



EXA MOBILITY



DELIVERING A SUSTAINABLE FUTURE THROUGH SHARED MOBILITY

About Us

- Exa Mobility India Private Limited - was established in June 2018 by Mr. Sanjek Pilane with a vision of delivering a sustainable future.
- Since then, our research and development team has been continuously striving to push the envelope of innovations.
- The team has already developed multiple prototypes to test various vehicle attributes and features and would soon be testing its latest prototype.
- We are unlocking the new model of "Mobility as a Service" in India, which includes research and product development along with fleet services such as on-demand vehicle sharing and rental, delivery and logistics



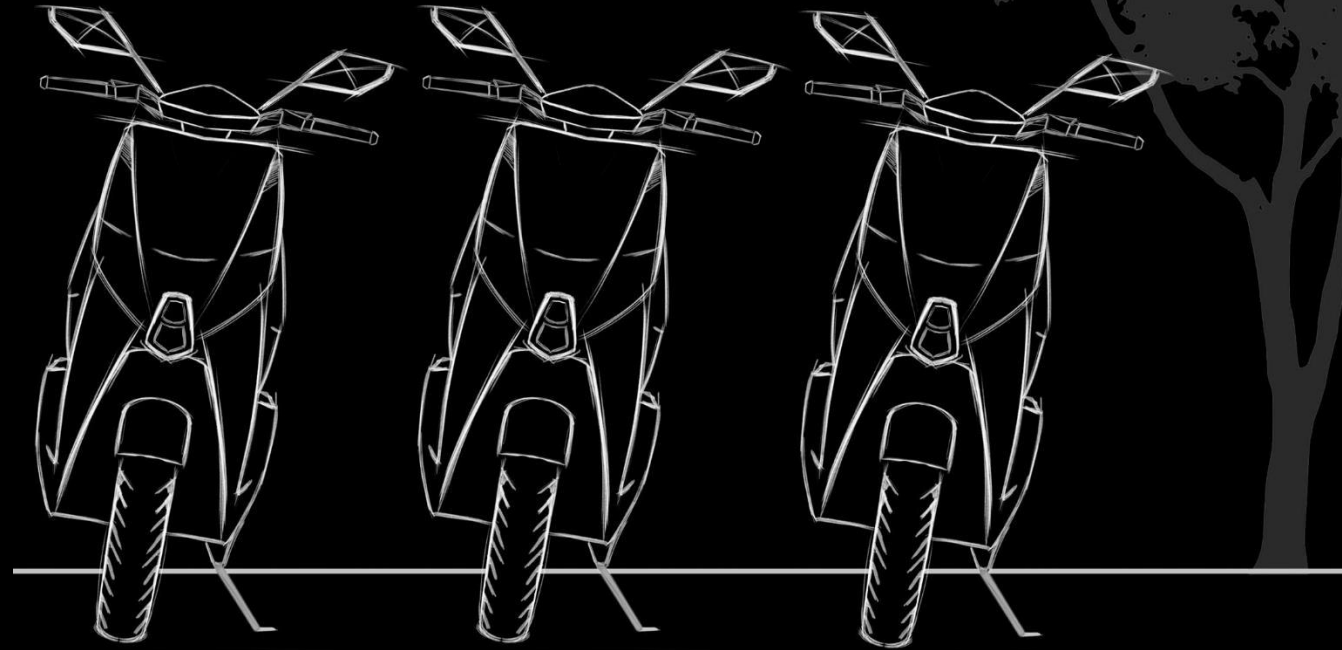
Vision

- Exa Mobility aims to bring about a revolution in urban commutation and drive the country towards a smart and sustainable future by encouraging shared mobility.
- We endeavor to radically reshape the transportation eco-system throughout the country to support the wave of urbanization.



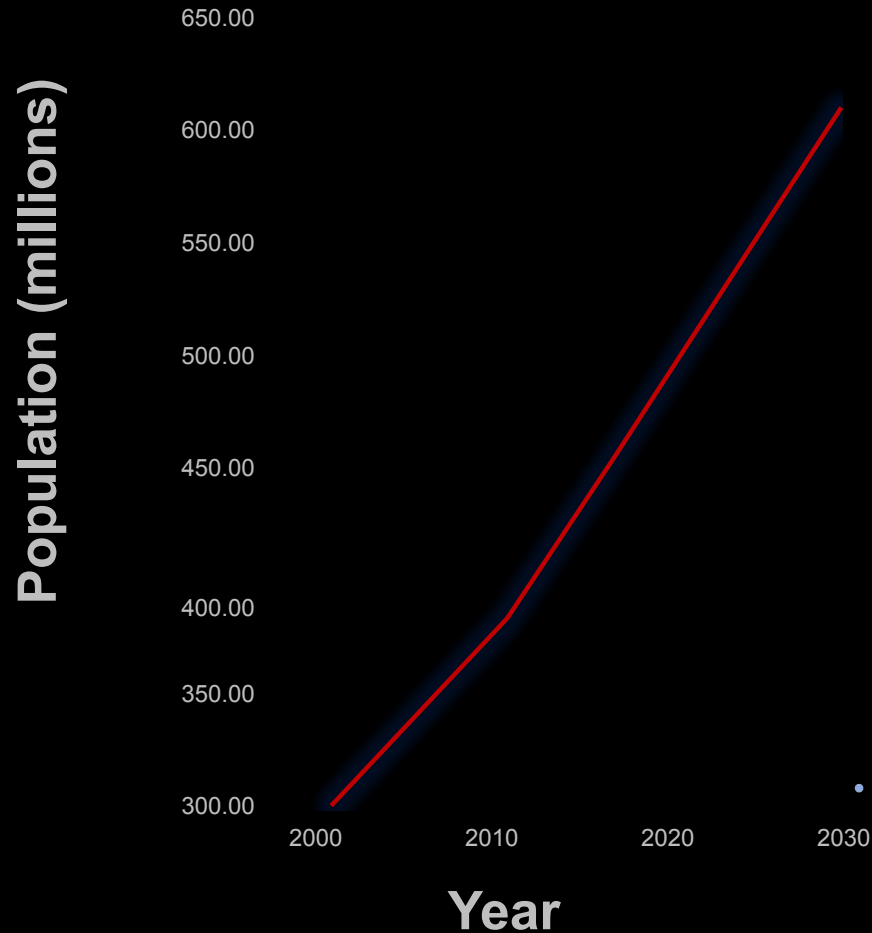
Mission

- Exa Fleet Services plans to strengthen the mass transit system of the country by providing last mile connectivity through its fleet services and e-scooters.
- The entire fleet service will be using only electric scooters and therefore eliminate the pollution caused by fossil fuel powered vehicles and help in bringing down the per capita carbon emission of the country.



Urbanization in India

India's Urban Population



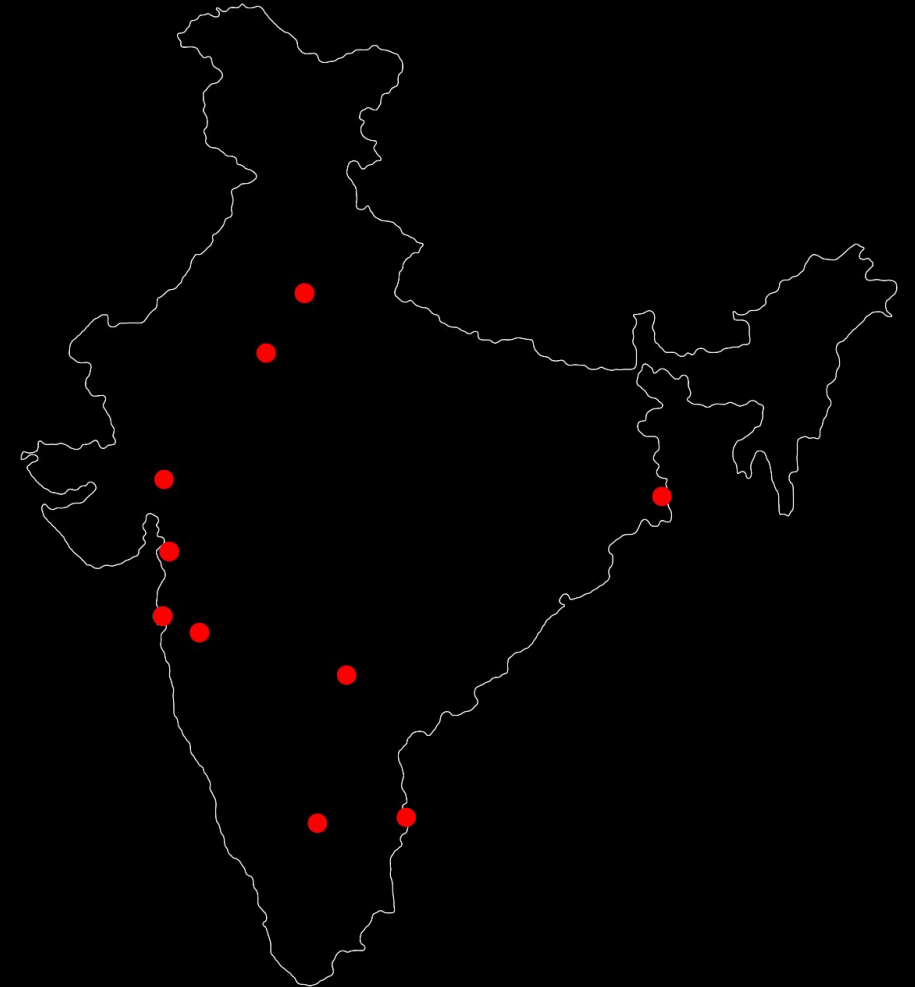
- According to the 2001 census, the population residing in the urban areas of India was 28.53% of India's total population. According to The World Bank, this number stands at 34% in 2017.
- According to another survey by UN State of the World Population report in 2007, by 2030, 40.76% of country's population is expected to reside in urban areas.
- Given our current population and its growth rate, this would mean that more than 8% of the world's population or more than 600 million people would be residing in the urban areas of India.



Urbanization in India

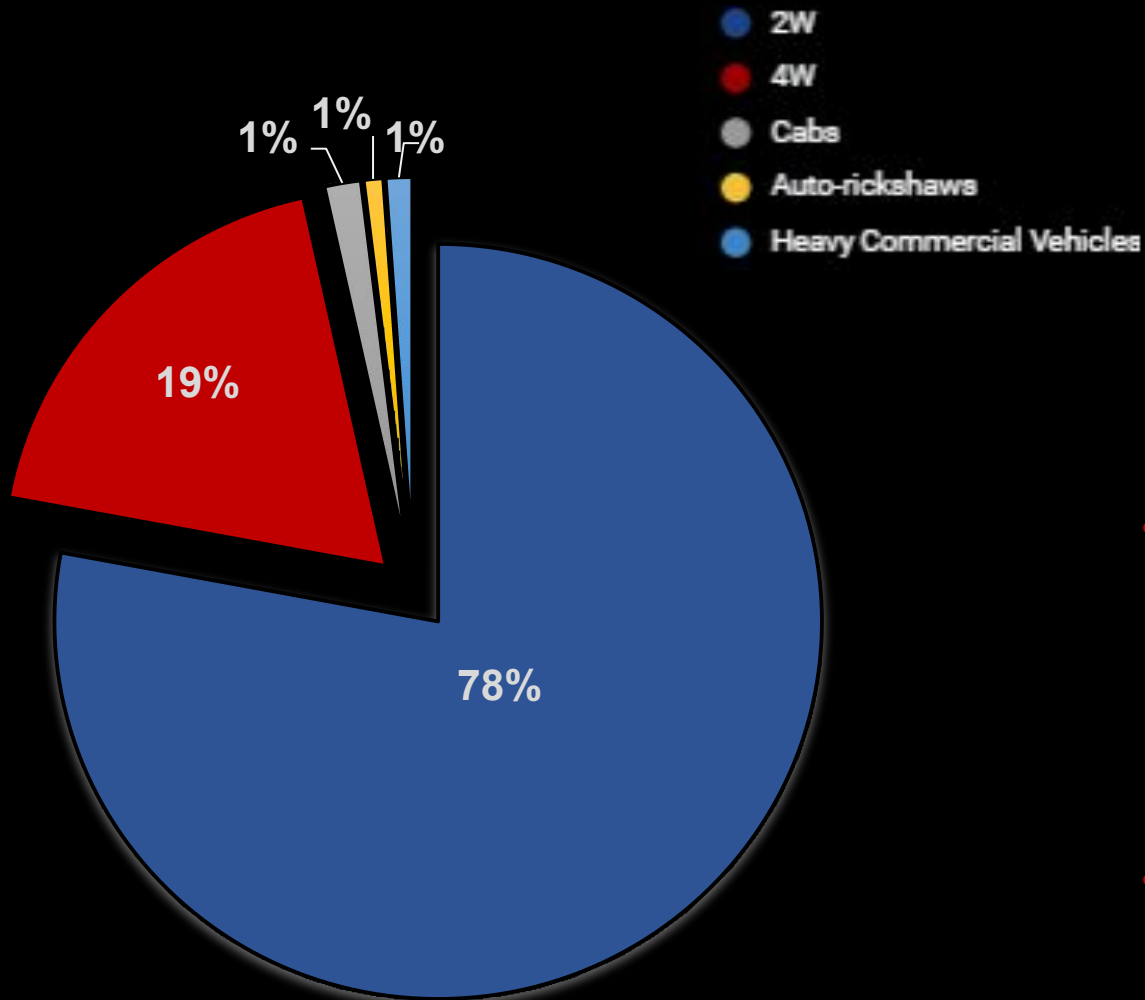
- A large part of this population would be supported by the 10 major metropolitans of the country, namely – Delhi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Jaipur, Ahmedabad and Surat.
- The existing transportation infrastructure available in these cities would not be able to cater to this rising demand for commutation.
- Without the use of mass transit systems like metro, it would be next to impossible to withstand the transportation demands of such a large population.

Urban Hotspots of India



Traffic scenario in Pune

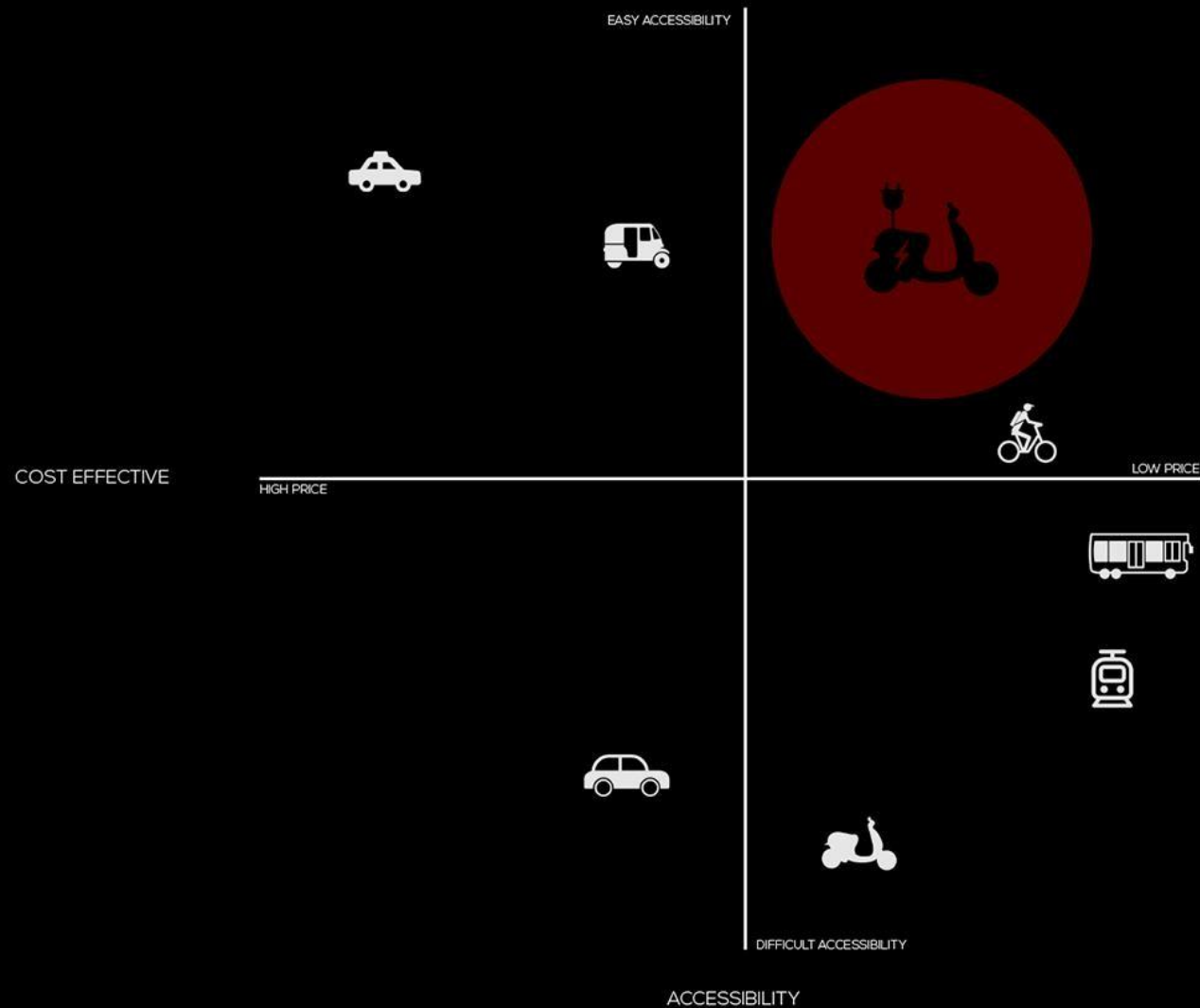
Vehicles in Pune



- Although public transport systems provide a safe, efficient and comfortable journey, the absence of an equally dependable transport system to enhance the first and last mile connectivity has resulted in an ever-increasing rise in the number of private vehicles and hence, traffic and pollution in urban areas.
- As of March 2018, Pune has as much as 3.62 million vehicles on the road and more than 3.3 million of these vehicles are private vehicles.
- Each year this number increases by another 8-9%.

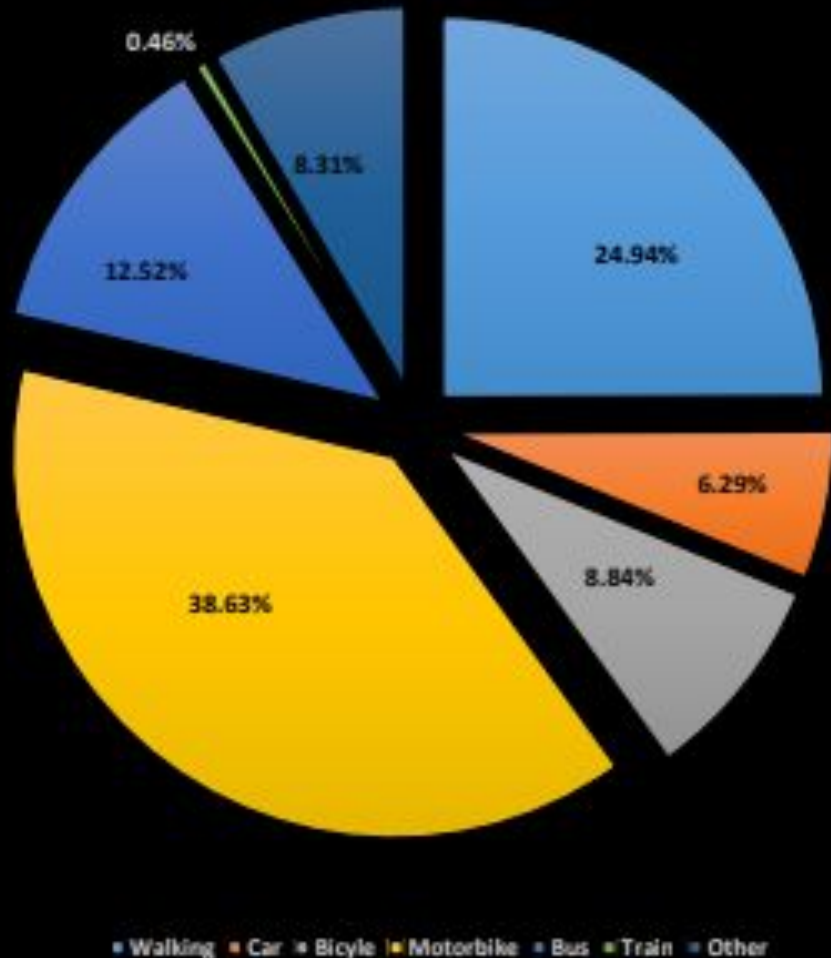


Travel Alternatives



Demand Estimates

Pune's preferred modes of transportation



- Despite the growing number of private vehicles in Pune, more than 55% residents of the city (more than 3.5 million people) do not own a personal vehicle.
- Exa Fleet Services would be targeting this population with its e-scooters.
- In conjunction with the Pune Metro (Expected to be operational by the end of 2021), Exa Fleet Services would gradually tap commuters who already own personal vehicles.
- As the project progresses, Exa Fleet Services would extend its market to other Metropolitan cities.



Rise of the Sharing Economy

The growth of the gig economy represents a shift in the way the world has been functioning in the past few years.

Asset ownership has largely been replaced by the freedom and flexibility offered through asset sharing/renting.

Airbnb - Tourist Homestays : \$ 26B+

Uber - Ride hailing platform : \$ 53B+

Wework - Coworking spaces : \$ 2B+



Rise of Shared Mobility

Ride-sharing platforms throughout the world could arguably be the drivers of this gig economy.

The winds of change have already struck India and the country would soon witness the rise of bike-sharing/rental platforms.

Lyft (Ride hailing platform, USA) : \$ 21B+

Bounce (Dockless scooter sharing, India) : \$ 600M+

Vogo (Dock to Dock Scooter sharing, India) : \$ 76M+



Impact of Shared Mobility

In a wider understanding, shared mobility can be defined as trip alternatives that aim to maximize the utilization of the mobility resources (vehicles) that are present in an ecosystem, disconnecting their usage from ownership.

Shared mobility is the short-term access to shared vehicles according to the user's needs and convenience.

The implementation of shared mobility schemes offers the potential to enhance the efficiency, competitiveness, social equity, and quality of life in cities by by reducing the number of vehicles in circulation, congestions, and the urban emission of polluting gases.



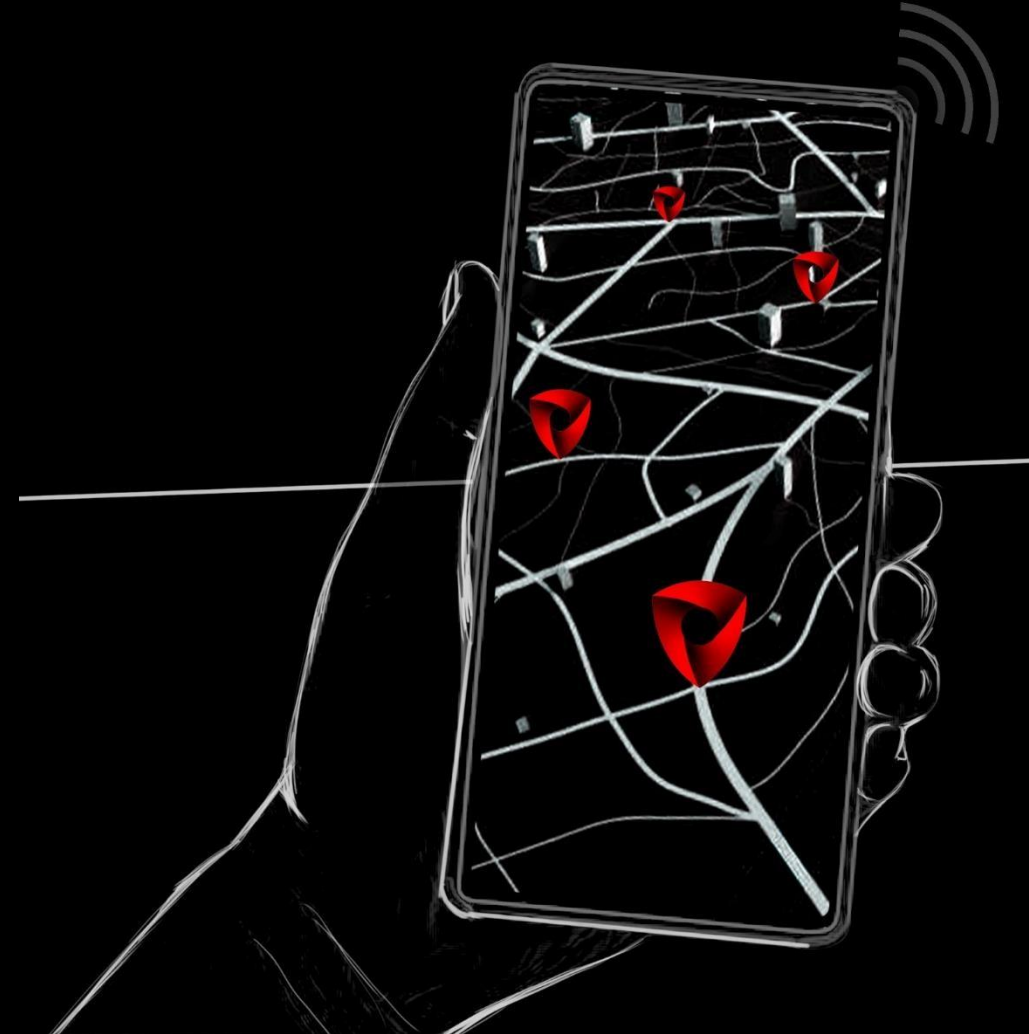
Exa Ride App

- **Hassle free and low-cost commute**

With a user friendly mobile application and smart pricing structure, users would be assured of a hassle free and low-cost intra-city commute.

- **End to End mobility**

The app would offer a one stop solution to its consumers by integrating public and private transport sectors and creating a multi-modal transit system.



Exa Force

- Exa Fleet Services plans to offer hyperlocal delivery services in the near future.
- As a part of this project, Exa Fleet Services has developed a mobile application named 'Exa Force' for its field executives.
- The application would facilitate the smooth running of the on-field operations and also serve as a quick money-making option for individuals willing to render their services to Exa.
- These individuals would sign-in and deliver packages through the Exa Force app and earn money for each delivery.
- By creating a network of such individuals Exa would meet the demand of its business partners in the shortest possible time.

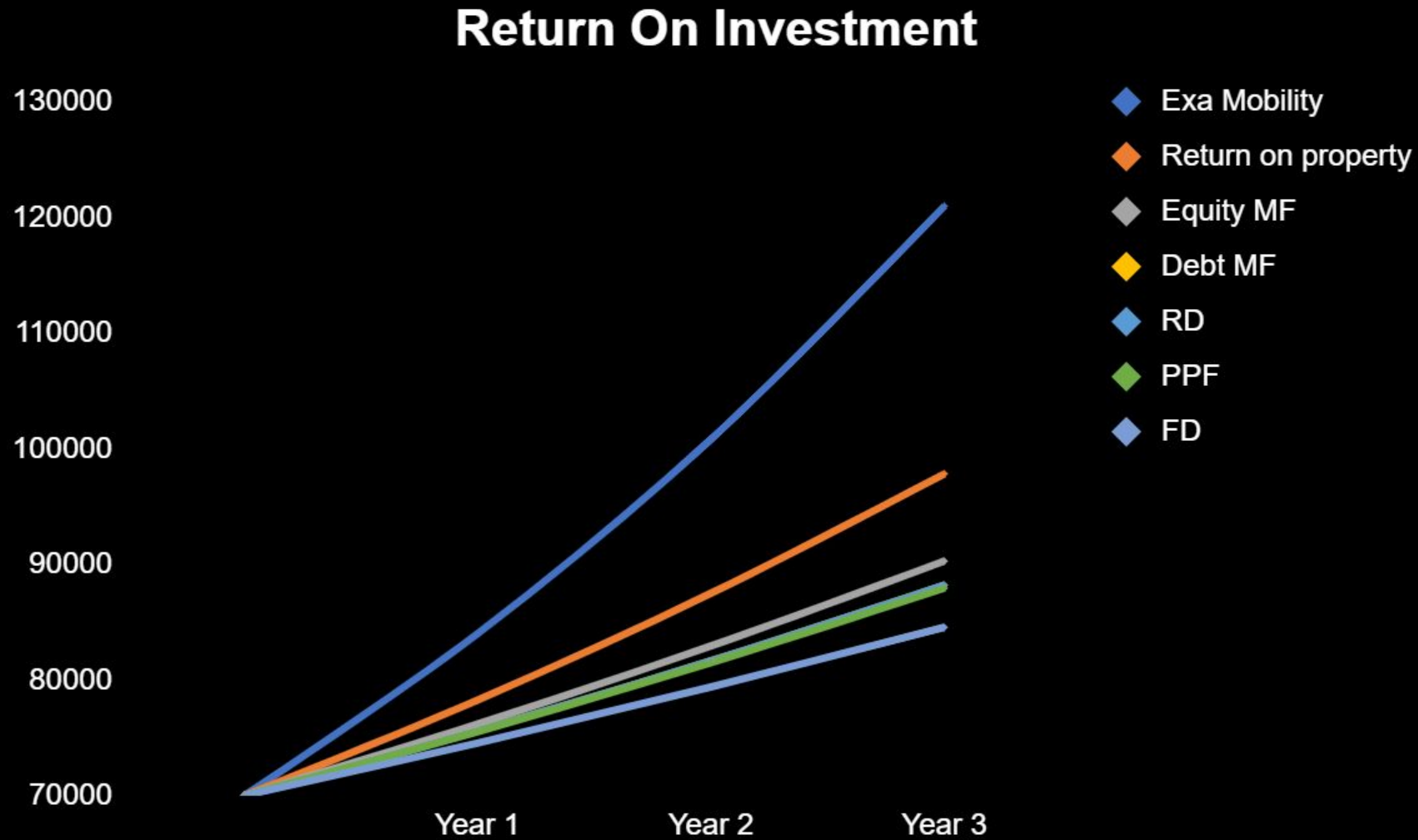


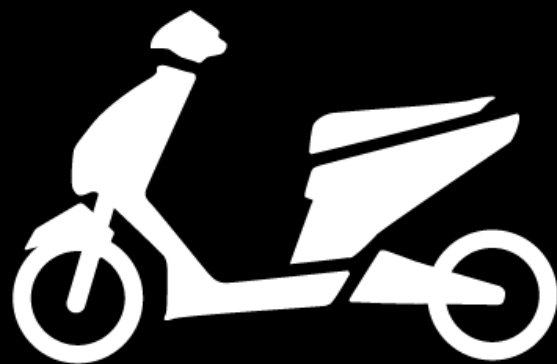
Invest & Earn

- Exa Fleet Services Private Limited has introduced an investment plan for retail investors willing to invest amounts starting from ₹ 70,000 which will be used to buy the vehicle with investor as a legal owner.
- These investors would be buying a vehicle and leasing it to Exa Fleet Services Private Limited.
- In return, Exa Fleet Services Private Limited would pay a monthly fee of ₹ 2500 per month and therefore ensure a 20 p.c.p.a. return on their investment for 3 years.
- Since the investment is backed by a physical asset, the risk-return characteristics of the investment would be better than its counterparts.



Invest & Earn - ROI





THANK YOU