



ELECTROMOTION e-VIDYUT VEHICLES PVT. LTD.

Outcome
of



Project
Supported
By



MHRD'S
INNOVATION CELL
(GOVERNMENT OF INDIA)



ELECTROMOTION e-VIDYUT VEHICLES PVT. LTD.

- Offices at Raipur (CG) and Ranchi (JH)
- Incorporated at Raipur (2019)
- B2B Startup



- Sustainable Mobility Products & Services
- Electric Vehicle Retrofitting



Our Achievements

Initiation

Project Started as an entry for Smart India Hackathon 2019
Jan 2018



01



Shark-Tank

(IIT Dhanbad Business Pitch Competition)
Runner-Up
Dec 2018

SIHH-2018

Second Runner-Up
July 2018

02

04



E-Summit 19

(BIT Mesra Annual Startup Conclave)
Runner-Up
Jan 2019

03

KPIT Sparkle

Top-30 Finalist
Feb 2019

05

07



Incorporated

Electromotion E-Vidyut Vehicles Pvt. Ltd. Incubated at AIC@36INC Raipur
July 31 2019

06

CII Startup Conclave

Winner
Nov 2019

08

1st Road Test

RetroKit Tested on Vehicle on Road
Jan 2020

Present

Improving Prototype, Locating suppliers, Developing DFM, Towards Compliance Tests
May 2020

PK

Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan Feb Mar Apr

2018

2019

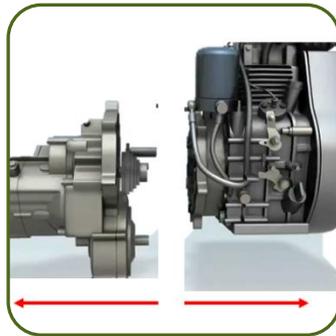
2020



Our Innovation



Conversion within 2 hours !!



DISASSEMBLY



MODIFICATION



REASSEMBLY



WIRING AND CALIBRATION



With our
Patent-Pending
RetroKit
Technology



Climate Impact

With **65%** of the Beachhead Market,
we eliminate

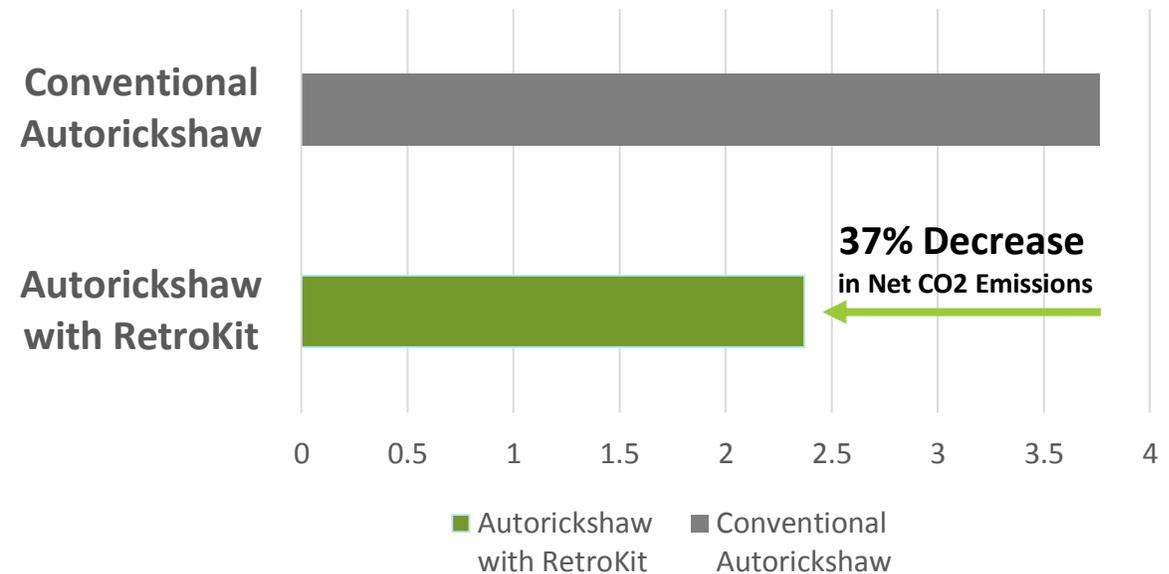
11,200 t

of CO₂ emissions per year

This is equivalent to planting
more than

71,000
trees

CO₂ Emissions Per Year (per vehicle) (t)



Sources:

- Truevaluemetrics.org. (2019). How much carbon does a tropical tree sequester?
- CO₂ Baseline Database for the Indian Power Sector (Ministry of power, GOI)



Our Entrepreneurial Journey- The Beginning



- Received a proposal to come up with an idea and participate in **Smart India Hackathon 2018** from our **Mentor and Guide Mr. Kailsh Pati Dutta**
- Looked up the problem statements and found the one to my interest: Retrofitting Vehicles to Electric
- Formed my A-Team to build a product around the problem statement
- Started to collect components and making our project with very limited resources, but sufficient help from our institution
- Learned **that if you are persistent enough, there is always a way out**
- Experienced that the **best way to do something is to do it yourself!**

Our Entrepreneurial Journey- Our First Breakthrough



- We experienced the **sheer joy** in the moment when our **invention actually worked!!**
- From that point on, **no turning back**
- Made so many new friends and **widened our network**
- Met our mentor Mr. Anil Bhogesara
- Experienced the **joy of making!**
- Real value lies in teamwork
- Finally received the first feather on our hat! **Won the runner-up position in Smart India Hackathon 2018 Hardware Edition**

Our Entrepreneurial Journey- There's no stopping!



- Learned an important life lesson: the more you share, the more you get
- Keep on expanding your network and participate to show off your technology wherever you can
- Get out of your comfort zone and always upgrade your threshold: Keep Reinventing



Our Entrepreneurial Journey- Perks of starting-up fresh



- No company culture bias: **You make the rules**
(p.s. no need of fixed hours ;-)
- Lower threshold of expectation from others: **Lower Pressure**
- You have nothing to lose: **From this point, you can only go forwards**
- **Fail fast, Learn cheap!** : wherever your fail, you learn to be stronger
- You get so much knowledge from others!

Our Entrepreneurial Journey- The Greatest Lesson



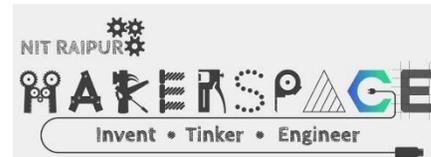
Entrepreneurship is all about team work

Key takeaway points for a business



- Entrepreneurs are solution makers:
Identify the Problem
- Always start with the customer: **PMR**
- Look for a **Persona**
- Always keep the **customer in the product development loop**
- **Lean Startup**: spread your roots before spreading branches
- **Invest on team**
- Regularly revisit your business model

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INCUBATION PARTNERS



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For more Info, Please call +91-9135794241
Thank You.

