

A T H E R

*“The Stone Age came to an end not for lack of stones
And the Oil Age will come to an end not for lack of oil”*

– Sheikh Yamani, former Saudi Oil Minister

Team



Tarun Mehta and Swapnil Jain, co-founders:

- Batch of 2012, IIT Madras
- Have together worked on several products and have 7 patents
- Team shares a strong background in FSAE (race vehicles built at university level for international competitions)



Arun - head of product

IITM, was head of FSAE. Worked in ITC



Jeevan - head of vehicle comm.

IITM, M.Tech



Girish - BMS designer

IITM, M.Tech



Shantanu - vehicle designer

IITB, 5 years of work exp. in TVS



Bikash - mech designer

Scrutineer, FSAE India



Kislay - electrical engineer

IITG



Arvind - battery pack designer

PESIT, Bangalore

Team of 40

Electric two-wheeler market

Current sales of: 20,000-30,000 p.a.

Demand by 2020: 5 million annual

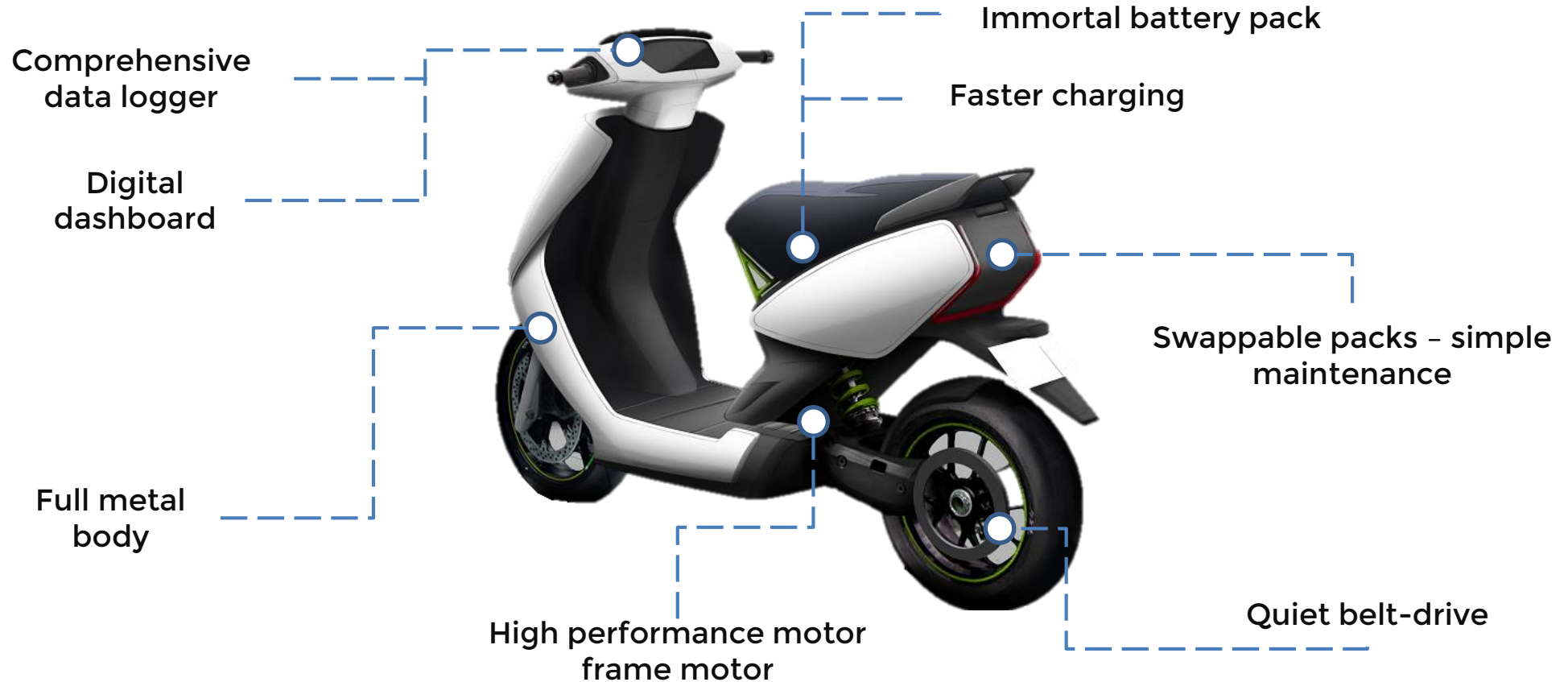
Annual growth of **100%+ p.a.** for the next 6 years

Existing players:



HERO ELECTRIC

Our product - a smart scooter



Our key differentiators

Current products:

- x Low speed (40kmph)
- x Poor acceleration
- x Poor battery performance
- x Long charging times (8 hours)

solved by
→

Ather scooters:

- ✓ 72 kmph
- ✓ 0-60kmph >Honda Activa
- ✓ Battery warranty of: 50,000 km
- ✓ 45 mins for 80% capacity

Competitive advantages

In-house design:

- **Lithium ion battery packs**
- **Battery management systems**
- Chassis
- Suspension systems
- **Data logging modules**

**Unparalleled
design integration**

“People who are serious about their software, should make their own hardware”

- Alan Kay

Target market



16-36 years

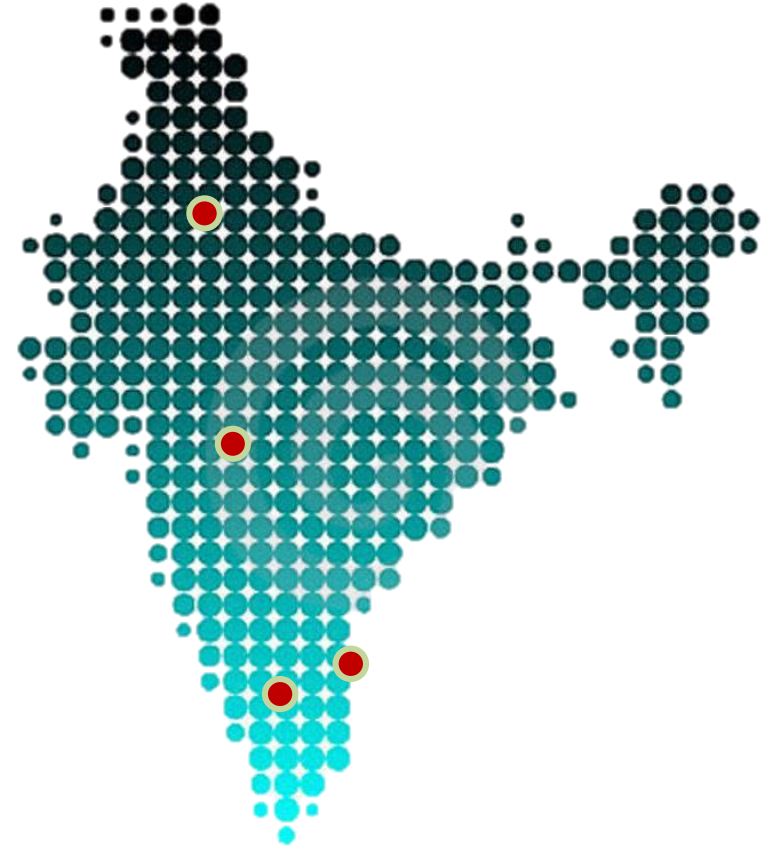
Major urban areas

Top 1% by income

Tech enthusiast



1.5 million total addressable market



Go to market

Target market
identification

Seeding
enthusiasts

Reaching
customers

Call for action

Sales



Target Group

Who: Technology enthusiasts

What: As an extension of the several gadgets they have - their first 'smart' vehicle

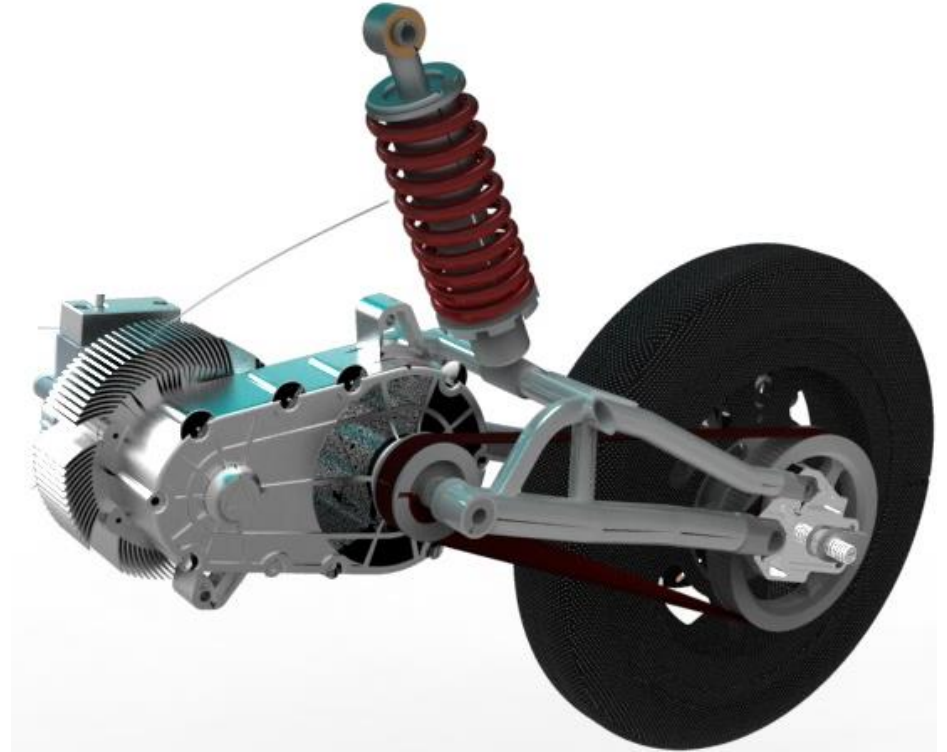
Why:

- A connected vehicle
- Convenience of a scooter (over a car)
- Gives them major differentiation

Current prototype



Current prototype



Product plan

December 2015

June 2017

June 2017

June 2017

June 2018

December 2018



Premium

80 kmph

Battery: 50,000 km

45 mins for 80%

Priced at 95K

5,000 units

Creates the market

Excites early adopters

Builds tech background

Differentiates Ather

Product plan



Product plan

December 2015 June 2017 June 2017 June 2017 June 2018 December 2018



Premium



Baseline

Performance

90 kmph

Battery: 50,000 km

45 mins for 80%

Range of 100kms+

27% gross margin

Best on-road scooter

Upgraded dashboard
with advanced features

Product plan

December 2015

June 2017

June 2017

June 2017

June 2018

December 2018



Premium



Performance



Baseline

80 kmph

Battery: 25,000 km

1 hour for 80%

27% gross margin

Better TCO

Sustainable business

Product plan

December 2015 June 2017 June 2017 June 2017 June 2018 December 2018



Premium



Performance



Baseline

Cumulative sales: 25,000

Product plan

December 2015

June 2017

June 2017

June 2017

June 2018

December 2018



Premium



Performance



Baseline

**Rapid
charge**



Mass-market

80 kmph

Battery: 25,000 km

100,000 units

20% gross margin

Product plan

December 2015

June 2017

June 2017

June 2017

June 2018

December 2018



Premium



Performance

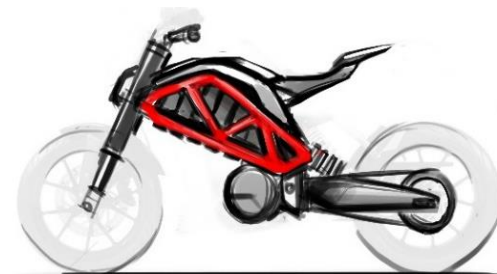


Baseline

**Rapid
charge**



Mass-market



Performance bike

150 kmph

Battery: 100,000 km

5,000+ units

Vision

What: 1 million electric two-wheelers by 2020

Current: Ather scooter has 30% lower total cost of ownership

By 2018: Purchase price of Ather = a similar petrol scooter
+
Fast charging infrastructure integrated with design