

# ◆ GUARDIAN EVs CHARGING STATIONS

Universal Multi-Port Fast Charging Business Ecosystem

Revolutionizing EV Charging Infrastructure

Business Model: STD PCO Model – Small Businesses as Charging Hosts

## ◆ THE PROBLEM – WHY INDIA NEEDS GUARDIAN?

✦ EV adoption is growing, but charging infrastructure is a major roadblock.

📌 Without a widespread, cost-effective solution, India's EV revolution will slow down!

Problem	The Harsh Reality
No Fast Charging for 80% of EVs ☐	Most charging stations cater only to 4Ws, leaving 2Ws & 3Ws—India's largest EV segment—struggling for fast, reliable options.
No Universal Charging Solutions ⚡	Buses, trucks, and commercial fleets lack dedicated fast-charging infrastructure, slowing down large-scale EV adoption.
Slow & Frustrating Experience ☐	Existing stations are too slow, leading to long wait times, unhappy users, and operational inefficiencies.

- ☐ **Guardian EVS aims to cover all EV segments with ultra-fast, affordable, and scalable charging solutions. ✨**

# ◆ THE SOLUTION – STD PCO-STYLE CHARGING MODEL

## A Smart, Profitable & Scalable EV Charging Network

- **Guardian EVS is not just a charging solution; it's a complete EV ecosystem for users & businesses!** 🚀

Feature	Solution
<b>Multi-Vehicle, Multi-Port Charging</b>	Supports 2W, 3W & 4W with fast-charging & simultaneous multi-port capability.
<b>Portable Chargers</b>	IP-rated, compact, and easy to move near vehicles.
<b>Anyone Can List Chargers</b>	Businesses & individuals can list chargers on App & earn revenue.
<b>Smart Charging Network</b>	Discover, book & monitor chargers in real-time via mobile app.
<b>EV Trips &amp; Navigation</b>	Users can plan long trips with charger availability & optimized route guidance.
<b>Eco-KM Tracking</b>	Tracks carbon savings & fuel cost reductions, promoting eco-conscious EV adoption.
<b>Government &amp; Enterprise Tie-ups</b>	Collaboration with government & corporates to scale infrastructure & ensure widespread access.

# ◆ OPEN CHARGING ECOSYSTEM FOR MAXIMUM COVERAGE

✦ Expanding India's EV Charging Network – Helping Users Stay Connected

Feature	Functionality
<b>Multi-Network Support</b>	Integrates existing charging networks (Tata Power, ChargeGrid, BPCL, Jio-BP, etc.) to ensure seamless charging.
<b>Real-Time Charger Availability</b>	Users can see available chargers, pricing, and port compatibility before reaching a location.
<b>Emergency Charging Support</b>	Users can request nearby charging stations to remain open during emergency situations.
<b>Seamless Payments</b>	Pay for any listed charger via UPI, Wallets, Cards, or RFID
<b>Security</b>	No need to worry about charger theft, as the franchise user will take care of it themselves.
<b>User Reviews &amp; Ratings</b>	EV users can rate and review chargers, ensuring better service quality across the network.

- **Guardian EVS is building India's largest open EV charging ecosystem – ensuring no EV user is ever stranded! ✦**

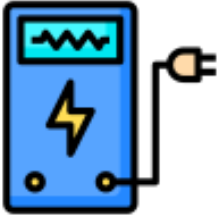
## ◆ UNIVERSAL MULTI-PORT FAST CHARGER (TROLLEY-BASED)

✦ One Portable Charger – Multiple Vehicles – Maximum Efficiency

- Guardian EVS's Universal Charger is compact, powerful, and designed for maximum profitability! ✦

Feature	Specification
<b>Charging Capacity</b>	Upto 150 kW (Fast Charging), Adaptive Slow Charging
<b>No. of Charging Ports</b>	Up to 10 (Mix of 2W, 3W, 4W, Buses, Trucks)
<b>Mobility</b>	Trolley-Based, Lightweight, Portable
<b>Compatibility</b>	CCS, CHAdeMO, GB/T, Type 2, AC/DC
<b>Cable Length</b>	5m – 10m (Flexible for small spaces)
<b>Smart Features</b>	App-Controlled, Auto Shut-Off, Fleet Management, UPI Payments
<b>Power Source</b>	Grid + Optional Solar Integration
<b>Use Cases</b>	Shops, Garages, Fleet Operators, Highways, Homes

## ◆ ROADMAP



**PROTOTYPE CHARGER  
DEVELOPMENT**



**APP & BACKEND  
DEVELOPMENT**



**TESTING**



**SUPPLY CHAIN**

## ◆ MARKET OPPORTUNITY

✔ EV Growth is Unstoppable – But Charging Infrastructure is Lagging!

- A ₹20,000 Cr opportunity – Guardian EVS is positioned to capture this market!

Metric	India's EV Market Size
EV Growth Rate (CAGR 2024-2030)	46.5% (Fastest in the world)
Total EVs by 2030	50 Million+
2W & 3W Market Share	80% of all EVs
Charging Stations Required	200,000+ (Currently only 20,000 exist)
Market Size Estimate	₹20,000 Cr by 2030

## ◆ FRANCHISE BUSINESS MODEL

### HOW FRANCHISEES EARN & BREAK EVEN

- ✦ Guardian EVS makes launching a charging station EASY & PROFITABLE.
- ✓ Franchisees start earning immediately while paying in easy EMIs.

Charger Type	Cost (₹)	EMI Down Payment (₹)	Monthly EMI (24 Months) (₹)
Single Portable Fast Charger (4 Ports: 2W, 3W)	₹2,00,000	₹25,000	₹12,000
Dual Charger (8 Ports: 2W, 3W, 4W)	₹3,50,000	₹50,000	₹18,000
High Traffic Charger (10+ Ports, Buses, Fleets)	₹4,50,000	₹75,000	₹22,000



## ◆ REVENUE SOURCES

✦ **Multiple revenue streams ensure sustainability and long-term profitability.**

<b>Revenue Source</b>
<b>Guardian's 20% Commission on Charging Fees</b>
<b>Direct Charger Sales (Franchisees &amp; Individual Buyers)</b>
<b>Maintenance &amp; Service Charges (Annual AMC for Chargers)</b>
<b>App Subscription for Fleet Operators</b>
<b>Advertising &amp; Partnerships (EV Brands, Local Shops, Fuel Stations)</b>
<b>Government Partnership</b>

## ◆ ROADMAP – OUR PATH TO SUCCESS

✦ Planned growth over the next 5 years.

□ Well-structured roadmap ensures Guardian EVS's scalability & profitability.

Phase	Milestone	Timeframe
Phase 1	Develop prototype, test first 50 units	12 months
Phase 2	Pilot launch in 4 states (Delhi, UP, Maharashtra, Raipur)	12-18 months
Phase 3	Scale to 500+ charging stations	2 years
Phase 4	Expand to 5,000+ charging stations nationwide	4 years
Phase 5	IPO / Large-scale investment for PAN-India dominance	4-6 years

# ◆ MARKETING & CUSTOMER ACQUISITION PLAN

Channel	Strategy & Execution
<b>Digital Advertising</b>	Google, Facebook, Instagram Ads targeting EV owners, fleet operators & business owners.
<b>Influencer Marketing</b>	Collaborate with EV YouTubers & Auto Bloggers to promote Guardian EVS.
<b>SEO &amp; Content Marketing</b>	Publish EV guides, charging tips & industry insights to attract users organically.
<b>Referral Program</b>	Users & franchise owners earn incentives for referring new customers.
<b>PR &amp; Media Coverage</b>	Feature in EV news portals, business magazines, & startup platforms to gain visibility.
<b>EV Manufacturer Partnerships</b>	Integrate Guardian EVS with Ola Electric, Ather, Hero, Tata EVs, MG, Mahindra for pre-installed access.
<b>Event Sponsorships &amp; EV Expos</b>	Participate in auto expos, EV summits & sustainability conferences.

- **Guardian EVS aims to reach 5M+ app users & 5,000+ franchisees in 3 years through aggressive marketing & partnerships! 🚀**

## ◆ GOVERNMENT PARTNERSHIPS – SCALING NATIONWIDE

Opportunity	How Guardian EVS Can Help
<b>Smart City Projects</b>	Deploy chargers in metro areas, railway stations, airports & highways as part of EV-friendly cities initiative.
<b>Public Transport Fleets</b>	Supply fast chargers for electric buses, government vehicles & transport hubs.
<b>Highway Charging Stations</b>	Install high-speed charging corridors for long-distance travel & logistics.
<b>Government Subsidy Utilization</b>	Help implement FAME II & state EV policies by offering subsidized charging solutions.
<b>Municipal Parking Integration</b>	Work with local municipalities to add chargers to public parking areas.
<b>Defense &amp; Emergency Vehicles</b>	Equip police, army & emergency response vehicles with fast-charging infrastructure.
<b>Smart Grid &amp; Renewable Integration</b>	Integrate solar-powered chargers to promote clean energy adoption.

- **Guardian EVS aims to become India's leading government EV charging partner, ensuring wide-scale adoption of clean mobility! 🚀**

## ◆ STRATEGY

- ✓ **Expands Guardian EVS's Brand Presence** – People & businesses recognize our brand faster.
  - ✓ **Grows EV Charging Infrastructure Faster** – More devices in the market mean **faster EV adoption** in India.
  - ✓ **Enables Independent Charging Businesses** – Anyone can **start a charging business from home or office**.
- **By selling devices on all major e-commerce marketplaces, Guardian EVS will scale its business beyond just franchises and create a mass-market brand for EV charging in India! 🚀**

Model	Charging Capacity	Supported Vehicles	Price (₹)	Target Buyer
<b>Guardian Mini</b>	7 kW	2W & 3W	₹25,000 – ₹35,000	Home & Small Businesses
<b>Guardian Standard</b>	22 kW	2W, 3W, 4W	₹75,000 – ₹1,00,000	Shops, Hotels, Fleet Operators
<b>Guardian Pro</b>	50 kW	2W, 3W, 4W, Buses	₹1,50,000 – ₹2,00,000	Commercial Parking, Highway Stations
<b>Guardian Ultra</b>	120 kW+	Cars, Buses, Trucks	₹3,00,000+	Fleet & Public Charging Stations

## ◆ UNIT ECONOMICS & BREAKEVEN ANALYSIS

Metric	Value
Daily Customers Per Station (Avg.)	5-50
Avg. Charging Fee Per Vehicle	₹120
Daily Revenue (All Vehicle Types)	₹1,200 – ₹6,000
Monthly Revenue (All Vehicle Types)	₹36,000 – ₹1,80,000
Monthly Expenses (Electricity, Maintenance, Rent, Internet, Misc.)	₹25,000 (Including Electricity Bills)
Net Monthly Profit Per Station	₹11,000 – ₹1,55,000
Breakeven Period (ROI for Franchise Owner)	4-6 Months

## ◆ UNIT ECONOMICS & BREAKEVEN ANALYSIS

Vehicle Type	Avg. kWh per Charge	Electricity Cost per Vehicle (₹10-₹12 per kWh)	Charging Fee (₹)	Avg. Number of Vehicles per Day	Revenue per Day	Revenue per Month (30 Days)
Two-Wheelers (Scooters/Bikes)	3-5 kWh	₹30 – ₹60	₹40 – ₹70	2-20	₹80 – ₹1,400	₹2,400 – ₹42,000
Three-Wheelers (Auto-Rickshaws)	5-7 kWh	₹50 – ₹84	₹60 – ₹100	1-10	₹60 – ₹1,000	₹1,800 – ₹30,000
Cars (Sedans)	15 kWh	₹150 – ₹180	₹120 – ₹200	1-5	₹120 – ₹1,000	₹3,600 – ₹30,000
Buses/Trucks	50-150 kWh	₹500 – ₹1,800	₹600 – ₹2,000	0-1	₹600 – ₹2,000	₹18,000 – ₹60,000

## ◆ WHY INVEST IN GUARDIAN EVS?

- ✦ **Guardian EVS is solving a critical problem in India's EV ecosystem.**
  - ✓ **Huge EV Market – ₹20,000 Cr Opportunity by 2030**
  - ✓ **Proven Franchise Model – STD PCO Style, Low CAPEX & High ROI**
  - ✓ **Recurring Revenue Streams – Charging Fees, Subscription, Ads, Fleet Services**
  - ✓ **Fast Break-Even – 4-6 Months for Franchisees, 2 Years for Company**
  - ✓ **IPO Ready in 5-7 Years – Strong Exit Potential for Investors**
- ✦ **Guardian EVS is ready for launch! Join us in shaping India's EV future.**



## ◆ INVESTMENT ASK & EXIT PLAN – ROI FOR INVESTORS

✦ Investment Ask: ₹3-5Cr for product development and expansion.

◆ Investment Breakdown (Where ₹3-5 Cr Will Be Used?)

Expense Category	Budget Allocation (₹ Cr)
Prototype Development (Hardware, PCB, IoT, Power Supply)	₹75L
Software (App + CRM + Backend + Payment System)	₹50L
Salaries for Core Team (12-15 Months)	₹1.7 Cr
Marketing & Franchise On boarding	₹35L
Testing & Certification	₹20L
Miscellaneous (Office Rent, Utilities, Setup)	₹25L

## ◆ STRATEGIC EQUITY DILUTION PLAN

Funding Round	Investment Raised	Equity Diluted	Founder Ownership Post-Round	Investor Ownership Post-Round	Company Valuation (₹ Cr)
Seed Round (₹3-5 Cr for Prototype & App)	₹3-5 Cr	10-15%	85-90%	10-15%	₹20-30 Cr
Series A (₹20-30 Cr for Scaling to 500 Stations)	₹20-30 Cr	15-18%	65-70%	30-38%	₹100-150 Cr
Series B (₹100 Cr for National Expansion to 5,000+ Stations)	₹100 Cr	12-15%	55-58%	42-53%	₹600-800 Cr
IPO (₹500-700 Cr for Full Expansion & Liquidity)	₹500-700 Cr	40-45% (Public & Institutional Investors)	55%	45-50%	₹3,000+ Cr

## ◆ EXIT STRATEGY (ROI FOR INVESTORS)

- ✓ **IPO (5-7 Years):** Guardian EVS aims to list on the stock exchange to raise further funds for expansion.
- ✓ **Acquisition:** Potential acquisition by Tata Power, BPCL, Reliance, Adani, or global EV charging players.
- ✓ **Strategic Partnerships:** Merging with global EV charging companies for rapid expansion.
  - **Investors can expect a 5x-10x ROI within 5-7 years!**

# FUTURE EXPANSION STRATEGY

## ✦ **Post-5,000 Charging Stations:**

- ✓ **Expand to Semi-Urban & Rural Areas** – High demand, low competition.
- ✓ **Fleet Charging Partnerships** – Bulk stations for fleets like Ola, Uber, Zomato, Amazon, Blinkit, Zepto, Dunzo, and Government Transport.
- ✓ **Ultra-Fast Charging** – 150 kW+ chargers for premium EVs.
- ✓ **International Expansion** – Target Southeast Asia & Middle East.
- ✓ **OEM Collaborations** – Partner with vehicle manufacturers for integrated solutions.
- ✓ **Sustainability** – Solar-powered stations for green energy.
- ✓ **Smart Network** – IoT-enabled stations for data & maintenance.
- ✓ **Loyalty & Subscriptions** – Programs for repeat usage.

□ **Guardian EVS is on track to lead the EV charging industry! 🚀**