



Approved by



VAHAN
NR e-Services



Business Proposal For Super Distributor



Introduction



Who

e-Ashwa Automotive is one of the leading manufacturers of environment friendly Battery Operated Vehicles. The company specializes in 3 wheelers, namely e-Rickshaws, e-Loader, e-Auto & 2 wheelers including e-Scooter and e-motorbikes

Currently, e-Ashwa has 19 co-Assembling units spread in 11 States with a strong dealer network of 65 dealers spread across 13 States. e-Ashwa has its headquarter, main factory and assembly unit in Ghaziabad, Uttar Pradesh

Where



What

e-Ashwa has a strong portfolio of 36 models including 7 models of 3 Wheelers and 29 models of 2 Wheelers. As of now e-Ashwa is offering all 7 models of 3 Wheelers and 4 models of 2 Wheelers under its registered trademark @e-Ashwa Automotive

Additionally, to facilitate advantage of having multi model for its dealers, e-Ashwa has made strategic partnership with 6 reputed OEM's namely – Fidato, Joy e-Bike, TNR, Yakuza, Li-Ions Elektrik and SES wherein e-Ashwa offers their products in selected regions

What

Presence



📍 Corporate Office
 🏭 Manufacturing Plant

States	Co-Assembler	Dealership
Andhra Pradesh	1	1
Bihar	3	16
Delhi		2
Haryana	1	6
Jharkhand	1	3
Madhya Pradesh	1	4
Goa	1	1
Maharashtra		1
Punjab		1
Rajasthan	1	2
Telangana		2
Uttar Pradesh	6	25
Uttarakhand	2	1
Orrisa	1	
West Bengal	1	
Grand Total	19	65

Presence I



Corporate Office:

410-411, 4th Floor, Devika Tower,
Chander Nagar, Ghaziabad, Uttar
Pradesh - 201011

Manufacturing Units:

- Sanjay Nagar
- Raj Nagar Industrial Area



Co-Assembling Units

S. No.	State	City	S. No.	State	City	S. No.	State	City	S. No.	State	City
1	Uttar Pradesh	Babugarh	6	Uttar Pradesh	Kanpur	11	Uttarakhand	Rudrapur	16	Madhya Pradesh	Indore
2	Uttar Pradesh	Lucknow	7	Bihar	Nawada	12	Uttarakhand	Haridwar	17	West Bengal	Kolkata
3	Uttar Pradesh	Haidergarh	8	Bihar	Bakhtiyarpur	13	Orissa	Sanbhalpur	18	Goa	Panji
4	Uttar Pradesh	Firozabad	9	Bihar	Purnea	14	Andhra Pradesh	Kurnool	19	Jharkhand	Ranchi
5	Uttar Pradesh	Azamgarh	10	Haryana	Faridabad	15	Rajasthan	Behror			



Presence II



Dealership Network:

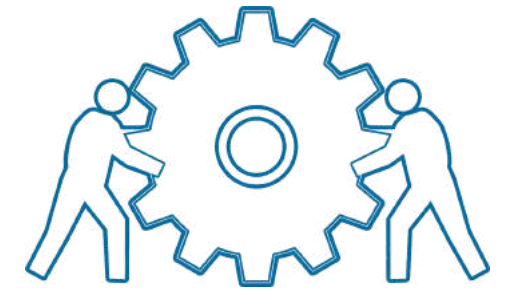
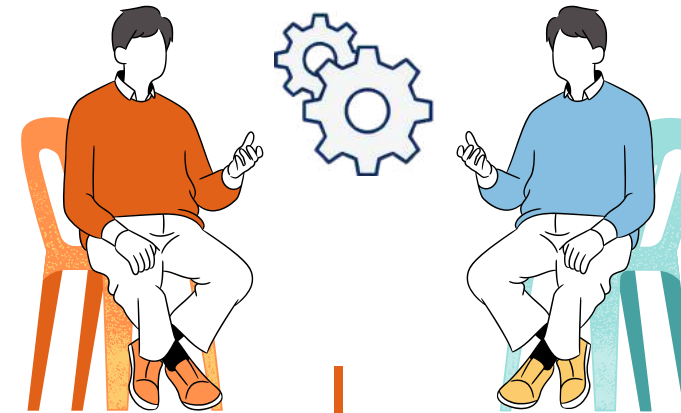
Currently, we have 65 Dealers spread across Delhi, Haryana, UP, MP, Bihar and other neighbouring states. Please find below our list of dealers for your ready reference:

States	Dealership	States	Dealership
Addhra Pradesh	1	Maharashtra	1
Bihar	16	Punjab	1
Delhi	2	Rajajasthan	2
Haryana	6	Telangana	2
Jharkhand	3	Uttar Pradesh	25
Madhya Pradesh	4	Uttrakhand	1
Goa	1		
Grand Total		65	



Proposal for Super Distributor

Unique Proposition



PRIMARY PERIPHERY

One in each District. In case investor is interested in taking up Distribution rights in more than one Districts, it has to apply accordingly and the rights will be given for more than one on the same terms as if another investor is interested in taking up Distribution rights for that another districts

MULTIPLE DISTRICTS

EXCLUSIVE RIGHTS

Exclusive right of selling electric vehicles in designated periphery in e-Ashwa brand and multi model under strategic tie-ups with other reputed models

DISTRIBUTOR

Distributor will necessarily have an outlet of its own and there would be two types of sales of Distributor – Direct sales to end Customer and sale to dealers appointed under it. Direct sales to customer is done on the terms and conditions applicable to dealers, however, sale to dealers by the Distributor can be done on the Terms and Conditions decided by the Distributor as per the Market position and saleability of the product

DEALERSHIP

Distributor will be entitled to offer Dealership within the District at a gap of 5 Kms in urban area and 15 Kms in rural area

Super Distributor Business Plan



Who is a Super Distributor

Super Distributor is an investor who is interested in starting a Distributorship at a place identified as one of the Districts where e-Ashwa at present doesn't have a Distributor

Land requirement

2,500 Sq Ft space at some market place or should have 400-500 Sq Ft space at Market Place and balance about 2000 Sq Ft space as a Godown or store space

Investment

Total investment required for Super Distriibutorship is Rs. 18.50 Lakhs

Additional Investment

Any further investment either in capital cost or in working capital will be done by Super Distributor

What You Can Expect?

It takes about 4 months' time to get the momentum and to get the production and sale started and picked up

With the expected sale of 3 three wheelers and 7 two Wheeler Scooty and 1 two Wheeler Cycle from 5th month onwards in each outlet, and with about 7 outlets (1 owned + 6 dealers appointed) within four months of start of operations, a distributor can expect a margin of about Rs. 2,06,000/- each month as per calculation on the next slide

Earning Capability for each vehicle* of Super Distributor

Type of Outlet	Three Wheeler	Scooty - Lithium Ion	Scooty - Lead Acid	E-cycle
Owned	Rs. 18,000	Rs. 6,000	Rs. 4,000	Rs. 1,750
Dealership	Rs. 3,000	Rs. 1,250	Rs. 1,000	Rs. 600

*Distributor may decide to sell vehicles at the e-Ashwa dealers price or a price higher or lower than that to the dealers appointed by it

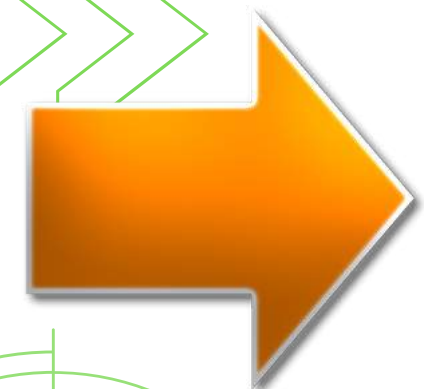
What You Can Expect? – II

Type of Vehicle	Outlet	Sale	Margin per Unit	Total Margin
3Wheeler	1	3	18,000	54,000
Scooty Lithium Ion	1	5	6,000	30,000
Scooty Lead Acid	1	2	4,000	8,000
Cycle	1	2	1,750	3,500
			Total	95,500



**OWNED
OUTLET
SALE**

**DEALER
SALE**



Type of Vehicle	Outlet	Sale	Margin per Unit	Total Margin
3Wheeler	6	18	3,000	54,000
Scooty Lithium Ion	6	30	1,250	37,500
Scooty Lead Acid	6	12	1,000	12,000
Cycle	6	12	600	7,200
			Total	1,10,700

Monthly Expenses

Distributor has a fixed expense of Rs. 69,000/- as per calculation below:

Type of Expense	Qty	Rate	Total Margin
Technical Manpower – Fitters	1	10,000	10,000
Sales & Marketing Manpower – Local Marketing	1	10,000	10,000
Office Boy cum Field Staff	1	9,000	9,000
Rental (varies between 12,000 – 30,000)	1	25,000	25,000
Electricity and office expenses	1	10,000	10,000
Other contingent expenses	1	5,000	5,000
		Total	69.000

Margins

- Revenue (Rs. 2,06,000) - Expenses (Rs. 69,000) = Gross Margin (Rs. 1,37,000)
- Net Margin of the Distributor fifth month onwards Rs. 1,37,000 as per calculation above
- Next 14 months margin of the Distributor becomes Rs. 19,18,000. This is how the payback period of 18 Months (4 months gestation period plus 14 months operational period) is calculated although e-Ashwa also recommends not to withdraw the profit but to reinvest the same to expand the capability of the Distributorship
- The kind of locations for the Godown or store space is an outskirts industrial area which has proximity to highway or any main city so that Transportation through Truck is possible

Investment Break-up

Investment required for the Super Distributor is Rs. 18.50 Lakhs as below:

S. No.	Investment Element	Amount
1	Basic Assembling unit	75,000
2	CKD Material for 10 three wheelers @ Rs. 56,000 each	5,60,000
3	20 two wheelers @ Rs. 54,000 each	10,80,000
4	Branding Material	35,000
5	Franchise Fee Non Refundable	1,00,000
	Total	18,50,000

Scope & Other Details I

The total investment of Rs. 18.50 Lakhs includes the following:

- **Showroom Branding** – Professional Architect and Interior hired by the company does the branding on the same theme, same colour scheme and same look and feel. Branding also includes leaflets and brochures with the details customised for your outlet. e-Ashwa gets the Branding done and only painting of the space is within the scope of Distributor
- **Each Category of Vehicle for Display** – Each outlet will be provided with one vehicle in each of the categories
- **Three Wheelers** - e-Ashwa offers seven categories in Three Wheelers (Rickshaw, Loader, Auto, Garbage Van, School Van, Fruit and Vegetable Cart and Food Cart). Within each category of 3Wheeler vehicle, there are three variants available – Basic, Semi-Loaded (with few additional accessories) and Fully-Loaded (with more additional accessories). e-Ashwa recommends display vehicle to be a fully loaded vehicle.
- **Two Wheelers** - e-Ashwa offers thirty different models of Two Wheelers (Scooty and bikes) further divided into Lead Acid battery vehicles and Lithium Ion battery vehicles. Out of these thirty models of 2Wheelers, four are in our own brand i.e. e-Ashwa and other 26 being offered under the co-branding of six reputed OEM's.

Scope & Other Details II

The total investment of Rs. 18.50 Lakhs does not include the following:

- **Office, factory, Furniture, Electric Equipment & other infrastructure** – like Air Conditioner, Inverter, Table, chairs, Basic sofa set – Not in scope of e-Ashwa
- **Trade Certificate (TC) from local RTO** – We have approvals for vehicle registration in almost all of the Northern states and based on our authority letter, local RTO will issue a TC in the favour of Dealer on submission of application – Not in scope of e-Ashwa
- **Any civil, electrical or plumbing work** – Any kind of civil work either for making or for modification of outlet or godown space, electrical or plumbing work for general light and water or for setting up mini assembly line is to be done by the Distributor – Not in scope of e-Ashwa

Roles & Responsibilities

Activities	Responsibility
Completion of civil work / shed as per requirement	Distributor
Setting up Plant and Machinery	e-Ashwa
Providing inventory on timely manner	e-Ashwa
Day to day operations	Distributor
Sales and Marketing	Joint
Dealing with Dealers and Distributors	Distributor
Arranging of local Financer	Distributor
Arranging of centralised Financer	e-Ashwa
Issuance of LOI and all forms for vehicle Registration	e-Ashwa
All necessary approvals related to Premises	Distributor
All necessary approvals related to vehicles	e-Ashwa
Arrangement of Debit / Credit Card POS machines	e-Ashwa



Product Range I



e-Ashwa

Product Range II

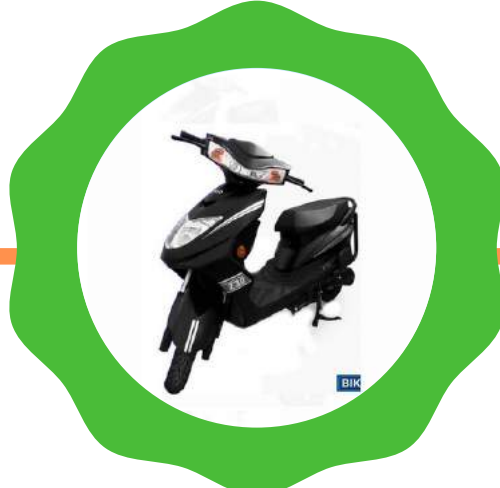


Fidato



Yakuza

Product Range III



SES

TNR



Joy E-bike

Thank You!

