



SRIVARU Holding Limited

Nasdaq: SVMH

SRIVARU Motors Private Limited

Unlocking The Future Of Urban Mobility

*Coimbatore, India
2024*



www.srivarumotors.com

About SVM

SVM is dedicated to designing and manufacturing premium electric motorbikes in India. We revolutionize the two-wheeler vehicles and propel the industry forward by leveraging sustainable energy solutions without compromising the quality of the rider's experience. SVM creates unique E2W vehicles that provide an exceptional riding experience with the highest rider comfort. The result of intensive research and design innovations gives our customers an unparalleled product with an automated 3-channel sequential braking system, a low centre of gravity to improve stability, a zero-vibration riding feel and best-in-class safety features

- SRIVARU developed India's fastest mass production electric motorcycle on the road, featuring state-of-the-art technology, engineering, a three-channel efficient braking system, safety features and other innovations
- SRIVARU's distribution and service network is expected to be nationwide in India, with more than 900 dealer applications received

Mission

- To design, develop, manufacture, sell and service the best riding electric motorcycles powered by sustainable energy.

Vision

- To revolutionize the two-wheeler industry with world-class products powered by renewable energy; building a relationship unlike any other between rider and machine.

SRIVARU Motors

To Make A Cleaner And Greener Future – SILENT, STRONG & SERIOUSLY FUN



Core Values

- Own It
- Building Trust by listening to our customer
- Driven by Technology and Innovation
- Customer Delight always comes first

SRIVARU LEADERSHIP

Product Architect, CEO



Chief Financial Officer



Chief Marketing Officer



MOHANRAJ RAMASAMY

Over 20 years of passion and drive to build a transformative EV mobility company; worked closely with industry pioneers in technology & innovative technologies in Silicon Valley as well as in India.

LEOW WENG KIAT

Adron previously held the position of CFO for Mobiv Acquisition Corp., the Company's predecessor SPAC. He also previously served as Chief Operating Officer for Galasys PLC (LSE:GLS), a leading software and ticketing management company where he was in charge of their international business development.

Earlier in his career, he served as CFO for Hitachi Sunway Information Services Sdn Bhd and to Sunway Lagoon Sdn Bhd as Assistant General Manager. Sunway Berhard is a leading South East Asian conglomerate providing turn-key infrastructure developments.

FELIX FRIEDRICH HEINIMANN

Felix was formerly the Global Head of Swatch Access with an annual P&L of USD 100 million. Later, he joined Siemens to implement their global communication strategy in connection with Siemens' US listing in New York.

He built a leading PR and Public Affairs agency in APAC (Essence Burson Marsteller), which was acquired by the WPP. He brings extensive experience in litigation PR, reputation and crisis management, servicing mostly Fortune 500 companies.



Rider & Machine

A relationship unlike any other

- SVM was founded to realize a massive opportunity to improve customer lives with an advanced riding machine
- What began as an idea, is now a growing business in a high-growth market
- Being part of the solution in reducing pollution while providing a better riding experience



Affordable Premium EV Motorcycles

- Premier EV motorcycles providing a smooth riding experience
- Superior product, field tested for over 2 years



Safe Driving Technology & Innovation

- Automated 3-channel sequential braking system
- Low center of gravity improves stability
- Waterproof built-in motor on back wheel
- Upcoming patent-pending integrated helmet
- Unique Lithium iron phosphate battery (LFP) offering highest range and battery life expectancy of any EV bike in India



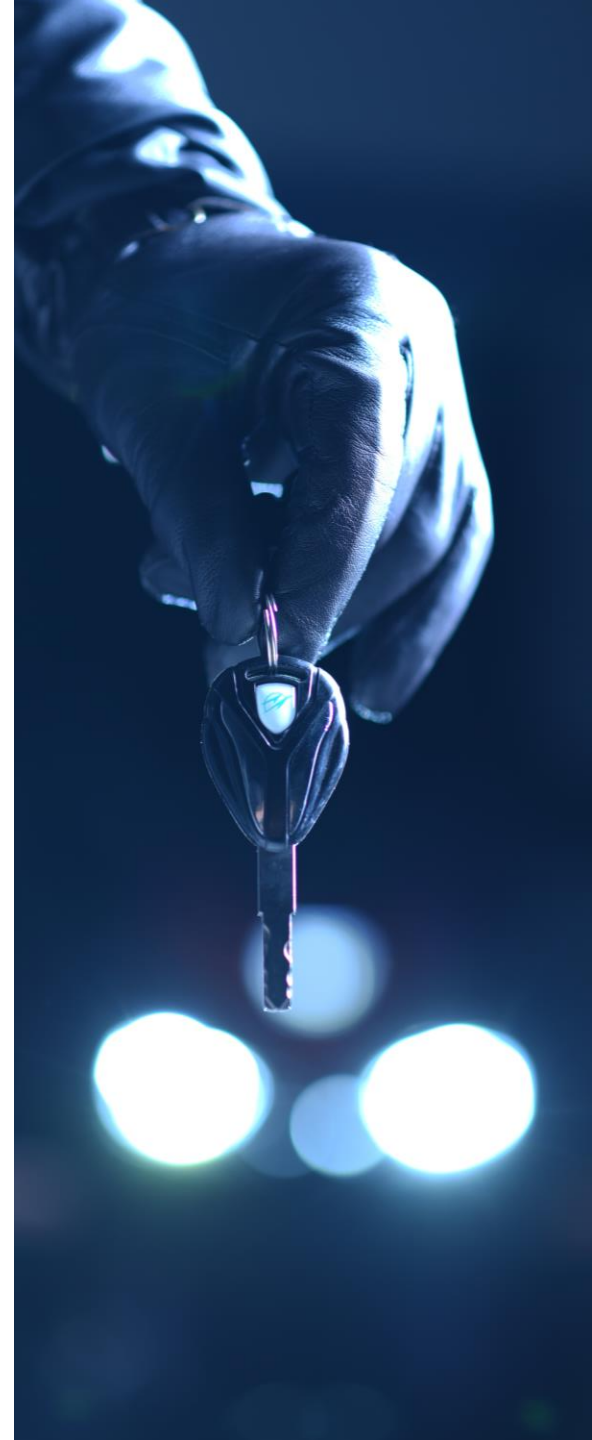
Purpose-Built Design

- Fun to drive: no clutch, no shifting gears
- Customizable performance with 4 drive modes including reverse
- Easy charging: built-in home AC charger
- Purpose-built and patent-pending chassis and drive acceleration system

PRANA 2.0 Highlights

INDIA'S FIRST PERFORMANCE INDIGENOUS E-BIKE

- 1** **Modular Design:** Our vehicles offer modular components, allowing users to customize according to their preferences. Reusing components ensures efficiency and faster product delivery.
- 2** **Ergonomic Design:** Prana 2.0 features adjustable handlebars and upright seating for comfort. Riders can customize their riding style for quick acceleration.
- 3** **Weather Protection:** Handguards are available as accessories for Prana 2.0 and Alive scooter, enhancing all-weather capabilities for daily commuting.
- 4** **Advanced Suspension Systems:** Prana vehicles utilize advanced suspension for improved ride quality on any terrain. Adjustable settings cater to diverse riding conditions.
- 5** **Smart Connectivity:** Integrated smart technology enables GPS navigation, vehicle diagnostics, and smartphone integration, enhancing the rider's experience.
- 6** **Regenerative Braking:** Our vehicles incorporate regenerative braking, capturing energy during deceleration to extend range and improve efficiency.
- 7** **Serviceability Features:** Prana vehicles feature a separable motor for easy servicing and impact distribution. Additionally, tire pressure sensors and side stand sensors ensure safety, while optimized charger port positioning facilitates easy handling.



	<u>GRAND</u>	<u>ELITE</u>
Top Speed*	123 kmph	123 kmph
Range*	150 Km	250 Km
Peak Power	10 kW	10 kW
Peak Torque	38Nm	38Nm
Motor	BLDC	BLDC
Acceleration [0-60]	< 4.0 Sec	< 4.0 Sec
Ride Modes	Practice, Drive, Sports, Reverse	Practice, Drive, Sports, Reverse
Kerb Weight	157.3 Kg	157.3 Kg
Ground Clearance	150 mm	150 mm
Battery	5.0 kWh/LFP	8.44 kWh/LFP
Time To Full Charge	5 Hours	8 Hours
Charging Supply	230 v AC	230 v AC
Throttle Control	Mechanical Throttle Unit	Mechanical Throttle Unit
Front/Rear Suspension	Telescopic / Mono Shock	Telescopic / Mono Shock
Brake System	Sequential Braking System	Sequential Braking System
Instrument Cluster	4.3" TFT LCD Display	4.3" TFT LCD Display
Operating System	RTOS	RTOS
WLAN/Bluetooth	802.11a/b/g/n/ac / Bluetooth 5	802.11a/b/g/n/ac / Bluetooth 5
Positioning	GPS/GLONRSS	GPS/GLONRSS

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PRANA GRAND



PRANA ELITE



COLOR VARIANTS

PRANA 2.0

Vehicle Pricing



PRANA



PRANA GRAND

₹ 2,55,150

Ex-Showroom

PRANA ELITE

₹ 3,20,250

Ex-Showroom

Vehicle Pricing*

*Prices may vary for different city/states

Model Name	PRANA 2.0	
Variant	Grand	Elite
Dealer Selling Price	228000	283000
Ex - Showroom Price	255150	320250
On Road Price	269150	334250

PRANA 2.0 Vehicle Pricing



PRANA GRAND
₹ 2,55,150

PRANA ELITE
₹ 3,20,250

Dealer Investment Plan*

*Prices may vary for different city/states.

Dealer Investment Plan			
Descriptions	TIRE-1	TIRE-2	TIRE-3
Showroom X Service X Spares (in sq.ft)	1200 X 500 X 200	800 X 400 X 400	400 X 400
Branding (signage, Mkt materials, Painting, Furniture, lighting, AC, Spec board, Logo, Display set up, Tab stand, kiosk, TV, back drop)	700000	500000	400000
Initial Vehicle load	12	10	6
Display Vehicle	4	2	2
Test ride vehicle	2	2	2
Working Capital	Depending on turnover & sales	Depending on turnover & sales	Depending on turnover & sales
DMS / ERP cost	50000	50000	50000
Initial Spares kit	250000	200000	100000
Tools & Equipments	200000	150000	150000
Dealer Deposit	4000000	3500000	1800000
Total Investment (Apart from Infra)	4500000	3900000	2100000
Total Investment & Deposit (Apart from Infra)	5200000	4400000	2500000

Dealer Margin*



*Prices may vary for different city/states

Dealer Overall Margin		
Model/ Variant	Grand	Elite
Per Vehicle Margine	18000	25000
Insurance Margine @ 15%	1425	1425
RTO Margin @ 50%	1250	1250
Handling Margin @ 100%	2000	2000
Accessories Margin @ 20%	0	0
Finance margin / Vehicle @ 0.25% of Loan amount	500	500
Net Dealer Margin	23175	30175



ROI Trend for 3 Years

Month	Whole sale	Retail	Income	Operation Cost	Stock Billing	Net Profit	ROI %
M1	25	10	215000	445,000	2,555,000	-230,000	-2%
M2	25	10	215000	445,000	2,555,000	-230,000	-2%
M3	25	10	215000	445,000	2,555,000	-230,000	-2%
M4	25	20	430000	445,000	5,110,000	-15,000	0%
M5	25	20	430000	445,000	5,110,000	-15,000	0%
M6	25	20	430000	445,000	5,110,000	-15,000	0%
M7	25	30	645000	445,000	7,665,000	200,000	2%
M8	25	30	645000	445,000	7,665,000	200,000	2%
M9	25	30	645000	445,000	7,665,000	200,000	2%
M10	25	40	860000	445,000	10,220,000	415,000	4%
M11	25	40	860000	445,000	10,220,000	415,000	4%
M12	25	40	860000	445,000	10,220,000	415,000	4%
1st Year	300	300	6,450,000	5,340,000	76,650,000	1,110,000	11%
2nd Year	450	450	9,675,000	5,340,000	114,975,000	4,335,000	54%
3rd Year	675	675	14,512,500	5,340,000	172,462,500	9,172,500	146%
	Total Net Profit within 3 Years				14,617,500		
	Avg Net Profit / Year				4,872,500		
	Avg Net Profit / Month				406,042		

Marketing Strategic Plan

Objective: The strategy includes expanding dealership networks, enhancing digital and media presence, and leveraging advanced technology for customer engagement.

Digital Marketing Strategy

Omnipresence Team:

Continue to strengthen digital presence across social media and other online platforms. The team will focus on amplifying user-generated content, influencer partnerships, and paid digital campaigns to reach a broader audience.

Content Creation:

Increase production of high-quality content, including testimonials, how-to videos, and feature highlights. Utilize SEO and SEM strategies to drive traffic and improve online visibility.

Customer Engagement and Support

Omnipresence Video Support:

Expand the video support center's capabilities, offering comprehensive remote diagnostic services and support. Integrate with the private garage network to ensure seamless customer service.

Loyalty and Referral Programs:

Enhance customer loyalty through exclusive offers and rewards for referrals. Implement a robust feedback system to continuously improve customer satisfaction.

Brand Partnerships and Media Engagement

Partnerships with Major Media Outlets:

Expand media engagements with platforms to produce in-depth features and documentaries. Leverage these partnerships to highlight the technological advancements and environmental benefits of SVM vehicles.

Event Sponsorships and Participation:

Actively participate in key automotive and tech industry events, positioning SVM as a leader in the EV space.

Sales Strategy

Distribution Strategy

Dealership Showrooms:

SVM will establish 100+ dealership showrooms across India and later on shall expand to 250+ dealership.

Expansion Plan

Geographic Focus: Strategic placement in regions with high potential for EV adoption, including major urban centers and rapidly developing cities

Hub and Spoke Model: Continue the use of private garages as service points to complement the dealership network. This model will ensure extensive service coverage and customer convenience.

Sales Promotions and Campaign

Launch Promotions:

Offer attractive financing options and test drive to boost the familiarity and sales.

Implement special campaigns highlighting the cost savings and environmental benefits of switching to electric vehicles.

Targeted Advertising: Use data analytics to identify and target potential buyers, focusing on demographics likely to adopt electric vehicles.



Are you ready to enhance your ride experience!!!

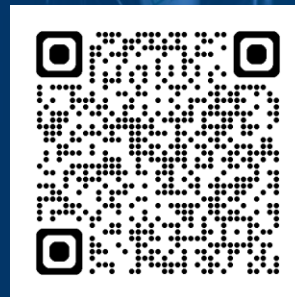
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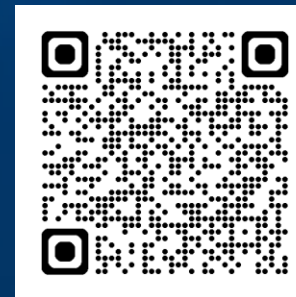
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