



adil the brand of king

A Adil EV India Group of companies



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ABOUT US

- ▶ Adil Ev India has launched E vehicles specifically designed for the Indian conditions. It is designed developed and produced in India under the “Make in India” program of Government of India and is ICAT approved. We are a fast evolving and expanding start up based in Chhattisgarh. It is a part of the Adil Ev India Group of Companies.
- ▶ Having worked in the electric vehicle space since 2018, our founding team stepped up to do our bit - to make electric vehicles affordable for all.
- ▶ Presently we have e-scooters, e-Rickshaws, Lithium Ion batteries for e vehicles in our portfolio to cover a diverse range of users from college/tuition- going youth, the people who have local travel for shopping needs, to people commuting to work.
- ▶ India has made a strong commitment to electric mobility. The country’s EV transition is gaining traction due to demand creation and domestic manufacturing. Simultaneously, the market for electric mobility in India is growing, enabled by policy, compelling and improving economics.



ABOUT ADIL EV INDIA GROUP

- ▶ We are ISO approved renowned sustainability driven company with key focus area on Renewable Energy, Energy Efficiency and storage.
- ▶ Our management has a rich experience.
- ▶ Our products are manufactured as per ISI and BIS standards and are approved by Ministry of New & Renewable Energy, Government of India.
- ▶ We give emphasis towards the preservation of environment and offer solutions & mechanisms to meet the emissions reduction targets of our valued and esteemed customers through implementation of Renewable energy and energy efficiency solutions.
- ▶ We have a strong presence pan India with over 100 dealers and distributors, and overseas offices in Chhattisgarh.
- ▶ Now the company is pleased to announce that we have started production of Electric vehicle, which are 100% developed in India and according to Indian roads.



ORGANIZATION CHART

Experience of 3 years in Marketing
Roshni Bhoi

and Sales he has lead CRM initiatives and established CNF and distributor network across India for major leading organizations, with his vast experience he drives the organization by charting effective sales strategies for accomplishment of performance milestones.

Director
Sales



Prakash Ghritlahre has been experience in 9 marketing sector in VIP lages and finance that good task achiver in complete the goal lisner and communication skill is very fast complete the task force and better management of the organisation

**Prakash
Ghritlahre**



**KAILASH
ADIL EV INDIA**
Group Chairman
& Managing
Director



Annu Jain

Annu Jain has been experience in 3 marketing sector in that good lisner and communication skill is very fast complete the task force and better management of the organisation



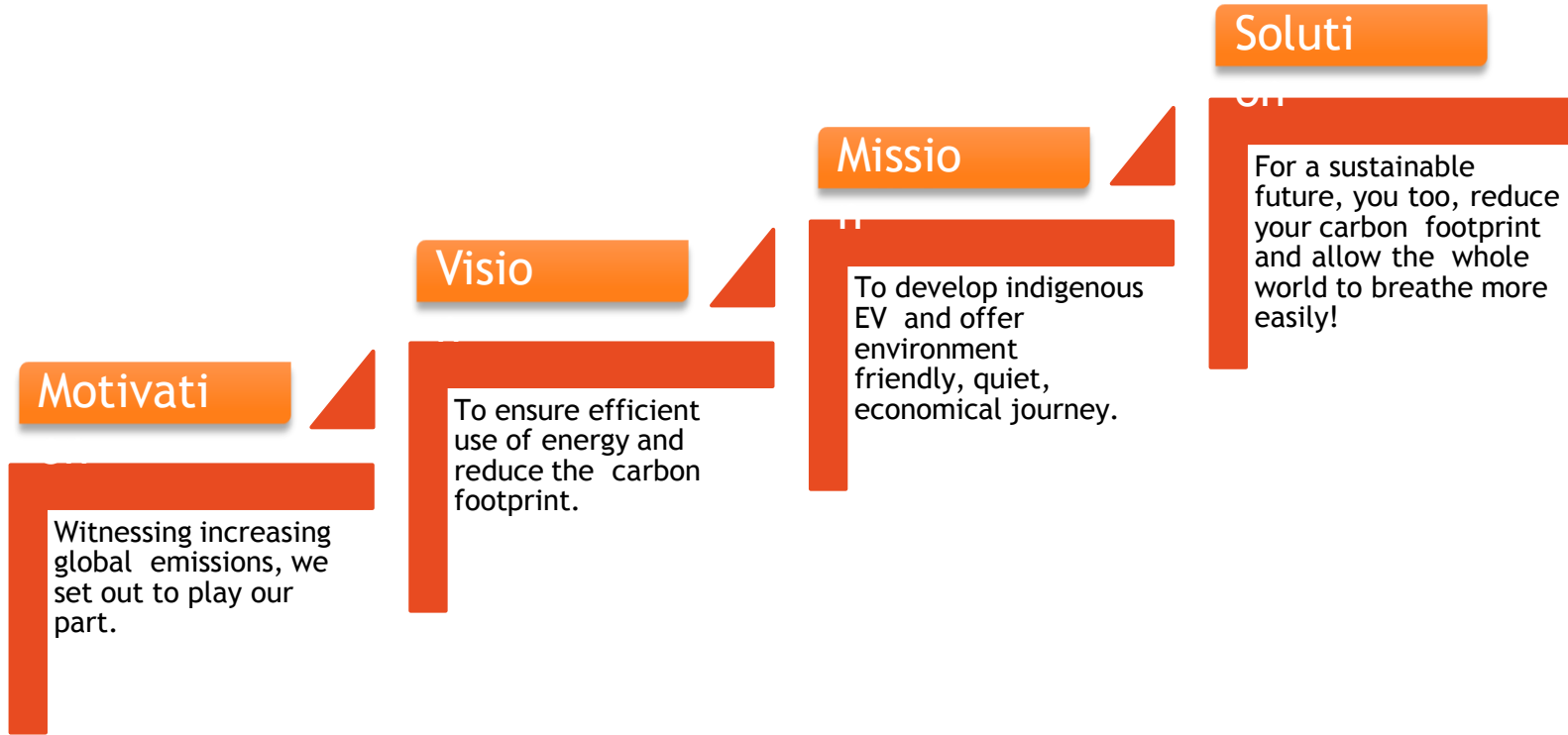
Seema Jain

Seema Jain has been experience in 3 marketing sector in that good lisner and communication skill is very fast complete the task force and better management of the organisation

Global experience of 15+ years at various management leadership positions including R&D, Government Relations & Technology advancement and adaptation. Currently he is also the CMD of Adil Jain Pharmacy. He has been a instrumental in the LED development program in India and making LED and Solar affordable for Indian household. He has been widely recognized and awarded with numerous awards for his passion towards sustainable development



CREATING SUSTAINABLE SYNERGY



Be a part of the sustainable solution!



WHY ELECTRICAL VEHICLE



Low Running Costs

Cost of running an Electric Vehicle in India is very low compared to a fuel car



Enjoyable Driving Experience

Instant electric torque make for a more enjoyable driving experience



Easy Home Charging

An Electric vehicles can be easily plugged into your home and charged with the use of an EV charger



Cheaper Maintenance

Electric vehicles do not require as much maintenance compared to a fuel car



Better for Environment

Electric vehicles do not emit carbon dioxide emissions (CO2), which helps reduce air pollution



Future Of Driving Is Electric

electric cars are expected to be as cheap as fuel-powered cars in the foreseeable future



WHY ELECTRICAL VEHICLE

- ▶ The Govt. of India is strongly pushing the transition from Petrol Vehicles to Electric Vehicles.
- ▶ India has 370 million two wheelers which is the largest in the world. Each year 30-40 million two wheelers are sold in India.
- ▶ Govt. of India has banned sale of Petrol two wheelers below 200cc from March 2025, which constitutes 80% of two wheelers sold in India.
- ▶ Cost of running Electric Vehicle is 6 paisa per km as compared to Petrol Vehicles.
- ▶ As per Govt. of India data, India will save 17,000 crore by selling Electric vehicles by 2025.
- ▶ By 2030, India aspires to achieve 100 per cent Electric vehicles sales.

WHY ADIL EV INDIA

- ▶ The vehicles are designed better than other similar vehicles being currently sold in the Indian markets.
- ▶ We have developed the model with major components being indigenous under ATMANIRBHAR BHARAT program making it completely “Make in India”.
- ▶ All the vehicles can be easily charged at home by our patented fast charger which makes it the best choice among the consumers.
- ▶ Also we offer battery swapping option which enables continuous run time and zero turn around time.
- ▶ The demand for Electric Scooters and Bikes is going to rise tremendously as the Government is pushing its Policies favoring the Environment.



WHY ADIL EV INDIA

- ▶ ASSURED RETURNS
- ▶ HIGH QUALITY STANDARDS
- ▶ VENDOR & LOGISTICS MANAGEMENT
- ▶ SMART PROCESSES TO MANAGE BUSINESS
- ▶ WIDE RANGE OF EV MODELS AND TIMELY SERVICES
- ▶ SALES & SERVICE SUPPORT TO BUSINESS PARTNERS
- ▶ STANDARD WARRANTY ON EV LI-ION BATTERY & ACCESSORIES
- ▶ PROMOTIONAL ACTIVITIES BY COMPANY
- ▶ WIDE COVERAGE THROUGH PRINT AND ELECTRONIC MEDIA



TECHNICAL SPECIFICATIONS



BUSINESS OPPORTUNITY

5

The next 5 years will see a tremendous shift in the Automotive Industry. EVs has all positive factors for its resounding success.

2025

Government of India is proposing to ban all the IC engine powered two-wheelers in India starting 2025.

2030

By 2030, India aspires to achieve 100% Electric Vehicles on its roads.

1000

1000 kms @ cost of 1 litre petrol, beat the rising fuel prices with our economical bikes

1,00,000

100000 Kms without any tension.



OUR SUPPORT



BUSINESS OPERATIONS

Start up and sustained operational assistance
Implement and assist in understanding of the Products and Business.
Schedule personalized visits to existing Showrooms.
Regular scheduled phone calls to discuss service, retail and training requirements.



TRAINING

Training to New Business Partners as a Dealers, Network Expansion,

Training to Sales staff on Products, Selling Skills, Processes and Customer Interaction.
Training to mechanics for servicing of vehicles.

Provide extensive Literature, brochures about the Products and industry.



MARKETING

Provide Marketing, Launch, Media Interaction activities.

Continuous Joint Promotion Schemes to Partners to attract more customers.

Advertising and PR support to highlight the Showroom in nearby circles.

Marketing Kit - Canopy, Branding Material, Leaflets & brochures for promotional activities.
Traditional and Digital promotions to boost business.



FINANCING

Easy financing for customers with minimal paper work

POS machine available

EMI option for debit/ credit card holders

Insurance on the vehicle



DEALER APPOINTMENT PROCESS

- ▶ **Discovery**
- ▶ **Verification & Selection Process**
- ▶ **Space Requirements**
- ▶ **Agreement & Issuance of LOI**
- ▶ **Showroom Renovation**
- ▶ **Manpower Requirements & Recruitment**
- ▶ **Training**
- ▶ **Issuance of TFS (Through for Sales) Certificate**
- ▶ **Working Capital**
- ▶ **The First Truck Load**
- ▶ **Dealer Margins**



DISCOVERY

- The Applicant learns about our offering and discusses the Business Openings with our Officer.
- The Applicant/Company reads this document and mail us the Registration Application Form with requisite KYC documents.

Verification & Selection Process

- The Application is reviewed by REM and validated.
- The Applicants are evaluated based on various Parameters like Financial Health, Business Acumen, Aptitude, etc.
- The Applicants are shortlisted after reviewing number of applications for same Location.
- REM Officials visit the Location and conduct Discussions / Meetings.
- The Applicant presents the Business plan on the development of the proposed territory to REM Officials.
- If the requirements of REM match the profile of the Applicant, REM grants the approval.

Space Requirements

- It shall vary as per the tier of the City
- Please refer Annexure I for the names of the cities.

	TIER A	TIER B	TIER C	TIER D
Showroom	600 sqft	800 sqft	1000 sq ft	1500 sq ft
Frontage	20 ft	20 ft	20 ft	20 ft
Workshop	400 sq ft	500 sq ft	600 sq ft	700 sq ft



AGREEMENT & ISSUANCE OF LOI

- The finalized candidate is required to place the Security Deposit of Two lakh rupees
- Letter of Intent is issued for the specific territory (or district).
- The Dealership Agreement is signed between both the Parties.
- The next step is to start building the showroom.

Showroom Renovation

- EVM will share the design and artwork for the dealership renovation.
- The dealership renovation and branding would cost approximately One lakh rupees.
- Branding material would be provided by the company.

Training

- 3 days on the Business Operations, Network Expansion, Products and Business Processes.
- 2 Sales staff (2 days) on Products, Selling Skills, Processes and Customer Interaction.
- 2 mechanics and engineers (2 days) for servicing of vehicles and company processes.
- Provide training for 2 Back Office Staff (2 days) on all the Company Processes and DMS.
- Provide extensive Literature, Journals and Guides about the Products & EV industry.

ISSUANCE OF TFS

- The dealer must place the order for the vehicles.
- TFS (Through For Sale) Certificate is issued by the company only after the dealership fulfils all the criteria.

Working
Capital

Distributor				Deal		
Security Deposit : ₹5 lakh ₹45 Lakhs		EV Inventory:		Security Deposit : ₹5 lakh		EV Inventory: ₹10 Lakhs
Showroom	Spares	80 bikes	Accessories	Showroom	Spares	16 bikes

First Truck
Load

Vehicles Set-up	Marketing Kit	Spare Parts Initial Kit
16	Canopy - 1 Branding Material for showroom Leaflets & Brochures for promotional activities	10% Spares

DEALERS MARGIN : ROI

Sr. No.	Months	Monthly sale of Adil EV India Bikes	Avg. Profit	ROI
1	Jul-21	5	35000	3.50%
2	Aug-21	8	50000	5%
3	Sep-21	10	70000	7%
4	Oct-21	16	100000	10%
5	Nov-21	18	120000	12%
6	Dec-21	20	140000	14%
7	Jan-22	20	140000	14%
8	Feb-22	22	150000	15%
9	Mar-22	24	160000	16%
10	Apr-22	22	150000	15%
11	May-22	25	170000	17%
12	Jun-22	30	200000	20%
Total		220	1485000	Avg. 12.38% Monthly
Note : ROI Calculation on 10 Lacs Investment *				

