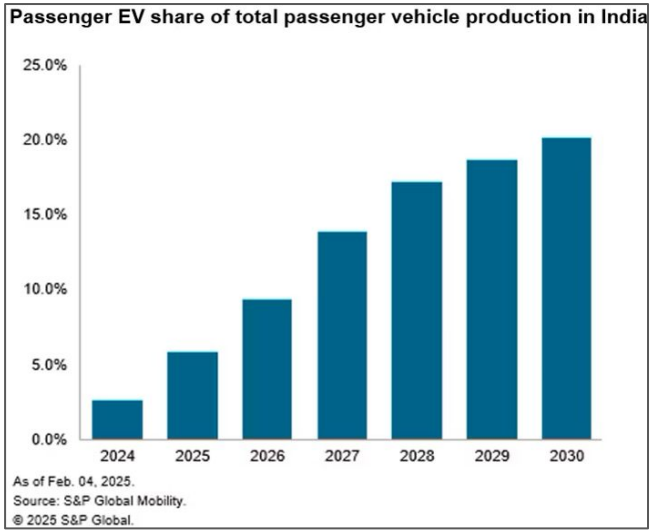
🚀 Growth Drivers

Digital Surge:
- 📱 900M+ internet users by 2025
- 🛒 60% e-commerce orders from Tier 2/3 cities
- 🏪 2,500+ dark stores scaling rapidly (Blinkit, Zepto, Swiggy)

EV Adoption:
- 🚚 80M EVs expected by 2030 (FAME-II, PM E-DRIVE)
- 🔌 1.3M+ charging stations needed by 2030

Energy Storage Imperative:
- ⚠️ 15% grid downtime in major metros impacts EV ops
- 🔋 ESS crucial for backup energy & uninterrupted fleet operations





Source: [Wright Research](), [S&P Global]()

EMO’s Goals, Challenges, Solutions

Goal: Powering **1 Lakh** 2,3W EVs, **1 GWh** ESS deployment by 2027

Challenge	Context (2025)	My Strategic Solutions(2025-27)
Funding Constraints	Capital-intensive ecosystem, 6.2 Series A funding	Use PLI and FAME-II, **schemes** to reduce BOM costs and offer ESS-as-a-service for faster product adoption
Scalability Issues	Core risk for ZENPAC/ESS adoption, limited scale = limited unit economics.	Enhance mysore facility with **semi-automation** and efficient localized production.
Cell procurement/ supply chain Issues	Chinese cell dependence is a strategic and geopolitical risk; localization is key for Make-in-India positioning.	In Future, Partner with **domestic cell makers**/ giga factories (Ola, Amara Raja)
Sales/Adoption Gap	Disintermediation by fleet operators is a real market challenge, Need strong GTM strategy.	Target fleet/logistics vendors (e.g., Mahindra Logistics) with cost-saving **SENS+ESS pilots & Emo Ecosystem**.
Charging Uptime	90% uptime, national infra gap; 1.32M chargers needed by 2030	Co-deploy chargers with partners, use **SENS + ESS** for 95% uptime
Software/API Integration	SENS is strong but multi-party integration still in R&D.	Build **robust APIs**, partner with fintechs/insurers for battery finance layer.

Business Model Insights

Customer Segments

EV logistics fleets

Dark stores / warehouses

EV OEMs and fleet Integrators

ESS (charing hubs, critical Infra, solar owners, C&I, off-grid)

Emo Value Proposition

Safe, certified batteries for OEMs

Fast-charging + ESS for fleet uptime

Grid-independent energy storage (ESS)

AI-powered battery intelligence (SENS AI)

Key Partners

Battery cell suppliers

OEMs

Quick Commerce, eCommerce, Logistics

Fleet operators/vendors

RE companies

ESS consumers

Key Cities

Bangalore
Chennai
Mumbai
Ahmedabad
Delhi
Kolkata

Revenue Streams

BaaS = Battery as a service (Subscription/pay-per-use)
EIAS = Energy Infrastructure as Service (charging + ESS)
SaaS= Software as Service (SENS AI insights monetization)
Hardware = Direct OEM integration + SaaS
ESS = Energy storage services

Strategic Levers

New Revenue Streams

- Subscription based purchase for Zen Ecosystem & SENS
- Selling Advanced Battery Intelligence as SaaS
- Reverse Logistics Partnership: refurbish and resell as budget ESS for C&I, MSME, etc
- Energy VPP/Trading, V2G
- Revenue from third party battery recyclers

Partnership Alliance

- Quickcommerce, eCommerce, Logistic Companies
- OEMs
- EV fleet operators/vendors
- ESS partners/distributors/consumers
- Insurers & Financiers

White Label/Co-partnering

Sales

- Use sales strategies such as free trials, API credits/limits, upselling, cross selling, bundling, discounts, incentives, commissions for growth and profitability.

Market Positioning

- Advancing India's Largest Energy Ecosystem across EV Mobility & Energy Storage

Competitive Edge

EMO Energy vs Direct Competitors: Feature Comparison matrix

Key Features	EMO Energy	Exponent Energy	BatterySmart	Log9 Materials	Amaron/Exide
Charging Time	20 min ZENPAC, SWFT ★	15 min e^pack with e^pump ★	2 min Swap Technology ★	1 hr Standard charging	2 hr Conventional
Fire Safety & Certification	UL2580 Certified 50% risk reduction ★	No certification Standard safety	High risk Basic protection	Moderate Standard protocols	Low risk Traditional safety
TCO Reduction	25% Highest savings ★	15% Good efficiency	10% Moderate savings	10% Standard reduction	5% Minimal impact
ESS Integration	ZENSTAC 1 GWh goal ★	None No integration	None No integration	Limited Basic integration	None No integration
Battery Life	5+ years Extended lifecycle ★	3-4 years Standard lifespan	2-3 years Moderate durability	3-4 years Good longevity	2-3 years Traditional lifespan
Cell Compatibility	Cell-agnostic Universal platform ★	Specific cells Limited compatibility	Standard cells Common formats	Proprietary LFP Custom solution	Standard cells Wide compatibility
Performance Innovation	AI BMS + Thermal Mgmt Advanced algorithms ★	Fast charging tech e^pump system	Swap efficiency Quick exchange	Standard BMS Basic management	Traditional tech Proven reliability
Market Focus	2W, 3W, ESS Multi-segment ★	2W, 3W Mobility focused	2W primarily Swap networks	Commercial EVs Heavy duty	Traditional auto Lead-acid legacy

Market Leader ★ | Strong Performer | Average Performance | Below Average

Competitive Edge Market positioning: TCO Reduction (vs) Safety & Certification

Competitive Edge IP & Defensibility

Intellectual Property & Defensibility

Patented Cell Architecture: Proprietary fluid immersion system for optimal thermal management

Active Thermal Management: 4-pump system maintaining <2°C temperature distribution

AI BMS Algorithms: Life extension algorithms with 99% health prediction accuracy

Cell-Agnostic Platform: Technology stack compatible with any cell chemistry

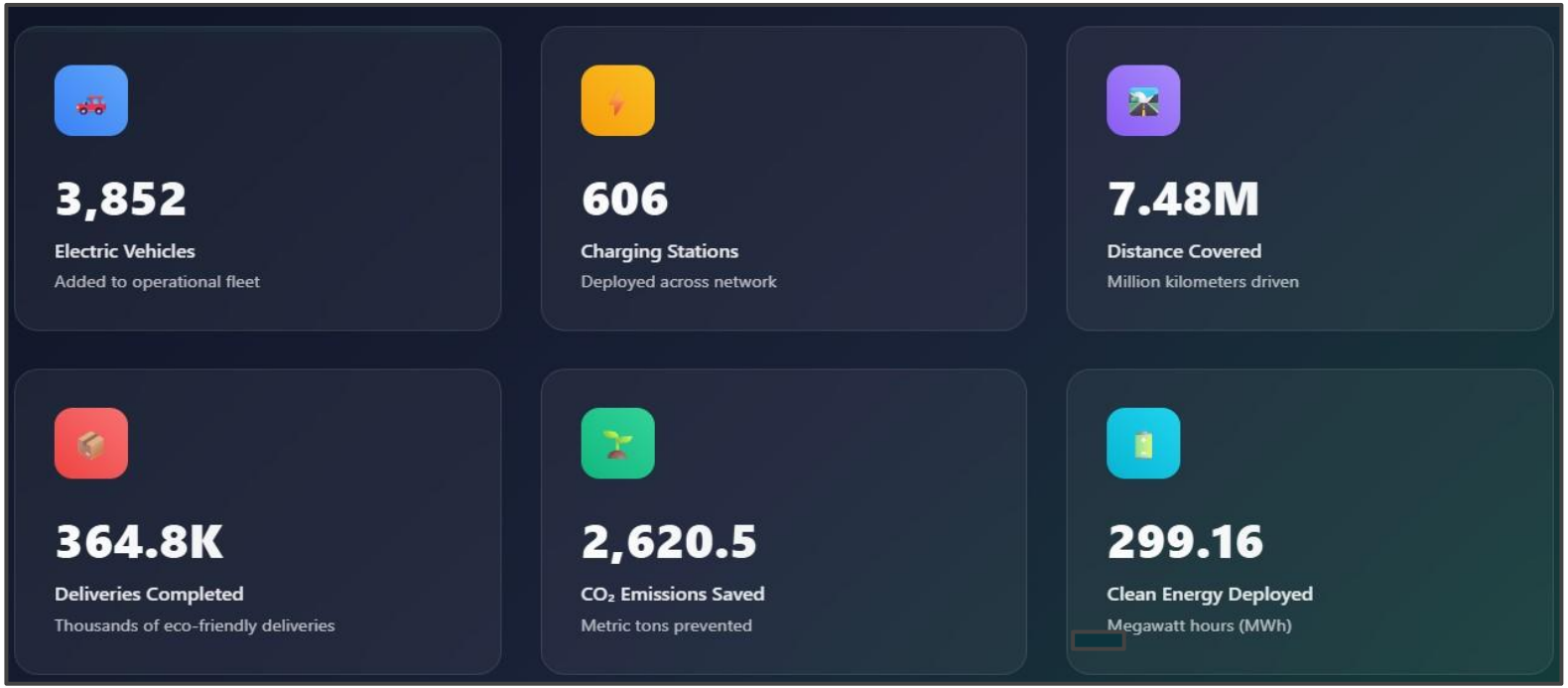
UL2580 Certification: 50% fire risk reduction with international safety standards

SENS Analytics: Proprietary algorithms for predictive battery health monitoring

Growth Highlights

(as of may* 2025)

- **3,852 EVs** Deployed**, 606 Chargers** installed
- **7.48M KMs** Traveled**, 364,800+ Deliveries**
- **2,620.5 Metric** tons **CO_2** saved
- **299.16 MWh energy** deployed
- Driving **zero-emission** logistics



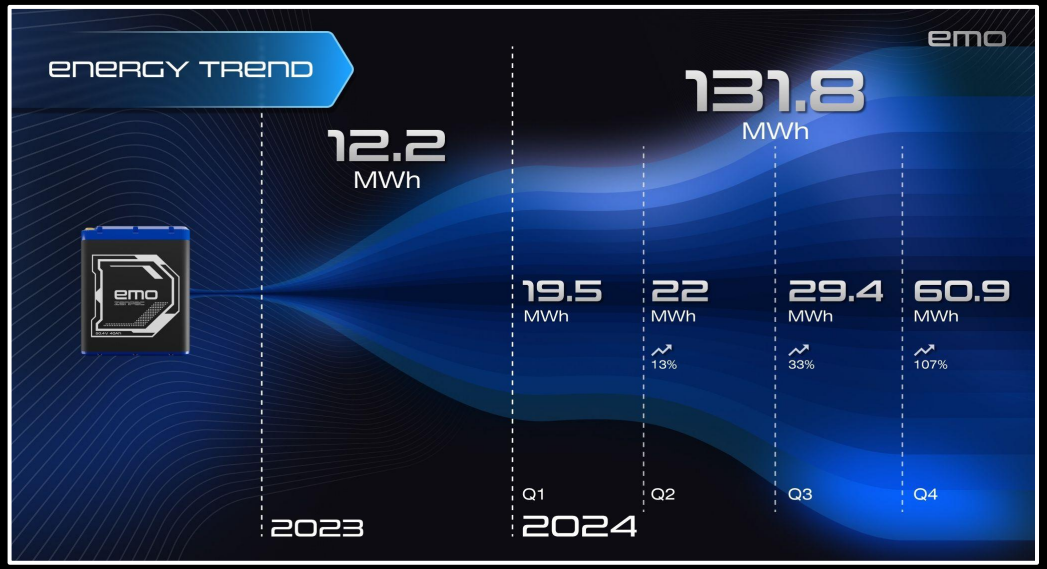
Source: Emoenergy.in , LinkedIn, Breakdown (Estimates from past data)

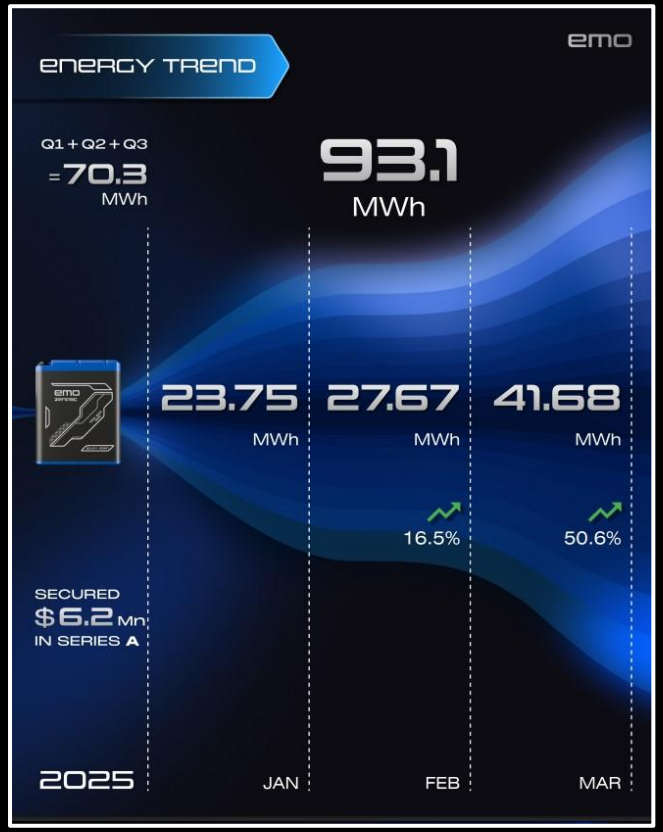
Growth Highlights
(as of may* 2025)

Emo energy storage trends

Total Energy Deployed (2023-25 Q1) = **231Mwh**

2027 Energy Goal **= 1GWh**





Source: LinkedIn

GTM Strategy

Marketing

- Awareness (online, offline, performance-driven, AI Marketing tools), Partnerships (relationship-focused), Integrations, Positioning

Sales

- Approach: account based, solution based, performance & ROI based
- Channels: online, offline, partnerships/alliances, direct
- Referrals
- Sales enablers, AI Sales tools

Distribution

- Online, Offline, Direct Sales (B2B, B2C, B2G -govt/tender tie-ups)
- Channel certified partners/distributors/consumers for ESS
- Strategic Alliances (OEM, Fleet Integrators, Infra developers, financiers, Insurers)

Key Levers

- Case studies, Value proposition & Differentiators, ROI narrative, Uptime SLAs, Pilots

GTM Strategy: Marketing

Online	Offline
Awareness (Website, content marketing, social media, PR, etc) ● Resources: blog, case studies, whitepapers, press, talks, webinars, etc ● Lead magnets: ROI tools, free trials for SaaS, EMO virtual tour, AI chatbots	**Trade Shows & Expos** ● EV India Expo, REI, Auto Expo, IESW, etc ● Pop ups, Live demos of ZEN Ecosystem ● Lead collection + media coverage + LOI + Pilots + ● Partnerships
Education ● Emo Virtual Tour ● Field Demos ● Events & Expos ● Whitepapers	**Alliances & Industry Participation** ● NHEV, FICCI, SIAM, IESA ● Participate in policy roundtables, smart city forums, stakeholder meetings
Social Proofs ● Case studies, ● Pre-orders/waitlist, ● Growth metrics, ● Partnerships & collab	**Influencer & PR** ● Partner with cleantech influencers ● Get coverage in EV reporter, Inc42, YourStory, TechCircle, Popular forums, etc
Incentives & co-marketing ● Govt rebates ● Free trials, offers, discounts, API credits/limits ● Direct/reverse partnerships, ● White labeling, co branding (powered by EMO)	**University - R&D Collaboration** ● Showcase ZEN Ecosystem/SENS in research forums/meet ● Partner & Collaborate with regional colleges, IITs/NITs for talent, advisory network, R&D work.

GTM Strategy: Sales

Online Channels

Inbound Demand Generation
- Audit tools, CRO & high value content
- Freemium/Free trials
- SEO/AIO

Outbound Engagement
- Account based email/call outreach
- Linkedin outreach & consultative selling
- Outreach personalization & automation using AI

Thought Leadership & Positioning
- Thought Leadership posts,
- Webinars & Industry expert roundtables, Events
- Customer success stories, deployments

Paid Ads & Retargeting
- Performance
- Retargeting & audience targeting

Offline Channels

Enterprise Sales
- In-person executive meetings
- MOUs, Joint business planning (JBP)
- Enterprise sales playbook

Experiential Selling
- On-site pilots & trials
- Field demos & workshops
- Proof of Value (POV) materials

Industry Events & Trade Show
- Strategic Presence at Flagship Events
- Live Product Demonstrations
- Targeted Networking & Lead Capture

Channel Partner Engagement
- Distributors & Channel Partners
- D2G (tenders, partnerships)
- D2C (online orders -> partner installations)

GTM Strategy: Distribution

Channel	Key Players	Offering
OEMs	TVS, Bajaj, Hero, Mahindra, Hala, Euler, Piaggio	Integrate **ZENPAC/RIG** as standard battery with **SENS** & warranty
Fleet & Logistics	Zypp, MOEving, YULU, Magenta, Mahindra,	Deploy bundled **charging+ESS +SENS** with uptime SLAs
Infra Providers	Oil stations, Amazon, Flipkart, Zepto, Blinkit,etc warehouses/hubs	Co-deploy **SWFT** chargers + ZEN ESS in hubs/locations
Channel Partners	EPC, Battery Retailers/Distributors, real estate developers, electrical contractors, C&I infra managers, govt & institutes heads	**Local/hyperlocal** distribution & servicing
Fintech / Insurance	Revfin, Vidyut, Muffin, Macquarie's Vertelo	They Enable **lease**, **insurance** via SENS health data
Govt / Policy	FAME-II, PLI, PM-E Drive, Central/State/City policy & schemes	Access **policies, subsidies, infra tenders**, public deployments for cost cutdowns and scaling production

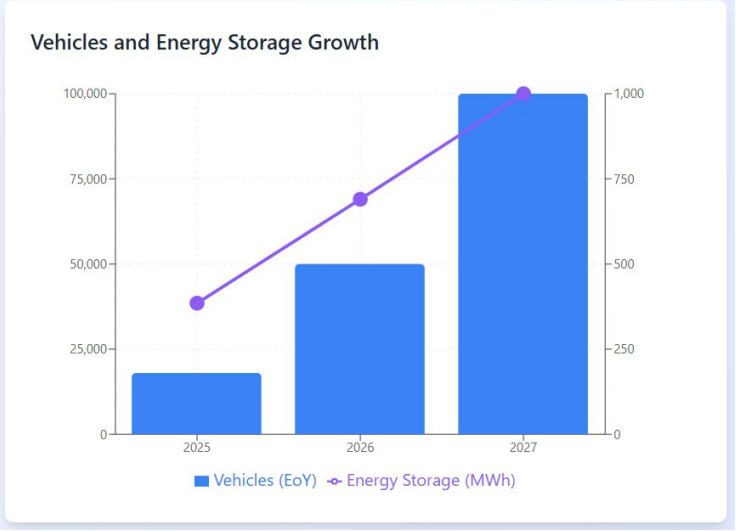
Unit Economics, Strategic Levers

Component	Cost (INR)	Revenue (INR)	Levers to Improve
SENS SaaS (per unit/year)	₹1,500	₹2,000	To drive adoption via freemium or pilots using performance data to upsell insurance & finance integration
ZENPAC Battery (2kWh)	₹30,000–₹35,000	₹60,000–₹70,000	To Increase Lifespan, scale cell purchasing, optimizing BOM via PLI/FAME-II Bundling with SENS/SWFT for higher ACV
SWFT Charger (Infra)	₹1–5 lakh (setup)	₹1.5L/year (recurring)	To Increase Utilization via shared infra model Predictive maintenance (via SENS) to boost uptime from 90% to 95%
ZEN ESS – STAC (100kWh)	₹8L–₹10L	₹12L–₹15L/year	To expand it to C&I + solar EPCs Packaging with ROI calculators, peak shaving analytics Offering as EaaS model for capex reduction
Bundled Platform Offerings	Varies (Pack + SWFT + SENS)	₹1–1.5L per unit annually	Creating custom stacks per segment (Q-commerce vs. warehouse), Leveraging case studies to scale B2B sales
Subscription/Maintenance	~₹3,000 per unit/year	₹6,000–₹9,000/unit/year	Adding diagnostics, SLAs, and health-based warranties Offering loyalty pricing for multi-hub clients
Second-Life Batteries	₹4,000–₹6,000 (cell pack)	₹10,000–₹12,000/unit/year	Positioning as low-cost ESS for Tier ⅔ cities, other MSME, C&I Marketing ESG savings to retail/logistics buyers

Source: Market insights & estimates, kredible

Growth Forecast

Year	Vehicles (EoY)	YoY Growth (Vehicles)	Chargers (EoY)	Distance (M KMs)	Deliveries (Mn)	CO_2e Saved (K Tons)	Energy Storage (MWh)	YoY Growth (Energy Storage)
2025 (Estimates based on Q1)	18,000	-	1,627	65.9	3.32	23.2	385	~532%
2026	50,000	177.80%	4,520	220.6	11.04	78.2	690	79.20%
2027	100,000	100.00%	9,040	497.2	24.77	176.9	1,000	44.90%



Source: Based on Past Data & estimates

Execution Plan: How I Will Deliver Measurable Growth

Strategic Metric / Impact	Execution Lever I Will Use
Achieve ₹X Cr in new revenue from B2B fleet partners through GTM strategy	GTM assets, case studies, ROI decks, partner pilots
Reduce charging downtime to less than X% through data monitoring & operations	Promoting SWFT + SENS stack adoption + uptime SLA storytelling
Achieve ₹X cr ESS revenue	Infra + solar EPC targeting, bundled sales playbooks
Achieve ₹X cr SENS SaaS ARR	Organic lead gen, freemium funnel, success-led upsell, growth hacking
Increase Infra ROI by X%	Second-life battery monetization, shared asset models
Sell X units/ X deals to OEM/partners	Product customization, OEM co-development, volume discounts, supply chain optimization

Note:

Placeholders (₹X, X%, X) used intentionally to ensure flexibility and avoid premature commitments, would love to define or understand real targets after feedback & alignment with actual internal GTM data.

emo ENERGY

Thank You!

Appendix

Show the audience you anticipated their questions.

Leave room for Q&A, but use the Appendix as a way to show that you both thought about those questions and have solid answers with supporting information. Let the audience test their understanding of the problem and the solution you've outlined - questions give them a chance to talk themselves into your approach, and give you a chance to show mastery of the subject.

EMO Metrics & Financials

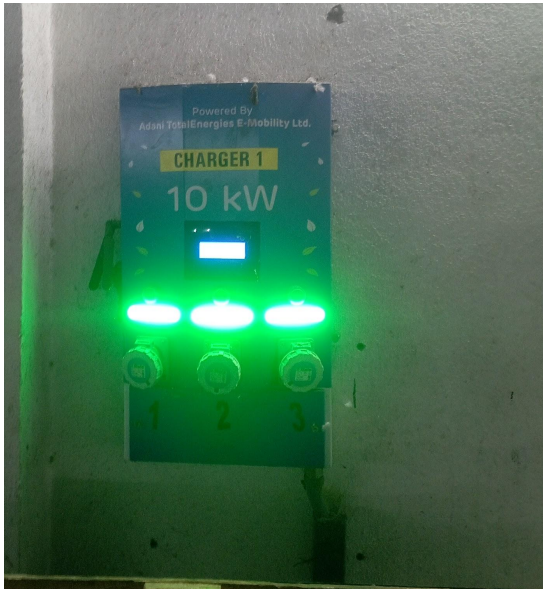
Hyd: Onsite EV Ecosystem Observations

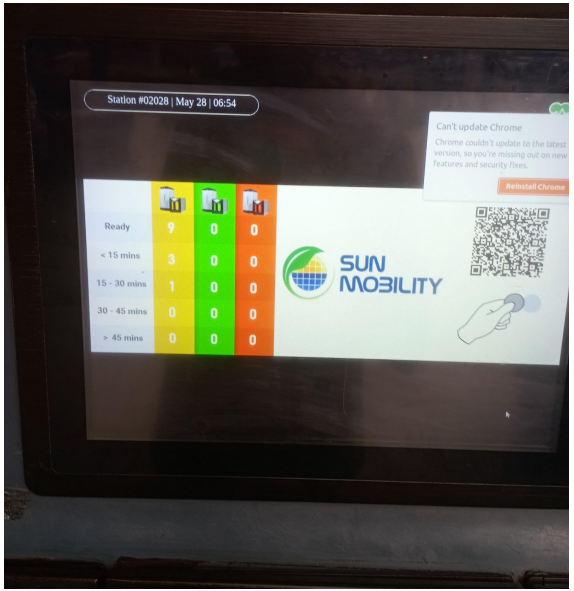
Charging Infrastructure Overview:

- **Blinkit Tolichowki:** No onsite charging; partners supply their own.
- **Amazon Tolichowki:** On-site charging via Mahindra Logistics' Whizard and EV fleet.
- **Instacart Attapur:** Mix of vendor-operated and in-house charging; off-site options available.
- **Retibowli Fuel Station:** Limited swap station; no active charging, coordination with Indian Oil needed.

Key Insight:
2W and 3/4W logistics fleets rely primarily on fleet partners (e.g., Zypp) for charging, minimizing infrastructure dependence and operational risk. Infrastructure installation is demand-driven, focused on delivery hub needs.

Hyd: Onsite EV Ecosystem Observations (Images)





Hyd: Onsite EV Ecosystem Observations (Images)

EMO Energy Scalability Model (FY2025–2027)

Scale Stage	ZENPAC Units Sold	ZENPAC Revenue	ESS Revenue	SENS SaaS Revenue	2nd-Life Battery Revenue	Bundled Platform Revenue	Total Revenue (Est.)	Gross Margin	Infra Uptime
FY2024	~1,100	₹7 Cr	Pilot Stage	< ₹0.3 Cr	Pilot only	Limited	~₹8–9 Cr	~40%	~90%
FY2025	2,000	₹13 Cr	₹1.5 Cr	₹0.6 Cr (3K users)	₹0.5 Cr	₹1 Cr	~₹17–18 Cr	~45%	~91–92%
FY2026	10,000	₹65 Cr	₹5 Cr	₹2 Cr (10K users)	₹2 Cr	₹4 Cr	~₹78–80 Cr	~50%	~95%
FY2027	40,000	₹260 Cr	₹14 Cr	₹6 Cr (25K users)	₹5 Cr	₹12 Cr	~₹297 Cr+	~55–58%	~96–97%

Source: Market insights & estimates, kredible

FY24 Financials & Projections (FY25–FY27)

Metric	FY23	FY24	YoY Change
Revenue	₹0.39 Cr	₹7.00 Cr	↑ 17x
Total Expenses	₹1.95 Cr	₹11.75 Cr	↑ 6x
└ Employee Benefits	₹0.59 Cr (30.3%)	₹5.64 Cr (48%)	↑ Share of total ↑
└ Cost of Materials	₹0.38 Cr (19.5%)	₹2.55 Cr (21.7%)	↑ Share of total ↑
Net Loss	₹1.55 Cr	₹4.90 Cr	↑ 3.2x
EBITDA Margin	-400%	-68.46%	↑ Strong improvement

Source: Unit Economics (Marketing insights & estimates), kredible

Financial Projections (FY25–FY27)

Revenue scaling with margin expansion: ₹7 Cr to ₹105 Cr revenue growth while achieving EBITDA breakeven by FY27, proving disciplined growth strategy execution.

Source: Projections based on past data, kredible