



# REVAMP STRATEGY AND GTM PLAN

Our Effective Way to Deliver Results.

# Core Principles – Revamp

Core Principle	Significance	Description
Our Vision	What Drives us	To empower the society by providing Sustainable and Adaptive solutions.
Our Mission	What Motivate us	To impact at least 1 million lives by 2028.
Our Values	What we build on	Agility, Honesty, Empathy , Accountability, Diversity
Our Strategic Focal Points	What will help us Succussed	Sustainable Growth,Consumer centricity, Innovation Driven, Discipline, Data Centric
Our Strength	What Makes us Unique	Modularity, Adaptability, Unique product segment, ESG Focused, Scalability

# STRATEGIC APPROACH

Build a purpose driven organization based on **consumer insight** to become the **number one modular utility company** in India by **empowering one million lives** by **2028**.



# STRATEGIC OVERVIEW

## WHY

- To solve a problem for **300 Million** hustlers and help them to generate revenue through a two-wheeler **modular utility platform** solution
- EV with multiple attachments - Unmet need and **Blue Ocean Opportunity**
- **Battery as a powerhouse** to support multiple business functions

## WHAT

- First two year **B2B channel** to drive major business
- Exploit the business opportunity in **last mile delivery & Micro-entrepreneur segment**
- Start B2C in 2026 with 3 states in the first year and then **expand into 17 states in next 4 years**
- **Modular attachments** to drive Innovation and profit



## HOW

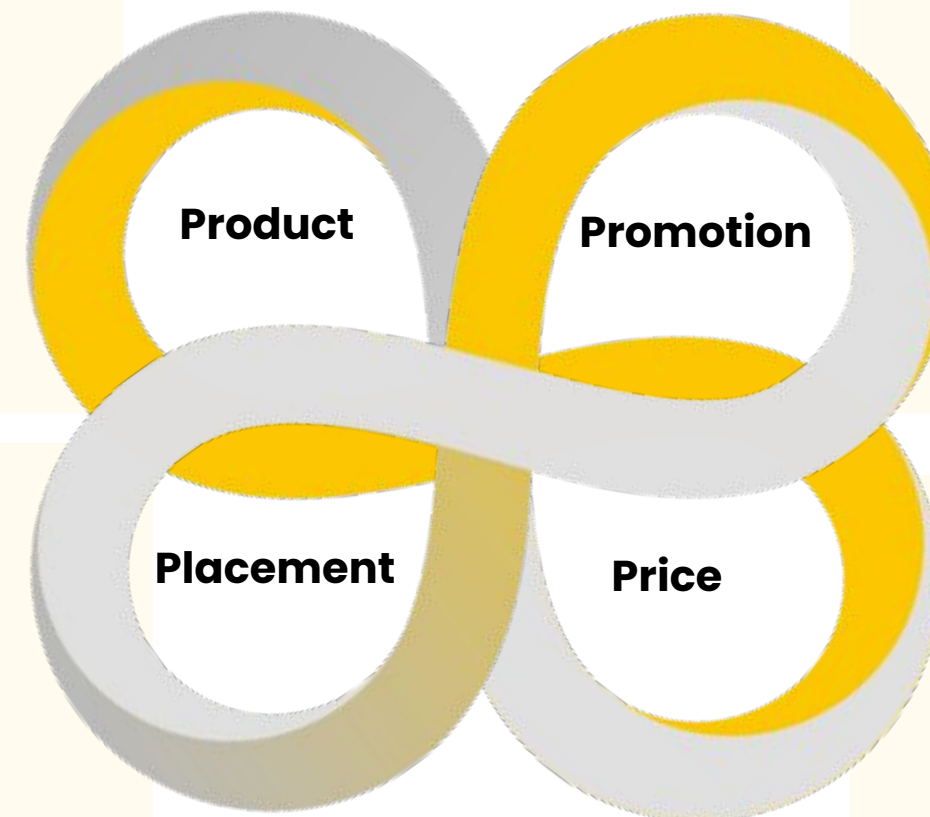
- **Strategic partnership** with a **battery swapping** company to target last mile delivery segment
- **Focus on Digital and BTL marketing in first two years**
- Expand retail footprint over a period of four years period to **100 city**
- **Explore International market through strategic JV**
- **Variant strategy** in product to reduce risk and efficient market penetration

## WHERE

- **Service** collaboration with **Pan India-level** partner
- **Logistic** collaboration with a **tech-enabled** partner.
- Inventory Control & Mother Warehouse/CDC facility
- Invest in **Talent**, Build Values & Culture drive organization
- Start with a **small team** and expand in 2nd and 3rd year with a distribution ramp-up.
- **Develop robust IT Systems** for sales, service, logistics & commercial dashboard

# 4 P's BACKBONE OF BRAND STRATEGY

- **Product Road Map – Timeline & Specification Finalization.**
- **BOM assumption based on A list component pricing**
- **Strategies Different Variants for Different Channels.**
- **Cross-check variants-wise BOM and Vendors with Competition.**
- **Resource, Cost Allocation, and Monthly review with the Finance team**

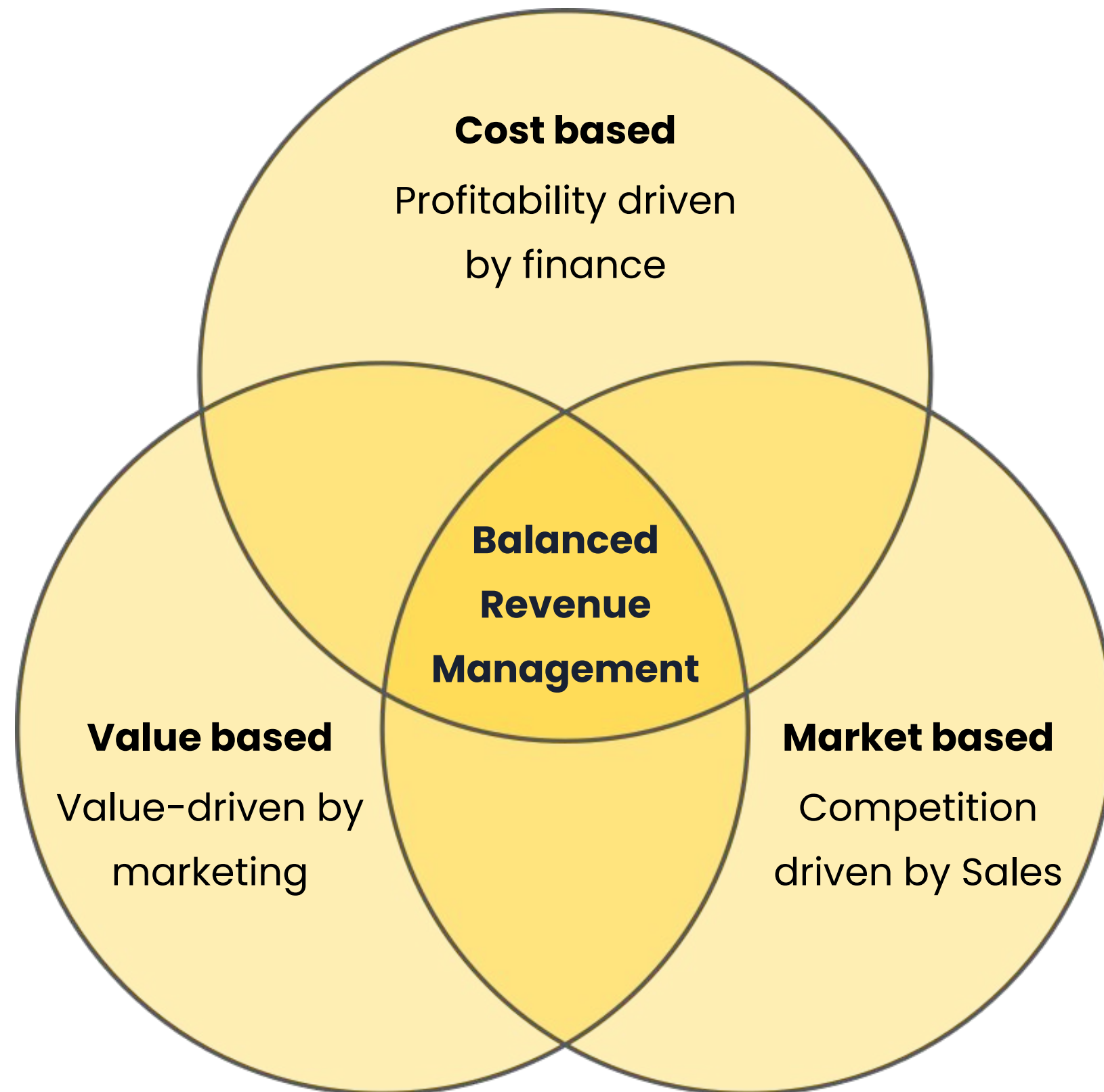


- **Prepare a Budget based on Sales Volume & Revenue**
- **Bifurcate marketing activity based on channel requirements.**
- **Define our approach to brand and product marketing**
- **Monthly Tracking of budget and ROI with the Finance team**
- **Market feedback sharing with the Product and business team**

- **Placement strategy – B2B and B2C – Margin/Discount, Visibility, Test Drive, Conversion ratio, Per outlet sale.**
- **Sales Plan – Channel wise**
- **Market readiness of after-sales function.**
- **Resource and Cost allocation to Achieve the targeted revenue**

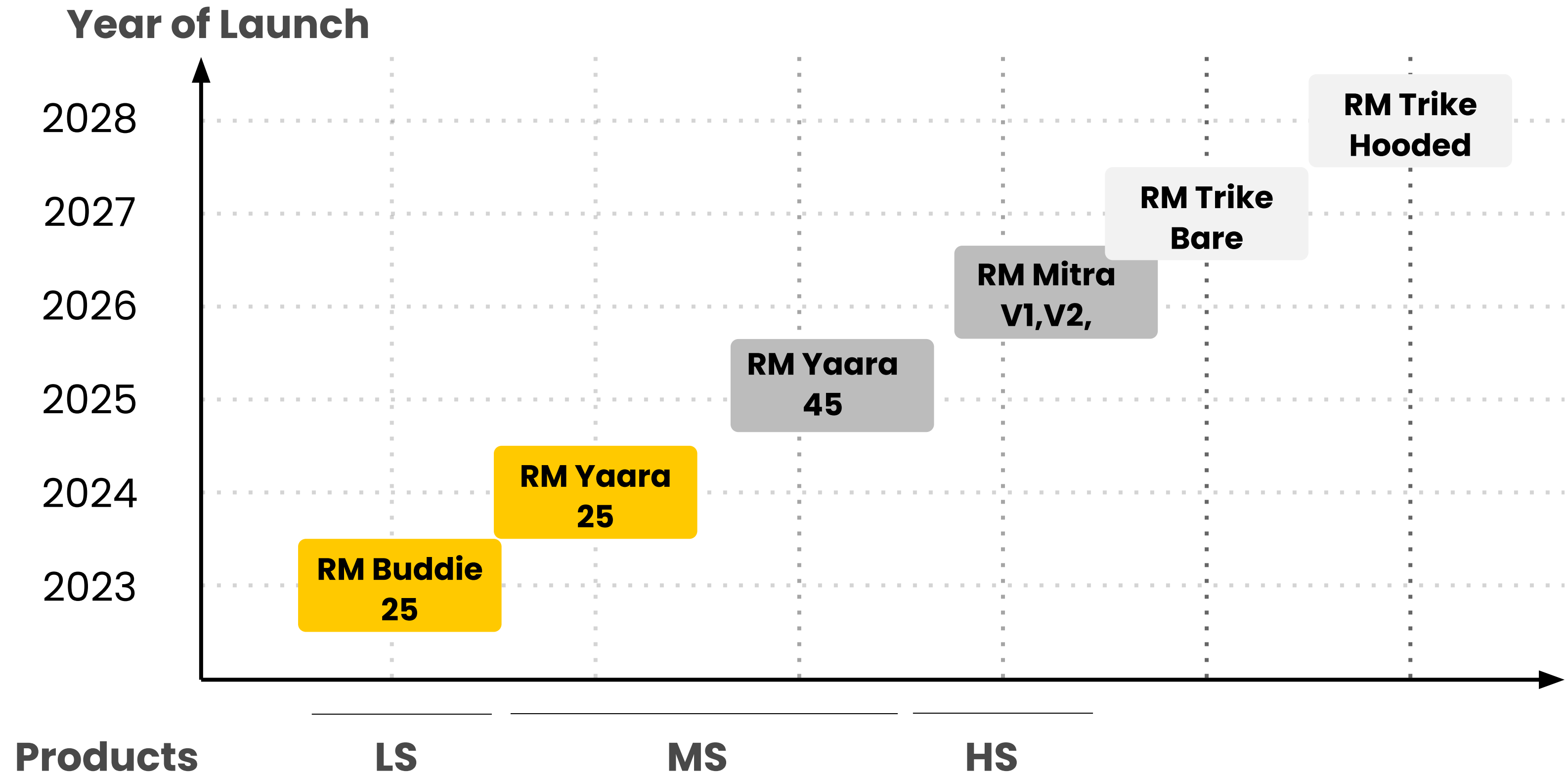
- **Formulate pricing for all variants with balanced revenue management approach**
- **Cross-check pricing of all variants with Competition and TG**
- **Product level margin (CMI & CM2) with sales % mix to increase over all profitability.**

# PRICING STRATEGY



With our **variant strategy**, we aim to price the products keeping **consumers, clients, competition**, and **the company's sustainability** at the center. This will also **diversify our risk** and at the same time help us to cater to all kinds of target customers.

# PRODUCT ROADMAP





# SWOT

## STRENGTH

- Modularity
- Adaptability
- Unique Product Segment
- ESG Focused
- Scalability

## WEAKNESSES

- Low profitability in EV space
- Attracting Top Talent and Vendor Availability
- Continuous Investment flow for working capital and capex to build capabilities and deploy right resources

## OPPORTUNITY

- 300 Million Hustlers under BPL
- EV with Multiple attachment and Use cases – Blue Ocean Opportunity.
- Unmet Demand forces “Jugaad” , No Organized Solution.
- Two wheeler market size & EV adoption % growth

## THREATS

- Big Player entry in to similar segment in future
- Govt. policy changes.
- High CAGR industry with Fluctuation in CAGR



# *B2B & Empowerment center to lead the way*

Business segment	Channel	Description	Example	Reach & Approach
Organized two wheeler	B2C	Single or multiple retail Automobile outlet across India	TVS – XL and Similar type of two-wheeler retail dealer outlet	Region-specific expansion in Tier 1 and 2 Cities – the first year we focus only on Mah. Guj & Karnataka
Unorganized two wheeler	B2B	Micro Mobility & Government Organization	TOP 20 Fleet delivery company & Gov. dept- e.g. Gram-Haat	Major focus on Mumbai, Pune, Bangalore, Delhi location , target top 20 B2B Customers

# GO-TO-MARKET STRATEGY

	Sales Approach	Marketing Tools	Focus Activity	Customer service	Logistics & SCM
B2B	Lead Generation– Pilot with top 10 Fleet company & Battery Swapping company	PR Social Media, Test Pilot	Negotiation, Follow up & Lead conversion – MOU & Order Management	Backup fleet + Pan India franchisee support + Company Ser. engineer	Full Truckload– Nashik micro-factory, expand state-wise WH from 2026
B2C	Revamp Studio + Multi-brand EV Outlet	Easy EMI, Consumer Experience, Hoardings, Digital, Instore & road side activation	Dealer network Pilot– Two states, Mah.& Guj. Expand to 12 States, 100 City in 4 years	Dealer service + Company service engineers	Initially, Full truck load– Nashik, Expand Warehouse from 2026