



DRIVEN BY EXPERIENCE

Our Partners & Collaborators



MARKET DILEMMA



“ICE IN 2035 MIGHT BE HISTORY,
EFFICIENCY AND ALTERNATE ENERGY - WILL IT STILL BE A MYSTERY?”

FOR MANY, THE CONFIDENCE TO SWITCH TO PURE
ELECTRIC SIMPLY ISN'T THERE YET!

THE SOLUTION IS HERE



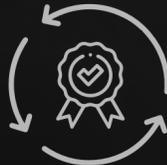
ADVANCED AI
FEATURES



ACTIVE SAFETY
CONTROL



RELIABILITY &
AFTER SALES



HIGH EFFICIENCY
DESIGN



HIGHER RESALE
VALUE



BROAD EFFICIENCY
CURVE MOTOR



BATTERY
AS A SERVICE



HIGH ENERGY
& POWER DENSITY



LONGER
RANGE



A+ QUALITY
BATTERY PACK



ONBOARD
CHARGER

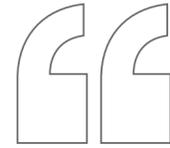


FAST
CHARGING

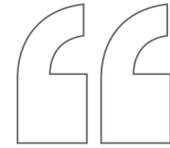


20-80% IN 30 MINS (FAST CHARGING)
20-80% IN 2 HOURS 30 MINS (DOMESTIC)

VISION & MISSION



Our vision is to revolutionise mobility by creating accessible, sustainable and intelligent electric vehicles that **drive the world toward a cleaner & smarter future.**"



Our mission is to design and deliver innovative electric mobility solutions that integrate advanced technology, sustainability, and human-centric design – driving India towards a cleaner, smarter, and universally accessible transportation ecosystem for **Viksit Bharat 2047.**"

CURRENT MODELS



“YOU WON’T REGRET NOT
HAVING AN ICE EVER AGAIN!”



HX SERIES

STARTING FROM 3L ONWARDS

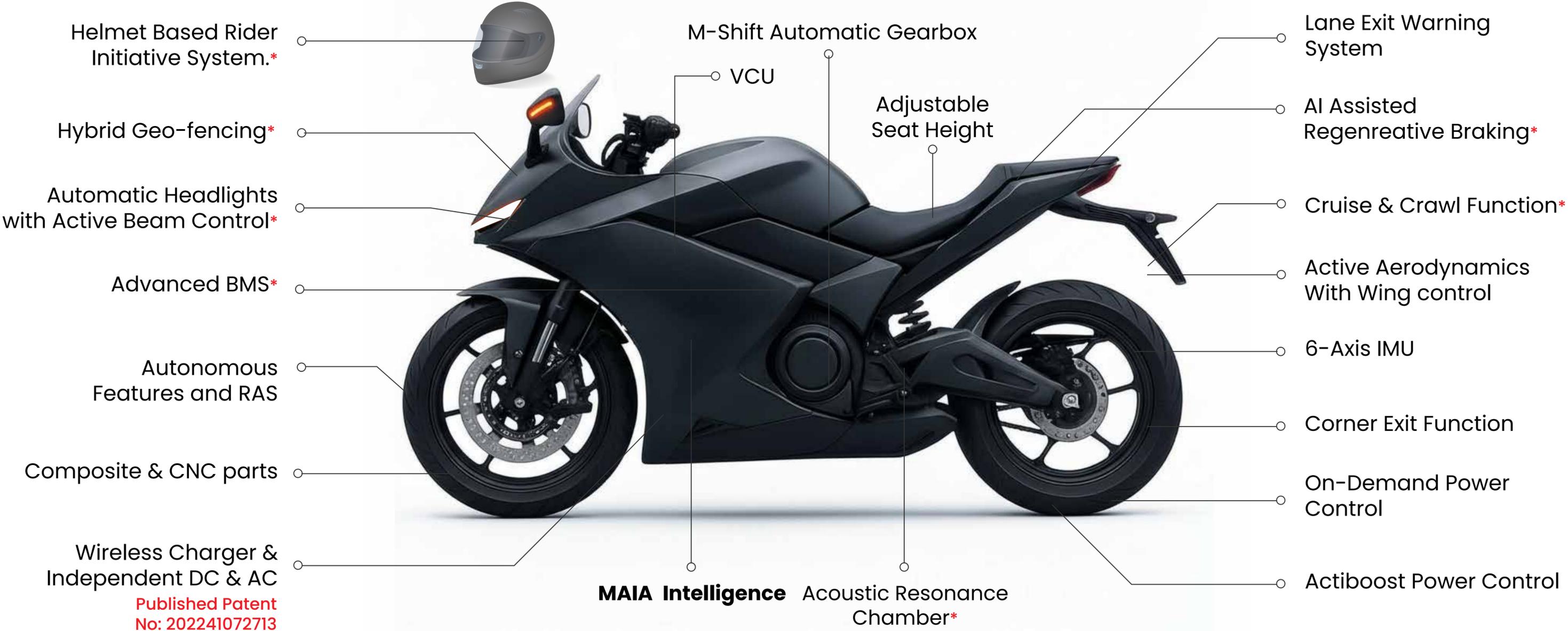
“PERFORMANCE AND PRACTICALITY
FOR THE STREETS!”



CX SERIES

STARTING FROM 2L ONWARDS

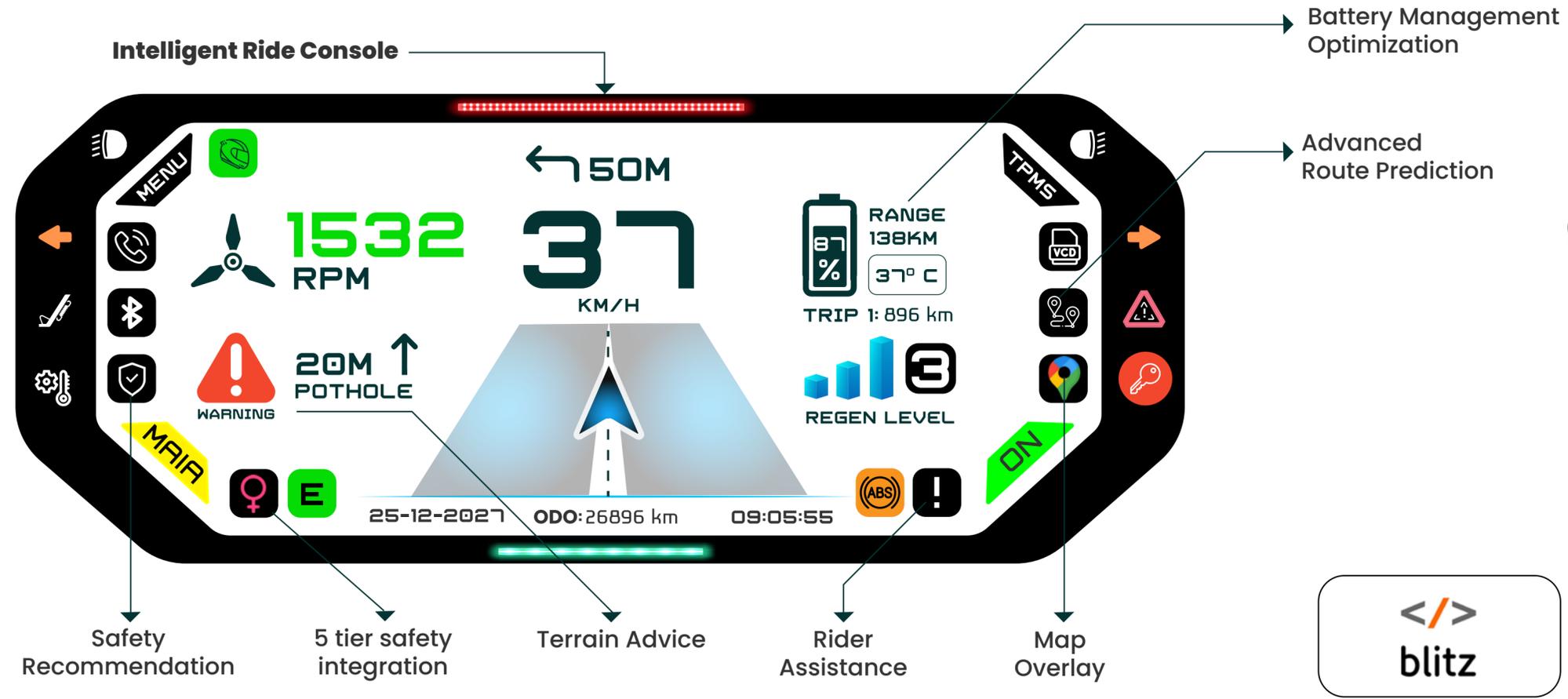
PRODUCT HIGHLIGHTS & USP



“HIGH SECURITY DATA PROTECTION WITH AI”

* Patent Applied

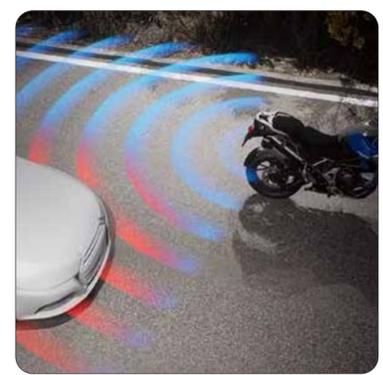
MAIA [MAGRON ADVANCED INTELLIGENT ASSISTANT]



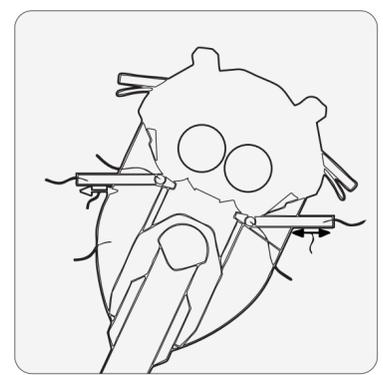
VOICE CONVERSATIONAL AI BOT [WITH LOCAL LANGUAGE COMPANION MODE*]



Vehicle-Vehicle Communication



Blind-Spot Detection



Active Aerodynamics with Wing control



Intelligent Road-Tracking



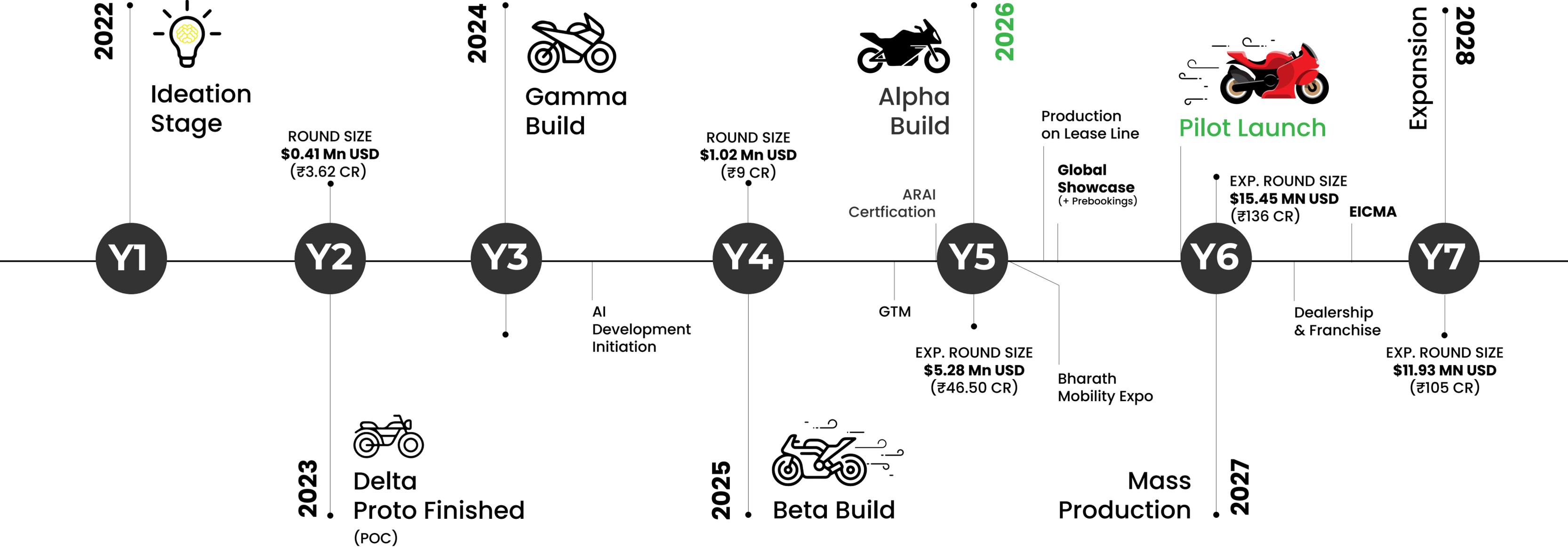
Convoy Ride Mode



"World's 1st Motorcycle with Dedicated woman safety package"

* Patent Applied

ROADMAP (PRODUCT)



2022



Ideation Stage

Y1

ROUND SIZE
\$0.41 Mn USD
(₹3.62 CR)

Y2

2023



Delta
Proto Finished
(POC)

2024



Gamma
Build

Y3

AI
Development
Initiation

ROUND SIZE
\$1.02 Mn USD
(₹9 CR)

Y4

2025



Beta Build



Alpha
Build

ARAI
Certification

GTM

EXP. ROUND SIZE
\$5.28 Mn USD
(₹46.50 CR)

Y5

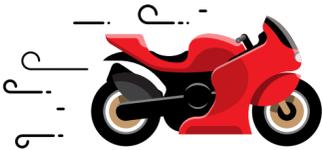
2026

Production
on Lease Line

Global
Showcase
(+ Prebookings)

Bharath
Mobility Expo

Mass
Production



Pilot Launch

EXP. ROUND SIZE
\$15.45 Mn USD
(₹136 CR)

EICMA

Y6

2027

Dealership
& Franchise

EXP. ROUND SIZE
\$11.93 Mn USD
(₹105 CR)

Y7

Expansion

2028

MARKET PENETRATION AND GROWTH TRENDS: ICE VS. EV



“A convergence of policy, technology and consumer economics is accelerating India’s shift toward EV two-wheelers, reshaping the future of mobility.”

SALES COMPARISON

TOTAL SALES OF ICE TWO WHEELER, 2024

20.5 million two-wheelers were sold in the year 2024 till date, registering a staggering **16.6% YoY growth**.

TOTAL SALES OF EV TWO WHEELER, 2024

EV two-wheeler sales for the year 2024 stands at **1.4 Mn (6.7%)**, with a penetration of around **33% YoY growth**.

POLICY & REGULATION

- **40% GST hike** on >350cc bikes, accelerating the shift toward EV adoption.
- **GST capped at 5%** for e-two-wheelers to drive mass adoption.
- State **EV policies** offering zero road tax.
- Government **subsidies, incentives, E-Drive & EMPS schemes** driving affordability.
- Impact of **E20 Petrol** → Rising ethanol blend **increases** running **cost** & maintenance **burden for ICE**, strengthening EV appeal.
- A leading think tank in India has proposed to the government that **all new two-wheeler sales of less than 150cc be limited to electric**. *This comprises 75% of sales in India.*

MARKET DRIVERS

- **Battery Costs Falling:** Making EVs price-competitive.
- **Charging Infra Expansion:** Fast-charging & swap stations growing rapidly.
- **Fuel Price Volatility** Cost push for commuters to switch.
- **Corporate Fleet Adoption:** Delivery & logistics players driving demand.
- **Geopolitical Dynamics:** Global supply risks and energy security concerns reinforcing the shift toward EVs.

“THE ELECTRIC TWO-WHEELER MARKET IN THE MENA REGION IS GROWING, PROJECTED TO REACH OVER \$3 BILLION BY 2029, DRIVEN BY STRONG DEMAND IN THE UAE.”

Total Two-Wheeler Sales, 2025 – 62,7,173

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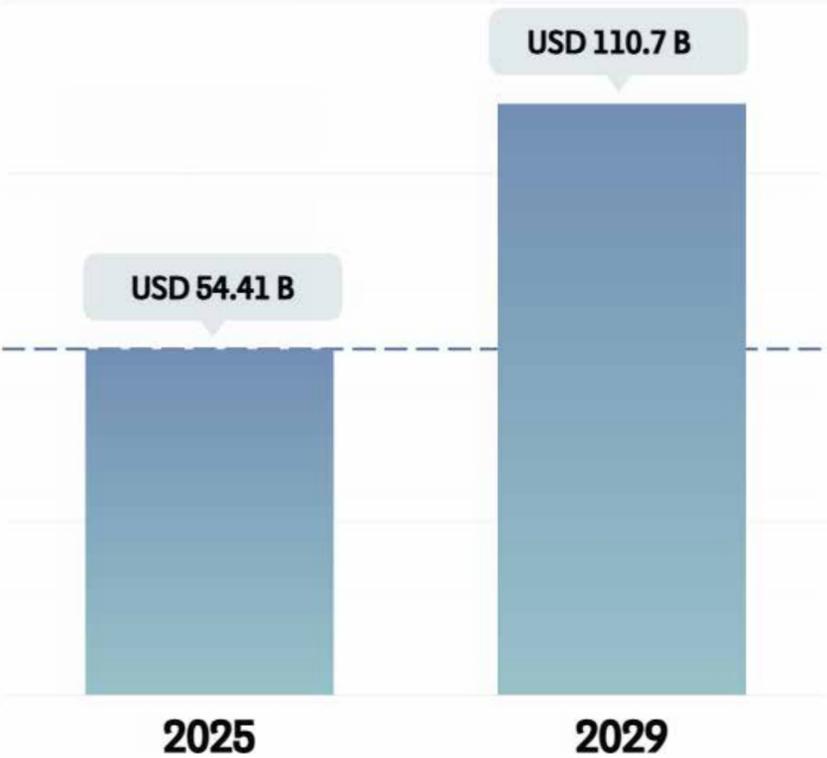
EV MARKET SHARE AND GROWTH FORECASTS



ELECTRIC TWO-WHEELER MARKET

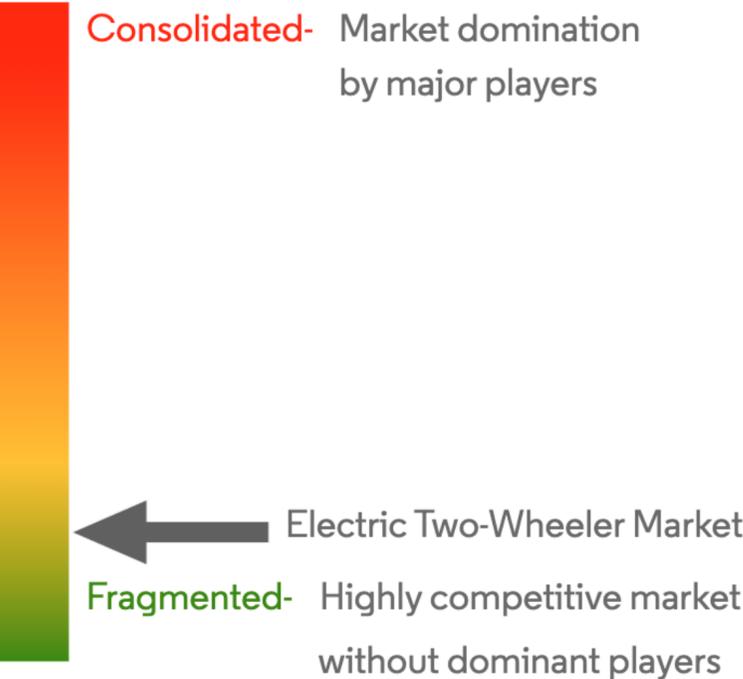
Market Size in USD Billion

CAGR 9.00%



Study Period	2017 - 2029
Base Year For Estimation	2024
Forecast Data Period	2025 - 2029
Market Size (2025)	USD 54.41 Billion
Market Size (2029)	USD 110.7 Billion
Growth Rate (2025 - 2029)	19.44% CAGR
Market Concentration	Medium

MARKET CONCENTRATION



“THE INDIAN EV MARKET IS FORECASTED TO EXPAND FROM US\$ 3.21 BILLION IN 2022 TO US\$ 110.7 BILLION BY 2029, WITH A 66.52% CAGR.”

COMPETITIVE MATRIX



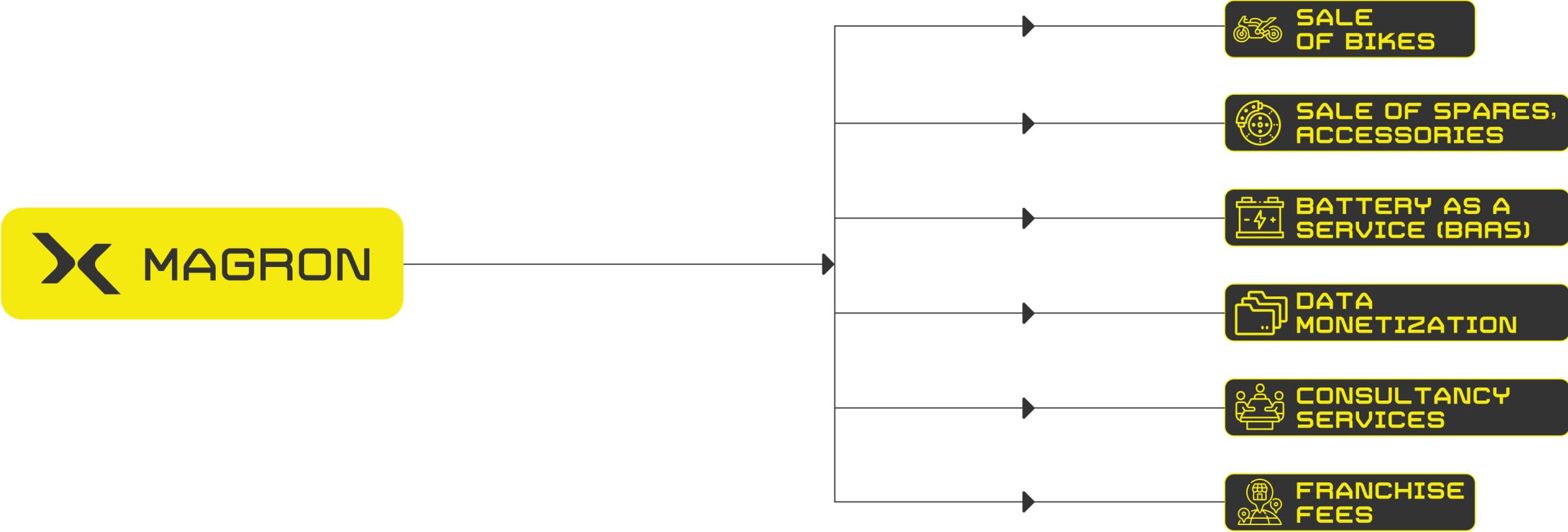
Magron delivers superior range, performance and advanced features at competitive pricing.
 "A strong EV alternatives to both emerging EV rivals and established ICE leaders."

Brand	Magron		Revolt	Raptee	Ultraviolette	Matter	Oben EV	Ola Electric	Yamaha	TVS	Royal Enfield	KTM	Triumph
Model	CX-15	HX-25	400 RV	T-30	F77 Mach II	AERA	Rorr	Roadster	R15 V4	Appache / RR 310	350 Seires	Duke/RC/ADV	Speed 400
Power (BHP)	20	34	6.7	30	36	13.5	13.5	18	18.1	35	20.2	30.5	39.5
Torque (NM)	60	90	28	70	90	50	52	50	14.2	28	27	39	37.5
Real World Range (KM)	250	200	150	120	200	125	100	170	565	382	416	397	390
Speed (KMPH)	125	160	85	135	150	95	100	120	140	160	110	167	145
Bat (KWh) / Fuel (L)	8.5	10.5	3.3	5.5	10.5	5	4.4	6	11	11	13	13.4	13
AI Features	**	***	NA	*	*	NA	NA	NA	NA	NA	NA	NA	NA
Advanced Charging	***	****	*	***	**	*	*	*	NA	NA	NA	NA	NA
Riding Experience	***	****	*	**	**	*	*	NA	****	***	***	****	****
ICE Controls	**	****	NA	NA	*	NA	NA	NA	****	****	**	****	****
Additional Features	***	****	*	**	***	**	*	*	****	****	**	****	****
On-Road Price (INR)	2.29L	3.49L	1.55L	2.39L	3.6L	1.92L	1.65L	1.5L	2.45L	3.25L	2.65L	4L	3.03L
Avg. Monthly Sales	2500*	500*	1000	NA	40	NA	20	NA	11000	420	60000	1000	2000

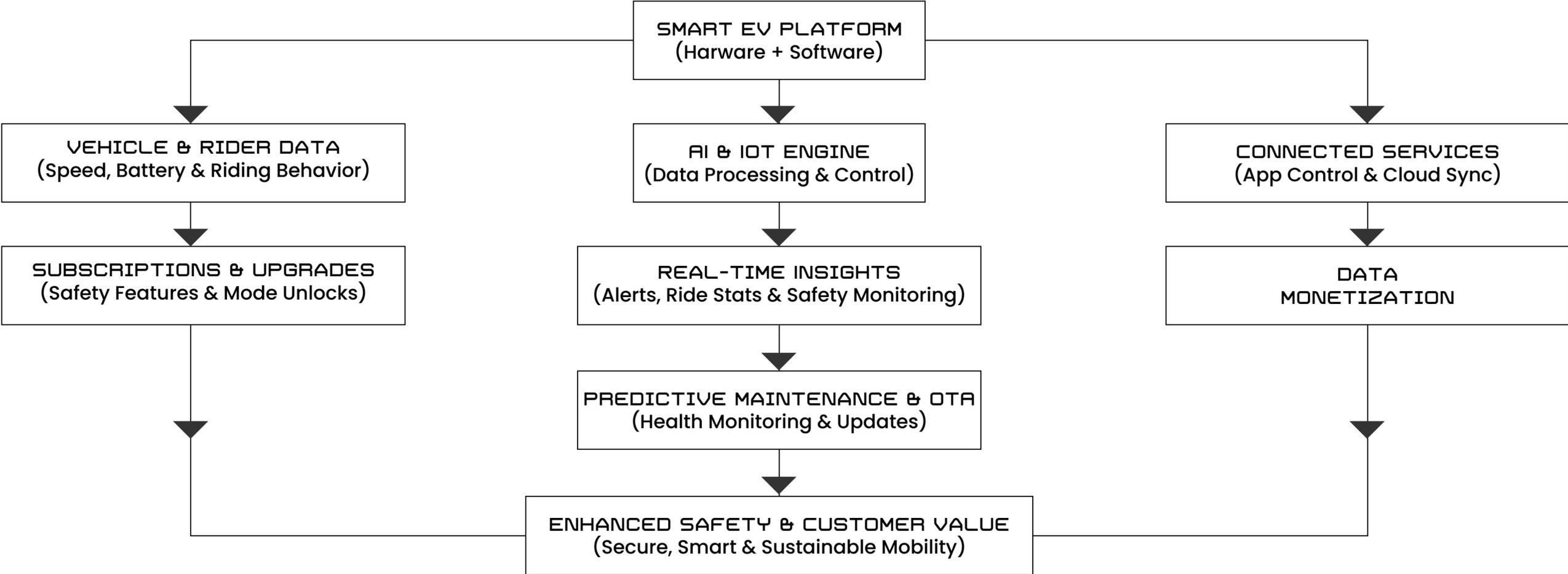
*Expected Sales Number in the Next 3 Years. **International Prices Will Differ

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REVENUE MODEL



AI DRIVEN BUSINESS MODEL



“AI-DRIVEN SOLUTIONS FOR SMARTER, SAFER RIDES”

MARKET OPPORTUNITY



TAM

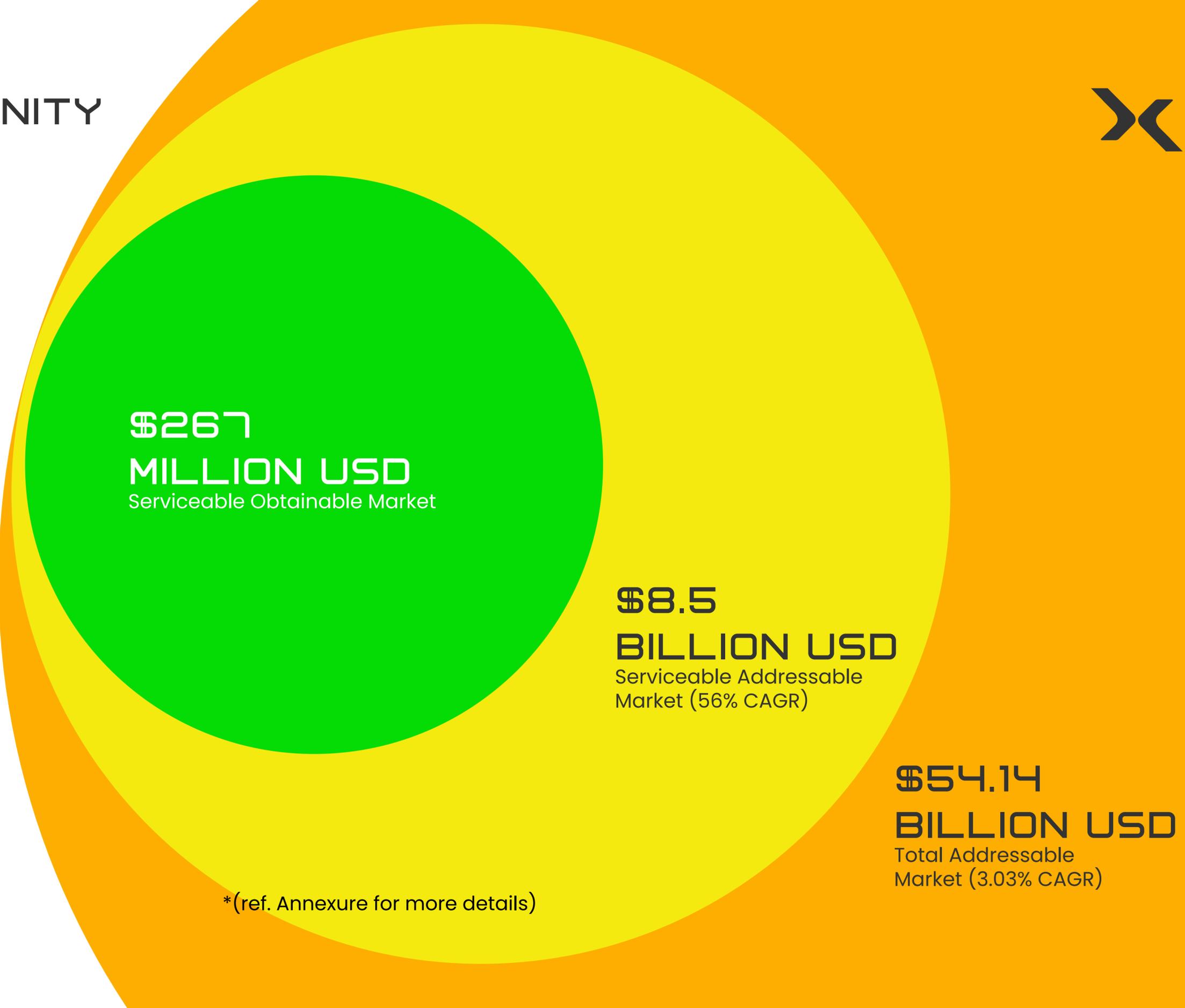
Estimated market size of the Indian two-wheeler industry in the year 2032 with the established 3.03% CAGR.

SAM

SAM: Estimated market size of the Indian EV two-wheeler industry in the year 2032 with the established 56%

SOM

Magron expects an EV market share of 1.5% and a revenue share of 2.5%



*Indian Market

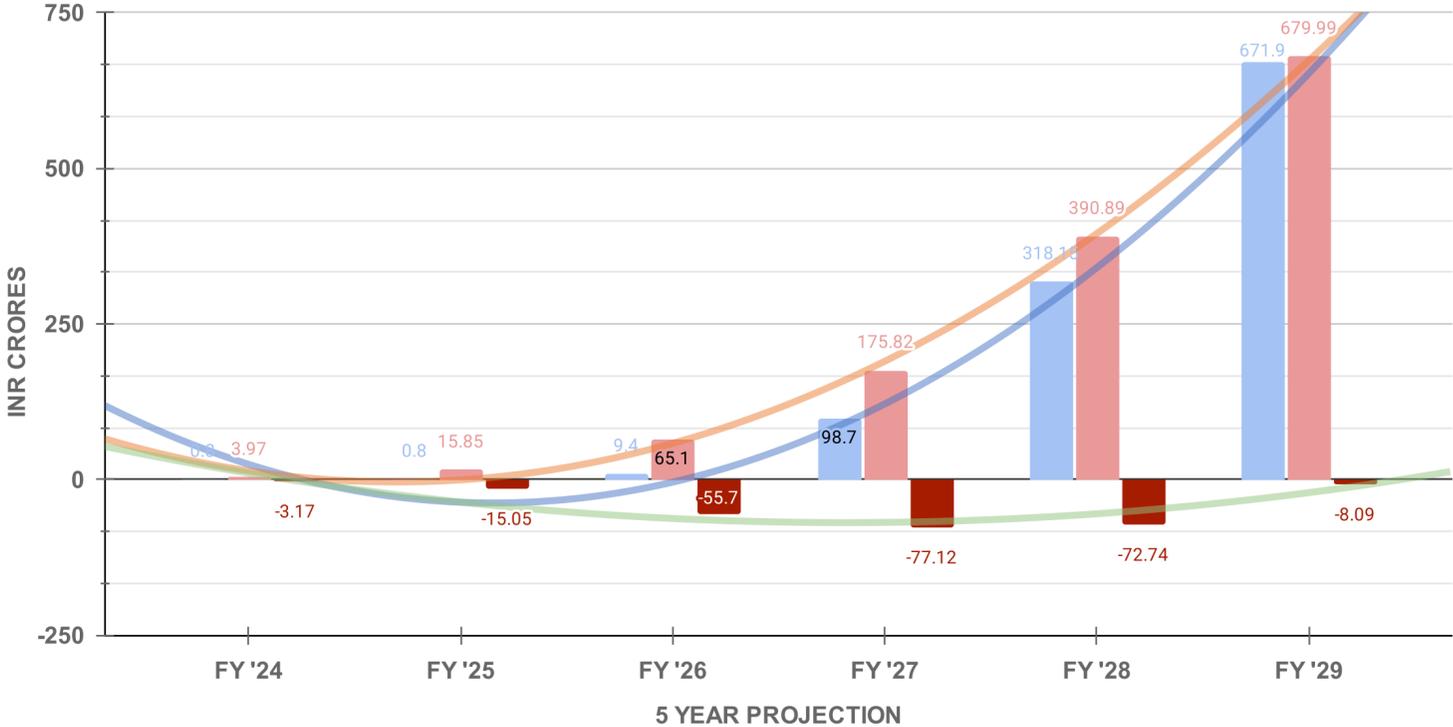
*(ref. Annexure for more details)

FINANCIAL PROJECTIONS

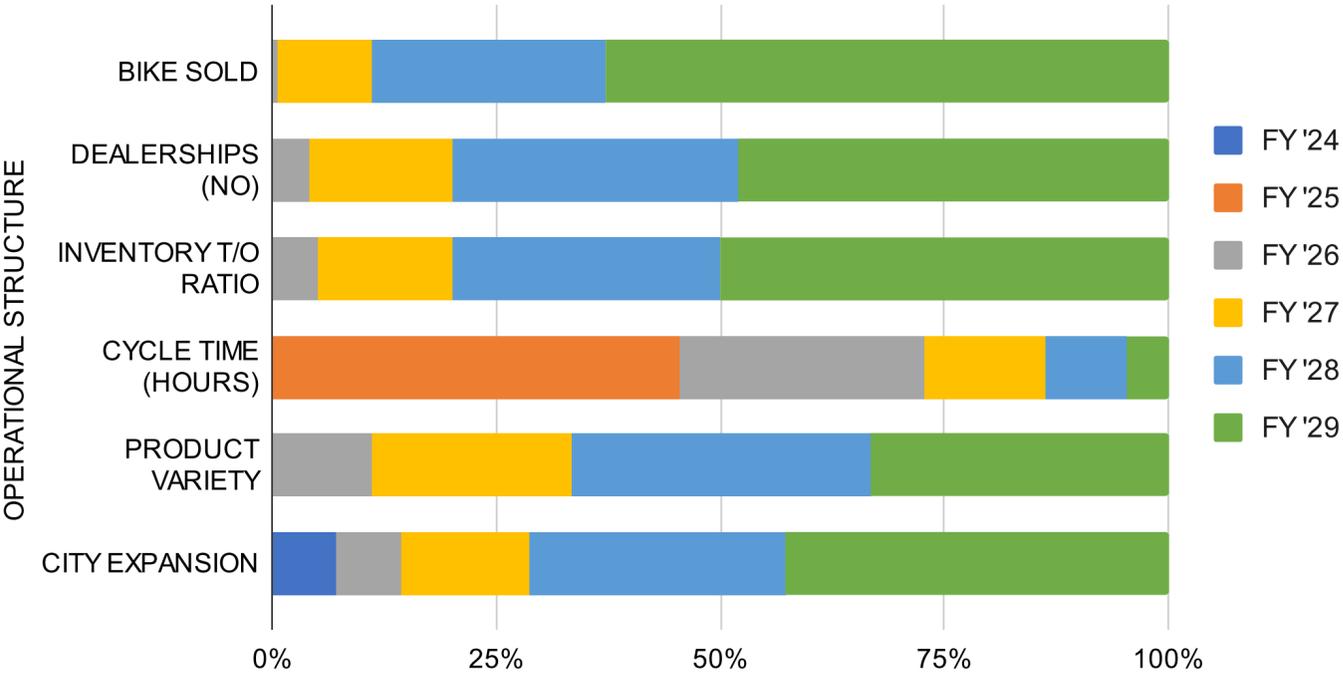


REVENUE, EXPENSE AND EBITDA

REVENUE EXPENSE EBITDA PROFITABILITY MEDIAN



OPERATIONAL STRUCTURE



FUND ASK - PRE SERIES A



~\$2Mn

RAISED TILL DATE

\$2Mn raised through a mix of equity, CCPS, convertible debt, and loans from directors, investors, and institutions. Strategically structured to support product development, platform setup, and early market activation.

\$5-6Mn

CURRENTLY RAISING

THE TEAM BEHIND MAGRON EV



CO-FOUNDERS



Abiram Menon

He is a technopreneur with 15 years of experience in R&D, product, and automotive engineering, 10 years of experience in startups, 2X C-level, 1X successful exit, and founding and core team member of Bounce.



Jahnvi Jaiswal

She is a statistician with 7 years of experience in software development, data science, and AI.

Her primary focus is addressing business problems using analytical, statistical, and programming tools to ensure effective solutions.

VP'S



Venu Gopal T. G.

He is an ops maverick with 10 years of experience in the mobility space. Building processes & teams for critical projects are his forte. Early founding team member at Wicked Ride (currently Bounce) witnessing a growth of 300x.



Sajith Rajasekharan

He is a marketing guru with 24 years of extensive experience in brand building, sales, and marketing. He has also owned businesses and scaled many other companies.

NON-EXECUTIVE DIRECTOR



Sajeev Rajasekharan

- Ex MD , Harley Davidson, Ex EVP Suzuki
Motocycles

He is a large-scale operations and leadership veteran and a catalyst for growth. He has 30 years of experience in multiple industries with expertise in business turnaround.



Sandeep Ramachandran

An engineer with an MBA from Syracuse, has 15+ years in Technology, Product & Strategy. He now drives Generative AI innovation, blending technical depth with strategic vision for real business impact.

TECH BRIGADE



Ajay Prabith

He is a dream artist with 11 years of experience as an industrial design manager, 8 of which were explicitly spent designing electric motorcycles. He has won coveted prizes like the CAD Crowd 2017 award and the RVID CRRC 2016 award for manufacturing.



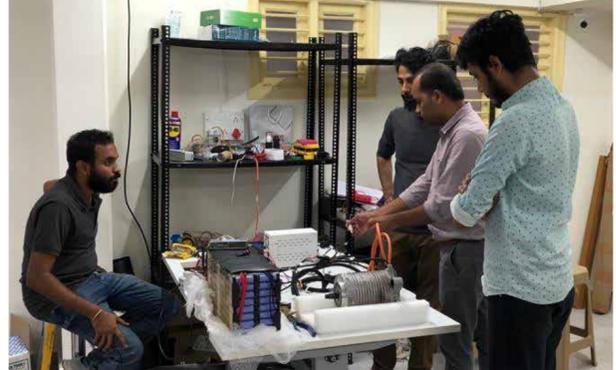
Amit H. B.

He is a manufacturing genius with 17 years of experience as a techno-man-ager in design, R&D & manufacturing. Core experience in engineering R&D, mechanical engineering, NPD, NPI, DFM, production, leading cross-functional teams



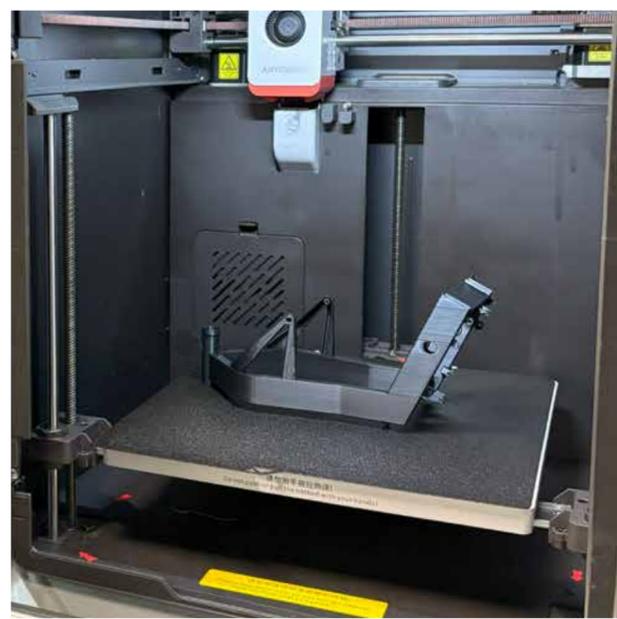
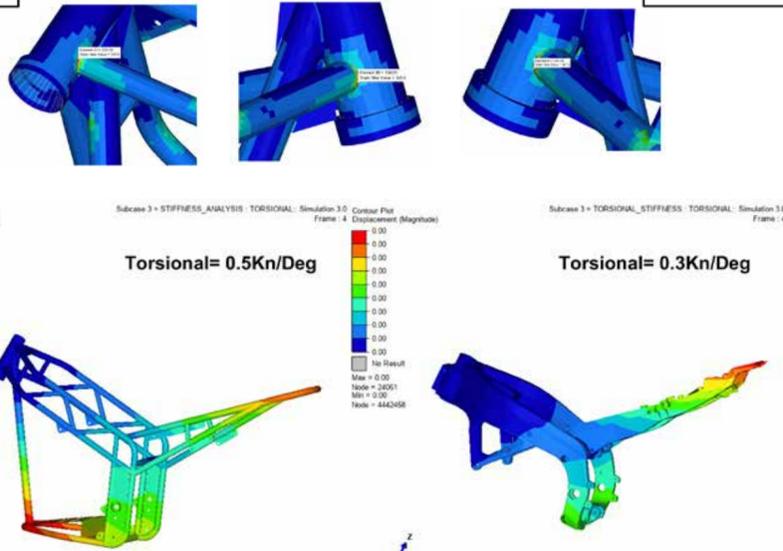
Shreyamsa Jain

He is a pioneer in electronics and firmware with 23 years of experience. He is the architect of Avx RTOS, designed the fastest X-ray machine for ViTro, and consulted for major players like Western Digital, Canon, and CISCO in ASEAN.



SX Model

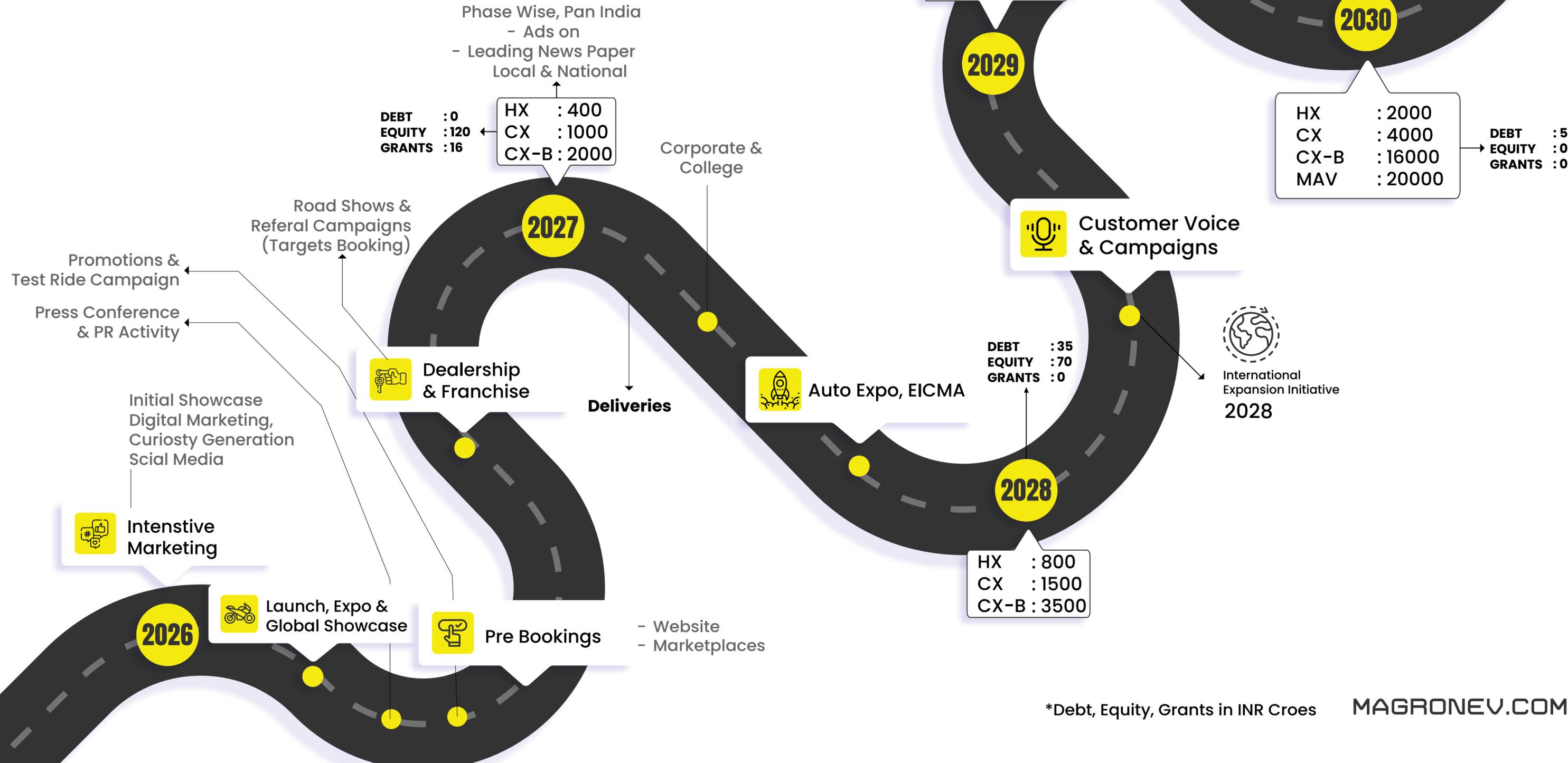
HX Model





ANNEXURE

ROADMAP (GO TO MARKET STRATEGY)



SUPPLY CHAIN, PROCUREMENT & LOGISTICS



PROCUREMENT HIGHLIGHTS

Cost Efficiency: Long-term supplier contracts to lock prices and minimize procurement risks.

Sustainable Sourcing: Compliance-driven *sourcing* with emphasis on recyclable and eco-friendly materials.

Vendor Scorecards: Supplier performance tracked through robust evaluation and scoring systems.

SMART FORECAST

Intelligent dashboards for accurate demand forecasting and proactive inventory planning.

LOGISTICS MODEL

Hub & Spoke: Centralized warehouses connected to distributors — ensures faster delivery and lower operational cost.

Digital Track: Real-time shipment visibility enabled by IoT and smart sensors.

Scalable Fulfillment: Modular logistics infrastructure that dynamically scales with market demand.



“ENABLING A RESILIENT, AGILE, AND SUSTAINABLE SUPPLY CHAIN FOR NEXT-GEN MOTORCYCLES.”

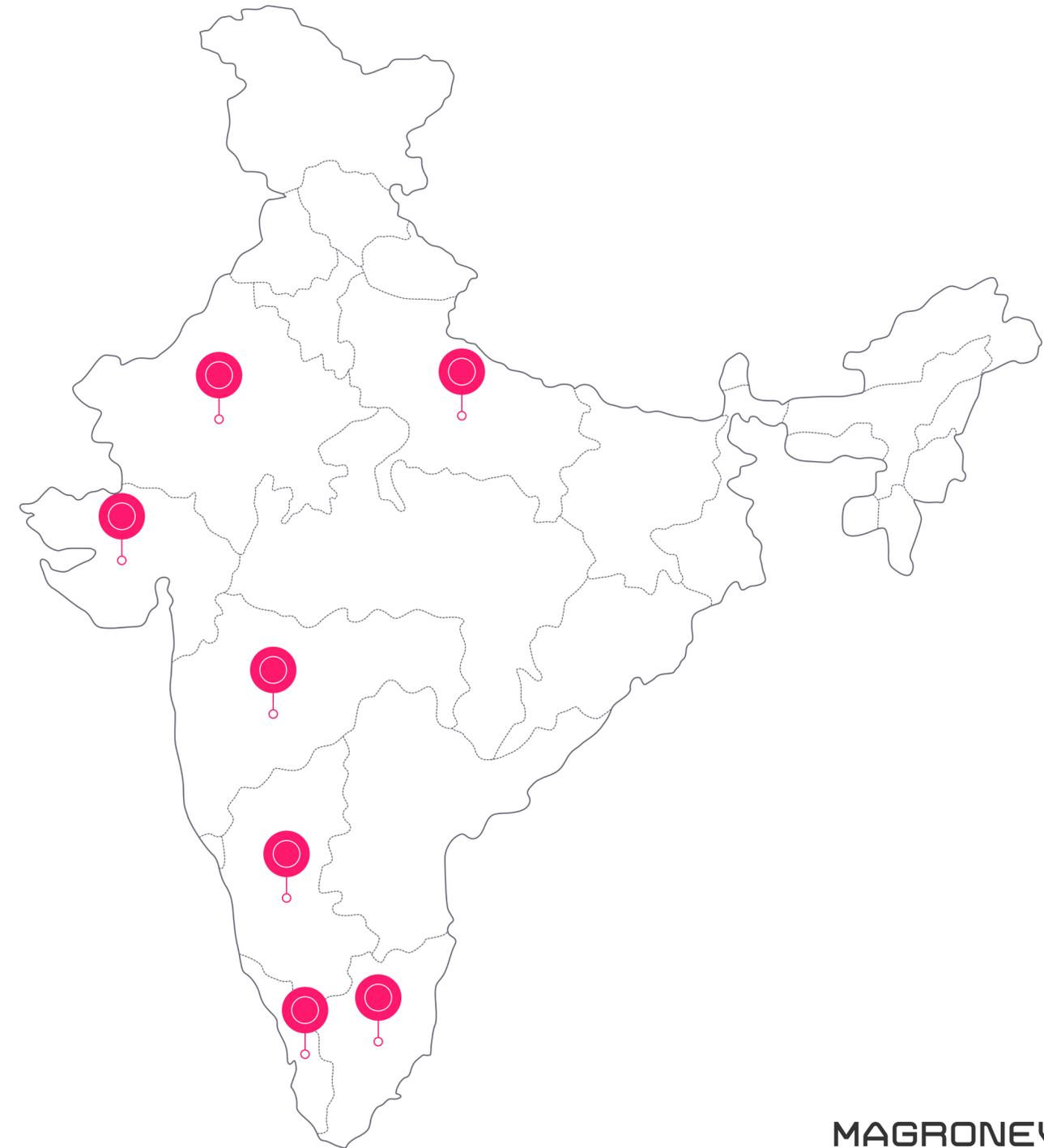
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INDIAN STATES WITH HIGHEST ELECTRIC TWO WHEELERS

(2024)



NO.	TOP 15 STATES	E2W SALES 2024
1	Maharashtra	2,10,174
2	Karnataka	1,55,454
3	Tamil Nadu	1,14,762
4	Uttar Pradesh	95,513
5	Rajasthan	76,821
6	Kerala	66,854
7	Madhya Pradesh	65,814
8	Gujarat	65,081
9	Odisha	56,306
10	Delhi	31,536
11	Andhra Pradesh	48,761
12	Chhattisgarh	33,138
13	West Bengal	22,905
14	Bihar	22,144
15	Punjab	19,858
-	Total	10,85,121



 MAJOR MARKET SHARE:
 MORE THAN 50% CONCENTRATED IN 6 STATES

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POTENTIAL MAPPING & DEALERSHIP REPRESENTATION



ZONE 1 - NORTH EAST & CENTRAL (NEC) - 35% CONTRIBUTION

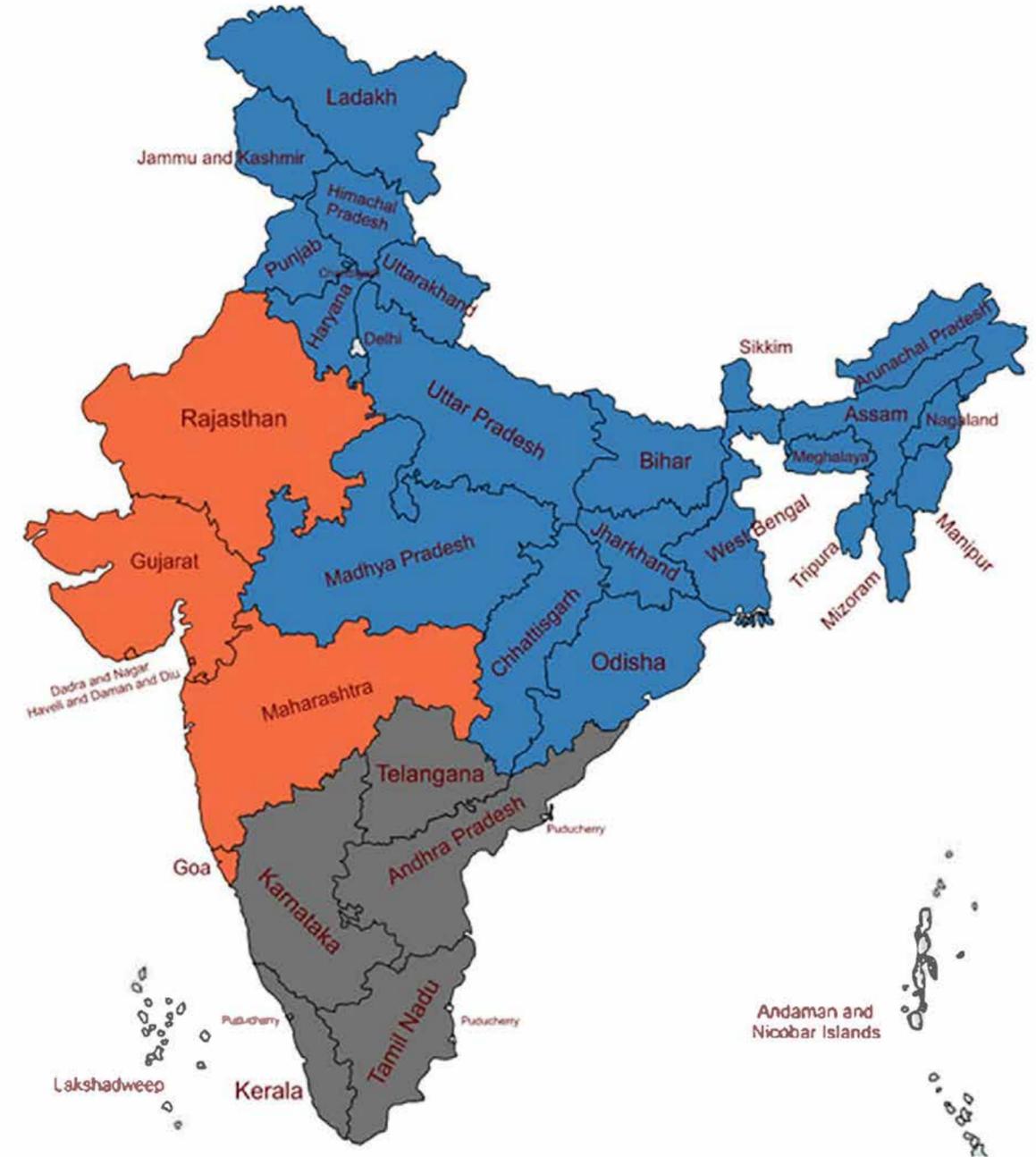
ZONE	NO. OF DISTT	PROJECTED VOL.	DEALER COUNT
Central	78	16K	14K
East & N-East	228	18K	15K
North	169	29K	24K

ZONE 2 - WEST - 31% CONTRIBUTION

ZONE	NO. OF DISTT	PROJECTED VOL.	DEALER COUNT
WEST	105	57K	48K

ZONE 3 - SOUTH - 34% CONTRIBUTION

ZONE	NO. OF DISTT	PROJECTED VOL.	DEALER COUNT
SOUTH	121	61K	51K



1500 UNITS/MONTH SALES THROUGH 150 REPRESENTATIONS
ACROSS INDIA (AVG 100 UNITS/MONTH/DEALER)

GTM ZONAL CLASSIFICATION

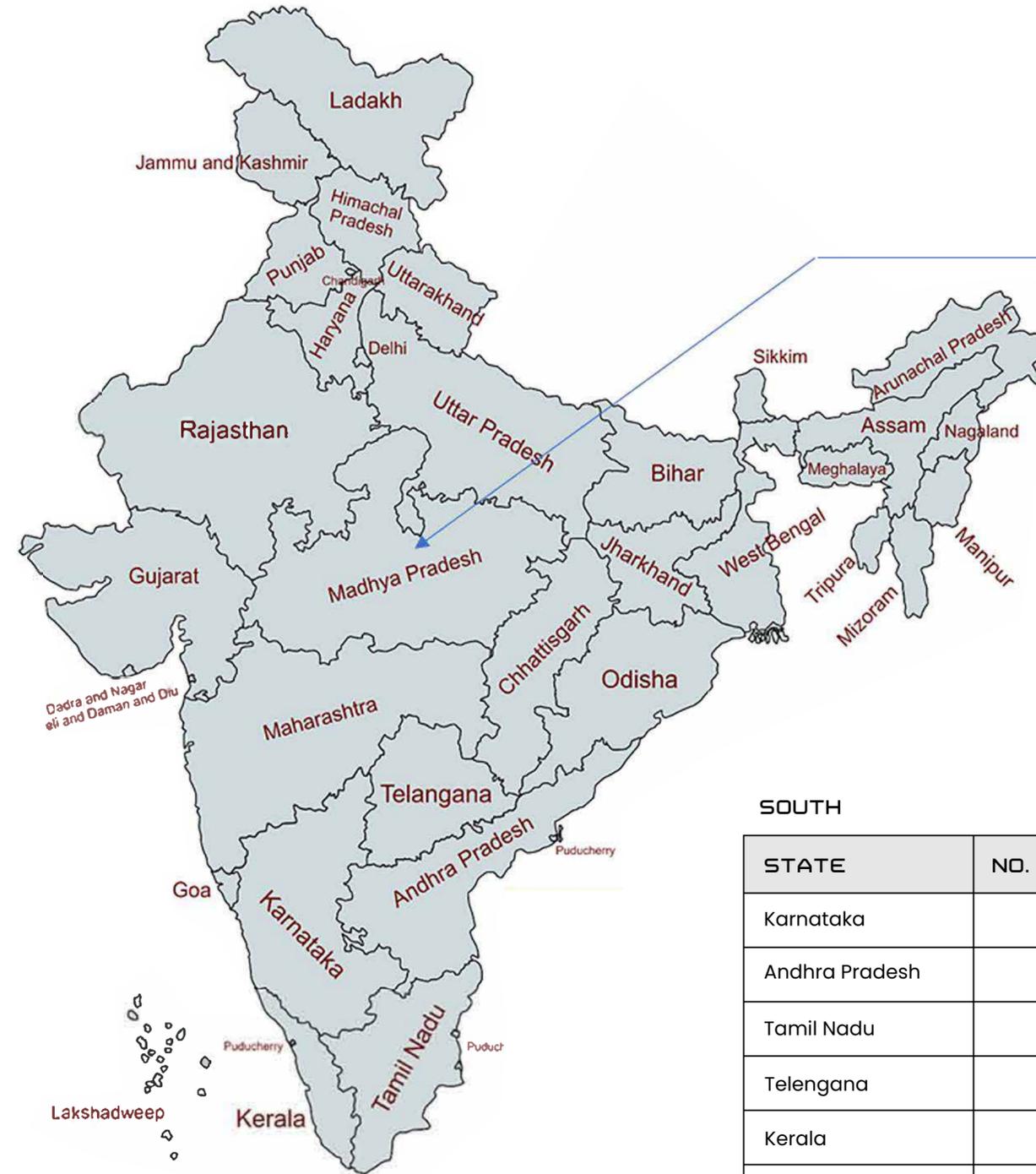


NORTH

STATE	NO. OF DISTT
Uttar Pradesh	75
Himanchal Pradesh	12
Uttarakhand	13
Punjab	22
Haryana	22
Jammu & Kashmir	22
Ladakh	1
Delhi	1
Chandigarh	1

WEST

STATE	NO. OF DISTT
Rajasthan	33
Maharashtra	36
Gujarat	33
Goa	2
Dadra & Nagar Haveli & Daman & Diu	1



CENTRAL

STATE	NO. OF DISTT
Lakshadweep	-
Andaman & Nicobar Islands	228
Madhy Pradesh	169
Chhattisgarh	27

EAST & NORTH EAST

STATE	NO. OF DISTT
Odisha	30
West Bengal	24
Jharkhand	20
Assam	33
Meghalaya	12
Manipur	16
Mizoram	8
Nagaland	11
Tripura	8
Sikkim	4
Bihar	38

SOUTH

STATE	NO. OF DISTT
Karnataka	30
Andhra Pradesh	13
Tamil Nadu	32
Telangana	31
Kerala	14
Puducherry	1

ZONAL VOLUME CONTRIBUTION



Zone Wise Sales Performance - TW EV/Last 3 Years

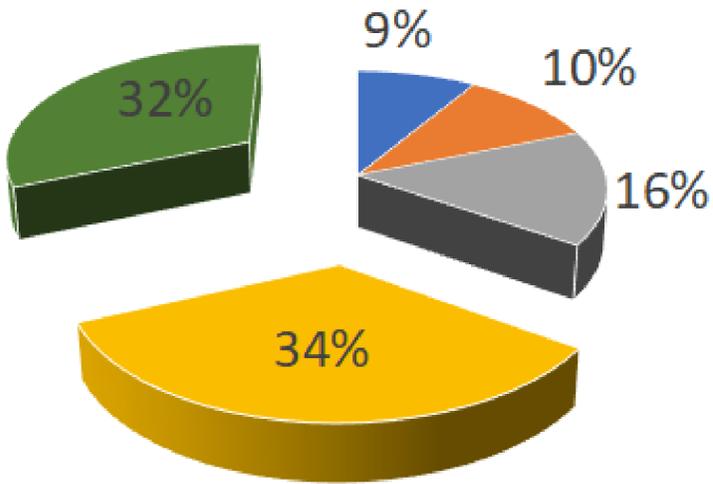
ZONE	2022		2022		2022	
	Sales	Contribution	Sales	Contribution	Sales	Contribution
Central	38823	6%	62138	7%	99022	9%
East	53050	8%	72582	8%	117364	10%
North	87122	14%	104946	12%	180424	16%
South	206995	33%	304180	35%	389908	34%
West	241328	38%	314460	37%	362446	31%
Grand Total	627318		858306		1149164	

- South & West Contribution is 65%-70%
- In 2024, South zone contributed is 65% - 70%

PHASE 1 - LOCATION MAPPING FOR MAXIMUM COVERAGE



Phase Wise Representation - Top Performing States



■ Central ■ East ■ North ■ South ■ West

- Total PAN India Sales (1.14 Mn Units)
- 83% of sales are from 10 states
- Maharashtra leading the sales followed by Karnataka
- Focused approach for +80 sales coverage

Top 10 States Sales

Zone	States	EV Sales 2024	Contribution
West	Maharashtra	210178	18%
South	Karnataka	155471	14%
South	Tamil Nadu	114766	10%
North	Uttar Pradesh	95540	8%
West	Rajasthan	76819	7%
South	Kerala	66828	6%
Central	Madhya Pradesh	65828	6%
West	Gujarat	65082	6%
East	Odisha	56303	5%
South	Andhra Pradesh	48761	4%

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Source: As per Vahan registration data, exlcudes Telangana

PHASE 1 - HIGH POTENTIAL LOCATIONS

Sales Management - Phase 1 Dealership Locations

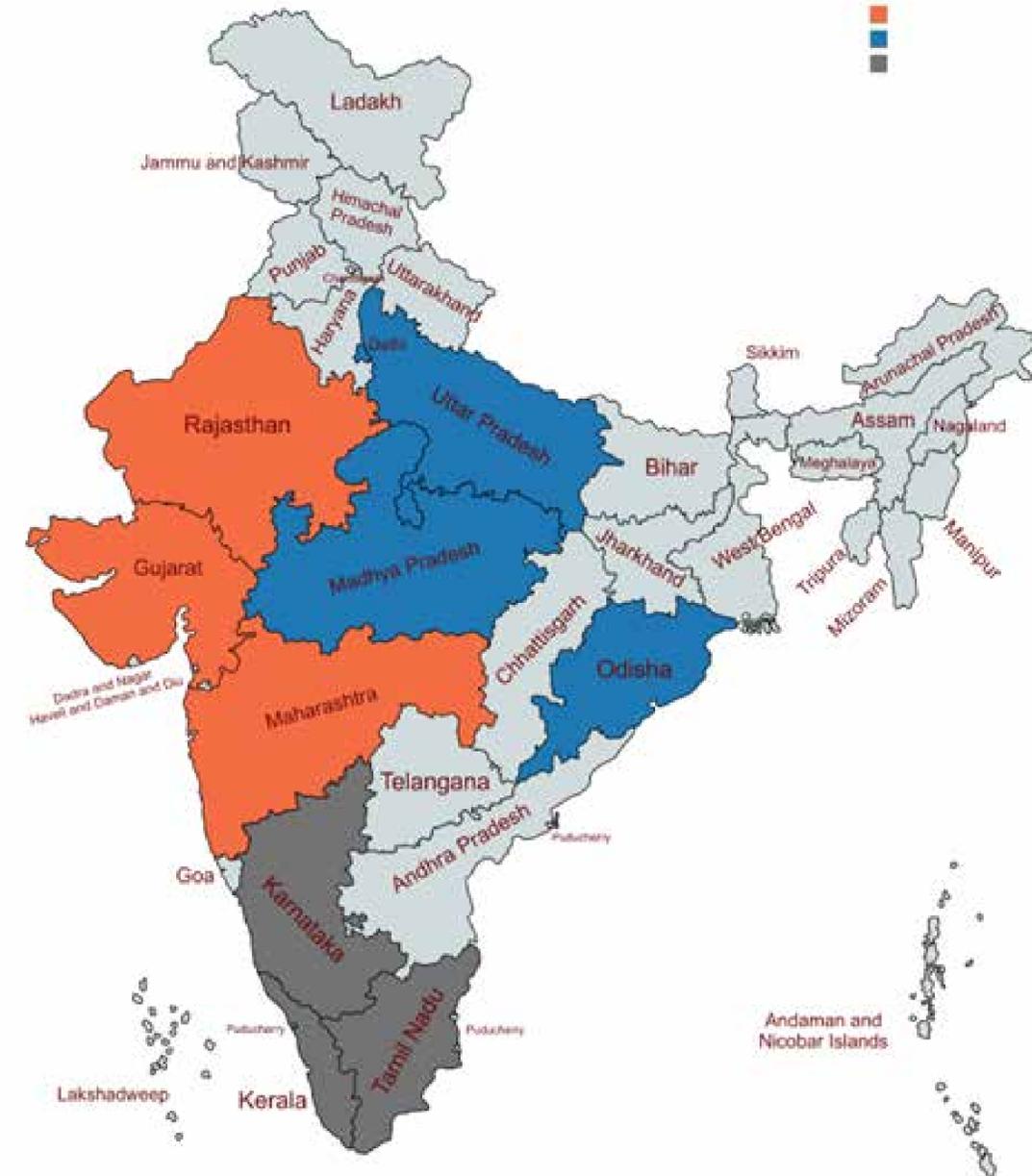


Representation basis - Top performing states and cities

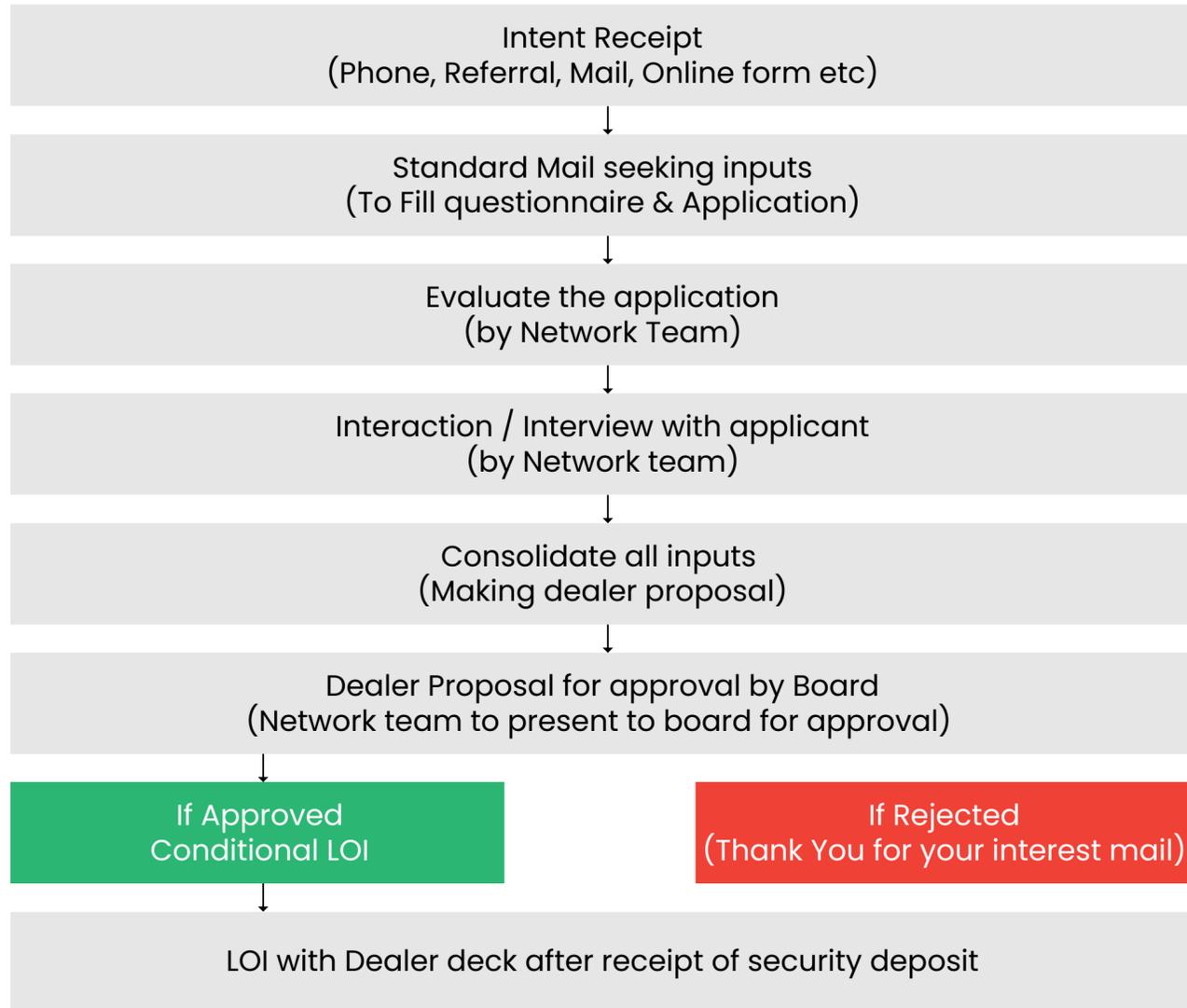
Zone	States	Top Performing Cities		
West	Maharashtra	Pune	Mumbai	Nagpur
South	Karnataka	Banalore	Mysore	Belagavi
South	Tamil Nadu	Chennai	Coimbatore	
North	Uttar Pradesh	Lucknow	Agra	Noida
West	Rajasthan	Jaipur	Jodhpur	
South	Kerala	Trivandrum	Kozhikode	
Central	Madhya Pradesh	Indore	Bhopal	Gwalior
West	Gujarat	Ahamadabad	Surat	Vadodara
East	Odisha	Bhuvneshwar		
South	Andhra Pradesh	Vijayawada	Vishakhapatnam	

Representation basis - Strategic locations

Zone	States	Top Performing Cities		
North	Delhi NCR	Delhi	Gurgaon	
North	Punjab	Chandigarh	Ludhiana	
South	Telangana	Hydrabad		

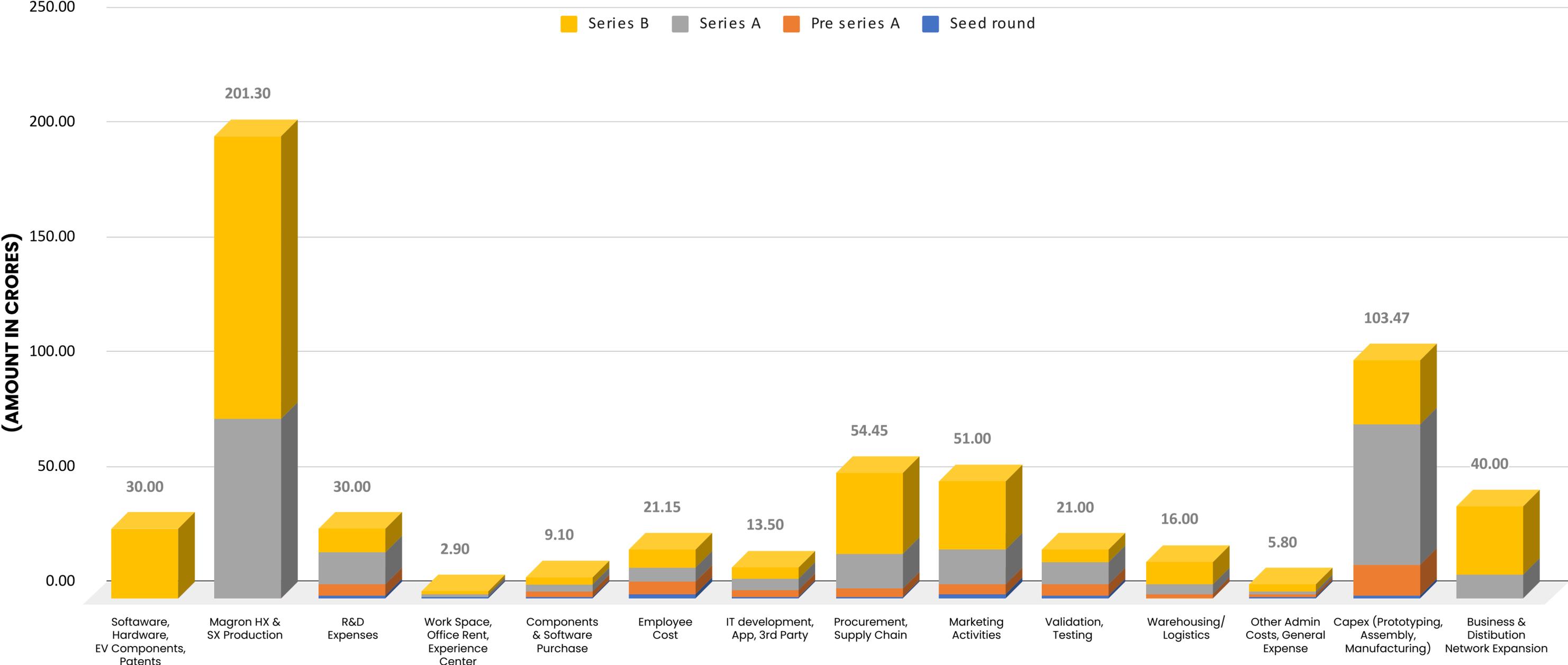


DEALERSHIP GUIDELINES



Infra	Area	Remarks
Showroom	2000 Sq Feet	15% deviation allowed in case of CAT A, high traffic locations
Workshopt	1000 Sq Feet	1S+2S separate locations allowed in case of Cat A (if showroom is proposed in high traffic locations)
Front	25 Feet	20% deviation in case of CAT A high traffic locations
Floor	Infra on single floor (Ground)	Deviation allowed for multiple floors only CAT A. (1S & 2S)
Design	As per the CI Design guidelines and execution through empaneled vendor	
Tools & Equipment	From the approved vendors and as per the workshop load requirements	
Furniture & Fixtures	As per the CI Design guidelines and execution through empaneled vendor	

FUND USAGE BREAK UP (600 CR TOTAL) (UNTIL SERIES B)



(APPROX. FUND USAGE)

SEED EXTENSION ROUND - ₹9 CR | PRE SERIES A - ₹46 CR | SERIES A - ₹150 CR | SERIES B - ₹204 CR

*EXPECTED REVENUE GENERATION IN SERIES A & B IS 275CR

MOBILITY ARCHITECTURE & GLOBAL RESEARCH ORGANISATION

- The future is green & green is electric



THANK YOU

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