“The Stone Age came to an end not for lack of stones
And the Oil Age will come to an end not for lack of oil”

– Sheikh Yamani, former Saudi Oil Minister
Tarun Mehta and Swapnil Jain, co-founders:
• Batch of 2012, IIT Madras
• Have together worked on several products and have 7 patents
• Team shares a strong background in FSAE (race vehicles built at university level for international competitions)

Arun – head of product
IITM, was head of FSAE. Worked in ITC

Jeevan – head of vehicle comm.
IITM, M.Tech

Girish – BMS designer
IITM, M.Tech

Shantanu – vehicle designer
IITB, 5 years of work exp. in TVS

Bikash – mech designer
Scrutineer, FSAE India

Kislay – electrical engineer
IITG

Arvind – battery pack designer
PESIT, Bangalore

Team of 40
Electric two-wheeler market

Current sales of: 20,000-30,000 p.a.
Demand by 2020: 5 million annual

Annual growth of **100%+ p.a.** for the next 6 years

Existing players:

![YObykes](image1)
![AMPERE](image2)
![HEROELECTRIC](image3)
Our product – a smart scooter

- Comprehensive data logger
- Digital dashboard
- Full metal body
- High performance motor frame motor
- Quiet belt-drive
- Immortal battery pack
- Faster charging
- Swappable packs – simple maintenance
Our key differentiators

Current products:

- Low speed (40kmph)
- Poor acceleration
- Poor battery performance
- Long charging times (8 hours)

Ather scooters:

- 72 kmph
- 0-60kmph > Honda Activa
- Battery warranty of: 50,000 km
- 45 mins for 80% capacity

solved by
Competitive advantages

In-house design:
• Lithium ion battery packs
• Battery management systems
• Chassis
• Suspension systems
• Data logging modules

Unparalleled design integration

“People who are serious about their software, should make their own hardware”
- Alan Kay
Target market

16-36 years
Major urban areas
Top 1% by income
Tech enthusiast

1.5 million total addressable market
Go to market

Target Market Identification

Seeding Enthusiasts

Reaching Customers

Call for Action

Sales

Target Group

Who: Technology enthusiasts

What: As an extension of the several gadgets they have – their first ‘smart’ vehicle

Why:

• A connected vehicle
• Convenience of a scooter (over a car)
• Gives them major differentiation
Current prototype
Current prototype
Product plan

December 2015

June 2017

Premium

- 80 kmph
- Battery: 50,000 km
- 45 mins for 80%
- Priced at 95K
- 5,000 units

Creates the market
Excites early adopters
Builds tech background
Differentiates Ather

June 2017

June 2017

June 2017

June 2018

December 2018
Product plan

- **Premium**
- **Performance**
- **Baseline**

*Common platform vehicles*
Product plan

Performance

90 kmph
Battery: 50,000 km
45 mins for 80%
Range of 100kms+
27% gross margin

Best on-road scooter
Upgraded dashboard
with advanced features
Product plan

- **December 2015**: Premium
- **June 2017**: Performance
- **June 2017**: Baseline
  - 80 kmph
  - Battery: 25,000 km
  - 1 hour for 80%
  - 27% gross margin
- **June 2017**: Better TCO
- **June 2018**: Sustainable business
- **December 2018**:
Product plan

Premium

Performance

Baseline

Cumulative sales: 25,000

December 2015

June 2017

June 2017

June 2017

June 2018

December 2018
Product plan

December 2015

Premium

June 2017

Performance

June 2017

Baseline

June 2017

Rapid charge

June 2018

Mass-market

December 2018

80 kmph
Battery: 25,000 km
100,000 units
20% gross margin
Product plan

December 2015

Premium

June 2017

Performance

June 2017

Baseline

June 2017

Rapid charge

June 2018

Mass-market

December 2018

Performance bike

150 kmph
Battery: 100,000 km
5,000+ units
Vision

**What:** 1 million electric two-wheelers by 2020

**Current:** Ather scooter has 30% lower total cost of ownership

**By 2018:** Purchase price of Ather = a similar petrol scooter + Fast charging infrastructure integrated with design