

EXECUTIVE SUMMARY



BLUMAN SCOOTERS

UMBERGAON

About Electric 2 Wheelers in India

The Indian electric scooter and motorcycle market would reach a sales volume of 1,080.5 thousand by the end of 2025, exhibiting a CAGR of 57.9% between 2020 and 2025.

Due to the rising pollution and the increasing provision of financial incentives by the government, the sales of electric scooters and motorcycles are booming in India. In 2020, nearly 152.0 thousand units of electric motorcycles and scooters were sold in the country, registering a 20.6% growth annually from 2014.

In terms of retail sales value, the market is predicted to advance at a CAGR of 63.9% from 2020 to 2025 and attain a revenue of more than \$1.0 billion in 2025. A key factor fueling the growth of the market is the provision of lucrative financial incentives and subsidies on electric vehicles by the government. Moreover, the government is also providing tax exemptions and purchase rebates for promoting the utilization of electric vehicles and two-wheelers in the country.

The ballooning sales of these scooters would be driven by the availability of a wide array of electric scooter models in the country, their affordable prices, and their ability to serve as excellent alternatives to the traditional fossil fuel-powered mopeds.

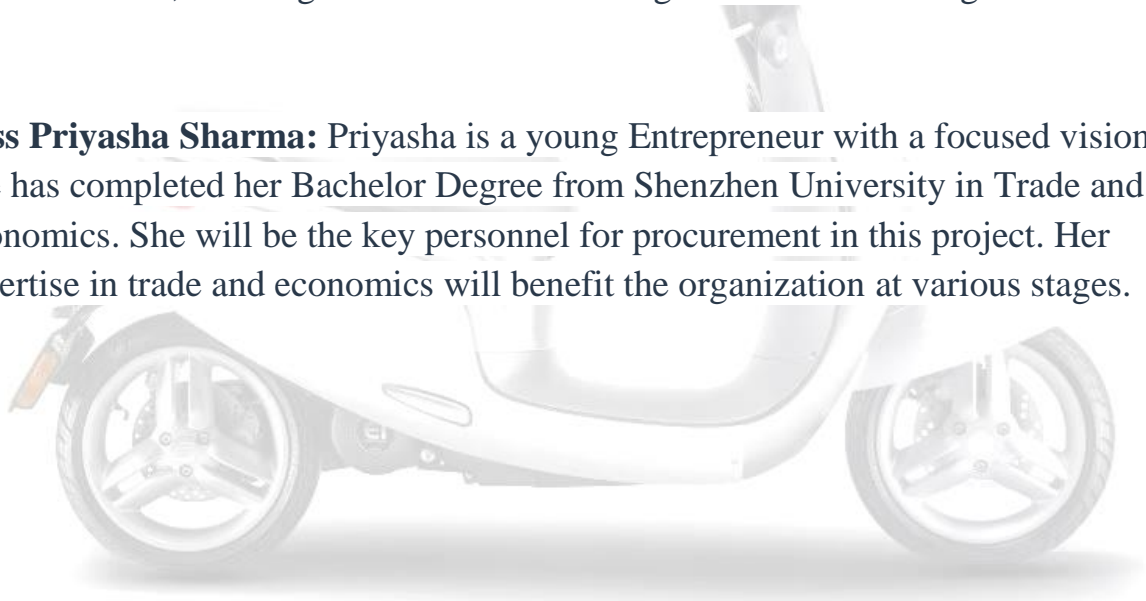
Hence, it can be safely said that the market will exhibit rapid growth in the coming years, mainly because of the rising implementation of favorable government policies regarding the sales of electric vehicles and the increasing consumer preference for electric scooters and motorcycles over their fuel-based variants in the country.

About Promoters:

Mr. Santosh Sharma: Mr. Santosh is the key technical personnel of the organization. By Qualification, he is B.Tech and M.Tech in Computer Science and Engineering. He was Executive Director at Sanchayani Computers Pvt. Ltd. Currently he serves as Managing Director in Pryatron Innovation Ltd. Hongkong. He has abundant knowledge in Electronic Vehicle Market in India and across Globe. He will be completely incharge of quality assurance and sales in the organization.

Mrs. Meena Sharma: Meena Sharma is a Graduate Degree holder business woman who will play a key Managerial role in administration, finance and Banking. She was Director in Shantan Innovations and currently she is in charge of Infinity Global (firm which deals with Electronic Goods). Her expertise in Administration, Banking and Finance will be a great boon for the organization.

Miss Priyasha Sharma: Priyasha is a young Entrepreneur with a focused vision. She has completed her Bachelor Degree from Shenzhen University in Trade and Economics. She will be the key personnel for procurement in this project. Her expertise in trade and economics will benefit the organization at various stages.



About Plant Location: The plant is located in 2700 sq. mt. land area, 6000Sq mt construction area at Dehri Road, Umbergaon, Dist: Valsad, Gujarat, India.

Umbergaon is considered as Industrial Hub in South Gujarat. Nargol Port which will be soon operational is proposed to be just 10mins away from the Location. It is located 25kms from NH8 and well connected through Rail & Mumbai/ Surat Airport.



About Project:

- Bluman holdings Company will have install capacity of 50,000 Scooters production p.a.
- This plant will work in 3 shifts employing 200 people in and around Gujarat.
- This project will work on Franchise model where initially 25 franchises will be selected at different locations in Gujarat and Maharashtra.

Return on Investment: (figures in lacs)

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	4800	5500	6500	7500	9000
Profit	550	700	930	1100	1350
ROI	17.5%	22%	30%	35%	43%

Total Investment: Rs. 2500 / \$34



SWOT ANALYSIS

Strength:

- Best quality in cheaper rates.
- Single window clearance of permission
- Market scalability
- Orders in hand
- Light in weight

Weakness:

- Competitive and rapid changing market
- In order to reduce weight, the bodies of vehicles are light which can make the bike fragile in the event of collision.

Opportunity:

- No electric manufacturing plant so far in South Gujarat
- Electric and Solar in future
- Government Support

Threat:

- Dependency on impact in long run could be threat however inhouse manufacturing of Raw Material is planned.





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