



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.



MONTHLY COSTS

PRANA 2.0 has fewer moving parts, leading to lower maintenance costs due to the absence of oil changes, spark plugs, and other ICE-specific components. Over time, these factors result in significant savings for EV owners

RIDING COMFORT

PRANA 2.0 electric motorbike offers a smooth, quiet ride with zero vibrations, enhancing overall comfort. In contrast, ICE motorbikes tend to produce more noise, heat, and vibrations, leading to potential rider fatigue.

GOVERNMENT INCENTIVES

Government incentives make electric motorbikes more affordable by offering lower taxes and subsidies. In India, for instance, EVs enjoy a reduced 5% GST, while Internal Combustion Engine (ICE) bikes are taxed at 28% GST.

RETURN ON INVESTMENT

PRANA 2.0 provides a strong ROI, as driving 50,000 to 70,000 km can recover the entire vehicle cost through fuel and maintenance savings. ICE bikes, however, incur ongoing fuel and maintenance costs, increasing expenses with more mileage.
(<https://srivarumotors.com/total-cost-of-ownership>)

OPERATING COSTS

PRANA 2.0 offers lower ongoing expenses. EVs benefit from reduced fuel costs since electricity is generally cheaper than gasoline. PRANA electric bike can travel 25km per 1 kWh of electricity.

ENVIRONMENTAL IMPACT

PRANA 2.0 produces zero tailpipe emissions, reducing air pollution & greenhouse gas emissions. They also contribute to lower noise pollution. On other hand, ICE emit harmful pollutants, including carbon dioxide & nitrogen oxides, contributing to climate change and poor air quality.

CHARGING & SERVICEABILITY

PRANA 2.0 offers convenient charging options with 16A home charging. There are rapidly expanding public charging networks & less frequent servicing. ICE bikes need regular refueling only get at fuel stations and more frequent maintenance, including oil changes and engine servicing

FIRE AND SAFETY

PRANA 2.0 offers advanced technology that enhances safety with features like Earth Leakage Protection, Overcharge Protection, Overheat Protection, Over-Discharge Protection, and Intelligent Charging Adjustment.

Comparing the Economic Dynamics: **ICE vs. PRANA 2.0 EV Motorbikes**



A Premium Electric Bike at an Affordable Price

Air Pollution: We cut emissions, easing health risks from pollutants.

Greenhouse Gases: We emit less CO2, aiding climate change efforts.

Noise Pollution: We are silent and therefore create calmer urban environments.

Renewable Energy: We spur clean energy growth, reducing fossil fuel reliance.

Energy Efficiency: PRANA 2.0 uses power more effectively, lowering energy consumption.

Sustainable Transport: We encourage eco-friendly commuting options like car-sharing.

Resource Management: Battery advancements reduce raw material usage, mitigating environmental impact.



ELECTRIFYING SOLUTIONS: **How PRANA 2.0 transforms** Environmental Challenges.

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 signifies Purpose and Freedom of Choice**

Our products were test-driven for 2 years before entering the market. We don't simply build, we listen first. We learnt, that the Youth and Leaders of tomorrow seek products with a purpose, which can make lives better and symbolize freedom of choice.

- **Prana offers a personalized riding experience**

The Prana allows maximum rider comfort with high performance and unique safety features:

- it offers zero engine vibration with maximum absorption of road vibration which is fundamental for the rider's health and well-being;
- it offers 4 modes of driving, personalized to the individual level of skills and experience
- it offers a sequential braking system to provide anti-skid
- the bike outperforms significantly any traditional bikes in the 350cc class.

- **Prana has unique patents due to its technology-led focus and leaves no compromises**

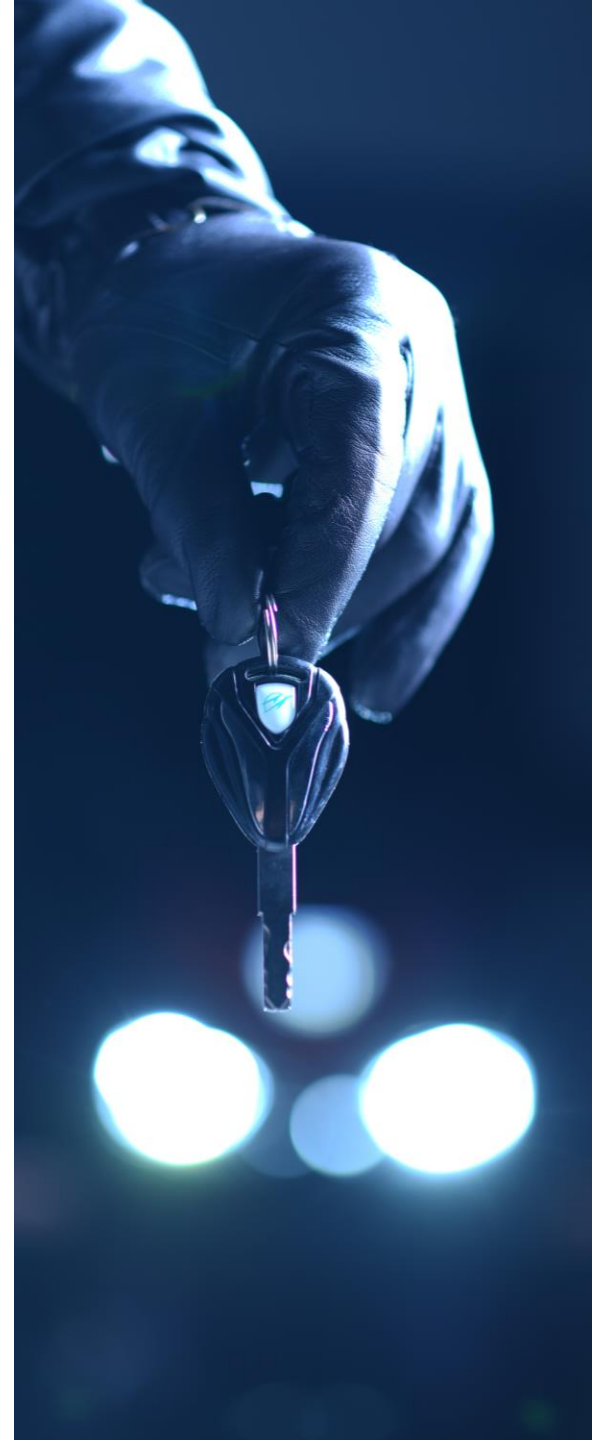
Prana is offering a patented, unparalleled feature of a customized battery pack lowered to the ground providing a lower centre of gravity and putting rider experience on another level. Motorwatt.com calls it a game-changer, we call it a masterpiece with the attributes of SILENT. STRONG AND SERIOUSLY FUN.



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 2.0 GRAND/ELITE SPECS

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

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.

PRANA

2.0





Are you ready to enhance your ride experience!!!

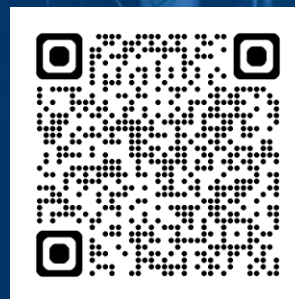
PRANA
2.0



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