

AteV

Every EV Decision Starts with AteV.

The trusted platform for electric mobility.

COMMUNITY

INTELLIGENCE

COMMERCE

A large EV market is growing into a more complex ownership journey.

The opportunity is not just selling EVs. It is serving the decisions around them.

India EV market by 2030

\$21.4B

EV charging services by 2030

\$1.51B

Target Annual TPV, year 3*

\$720M (approx ~ 7000cr)

*Management estimate across launch metros; not current performance.

Infrastructure is improving. Confidence is still fragmented.

The adoption bottleneck is increasingly a decision problem, not an access problem.

THE INDUSTRY BUILT

- Vehicles
- Batteries
- Charging
- Incentives

THE BUYER STILL ASKS

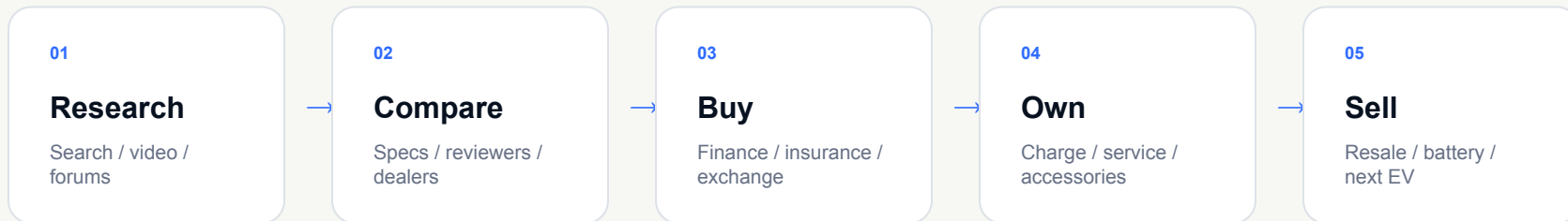
Which EV fits my life?

Can I trust real-world range?

Which charger actually works?

What will it be worth later?

One person. Ten decisions. Too many disconnected destinations.



Every EV decision requires another platform. There is no trusted starting point.

People do not need another EV app.

**They need one place they trust
before making every EV decision.**

That place is ATev.

ATev unifies the EV lifecycle around decisions, not features.



Interoperable charging can make ATev useful from day one.

A network-agnostic experience anchors the ownership relationship.

OCPP 1.6J / 2.0.1

Live status, remote start, meter data

OCPI 2.2.1

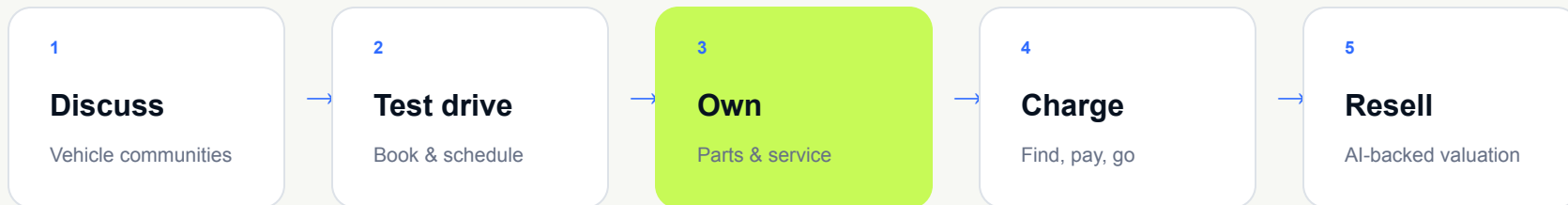
Roaming, tariffs, sessions and CDRs

CCS-2 native

Ready for India's charging ecosystem

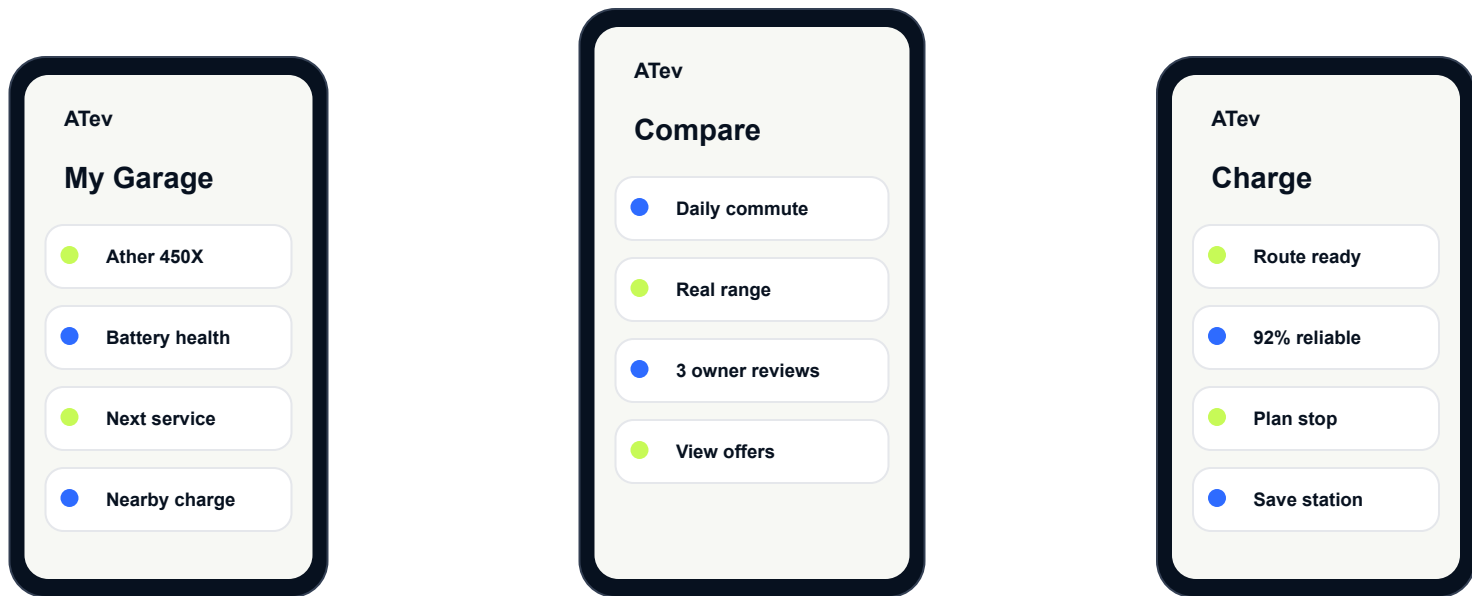
One integration for operators. One reliable charging experience for drivers.

ATev stays with the owner from first interest to next owner.



A single data thread connects discovery, ownership and resale.

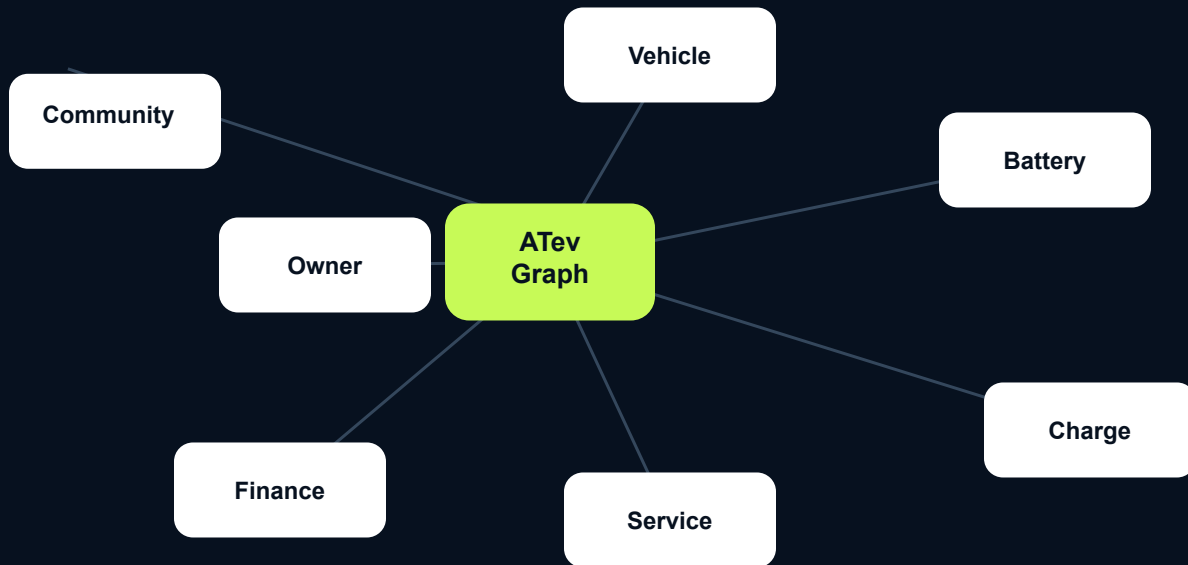
One identity. One garage. One trusted EV companion.



Personalized decisions before, during and after ownership.

Every interaction makes the next decision smarter.

The EV Graph connects fragmented signals around people, vehicles and outcomes.



Every decision creates a path to value.

01

Consumer

Earn trust first.

Free utility
Premium membership

02

Transactions

Monetize intent.

Insurance • finance
Commerce • resale

03

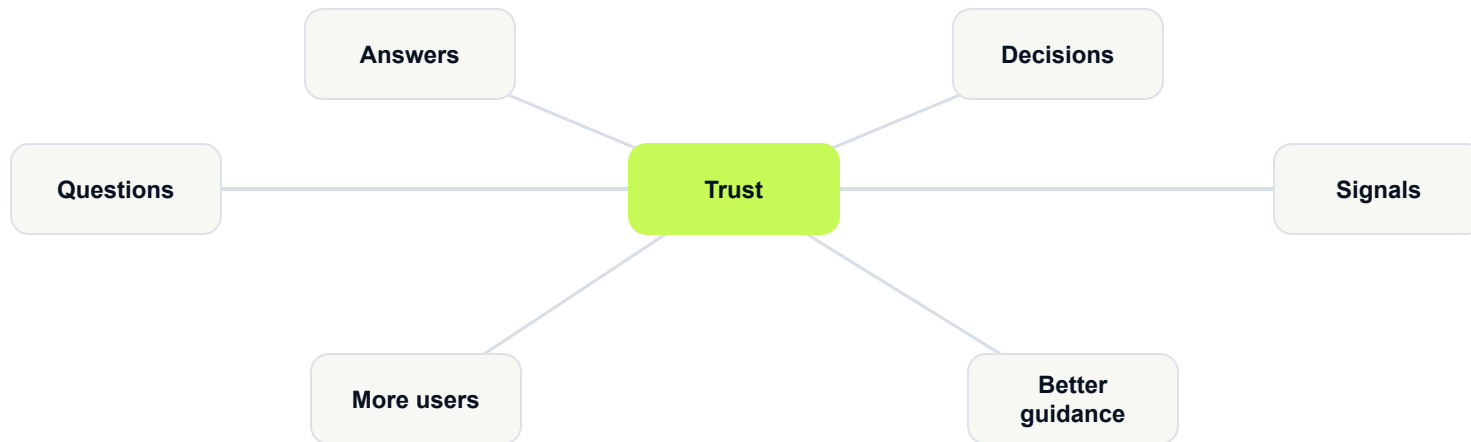
Enterprise

Monetize intent.

OEM intelligence
Fleet & partner tools

The model compounds: consumer trust → high-intent commerce → enterprise intelligence.

Data becomes intelligence. Intelligence earns more trust.



Every decision becomes training data for the next decision.

Others own moments. ATEv owns the relationship.

An OEM app can never be neutral. A listing site never sees what happens after purchase. ATEv is built to own both.

Search & content		Awareness
Listing & discovery		Comparison
Charging apps		Access
Marketplaces		Transaction
ATEv		Neutral. Compounding data.

The market is ready for a trusted decision platform.

- **More EV choice**

More decisions, more ambiguity

- **AI-native behavior**

Consumers expect personalized advice

- **Maturing infrastructure**

Access alone is no longer enough

- **No enduring relationship owner**

The category is still open

Win the question before winning the transaction.

- | | | |
|---|-----------------------------|--|
| 1 | EV research | Own trusted answers where intent begins |
| 2 | Owner community | Turn experience into durable trust |
| 3 | High-intent commerce | Monetize the decisions users are ready to make |
| 4 | Partner intelligence | Expand to OEMs, fleets and ecosystem partners |

Build the relationship in phases.

A focused sequence turns a broad ambition into an investable roadmap.

01

Decision platform

Research, compare, trusted answers

02

Ownership platform

Garage, charging, service, battery

03

Commerce platform

Finance, insurance, accessories, resale

04

Enterprise intelligence

OEM, fleet and ecosystem data products

Early stage, not a cold start. Building from real industry access.

- **MVP in development**

Community, charging and garage modules in build

- **Pre-launch validation underway**

Structuring pilot conversations ahead of MVP release

- **Founder network in EV charging**

10+ years of direct CPO, OEM and dealer relationships

- **Self-funded by three founders to date**

Full-time commitment before outside capital

- **Seasoned advisor from top global EV company**

Revenue scales sharply, and EBITDA turns positive by Year 4.

A five-year path to a 12M-user platform generating \$14.3M in annual revenue.

Year 5 revenue

\$14.3M

Year 5 EBITDA margin

59%

EBITDA turns positive

Year 4

*Management projections based on the ATev 5-year financial model; figures rounded.

Operators with the relationships to make an EV platform real.



Amit

Co-founder

Operational excellence leader with 18+ years in risk assessment, credit underwriting, fraud detection, and KYC/AML compliance across 7 countries. Known for operational excellence at scale — now applying that rigor to sustainable mobility infrastructure in India through AteV.



Aparajith

Co-founder

A business builder with 16+ years of experience at the intersection of technology, payments, and enterprise growth.

Having helped scale high-growth fintech and HRTech businesses through strategic partnerships and commercial execution, he is now focused on solving one of India's largest emerging opportunities — creating the digital infrastructure that powers the next generation of electric mobility through ATeV.



Prateek Joshi

Co-founder

Over a decade building and scaling electric mobility businesses across India, including charging infrastructure, strategic partnerships, and market expansion at Ather Energy, TVS Motor Company, Jio-BP, and Battery Smart.

An early contributor to India's public EV charging ecosystem, with deep relationships across OEMs, fleet operators, energy companies, and government bodies.



Maha Virudhagiri

Advisor

Engineering, Product & Design executive with 20+ years scaling large-scale systems for Tesla, Walmart, and Ancestry. As Head of Engineering, Design & Product at Tesla, led global digital experience across Vehicle, Energy, Charging, and Insurance for 40+ countries, driving technical transformations that saved hundreds of millions annually.

Previously led Product & Engineering at Walmart Labs, building item APIs, data platforms, and ML systems powering Walmart, Sam's Club, and Walmart Grocery.

Raising \$500K to launch the core platform and prove the model.

12-month runway. Series A trigger: [N] CPO/OEM partners live, [N] active users, first commerce revenue.

- **Product & engineering** MVP to public launch: community, charging integration, buy/sell listings
- **OEM & partner acquisition** Sign founding CPO and OEM partners across launch metros

Raising \$2.5M to scale the core platform and model.

Additional 18-month runway. Series A trigger: [N] CPO/OEM partners live, [N] active users, first commerce revenue.

- | | |
|--|--|
| ● Product & engineering | MVP to public launch: community, charging integration, buy/sell listings |
| ● OEM & partner acquisition | Sign founding CPO and OEM partners across launch metros |
| ● AI manual assistant | Vehicle-manual intelligence layer |
| ● Team & operations | First hires beyond the three founders in engineering and partnerships |

Prove the wedge. Then compound the ownership relationship.

The seed plan converts a broad category ambition into focused milestones.

Launch

Community + charging utility

Activate

OEM, dealer and charging partners

Validate

Commission-based revenue

Compound

Data, trust and recurring engagement

ATev

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Join us in building the trusted platform
for electric mobility.