

BUSINESS PROPOSAL



**HUNDA EV**  
ASPIRING INNOVATION



# AIM

We aim to improve mobility and create a sustainable ecosystem by bringing out a revolution & innovation into electric mobility. Given this, we have created a comprehensive roadmap to establish a robust EV ecosystem by investing in next-generation technology solutions and globally competitive products, spreading awareness among citizens for the adoption of sustainable mobility and provide Indian road with Zero CO2 emission vehicles.







## MESSAGE FOR BUSINESS

**HUNDA EV** is the new age electric vehicle in the category of two wheelers developed and produced in India by HUNDA EV Pvt. Ltd. We are a fast evolving and expanding start up based in Rajasthan formed by veterans from the automobile industries. Our assembly line to produce the electric two wheelers is situated in Jaipur, Rajasthan and it is capable of rolling our 100+ vehicles per day.

Presently we have Electric scooters in our steadily expanding portfolio to cover a diverse range of users from collage/ tuition going children's , the gentlemen and ladies running home errands, to men and women commuting E-bike. We aim to provide technology to every range of vehicle user and to fit with every budget.

Under the umbrella of Hunda EV Pvt. Ltd. Hunda EV is having its own chief engineering and design house of the Electric Bikes. Which holds an ICAT (International Centre for automotive technology) certification and homologation under its name. Further, Hunda EV Pvt.Ltd. will also produce other battery operated products i:g Drone (for home deliveries, defense, agriculture etc.), buses and Budget friendly four wheelers according to the requirements of the various sectors. As we support green energy and we are going to build India's first green factory which will be completely a new and unique example of Green India . Keeping in mind to change each and every ICE by battery operated products. Also we had a dream to give a car to every house of India in a economic range.

## **WHY YOU MUST PARTNER WITH HUNDA EV**

### **MISSION & VISION**

Our mission is to endeavor of making the world Beautiful, Greener and Pollution free for the generations and motivate people by making battery operated products which can be used in their daily routines and making India's first Green Factory. In which HUNDA fulfill its vision to change the power medium of factories and industries into Solar and by making pocket friendly products which can reach to the doorsteps of each and everyone in the World.

### **TRUST & RELATIONSHIP**

What is a core of a professional relationship. The answer is "Trust" . We believe , As an organization who is working with trust and creating a faithful relationship is incredibly comforting . We strongly believe in working hand in hand with building trustworthy relationship with our employees, dealers, distributors and our customers.

### **Company Details :**

Year of Establishment : Feb 2021

Location of Establishment : Jaipur Rajasthan

Certificate of Incorporation No.: U34300RJ2021PTC073240

PAN No. : AAFCH6411C • TAN No. : JPRH04590F

GST No. : 08AAFCH6411C1ZZ

## DEALERSHIP POLICY & CATEGORY

Category	Deposit (Refundable) Interest Free	Sales Target	Showroom Space (Sq. Ft.)	Territory	Allowed to appoint Sub Dealer
A	5 Lac	160	750 to 1350	Metro City / Dist.	Yes Limited
B	2.5 Lac	40	350 to 500	Tehsil	No
C	1.5 Lac	20	250 to 300	Taluka	No

### Showroom Interior & Exterior

The design will be provided by Company & the preparation will be done by Dealer using the local resources. Showroom & Service Facility Design / Approved by HUNDA EV PVT. LTD. Authority.

### MANPOWER

Covering everything you need for complete compliance . The success of your dealership relies not on the quantity of the employees . It relies on the quality of the employees.

#### 4-6 Manpower (Sales & Service)

### TOOLS

The most important thing for any vehicle can be repaired or modified list for the essential tools is mentioned below:

**BASIC TOOLS | SOLDERING IRON | ALLEN KEY SET | MULTIMETER | BLOWER | SOCKET SET**

### LIST OF DOCUMENTS REQUIRED ARE AS FOLLOWS :

- 2 Passport Size Photos
- Aadhar Card Of The Signing Authority
- PAN Card of Signing Authority
- GST Registration Certificate
- Cancelled Cheque of the firm
- Last 2 years ITR
- Latest 6 months bank statement





## Our ICAT Approved Product

### LOW SPEED

Electro Blaze

Electro Blaze S

Electro Blaze Sx

### HIGH SPEED

TRITON RAY

ALENA

MOJITO

## Company Support

Accessories

Scooter Related Service

Software

Technical Support

## Exterior & Interior EXP. Ratio

CATEGORY A 100% Dealer (Marketing Kit - Rs. 50000/-)

CATEGORY B 100% Dealer (Marketing Kit Rs. 25000/-)

CATEGORY C 100% Dealer (Marketing Kit Rs. 15000/-)

**(AS PER COMPANY POLICY)**

## Financial Partner :

Pine Labs

BAJAJ  
FINSERV

IDFC FIRST  
Bank

## DESIGN & QUALITY

The designs, full customization and unlimited modern and energy efficient option installed Designing House for vehicles and battery operated products is setup at HUNDA EV In our first initiative the vehicles are designed beautifully to increase the comfort level of rider. As an quality seekers and quality conscious entity, every product manufactured by us is closely inspected at our Designing House rigorously by our trained and experienced quality and checking departments.

## YEAR WARRANTY

HUNDA EV WARRANTY SYSTEM - HUNDA is offering a warranty to its dealers of 1 to 3 years. To manage these warranties, HUNDA has an exclusive app based system to provide an efficient and speedy facility to its end customers

“ We are committed to deliver world class electric scooter solutions in a safe, reliable, efficient and environmentally sound manner. ”

“ We BELIEVE RENEWABLE IS THE FUTURE ”





# DEALER TERMS

## Working Capital

Working capital is part of the total assets of the company. Generally it is the difference between current assets and current liabilities. Practically speaking, it is the daily, weekly and monthly cash requirement for the operations of a business. Therefore, working capital management is a process of managing short- term assets and liabilities. It makes sure that a firm has sufficient liquidity to run its operations smoothly.

## First Order

Our goal, of course, is to save money. A well –executed bulk purchase of the items can save you a lot of money. One of the first rules of saving money is to buy big. Larger quantities equal less pack transport and less waste, which means spending less money, Purchasing of first orders is an important process control tool with many benefits relevant to business.

## Workshop Setup

Some customer can be extremely picky when it comes to their vehicles. They often pay large sums of money for their services, maintenance and modification, which gives them the right to be discerning. Making vehicle owners feel at ease is part of the job of an dealer by making a excellent workshop. HUNDA EV is helping in making of the workshop. Once the services get started the setup can be provided.

## Network Development

Dealer must develop their respective territory by their own :

- The dealer to provide all the service and parts support to the sub–dealer.
- The dealer needs to take approval from the company before appointing the sub–dealers.
- The sub – dealers would be marked in the company website for the marketing support.
- The training to the sales and service staff of the sub–dealer could be provided by the company officers at the dealership or at the HUNDA EV HQ.

## Test Ride / Demo Vehicle

Demonstration vehicle is very important for any dealership to give test ride for the customer. 2 scooters would be given at 50/50 (company: Dealership) on MRP contribution as test ride vehicles. ( T&C Apply)

## DMS (Dealer Management System)

A DMS is a suite of bundled software that dealers use to manage day – to – day operations and record keeping in the following areas: Sales, inventory (from one or more locations), money (cash, finance, wholesale, buy here – pay here , etc.), vehicle pricing, warranty claims , administration , sales tracking , parts ordering , and creating and managing a CRM database including credit reports and printing paperwork.



## SERVICE

### Dealers Margin

Business need to make money to keep afloat, and monitoring your profit margins helps you know the health of your business and tells your dealership is growing. Profit margins will represent the dealer's net income. The margins of the dealers are mentioned below:-

#### On Vehicles

12-18 %

Time by time our dealers will get incentive benefits also.

#### On Spare Parts

Body Parts 30%

Others 25% Time by time our dealers will get incentive benefits also.

#### Battery

(Consumable

Part)

10%

**Note : Margins and MRP of the Products can be Change According to the Market.**

# That's why we are HUNDA EV

## TRAINING

Provide training to our New Business Partners for Business Operations, Network Expansion, Products and Business Processes, as well as DMS portal training.

Training is important for the employees to acquire new skills, sharpen existing ones, and to increase productivity. Hence training to Sales staff for Product Selling Skills, training for Customer Interactions will be done by us.

Mechanics must master the machines they work on. Training and Practical Knowledge to mechanics and engineers to diagnose and repair everything will be organized time by time.

## MARKETING & ADVERTISING

A well – advertised product is easier to be sold by the salesman in the market. Sharing continuous social media promotion to our partners to attract more customers.

Marketing may involve sales, advertising , and the strategies adopted by marketing terms to promote our products. We will support our dealers for Advertising and PR support to highlight the Showroom in nearby circles.

According to the needs of the individual state or area Joint promotional activities in the region will be supported by HUNDA EV and the dealer for the respective area.

Marketing Kit – If would be provided with the first load of vehicle . It would include various items like Canopy , Branding Material, Leaflets & brochures for promotional activities.

## DEALERSHIP PROCESS :



## INCENTIVE

By offering bonuses, merit increases and other rewards to dealers and employees who meet sales targets, employers will be able to increase motivation among a sales team, which will result in better sales numbers. Sales people, like most employees in any industry, are motivated by financial incentives. HUNDA EV is offering incentive scheme for all which is making its own different incentive scheme as mentioned below:-

as per FESTIVAL OFFER.

### TERMS & CONDITIONS :

- All dealers will be appointed by the distributors but the dealers agreement has to send company then only LOI (Letter of Intent) will be issued (Valid for 11 months).
- For all dealers LOC (Letter of Confirmation) will be issued after completion as the CI (Corporate Identity).
- Company will give certain District area wise distribution & he/she will appoint a new dealer network or Company will provide support of enquiries for dealer network this territory.
- Before delivery 7 days in advance full payment to be done as per Performa invoice Minimum 40 units order.
- Special tools will be supplied base on the order along with payment.
- Distributors Interior Cost will be on as per Company Process.
- Dealer wise enquires has to send to H.O. with name, mobile no., model, location on weekend basis as per the Online format.
- Company having the right to terminate to whom so ever without any clause by giving either or one month prior notice.
- Any legal complicity it has to be in JAIPUR jurisdiction court.

**Payment Mode :**



Branch : Villa Station  
Account No. : 50200056525119  
IFSC CODE : HDFC001329.





# ELECTRO BLAZE LISA

## SPECIFICATIONS

<b>DRIVING MODES</b>	3 driving modes with reverse
<b>SPEED</b>	25km/hr
<b>TYRES</b>	F 10-3.00", R 10-3.00 Tubeless
<b>MOTOR POWER</b>	250W
<b>LIGHT</b>	LED
<b>CONTROLLER</b>	32+-1A, Vector sine wave
<b>BATTERY</b>	Lead Acid Battery
<b>BATTERY CHARGER</b>	48 / 60V 3A
<b>CHARGING TIME</b>	max 4 hours
<b>DRIVING RANGE</b>	80Km*
<b>BRAKE</b>	Front/Rear: Disc/Drum
<b>SEAT</b>	Ergonomically Designed Comfortable Seat
<b>DISPLAY</b>	Display Coil Spring
<b>REAR SUSPENSION</b>	Suspension Telescopic
<b>FRONT SUSPENSION</b>	Suspension
<b>RIM</b>	Alloy Rim
<b>LOADING CAPACITY</b>	180Kg
<b>ANTI-THEFT REMOTE CONTROL</b>	Yes
<b>USB CHARGING PORT</b>	Yes

## FEATURES

- Theft Alarm
- Regenerative Braking
- Keyless start
- Advance Charger
- LEAD ACID Battery
- DRL Headlight
- Digital Display
- Remote Locking
- Tubeless Tyre



## ELECTRO BLAZE

### SPECIFICATIONS

<b>DRIVING MODES</b>	3 driving modes with reverse
<b>SPEED</b>	25km/hr
<b>TYRES</b>	F 10-3.00", R 10-3.00 Tubeless
<b>MOTOR POWER</b>	250W
<b>LIGHT</b>	LED
<b>CONTROLLER</b>	32+-1A, Vector sine wave
<b>BATTERY</b>	Lithium Battery
<b>BATTERY CHARGER</b>	48 / 60V 6A
<b>CHARGING TIME</b>	max 4 hours
<b>DRIVING RANGE</b>	80Km*
<b>BRAKE</b>	Front/Rear: Disc/Drum
<b>SEAT</b>	Ergonomically Designed Comfortable Seat
<b>DISPLAY</b>	Display Coil Spring
<b>REAR SUSPENSION</b>	Suspension Telescopic
<b>FRONT SUSPENSION</b>	Suspension
<b>RIM</b>	Alloy Rim
<b>LOADING CAPACITY</b>	180Kg
<b>ANTI-THEFT REMOTE CONTROL</b>	Yes
<b>USB CHARGING PORT</b>	Yes

### FEATURES

- Theft Alarm
- Regenerative Braking
- Keyless start
- Advance Charger
- Lithium Battery
- DRL Headlight
- Digital Display
- Remote Locking
- Tubeless Tyre

## ELECTRO BLAZE S

### SPECIFICATIONS

DRIVING MODES	3 driving modes with reverse
SPEED	25km/hr
TYRES	F 10-3.00", R 10-3.00 Tubeless
MOTOR POWER	250W
LIGHT	LED
CONTROLLER	32+-1A, Vector sine wave
BATTERY	Lithium Battery
BATTERY CHARGER	48 / 60V 6A
CHARGING TIME	max 4 hours
DRIVING RANGE	80Km*
BRAKE	Front/Rear: Disc/Drum
SEAT	Ergonomically Designed Comfortable Seat
DISPLAY	Display Coil Spring
REAR SUSPENSION	Suspension Telescopic
FRONT SUSPENSION	Suspension
RIM	Alloy Rim
LOADING CAPACITY	180Kg
ANTI-THEFT REMOTE CONTROL	Yes
USB CHARGING PORT	Yes

### FEATURES

- Theft Alarm
- Regenerative Braking
- Keyless start
- Advance Charger
- Lithium Battery
- DRL Headlight
- Digital Display
- Remote Locking
- Tubeless Tyre

# ELECTRO BLAZE SX

## SPECIFICATIONS

DRIVING MODES	3 driving modes with reverse
SPEED	25km/hr
TYRES	F 10-3.00", R 10-3.00 Tubeless
MOTOR POWER	250W
LIGHT	LED
CONTROLLER	32+-1A, Vector sine wave
BATTERY	Lithium Battery
BATTERY CHARGER	48 /60V 6A
CHARGING TIME	max 4 hours
DRIVING RANGE	80Km*
BRAKE	Front/Rear: Disc/Drum
SEAT	Ergonomically Designed Comfortable Seat
DISPLAY	Display Coil Spring
REAR SUSPENSION	Suspension Telescopic
FRONT SUSPENSION	Suspension
RIM	Alloy Rim
LOADING CAPACITY	180Kg
ANTI-THEFT REMOTE CONTROL	Yes
USB CHARGING PORT	Yes

## FEATURES

- Theft Alarm
- Regenerative Braking
- Keyless start
- Advance Charger
- Lithium Battery
- DRL Headlight
- Digital Display
- Remote Locking
- Tubeless Tyre





# ELECTRO BLAZE ALENA

## SPECIFICATIONS

<b>DRIVING MODES</b>	3 driving modes with reverse
<b>SPEED</b>	25km/hr
<b>TYRES</b>	F 10-3.00", R 10-3.00 Tubeless
<b>MOTOR POWER</b>	250W
<b>LIGHT</b>	LED
<b>CONTROLLER</b>	32+- 1A, Vector sine wave
<b>BATTERY</b>	Lithium Battery
<b>BATTERY CHARGER</b>	60V 6A
<b>CHARGING TIME</b>	max 4 hours
<b>DRIVING RANGE</b>	80Km*
<b>BRAKE</b>	Front/Rear: Disc/Drum
<b>SEAT</b>	Ergonomically Designed Comfortable Seat
<b>DISPLAY</b>	Display Coil Spring
<b>REAR SUSPENSION</b>	Suspension Telescopic
<b>FRONT SUSPENSION</b>	Suspension
<b>RIM</b>	Alloy Rim
<b>LOADING CAPACITY</b>	180Kg
<b>ANTI-THEFT REMOTE CONTROL</b>	Yes
<b>USB CHARGING PORT</b>	Yes

## FEATURES

- Theft Alarm
- Regenerative Braking
- Keyless start
- Advance Charger
- Lithium Battery
- DRL Headlight
- Digital Display
- Remote Locking
- Tubeless Tyre



# TRITON RAY

## OVERALL

<b>MOTOR TYPE</b>	Interior Permanent Magnet, Brushless Motor
<b>CONTROLLER</b>	High Efficiency With Regenerative Deceleration
<b>TRANSMISSION</b>	Direct Hub Motor
<b>RATED POWER</b>	2000 W
<b>GEARS</b>	Eco/Comfort/Sport
<b>REVERSE GEAR</b>	Optional

<b>MODEL NAME</b>	TRITON RAY
<b>RATED VOLTAGE</b>	72 V
<b>RANGE PER-CHARGE</b>	70Km/100 Km (eCO Speed)
<b>MAX SPEED</b>	80 Km/h
<b>CLIMBING ABILITY</b>	20 Degree
<b>USB PORT</b>	Yes
<b>REMOTE CONTROLLER</b>	Optional

## POWER

<b>BATTERY TYPE</b>	Li-Ion Intelligent Integrated
<b>BATTERY CAPACITY</b>	72V26A/72V35A, Dual-Battery Available
<b>CHARGING TIME</b>	3 to 4 Hours
<b>RECHARGE CYCLE</b>	2500 Cycles

<b>BATTERY LIFE TIME</b>	5-7 Years
<b>CHARGER TYPE</b>	360W/720W/1440W
<b>CHARGING TIME</b>	5/3/1.5 Hours
<b>INPUT</b>	110V/220V

## CHASSIS/BRAKE/SUSPENSION

<b>CHASSIS</b>	Highly resistant steel perimeter
<b>FRONT BRAKE</b>	180*3.5mm Disc
<b>REAR BRAKE</b>	180*3.5mm Disc
<b>FRONT TIRE</b>	90/80-17
<b>REAR TIRE</b>	110/90-16 (110/70-17)

<b>FRONT SUSPENSION</b>	Adjustable Reverse Hydraulic Shockabsorber
<b>REAR SUSPENSION</b>	Adjustable Hydraulic Shockabsorber
<b>FRONT WHEEL</b>	2.50-17
<b>REAR WHEEL</b>	2.75-16(2.75-17)



## ADDITION FEATURES



Tubeless Tyre



E-ABS System



USB Charging

# CORE VALUES

COMMUNICATION

EXCELLENCE

COMMITMENT

GROWTH

TEAMWORK

INNOVATION

GRATITUDE

TRUST



# HUNDA EV PVT. LTD.

- 📍 **Reg. Office** : A88 -Raghunathpuri Kalwar Road Jhotwara  
Jaipur Rajasthan India - 302012
- 📍 **Jaipur Office** : 408, Forth Floor, ARG Group, North Avenue,  
Road No. 9A, VKI Area, Jaipur-302013 (Raj.)
- ✉ **contact@hundaelectric.com**
- 🌐 **www.hundaelectric.com**

