



**PLUGGO**  
A RAPID CHARGING ZONE



**EV Charging  
Network Provider**

**Industry-Leading EV  
Public Charging Solutions**

**PARTNERS**



**Franchise  
Operators**



**Real Estate  
Developers**



**EV Vehicle  
OEM's**



**Fleet  
Operator**



**DISCOMs**

# Our Vision

**“Become a brand of choice among e-vehicle users”**



## Mission

EV Motors India has been set-up to provide “Energy as a Service” solution to e-mobility consumers by leveraging EV Charging & Energy Storage infrastructure developed on our unique cutting edge technology platforms.

## About PlugNgo

“PlugNgo” has been established for the development of Public EV Charging Network in India and partner with various Franchise Operators, Fleet Operators, DISCOMs, Real Estate Developers, Electric Vehicle OEMs & other industry players.

PlugNgo has a vision to leverage some of these partnerships to expand its network not only for the Indian market but for global market as well. Our strategic association with global manufacturers allows PlugNgo to look beyond India to support global EV owners.



# Our Strategy

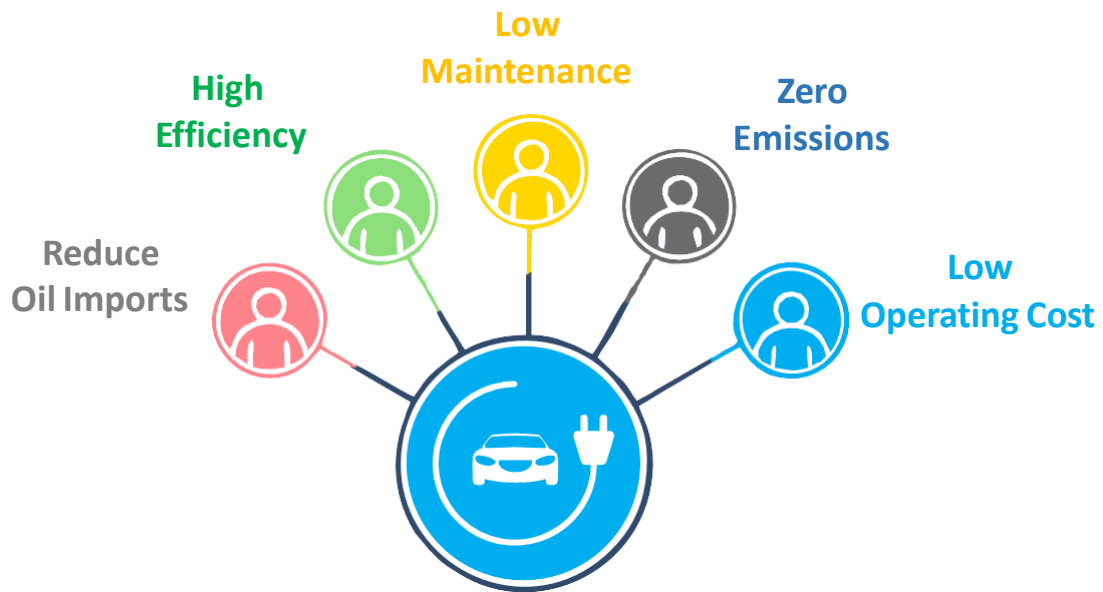
To provide Turn Key solution for EV Charging network development across India, we utilize the vast experience of the PlugNngo team to understand customer requirements and deliver a comprehensive solution.

We work with our partners to implement an end to end solution and achieve tangible results.



**“ PlugNngo provides One stop shop for Tailored Charging Station Solution with Strong After Sales Support”**

# Why EVs



Population of electric vehicles is growing day by day with new EV models hitting the market. To ensure a smooth operations of these vehicle, there is a requirement of proper establishment of integrated charging infrastructure across India. In order to support e-mobility, we offer EV Charging station business model for our partners to help establish a network of charging infrastructure across Cities, Businesses & Residential complexes.

The Business Model allows our partners to tap into the huge market opportunity while mitigating their risk. It also allows our partners to benefit from the upside as the market evolves.

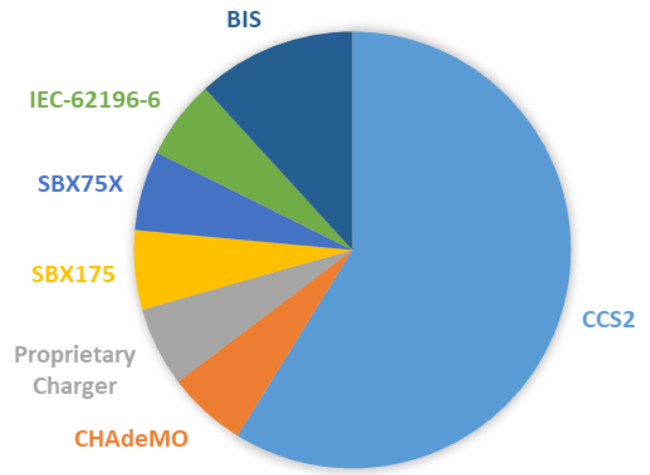
Our partners will assist us to deploy the charging station across numerous location types including :

- Airports
- Auto dealers
- Hospitals
- Hotels
- Municipal locations
- Residential Complexes & Condos
- Parks and Recreation areas
- Parking lots
- Colleges & Universities
- Shopping Malls
- Transportation hubs
- Workplace locations

When you become a partner with PlugNgo, it offers electric vehicle (EV) charging equipment and access to its fastest growing Cloud Based Intelligent EV charging network "PlugNgo Network".

# Charging Equipment for 2W / 3W / Cars & Buses

The charging equipment range of PlugNgo includes 2-wheelers, 3 wheelers, passenger cars and buses and includes low voltage, medium voltage and high voltage chargers along with the global standards including Type-2, CCS2 and BIS. This covers almost the entire spectrum of chargers for the Indian market.



## Charger Offering through PlugNgo Brand

PlugNgo offers a complete range of equipment to meet the charging needs of existing vehicles on road. Current offering of EV chargers is listed below:

### Public Chargers



**180 kW Charger with CCS2-2 Guns (For 4W/Bus)**



**20 kW with 7 Connectors (For 2w/3W)**

### Residential/Office Chargers



**3.3 kW Charger Industrial Socket**



**7.4 kW AC Type-2 Gun**

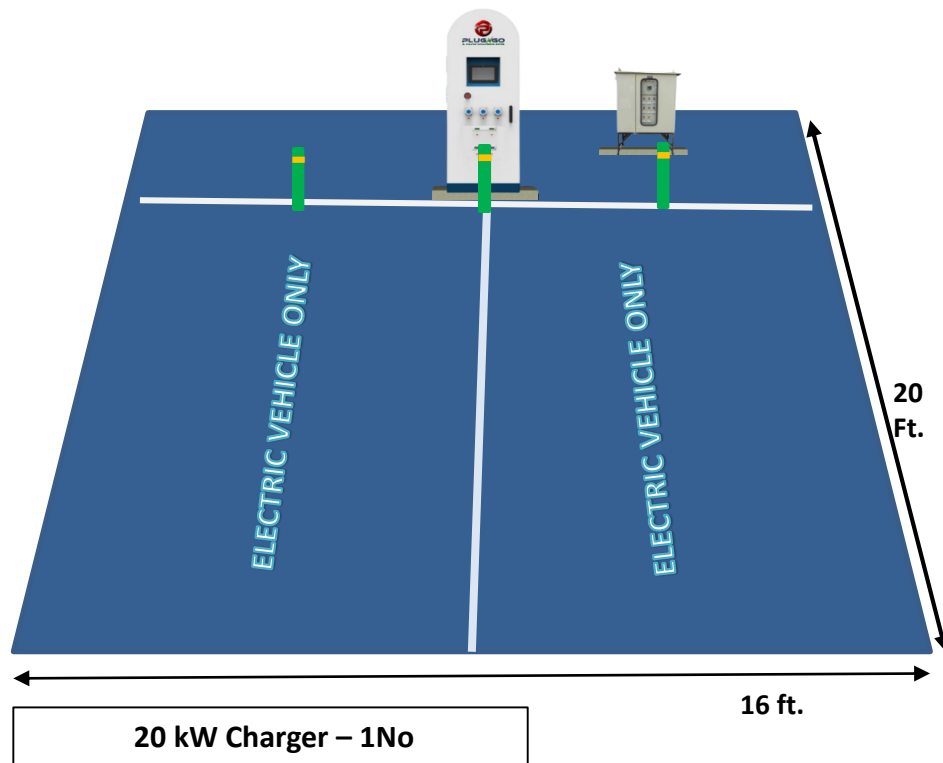


**10.7 kW Type-2 Gun and Industrial Socket**

# Franchise Business Model - PlugNgo

With the market's growing demand for e-vehicles and the continuous launch of new models, PlugNgo presents an excellent opportunity for franchisees to invest in the EV Charging Infrastructure business and gain a first-mover advantage. The various type of Franchise Models are as follows:

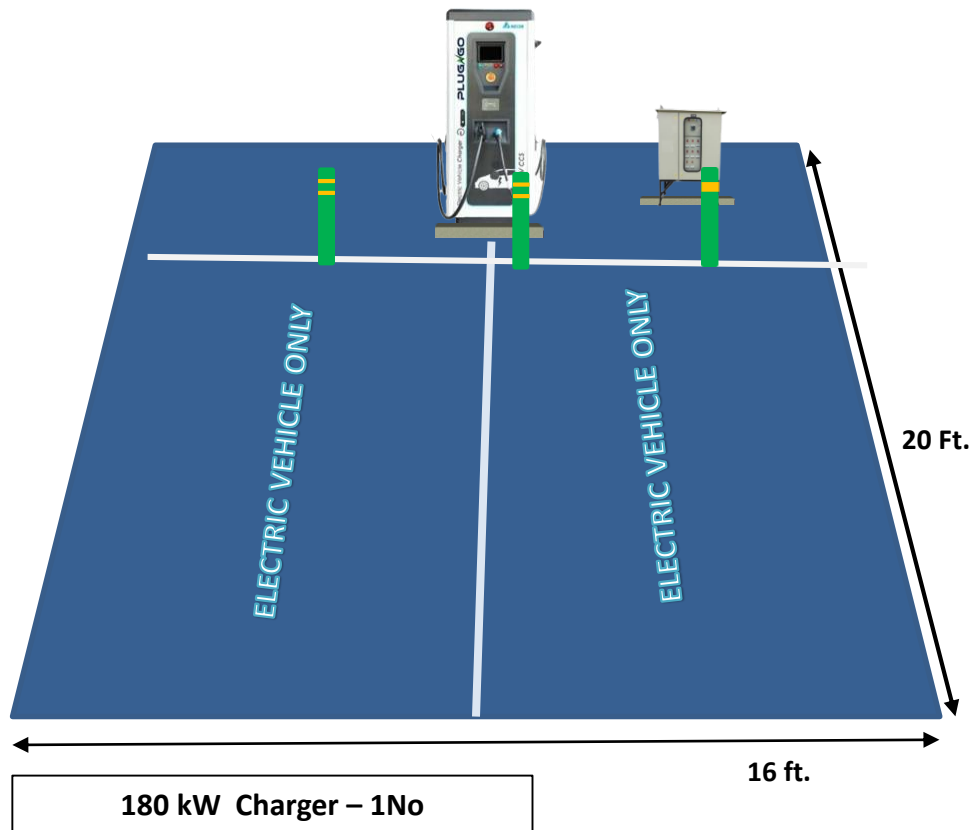
## Franchise Model - 1



## Franchise Requirements (Model-1) :

- 20 kW Charger installation at the outlet
- Parking space: Around 400 to 500 sq. ft. (Two parking bays)
- Electricity Load: 20 kW
- Charging station to include Chargers, Canopy, security cameras, Fire Extinguishers, Signage/ branding at entry, Network Connectivity Equipment etc.
- 24x7 Manpower and operation of the charging station (Optional)
- PlugNgo Software Platform for managing operations and payments.

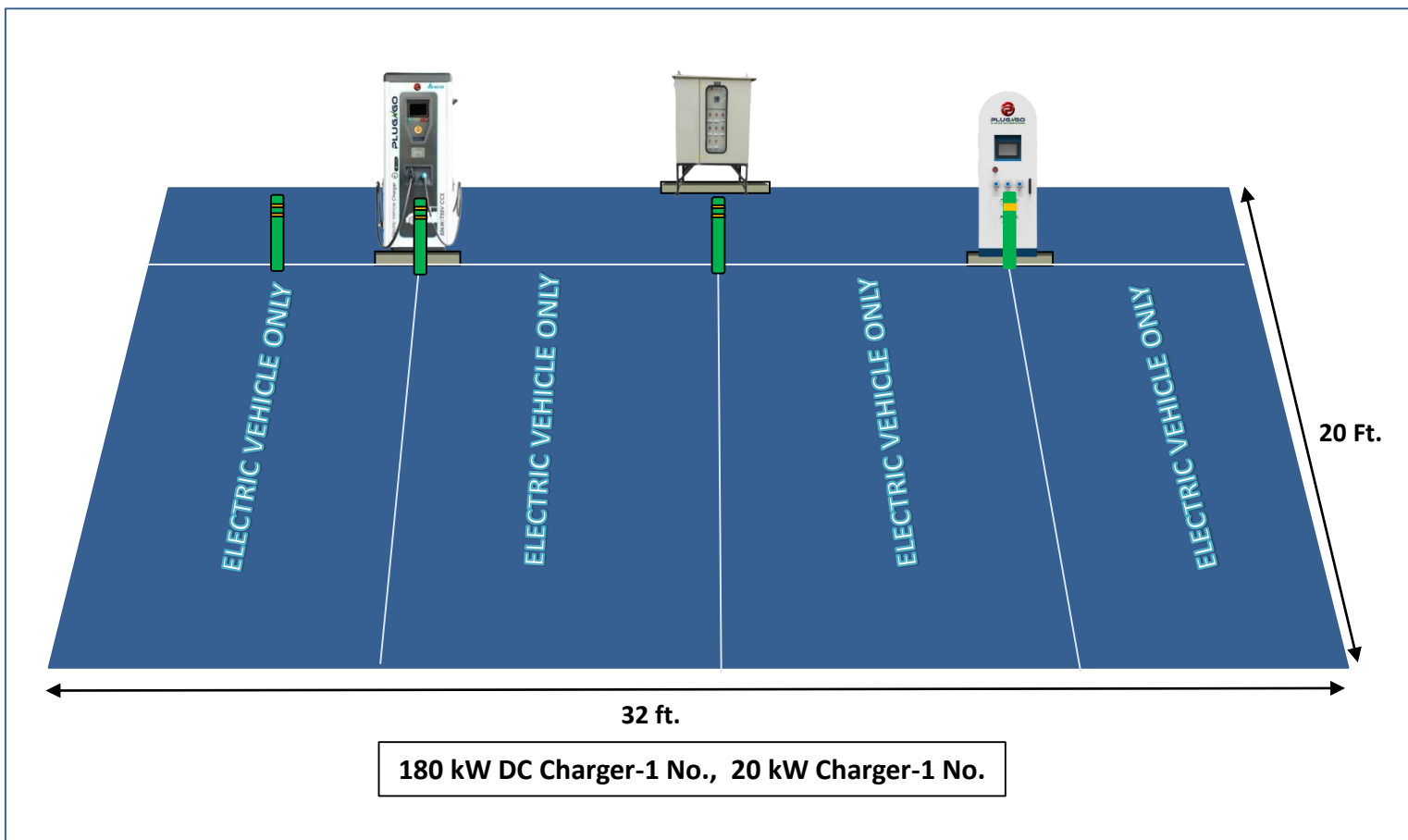
## Franchise Model - 2



### Franchise Requirements (Model-2) :

- 180 kW charger installation at the outlet
- Parking space: Around 400 to 500 sq. ft. (Two parking bays)
- Electricity Load: 180 kW. (Transformer may be required at few locations)
- Charging station to include Chargers, Canopy, security cameras, Fire Extinguishers, Signage/ branding at entry, Network Connectivity Equipment etc.
- 24x7 Manpower and operation of the charging station (Optional)
- PlugNgo Software Platform for managing operations and payments

## Franchise Model - 3

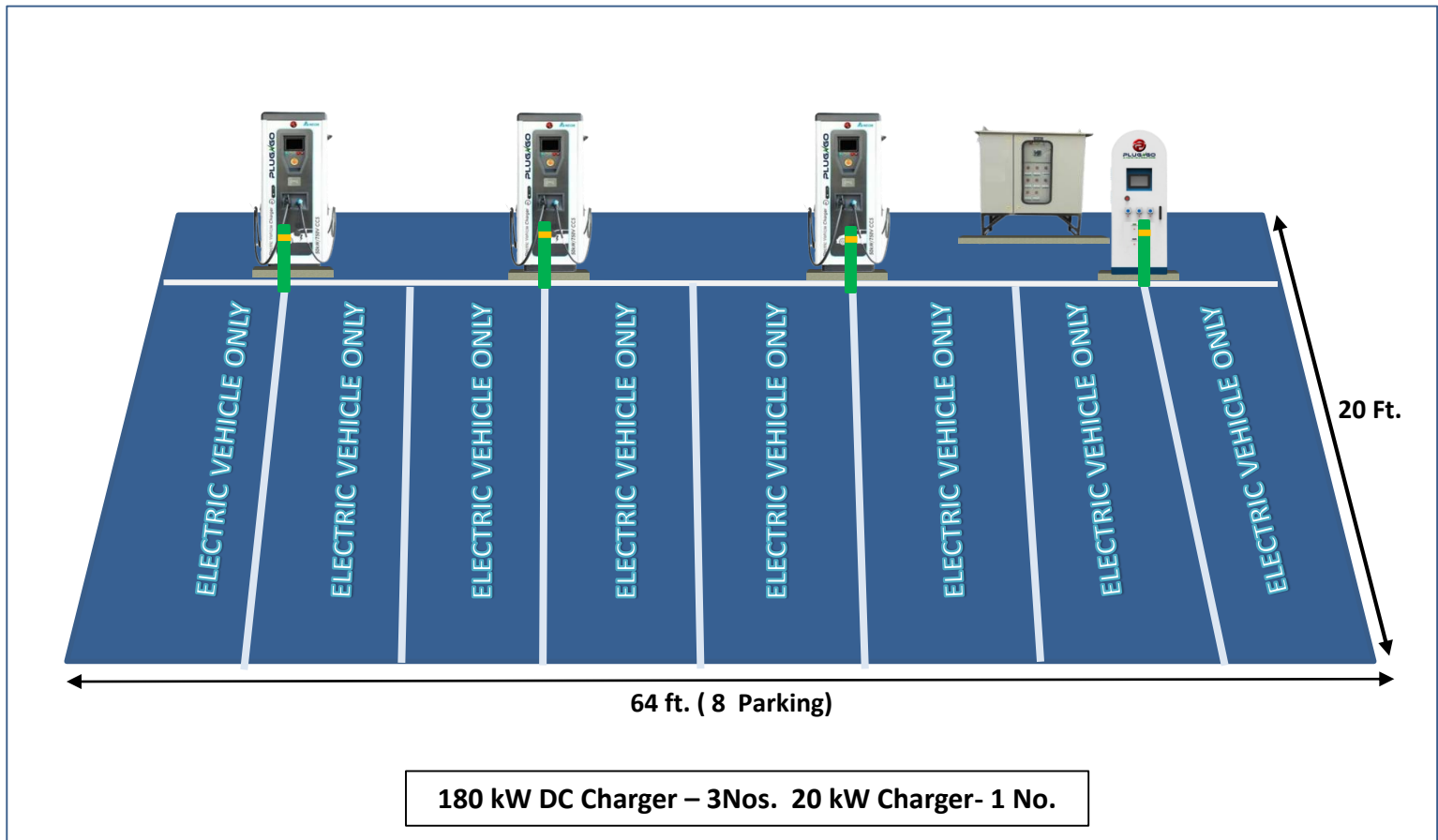


### Franchise Requirements (Model3) :

- 180 kW & 20 kW charger installation at the outlet
- Parking space: Around 800-900 sq. ft. (Four Parking bays)
- Electricity Load: 200 kW. (Transformer may be required at few locations)
- Charging station to include Chargers, Canopy, security cameras, Fire Extinguishers, Signage/ branding at entry, Network Connectivity Equipment etc.
- 24x7 Manpower and operation of the charging station (Optional)
- PlugNgo Software Platform for managing operations and payments



## Franchise Model – 4 (Highway)



### Franchise Requirements (Model-4 Highway):

- 3 Nos- 180 KW and 1 No- 20 kW charger installation at the outlet
- Parking space: Around 1600-1800 sq. ft.
- Electricity Load: 560 KW.
- Charging station to include Chargers, Canopy, security cameras, Fire Extinguishers, Signage/ branding at entry, Network Connectivity Equipment etc.
- 24x7 Manpower and operation of the charging station (Optional)
- PlugNngo Software Platform for managing operations and payments.

## **Roles & Responsibilities**

- Investing and operating PlugNgo charging station outlet in the area allocated to Franchisee
- New outlets developments by Franchisee when demand increases beyond certain limit
- Deployment of Manpower at the outlet
- Franchisee performance review to be done every quarter based on targets
- Centralized digital payments



## **Revenue Model**

- Pay as you go: Based on Per unit charging
- Subscription Model: Unlimited Monthly Charging with Subscription Fees
  - Payment to be made to Franchisee by EVM weekly/ bi-weekly

## PlugNgo - EV Outlet



## Value Proposition

### EVM support for Franchise Operator

- EVM provides EV Chargers & Installation at each franchisee location
- Co-Branding & Advertising opportunity
- PlugNgo Cloud based Software Platform
- Easy & Secure Payment with details of transaction logs
- Provide support to increase Revenue on per customer visit
- 24X7 Operations support
- Marketing Support to increase EV at Outlet
- Warranty & Service support

# PlugNngo E-Charge Mobile App

- User registration based on his mobile number
- Entry of user vehicle details
- Shows nearest charging points
- Displays the Status of charger: Available, In Use, Under Maintenance, Upcoming
- Shows best route from user's location
- User authorization using OTP
- Payment through Credit card, Debit card, Net banking
- Log of transactions with details available to the user through the mobile app



Efficient Allocation



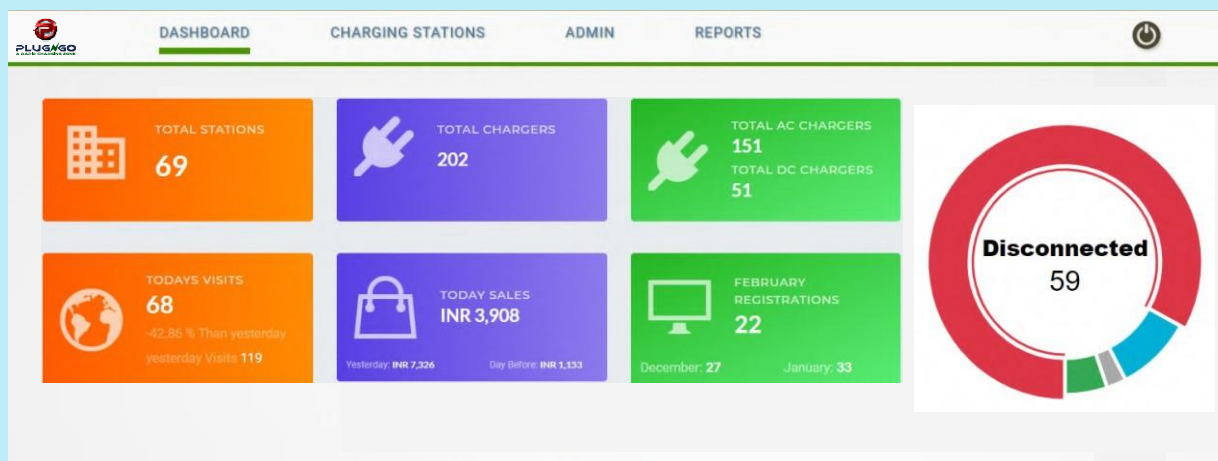
Integrated & Secure Payment Gateway



Track Usage History Payment & Charging

## PlugNngo Backend Service Centre:

Dashboard provides instant details of energy consumed, charging statistics, new users details and other relevant reports







# Training Program

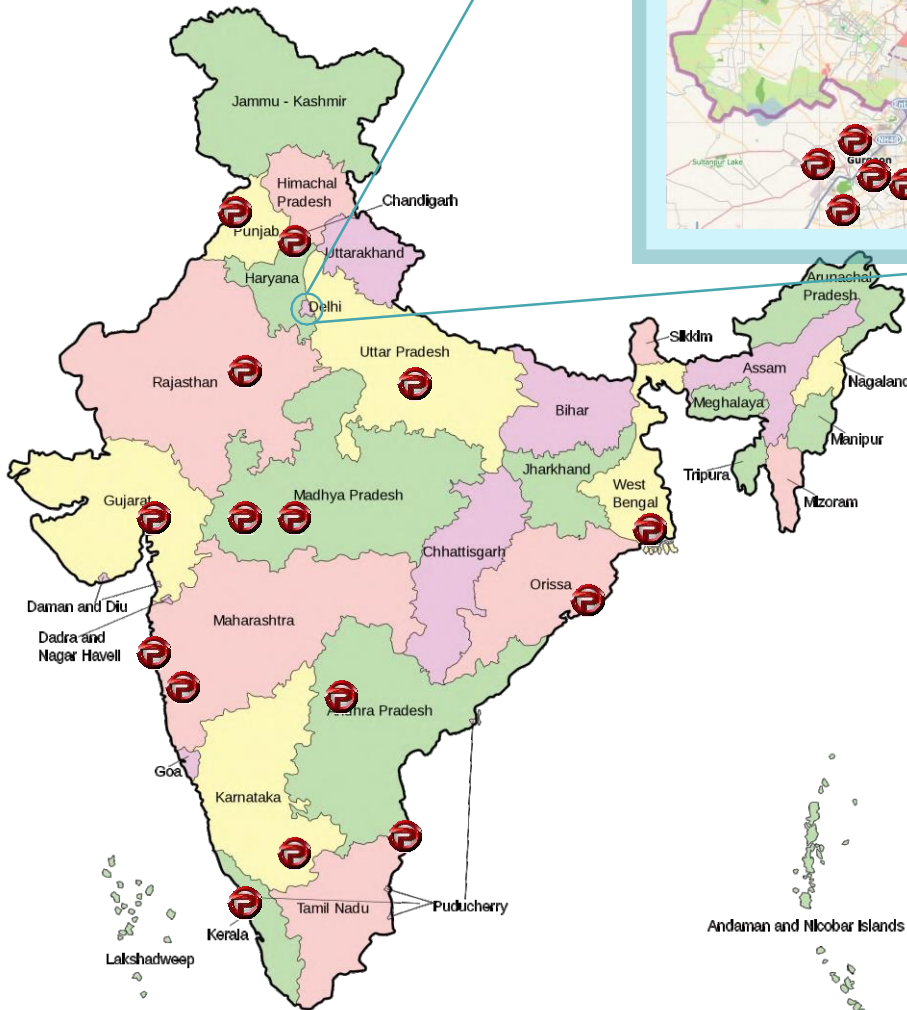
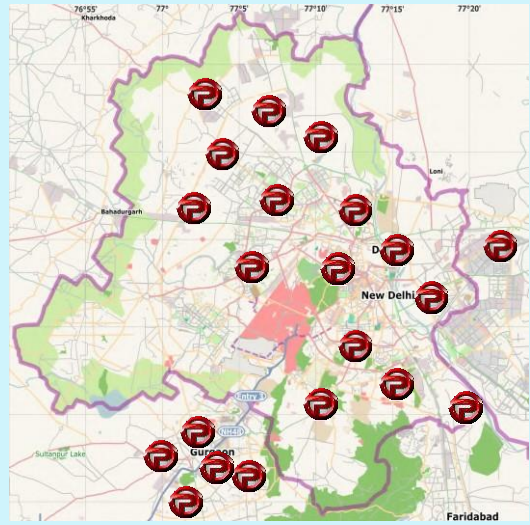


- Introduction to Electric Vehicle Charging
- EV Charger Troubleshooting, Repair and Commissioning
- First responder safety and fire hazard measures
- EV battery types, specifications, and charging characteristics
- Service-level assessments and upgrade implementation
- Integration of electric vehicle infrastructure with distributed generation
- Understanding Internet Protocol (IP) networking of charging stations

**“ To provide seamless support to our customers, Our Technicians undergo a comprehensive and Robust training program which is further supported by our Charging Equipment Manufacturers”**

# PlugNgo Proposed Charging Outlet Locations

## New Delhi - NCR



 Proposed

- Amritsar
- Ahmedabad
- Bengaluru
- Bhubneshwar
- Kanpur
- Cochin
- Chennai
- Chandigarh
- Hyderabad
- Indore
- Jaipur
- Kolkata
- New Delhi - NCR
- Pune
- Mumbai





**PLUGNGO**  
A RAPID CHARGING ZONE

**“Partner with us to support development  
of e-mobility eco-system”**

## **EV Motors India Private Limited**

**Registered Office:**  
E-5, 1st Floor,  
Connaught Place,  
New Delhi 110001  
Phone : 011 43550176  
email: [info@ev-motors.com](mailto:info@ev-motors.com)  
Website: [www.ev-motors.com](http://www.ev-motors.com)

**Corporate Office:**  
C-98, 4th Floor,  
Sector -2 Noida  
U.P 201301  
Phone – 0120 4088009  
email: [info@plugngorc.com](mailto:info@plugngorc.com)  
[www.plugngorc.com](http://www.plugngorc.com)