



# India's Multi-Brand EV Showroom



FOCO Dealership OPPORTUNITY





# Welcome to Prime EV

India's Multi-Brand EV Showroom

---

Prime EV is India's first hybrid platform that blends online convenience and offline trust to deliver electric vehicles from top brands — at factory-direct prices. Whether you want a scooter, bike, or EV auto, we bring it straight from the factory to your doorstep, backed by seamless financing and a future-ready showroom experience.



# One Stop for All Your EV Needs



Multi-brand EV showroom  
(Ola, Hero, Ather, etc.)



Factory-to-home delivery  
& online store



Test rides at neighborhood stores



EMI, loans & insurance support



**FOCO franchise model**  
stress-free business



# Redefining How India Buys EVs



First-of-its-kind **online** + **offline** EV platform



Transparent pricing – no middlemen



Instant financing, KYC, and registration



Local test rides, doorstep delivery





# Why Choose Prime EV?



Compare top  
EV brands in  
one place



Buy online with  
full offline service  
support



Save with direct  
factory pricing



Fast EMI approval  
through partner  
banks



Trained service,  
insurance, and  
GPS bundled



# What Makes Prime EV Unique

Feature	Prime EV	Traditional Dealer
Multi-brand showroom	✓	✗ Single brand only
Online-to-home delivery	✓	✗ No
Transparent factory pricing	✓	✗ Inflated margins
Instant in-app financing	✓	✗ Manual paperwork





# Customer Benefits



Transparent pricing  
no showroom markups



Select from multiple  
brands, models & colors



Quick loan &  
insurance approval



Home delivery  
with RTO registration



Nearby service center  
and tech support



Loyalty rewards, cashback  
deals & digital financing



# Bank Tie-Ups & Offers



20+ banks and NBFC partners



Interest rates starting at just 6.99%



Instant paperless approval



Pre-approved offers for salaried, students & business owners



## Bank Partners



Partner with all major banks.



# Our EV Brand Partners

**OLA**  
ELECTRIC



  
**ATHER**



TVS  
**IQUBE**  
ELECTRIC



And More

More partners being added every month!





# OLA S1 Pro



**3 hrs**

Charging Time



**195 km**

Range



**120 km/h**

Top Speed

**Available Models:** Ola S1 Pro+ | Ola S1 X



# OLA S1 Pro

## KEY FEATURES



### HyperMode & Performance

0-40 km/h in 2.6 sec  
(Sporty acceleration)



### 7" Touchscreen Dash

Navigation, Music, Calls



### Voice Control & AI Assist

"Hey Ola" voice commands



### Premium Safety Features

Combi-Braking System (CBS)



### IP67 Waterproof Rating

Battery & Scooter protected  
against heavy rain/dust





# **ATHER 450X**



**3 hrs**

Charging Time



**126 km**

Range



**90 km/h**

Top Speed

**Available Models:** Ather 450S | Ather 450 Apex



# ATHER 450X

## KEY FEATURES



### 7" TFT Touchscreen

Navigation, Smartphone Connectivity and more



### 6 kW Powerful Motor

26 Nm instant torque. So you can take off in a blink.



### 2 Battery Options

2.9 kWh and 3.7 kWh for different range needs



### Aluminium Chassis

Lightweight and Heavy-Duty.



### Dual Disk Brakes

Stop (almost) as quickly as you take off with sharp, responsive brakes.





# Chetak 2903



**4 hrs**

Charging Time



**123 Km**

Range



**63 Km/h**

Top Speed

**Available Models:** Chetak 3501



# Chetak 2903

## KEY FEATURES



### 5-inch digital instrument cluster

Smartphone Integration: Allows for app-based features like battery status monitoring and ride



### 21-liter Convenient Storage

Suitable for storing a helmet or groceries.



### LED headlamps

Light that leads the way



### Hill Hold Feature

Hold your ground, even on inclines



### Eco and Sport Modes

Two modes, one seamless ride





# Mahindra TREO



**4 hrs**

Charging Time



**110 km**

Range



**55 km/h**

Top Speed

**Available Models:** Treo HRT | Treo SFT



# Mahindra TREO

## KEY FEATURES



### Advanced Lithium-Ion Technology

Zero maintenance, lithium-ion battery with 3 years standard warranty & minimum 5 years of battery life



### Higher Savings

With a low maintenance cost of only 10 paise per km, leading to savings of up to ₹ 70 000.00\* every year compared to CNG vehicle.



### Higher Power of 8 kW

This incredible power allows better acceleration, better pickup and faster turnaround results in more trips and more earnings.



### Enhanced Safety & Stability

With IP 67 rated motor gives enhanced protection from water & dust entry. The in-built rear crash guard protects passengers in case of rear impact.



### Fatigue-Free Experience

Delivered by clutchless & gearless automatic transmission with noiseless & vibration-free ride.



# Prime Charging Station

**Power Up Without Limits**

**At Prime EV World, we're not just powering EVs — we're powering lifestyles.**  
Introducing the Prime Charging Station, where speed, convenience, and sustainability come together to keep you moving effortlessly.







# Why Choose Prime Charging Station?

## ✓ Smart Charging Integration

- **Track your charge status** in real-time via the Prime EV app
- Receive **instant alerts** when charging is complete.
- **Pre-book charging slots** to avoid peak hours and minimize wait time.

## ✓ Customer-Centric Support

- **24/7 Live Assistance** via the Prime EV app.
- **On-site technicians** at flagship locations for quick fixes and support.
- **Charging FAQs and How-To Guides** for first-time EV users.

## ✓ Fastest Charging in Town

- Charge your EV to **80% in just 30 minutes** — less waiting, more riding
- **Ultra-Fast Chargers** for high-performance EVs — full charge in under **15 minutes**.

## ✓ Universal Compatibility

- One station for **all EVs** — scooters, bikes, autos, and more.
- **Multi-Port Charging** — charge multiple vehicles simultaneously without delays.

## ✓ Affordable Plans & Rewards

- Pay-per-charge or choose **monthly or yearly plans** — save more as you charge more.
- **Prime EV Owners:** Get **discounted charging rates** and **priority access**.
- **Referral Bonuses:** Earn rewards for every new user you bring to Prime EV.

## ✓ Upcoming Features — Stay Tuned

- **Battery Swap Stations** — instant power for your scooter or bike in less than 5 minutes.
- **Mobile Charging Units** — power on the go with Prime EV's mobile charging van.
- **Community Charging Hubs** — network with other EV owners while your vehicle powers up.

**Join the Prime EV Revolution — Power Up, Ride Farther, Stay Connected!**



# Franchise Opportunity FOCO Model Only

You Invest • We Manage • You Earn

## A Reliable, Hassle-Free Business Model for Sustainable Profits

At Prime EV, we've designed a franchise system that eliminates the day-to-day headaches of traditional business ownership while unlocking high-growth opportunities in the booming electric vehicle market.

As a **Franchise Owner (Investor)**, your job is simple:



**Provide the investment** and an approved retail location.

From there, **Prime EV takes full charge of operations**, allowing you to earn predictable returns without any direct involvement in showroom management.



# What We Handle

## (Company-Operated Side)

### ✓ **Showroom Setup & Launch**

Interiors, branding, furniture, and display units—all designed to meet Prime EV standards.

### ✓ **Recruitment & Payroll**

We hire and train professional staff (sales, service, reception).

### ✓ **Daily Operations**

From customer handling to test rides, billing, and after-sales support.

### ✓ **Inventory & Logistics**

Sourcing vehicles from partner brands, managing stock and delivery.

### ✓ **Technology Dashboard**

Live data on sales, earnings, leads, test rides, and service requests.

### ✓ **Marketing & Lead Generation**

Influencer reels, newspaper ads, hyperlocal promotions, digital campaigns.

### ✓ **Customer Financing & Documentation**

Instant EMI approval, insurance tie-ups, and registration assistance.



# What You Gain

1

## Guaranteed Monthly ROI

₹30,000 to ₹50,000  
(based on performance,  
traffic, and city potential).

2

## Full Transparency

Monitor all performance  
metrics through your  
personalized Franchise  
Dashboard.

3

## Early Mover Advantage

Be among the first to tap  
into India's fastest-growing  
EV franchise network.

4

## Zero Operational Burden

No staff, logistics, or customer  
handling—just returns.

5

## Optional Buyback Exit Plan

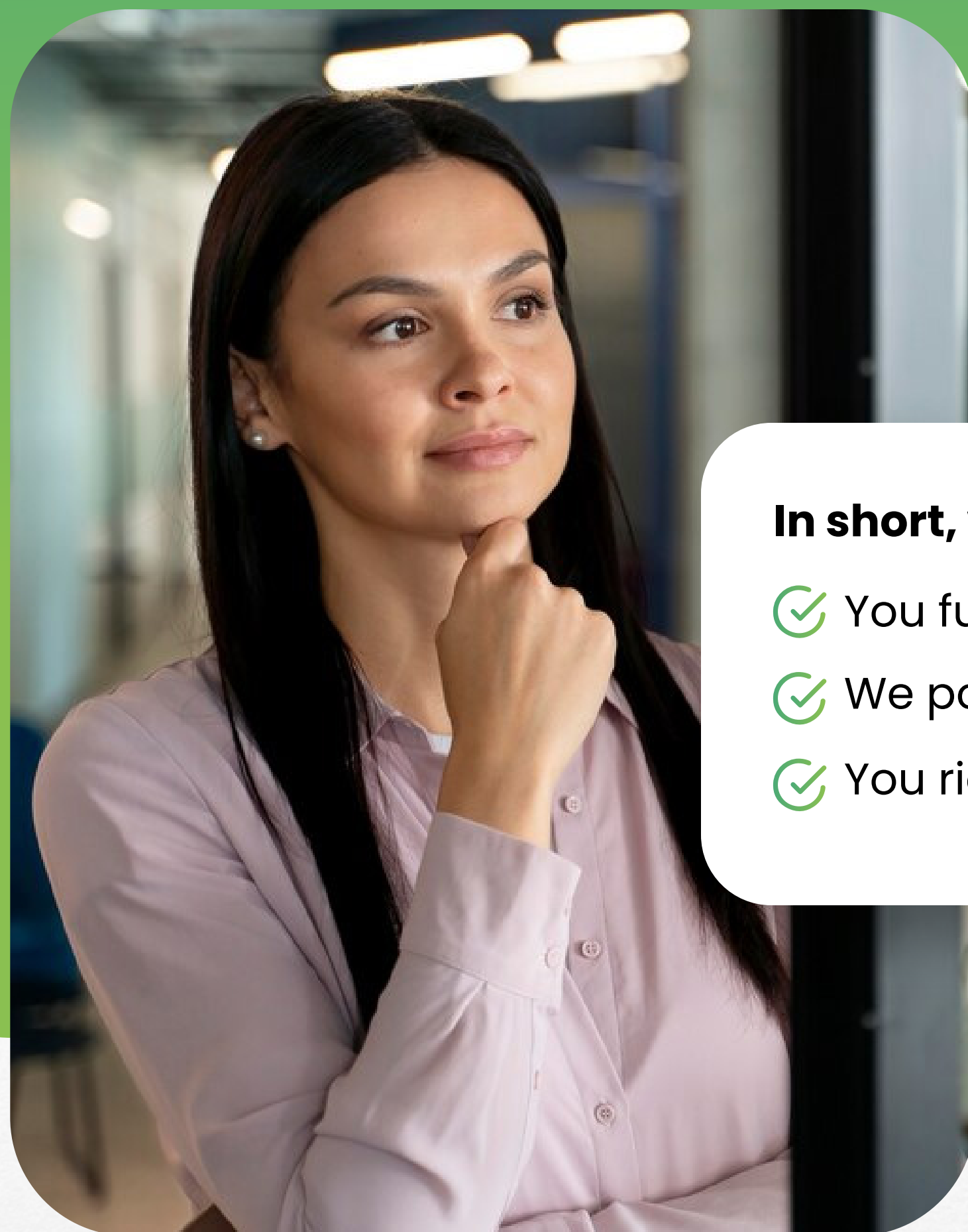
Opportunity to exit after 12–18  
months under fair buyback  
terms.

6

## Long-Term Asset Building

As Prime EV scales, your  
showroom becomes a key part  
of our national footprint.





**In short, with Prime EV:**

- ✓ You fund the mission
- ✓ We power the engine
- ✓ You ride the success

# Why It Works

The **FOCO model** is ideal for:

- ✓ Busy professionals looking for passive income.
- ✓ Entrepreneurs who want a branded business without micro-managing.
- ✓ Investors wanting scalable, sustainable, green-sector ventures.



# FOCO Franchise Investment

## Transparent Breakdown

### One-Time Setup

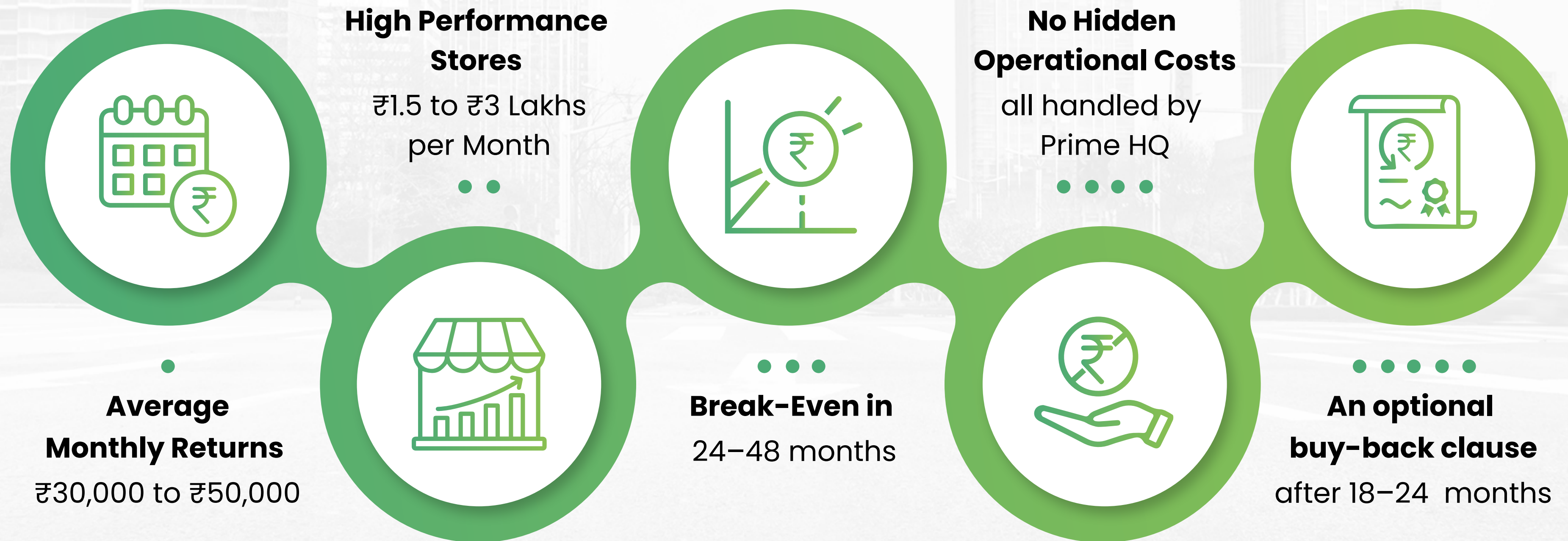
Approx

**₹20 Lakhs**

Includes Interiors cost & a comprehensive welcome Kit  
Prime Ev portfolio & spares with dealer Kit



# Return on Investment (ROI)





# Vision & Expansion Plan

**“Every Indian District Must Ride Prime EV.”**



**01 300+**  
FOCO franchises by 2027

**02 10,000**  
Stores across India

**03 50+**  
EV brands onboarded

**04 1 Billion+**  
Green kilometers powered



# PRIME EV

# WORLD



\*Image is for representative purposes only





\*Image is for representative purposes only





\*Image is for representative purposes only



# Ready to Partner with Prime EV?



Fill Online  
Application



Location &  
Investment Review

Apply Now  
in Just  
**2 Minutes**



Legal & LOI  
Issued



Showroom Launch  
within 30 Days



# THANK YOU!



**Head Office:**

NESCO IT Park, Building 4, Goregaon East, Mumbai

**Branch Office:**

OU-727, Nexus Esplanade, Rasulgarh, Bhubaneswar

**Email:**

EV@primepayindia.com | care@primefinverse.com | nikhil@primepayindia.com

**GST:** 21AAPCP5672HIZ6 **TAN:** BBNP05530A **CIN:** U82990OD2025PTC048547



**#startupindia**

