

REVAMP

MOTO

Global Expansion Strategy

GLOBAL EXPANSION STRATEGY

STRATEGIC APPROACH

Revamp to leverage global expansion by using its OEM expertise and partnering with local or resourceful enterprises in the MENA region who have market expertise in distribution and ready to invest in subsidiaries set up to drive the expansion in African markets.

AFRICAN MARKETS - FACTS & TRENDS

1. In 2022, Out of **2.13 million** overall motorcycle sales, **3.2% were EV** and the rest **96.8 were petrol vehicles**. It means in absolute number **EV Two-wheeler sales in 2022 was 68000 units appx.**
2. Nigeria, Kenya, Egypt, and South Africa hold the major share of the African electric two-wheeler market with a market share of **20.28%, 20.94%, 17.74%, and 14.24%.**
3. Africa electric two-wheeler market is projected to witness a strong **CAGR of 24.78%** during the forecast period **2024–2031**, growing from **USD 554.68 million in 2023** to **USD 2612.14 million in 2031**. In Compare to that India market CAGR for last 5 years was 65% and expected to grow by **45% CAGR** in next five years (2024–2029)
4. Some key players operating in the Africa electric scooters market include **Gogoro Inc.**; **Honda Motor Co Ltd.**; **JIANGSU XINRI E-VEHICLE Co. LTD**; **KTM AG**; **Peugeot Scooters**; **Vmoto Limited**; **Terra Motors Corporation**; and **Yamaha Motor Company Limited.**, **Ampersand**, **Spiro**.

AFRICAN MARKETS - FACTS & TRENDS

1. Start with asset light models by partnering with **African Player** or **MENA region players** who are ready to bring Investment with Distribution & Service expertise.
2. Revamp to provide all **technical support with well defined product portfolio** suitable to African Markets (Mid Speed & High Speed Bike)
3. Revamp to start with **CKD model** and after testing the market response, **open a micro factory** which can cater to three to five nearby countries. For Example , Micro factories in **Kenya** can support **Uganda , Rwanda, Ethiopia & Tanzania**.
4. Our EV Model to target **Boda-Boda** and **Delivery riders** both.
5. Research on competition price points to ensure our price point remains affordable to consumers and profitable to Revamp.
6. Kenya is a good market to do a pilot as it has **21% of African EV market** and can cater to other three four potential markets.
7. Our market entry strategy hinges on five pillars :
 - 1. Investor Partner
 - 2. Product Identification based on Market gap & opportunity.
 - 3. Consumer centric pricing with Profitable approach,
 - 4. Strategic Collaboration with a battery swapping partner to offer a monthly subscription model .
 - 5. Forming a crack team consisting of five to seven members (Highly functional, Execution oriented with adequate knowledge)

KEY BENEFITS

Strategic

Less Players & Small market with very good price fetching ability of market will help us to establish with Micro factory without Investment burden on Revamp.

Profitable

Revamp will earn from Micro factory export, On EV production & Attachment by setting up a right pricing strategy and leveraging OEM capability.

Proven

Asset light model supported by mfg. and sourcing capabilities is a low risk and moderate gain proven strategy.

SWOT AFRICAN MARKETS

Strengths

1. Good Room to fetch a price which can ensure a profitable business for Revamp and Investment Partner.
2. No very big dominant player in EV Segment so offers an opportunity to new players.
3. Two wheeler is used widely and commuting depends majorly on two wheeler.

Weakness

1. The EV market is still very small , hardly 90000 to 100000 units.
2. The market is only meant for bikes so new entrants do not have multiple choices like India or China.

Opportunity

1. Setting up a Micro factory and replicating the same will be a good opportunity to establish as a new brand
2. A strong partner can help establish Revamp very fast with a less burden of future investment.

Threats

1. Players like Yulu , TailG and other chinese players are entering the market.
2. The battery segment is majorly dominated by the Chinese market.
3. Export & import related regulations and procedure can become challenge to start & grow faster.

MOTO

CONCLUSION

Revamp Moto's global expansion is strategically structured to replicate the successful entry model used in Africa while adapting to local market conditions. Our approach ensures financial sustainability, scalability, and regulatory compliance, positioning Revamp as a leading global EV player.