

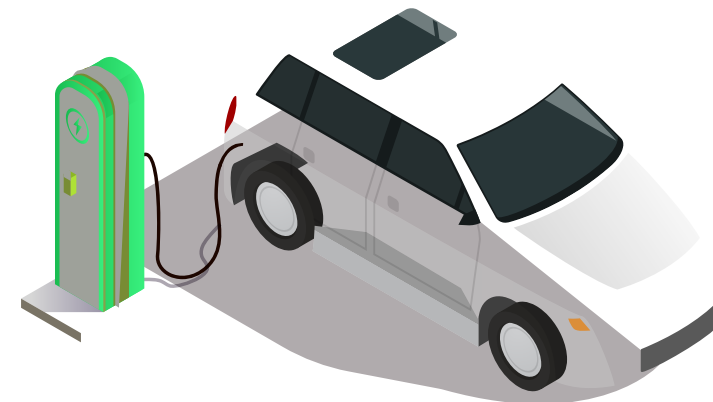


EarthtronEV

Start your EV station
in days, instead
of months

Who We Are

EarthtronEV strives to transform cities in the field of green energy, a rising need. Our goal is to equip our partners with a robust network of EV charging infrastructure with hassle-free installation and perks. EarthtronEV has a team of enthusiastic professionals who are working dedicatedly to spread green and sustainable energy options.



Establishing a strong electromobility industry



Transforming it towards a clean, quiet and healthy city



Independency by implementing green energy



Encouraging energy-efficient transport

We Intend To / Our Purpose

Provide a Turn Key solution for EV charging infrastructure development across India by utilizing the vast experience of the Earthtron team to understand customer requirements, and deliver a comprehensive solution.



Our partners own state-of-the-art EV charging stations with hassle-free setup, in days.

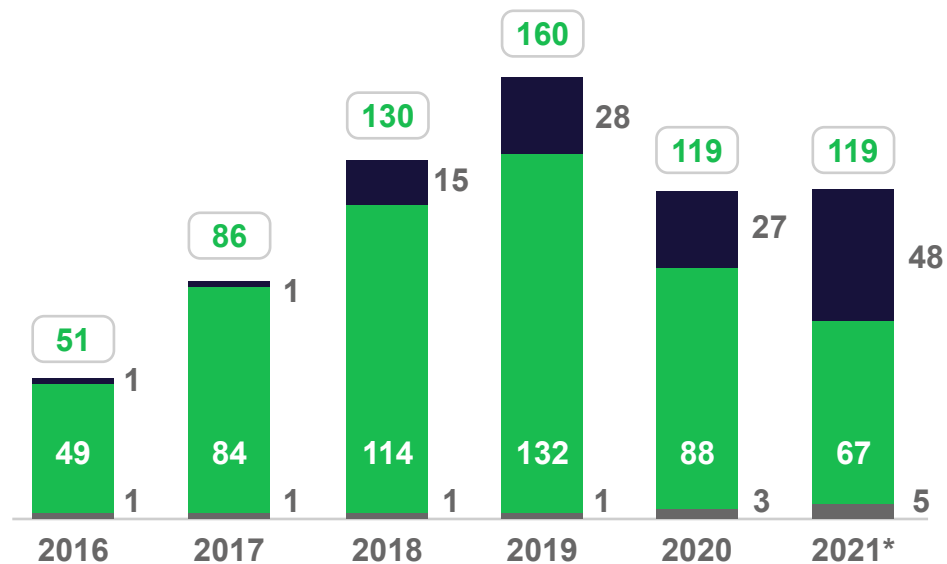
- Install EV charging stations post calculated planning
- Offer fully automated electric vehicle charging station
- Serve as an investment platform for franchises to attain assured income
- Provide easy setup and operations

EarthtronEV in News



EV Charging Market Opportunity

EV Sales in India (in '000 units)



*Data for 2021 as of 31st July

■ 2W ■ 3W ■ 4W

According to 6Wresearch,

India Electric Vehicle Charging Station market size is projected to grow at a CAGR of 41.2% during 2019-25F

The Market Landscape

- India would need 29,34,000 EV charging stations by 2030, which is estimated to create an investment opportunity of INR 20,630 crores.

<https://ecogears.in/financial-projection-for-ev-charging-station-business-in-india-revenue-model/>

- EV charging station market size reached USD 11 billion in 2021 and is projected to grow at over 27% CAGR between 2022 and 2030
- The public charging site segment is slated to depict a growth of 26% through 2030

<https://www.gminsights.com/industry-analysis/electric-vehicle-charging-station-market>

- India witnessed a growth of 149% in EV sales with 49,607 units in sales in 2022 compared to 2021

<https://ecogears.in/financial-projection-for-ev-charging-station-business-in-india-revenue-model/>

- According to a study by L-Charge, EV-owners shows that 80 per cent of EV-users shop at local retailers while charging their vehicles

<https://www.eqmagpro.com/opinion-3-ways-retail-stores-could-benefit-from-having-ev-charging-stations-eq-mag-pro/>

- As per FADA, EV sales witnessed a 155% YoY growth between FY20 and FY22 to 4,29,217 units in FY22

<https://inc42.com/resources/7-trends-that-will-shape-indias-ev-future/>

Current Challenges

Land procurement hassle:
Massive and expensive roadblocks in procurement of land for the creation of EV charging stations, further lowering profits



High installation charges:
Incurring the heavy costs to install the infrastructure setup to develop basic facilities



Lack of standardisation:
Lack of connector standardization, no common APIs mapping charging infrastructure across the country, power outages, and voltage fluctuation.



Gathering resources:
Prolonged negotiations with multiple businesses with regards to equipments and human resource for installations and official approvals.



High maintenance cost:
Regular maintenance and management of hired staff, equipments, and other operations expanding overall investment cost



High costs of marketing:
Promoting a business on a consistent basis in a competitive market, an additional matter of concern for self-financed EV station owners.



Poor accounting system:
The lack of a smart payment process leading to franchises relying on outdated accounting methods, an issue in smooth functioning of a business.



Management challenges:
Unavailability of an in-house team resulting in constant hiring of staff for regular management of the EV station operations



EarthtronEV to the Rescue / How We Help /



Easy land procurement:

The owners get the opportunity to run their business on efficiently selected land provided.



EV charging connector standardization:

Application of standardized and state-of-the-art connectors to help serve as a promising and long-term investment opportunity



Hassle-free installation:

The installation team further undertakes the responsibility of infrastructure equipments at best price with complete installation and approval support



Free marketing:

Moreover, the financial burden of marketing is managed by the in-house team of service provider, for consistent advertising generating maximum footfalls and assured revenue



No operations cost:

The expenditure on management and operations turns nil for the franchise owners

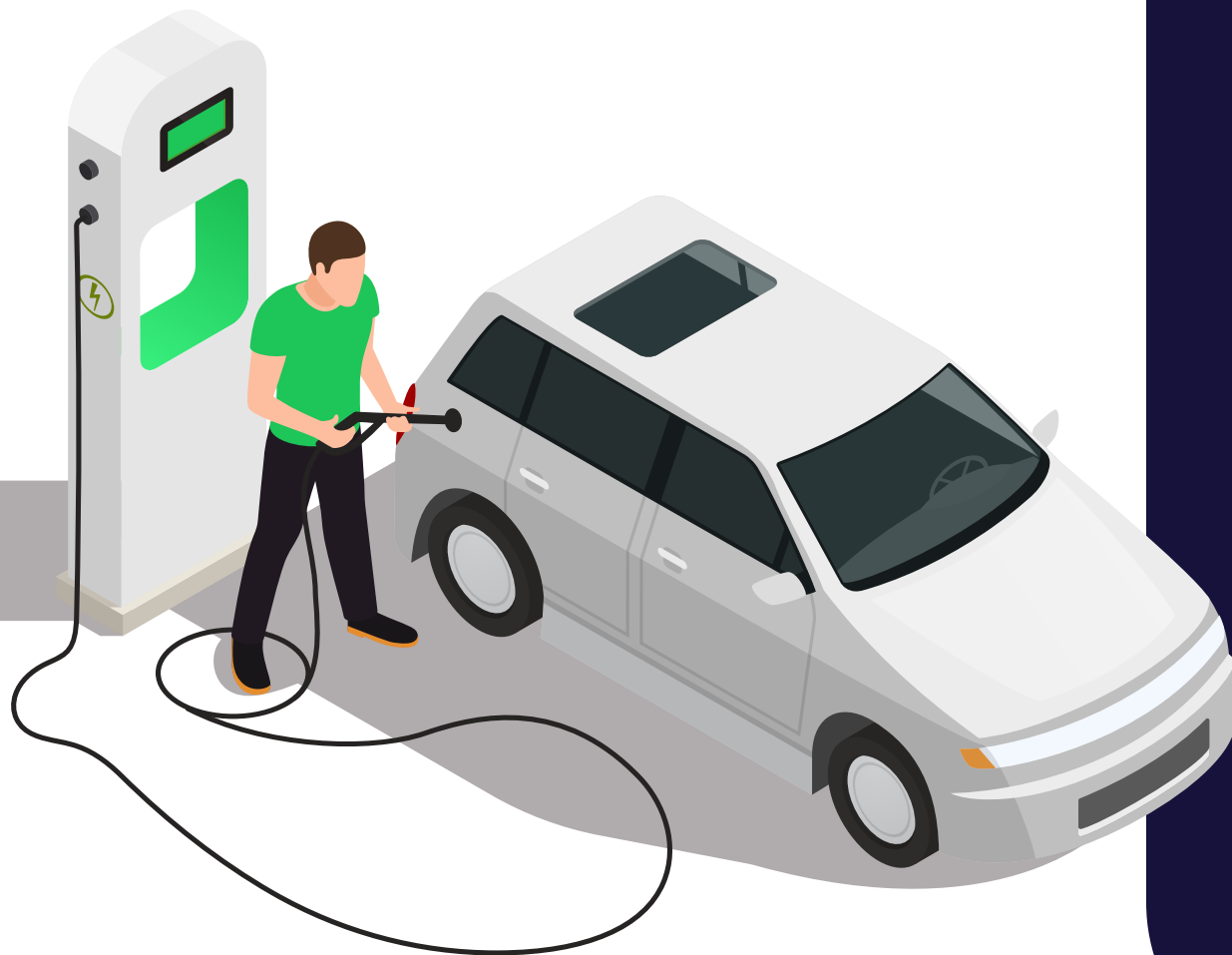


Futuristic accounting:

Access to automated, paperless billing offers the owners to relish contactless settlements in the bank without the hassle of manual accounting



Key Benefits



Why EarthtronEV?

EarthtronEV is on path to becoming India's largest EV charging network, interconnecting tier 1, tier 2 and tier 3 cities, and empowering range-anxiety-free intercity travel for EV owners by facilitating the complete installation of EV charging stations. Our smart project helps our partners attain sustainable profits with green energy, at prominent locations.



Futuristic

Proven Track Record

High-end Technology

Eco-friendly



We are dedicated to provide robust EV charging infrastructure to sustain long-term growth.



Applying our best expertise, we understand individual needs of our partners.



Carrying a progressive mind-set, we encourage the new-gen mass advertisement strategies to offer our partners maximised profits.



With our years of efforts in working towards an eco-friendly future, we actively lay out goals to promote e-services.



Revenue Generation Models / The Future We Provide



Direct sources of value from EV charging business

Subscriptions from vehicle owners

- Per-charge fees
- Energy use fees

Evolve as a subscription service where EV adopters pay a monthly/annual fee for an integrated services package that involves access to charging facilities, vehicle maintenance services and free parking at public pay-and-park lots, that are managed by local municipalities



Additional, indirect sources of value that EV charging business models may generate

- Increased sales of products or services near EV charging stations
- Increased tourism from electric vehicle travel to popular destinations
- Advertising sales at EV charging station sites
- Marketing and branding opportunities



Implementation Model

Stage 1

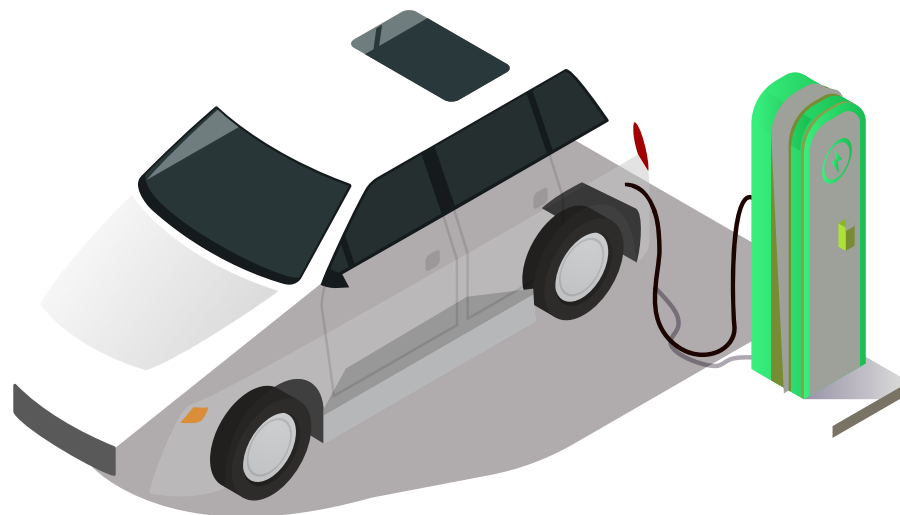
- **Get connected:** Sign up with EarthtronEV
- **Land Procurement:** EarthtronEV provides the land and location to the partners

Stage 2

- **Agreement:** Partners go into mutual agreement with EarthtronEV
- **Installation:** The EarthtronEV team takes complete responsibility of the installation of EV charging station

Stage 3

- **Growth:** The franchise utilizes the infrastructure base as a futuristic and secure investment model
- **Future:** Run a profitable business with direct bank settlements and assured returns



Ev Charging Station At Work



EarthtronEV installs the EV charging station



The owner connects with the EarthtronEV application



Customer charges the electric vehicle



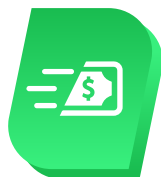
Customer completes the payment is completed using the Earthtron application



E-wallet of EarthtronEV directly reflects the paid amount



EarthtronEV pays the bill of used units to the electricity department



The owner receives their share of the profits



The owner can now settle the amount in their bank account

The owner can view the number of e-units used and other insights on their Earthtron dashboard



Ev Charging Station At Work





EarthtronEV



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