



नए भारत का नया भरोसा

Partnering with Dealers to Power INDIA'S EV FUTURE





*Begin your journey of comfort, safety, and
profitability with **Lexus Green EVs.***



BECOMING A DEALER

IS MORE THAN SELLING VEHICLES. IT'S ABOUT:

Building A Profitable
Business Model

Creating A Legacy Dealership That
Your Next Generation Can Inherit.

Building A Profitable
Business Model



At Luxus Green,
we don't just hand
you vehicles.

We give you a complete ecosystem —
Product + Process + profit.



THE LUXUS PROMISE



We deliver a proven dealership system — with training, finance, service, and marketing support that drives **real success**.

ABOUT LUXUS GREEN

Luxus Green Mobility Pvt Ltd is India's new-age, ISO-certified electric 3-wheeler manufacturing company based in **Chhattisgarh**. We are committed to delivering **strong, safe, and sustainable** mobility solutions. Designed for real Indian roads and real business needs, our premium EVs offer robust **build quality, high uptime, and customizable configurations**, making us the trusted partner for dealers, entrepreneurs, institutions, and governments across India and abroad.





FOUNDED BY

Mr. Girish Dhodwar, **Managing Director**

A first-generation entrepreneur with 17+ years of automotive experience, leading the transition from traditional mobility to electric systems with process-driven precision and ethical business practice.



Mrs. Neha Dhodwar, **Co-Founder & Director**

Brings operational excellence, strategic foresight, and a deep focus on customer satisfaction and organizational growth.

GROUP OF COMPANIES



International Motors Pvt. Ltd.

A Trailer Axle Suspension Trading & Spares Manufacturing Company, operating since 2007, with a portfolio of over 1,000 products. Proudly the exclusive dealer for KROSS Axle Chhattisgarh, Madhya Pradesh, and Uttar Pradesh



Luxus Green Mobility Pvt. Ltd.

A new venture focused on establishing an EV 3-Wheeler manufacturing company, based in Bilaspur, Chhattisgarh



Two advanced plants in **Bilaspur (CG) & Faridabad (HR)** power our capacity of **1000+ units/month**. We already operate showrooms in **Raipur, Bilaspur, Jabalpur, Delhi** and are also *expanding across other Tier-1 & Tier-2 cities.*



OUR JOURNEY STARTED BACK IN 2007

2007

*Girish Dhodwar laid the foundation
of International Motors Pvt. Ltd.
(axles, suspension, spares).*

2021–2022

*Studied global EV trends, identified
gaps in Indian EV durability & quality*

2010–2023

*Grew into a ₹100 Cr+ company
with 7 branches.*





TODAY

Scaling with 2 plants, 4 company operated showrooms, 15 dealers are onboarded & 15 dealers are in process of onboarding, the vision is to set 150+ dealership nationwide by 2026.

2023

*Founded Luxus Green Mobility
to build India-ready EVs.*

OUR VISION:

To be India's most trusted and system-driven EV brand — creating sustainable mobility and profitable dealer partnerships that last for generations.

OUR MISSION:

To deliver reliable, profitable, and future-ready EVs backed by strong systems, transparent processes, and long-term dealer success models.





WHY DEALERS CHOOSE LUXUS GREEN





OUR **WIDE RANGE OF EV_s**
IS SHINING IN EVERY CORNER OF INDIA





At Luxus Green, every product is designed for Indian roads, Indian businesses, and real profitability for our Indian dealers. From garbage collection to delivery to passenger mobility, our EVs are creating opportunities everywhere.



QUEEN EV

Reliable partners for SMEs and logistics players with fast charging, 80 to 130 km range, and easy finance options.



With Disk Brake



Best in c
shocke



Metal body for
superior protection



Steering C
for Better C



Sitting comfort
& space



CY GOLD Platin
for better p



130 Kms + Mileage*



Battery wit

LX EV CARGO

Electric cargo vehicle transforming material transport with high payload capacity and cost-efficient operations.



With Disk Brake



Best in class shockers



Steering Column for Better Control



CY GOLD Platinum Motor for better pickup



130 Kms + Mileage*



Battery with BMS

LX DV DELIVERY

Electric delivery vehicle revolutionizing last-mile logistics with compact design and rapid charging.



With Disk Brake



Best in class shockers



Steering Column for Better Control



CY GOLD Platinum Motor for better pickup



130 Kms + Mileage*



Battery with BMS

QUEEN EV DLX

Electric passenger vehicle redefining urban mobility with comfortable seating and silent performance.



Steering Column
for Better Control



Best in class
shockers



CY GOLD Platinum Moto
for better pickup



130 Kms + Mileage*



Battery with BMS

LX TEV

Electric waste collection vehicle
modernizing municipal sanitation with
dual-bin hydraulics and zero emissions.



With Disk Brake



Best in class
shockers



Steering Column
for Better Control



CY GOLD Platinum Motor
for better pickup



130 Kms + Mileage*



Battery with BMS

LX TEV DLX

Electric waste collection vehicle modernizing municipal sanitation with dual-bin hydraulics and zero emissions.



Steering Column
for Better Control



Best in class
shockers



CY GOLD Platinum Moto
for better pickup



130 Kms + Mileage*



Battery with BMS

FOOD TRUCK

Electric food truck revolutionizing mobile culinary business with eco-friendly operations and cost-efficient mobility



Best in class shockers



CY GOLD Platinum Motor for better pickup



Battery with BMS

VEGETABLE CART

Zero-emission electric cart enabling vegetable vendors to cover more areas with less effort and higher daily income.



Best in class shockers



CY GOLD Platinum Motor for better pickup



Battery with BMS

OUR DLX SERIES





OUR **L5**

SEGMENT

LX SPARK (D+3 PASSENGER)

**Where Comfort Meets Electric Power.
Elevating Everyday Passenger Travel.**

SPECIFICATION

- BATTERY :- 51.2V Li-ion 230 Ah
- DRIVING RANGE :- 200 KMs
- TYRE SIZE :- 120*80 R12 TUBELESS
- ALSO AVILABE IN PINK COLOUR



LX SOORMA (D+7 PASSENGER)

"Built for Capacity. Powered by Confidence."



SPECIFICATION

- VIRIYA ELECTRIC MOTOR CONTROLLER 6000W
- BATTERY :- 51.2V Li-ion 230 Ah
- DRIVING RANGE :- 160+ KMs
- TYRE SIZE :- 120*80 R12 TUBELESS
- MAX SPEED :- 59 km



LX NIRMAL (GARBAGE VAN)

“स्वच्छता की सवारी, इलेक्ट्रिक ताकत.”

SPECIFICATION

- **BATTERY :- 51.2V Li-ion 230 Ah**
- **DRIVING RANGE :- 120 to 140 KMs**
- **TYRE SIZE :- 120*80 R12 TUBELESS**
- **PAYLOAD CAPACITY: 700+ KG**
- **MOTOR CONTROLLER 6000W**
- **MAX SPEED :- 55 Km**



LX LIFTER (CARGO)

Suitable for heavy load capacity

SPECIFICATION

- BATTERY :- 51.2V Li-ion 230 Ah
- DRIVING RANGE :- 120 to 140 KMs
- TYRE SIZE :- 120*80 R12 TUBELESS
- PAYLOAD CAPACITY: 700+ KG
- MOTOR CONTROLLER 6000W
- ALSO AVAILABLE IN 230 Ah & 304 Ah Li-ion



LX SPEEDO (DELIVERY VAN)

Suitable for heavy load capacity

SPECIFICATION

- BATTERY :- 51.2V Li-ion 230 Ah
- DRIVING RANGE :- 120 to 140 KMs
- PAYLOAD CAPACITY: 700+ KG
- MOTOR CONTROLLER 6000W
- BOX SIZE :- W:1475 mm / H:1755 mm / L: 3365 mm
- ALSO AVAILABLE IN 230 Ah & 304 Ah Li-ion



WHY DEALERS TRUST OUR LX EV_s



Strong body with CED anti-rust technology.

Disc brakes & bigger tyres for safety

3.5 hours fast charging, 130+ km range

3-year battery warranty for peace of mind

CY Gold motor for reliable performance





WE HAVE PLANNED YOUR **SUCCESS** IN OUR SYSTEM

Structured on boarding
& SOPs.

Warranty & service backup.

Staff training
(sales & service).

Finance tie-ups for easy
conversions

Lead handover through CRM.

Digital Marketing campaigns
+ showroom activations.

EVERY CERTIFICATION PROTECTS YOUR DEALERSHIP REPUTATION

NO FAKE PRODUCTS, NO COMPLIANCE ISSUES, NO CUSTOMER COMPLAINTS



ISO 9001:2015 – Quality Management



ISO 14001:2015 – Environmental Management



ISO 9001:2015 – Energy Management



ISO 45001:2018 – Energy Management



ZED Bronze – Zero Effect



Startup India Recognition



MSME & Udy Registration



ICAT Approva
Certified unde



PROFIT YOU CAN COUNT ON

- Attractive margin structures
- High customer retention recurring service revenue.
- Govt. EV push = strong growth tailwind
- First-mover advantage in your region.



A LEGACY BUSINESS, NOT JUST A DEALERSHIP

When you join Luxus Green, you don't just open a dealership you build a legacy that can be passed on to the next generation. It's more than selling vehicles; it's about trust, pride, and long-term growth with a **brand that stands for India's future.**

Proven ecosystem = predictable growth

Legacy-focused-pass dealership to next generation

Expanding product portfolio

Dealer-first culture



@LUXUSGREEN — 2026

LX Green

Transition of India's Last mile Logistics



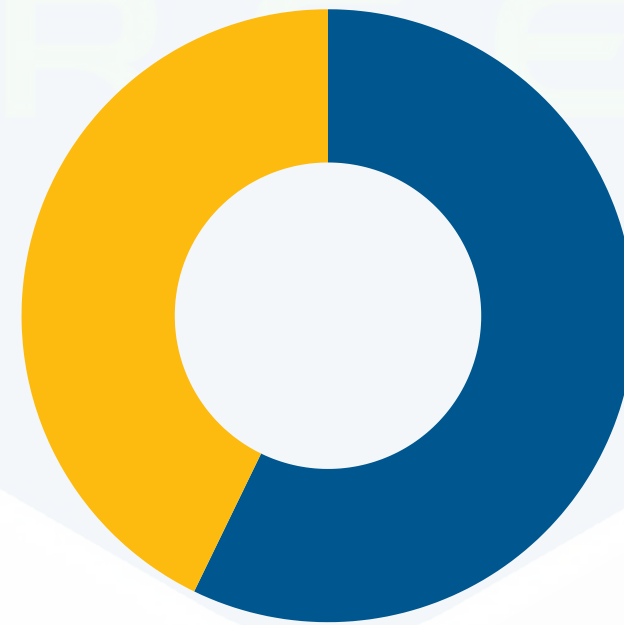
All India Market TIV (L3&L5): 2021-26

Total Sales From 2021-2026

Cargo & Passenger

L3: 21,04,151 Unit

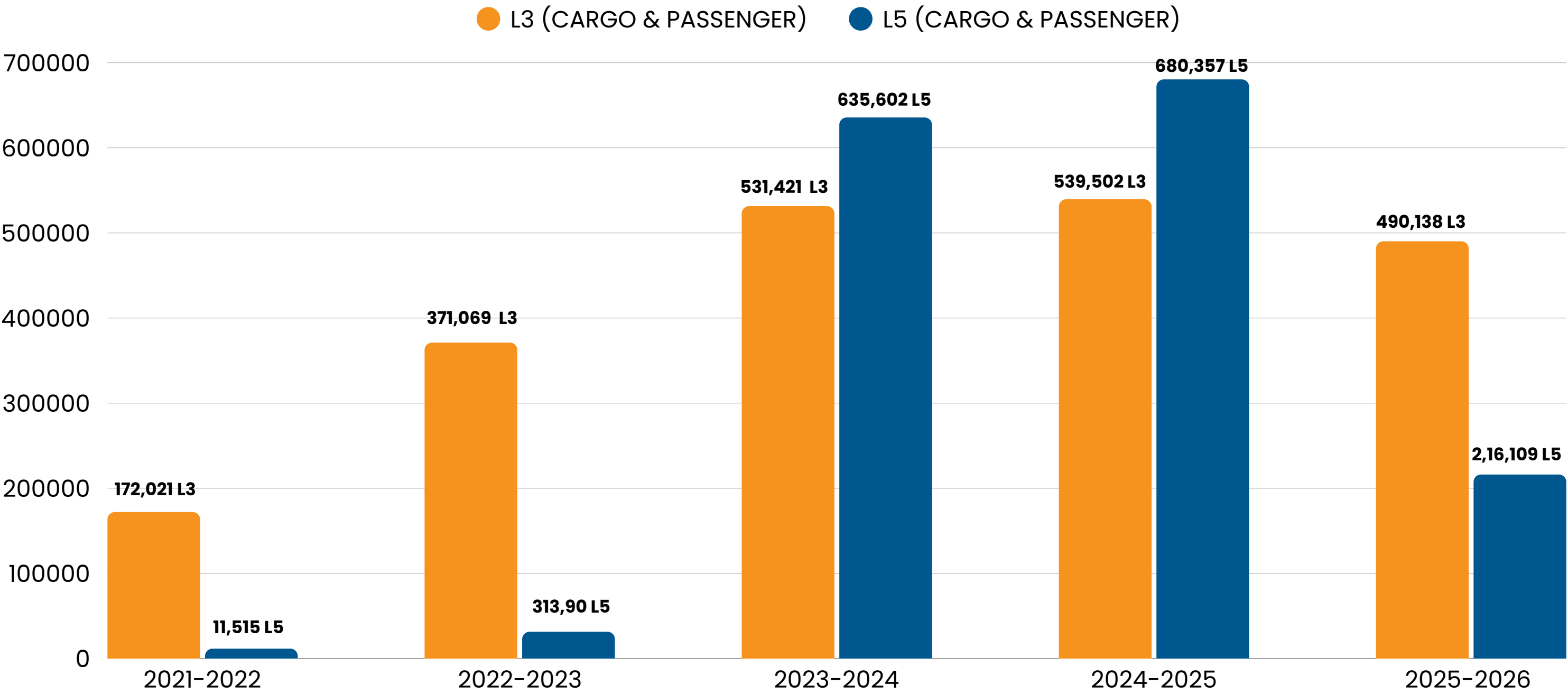
L5: 15,74,973 Unit





All India Market TIV Vehicle Numbers

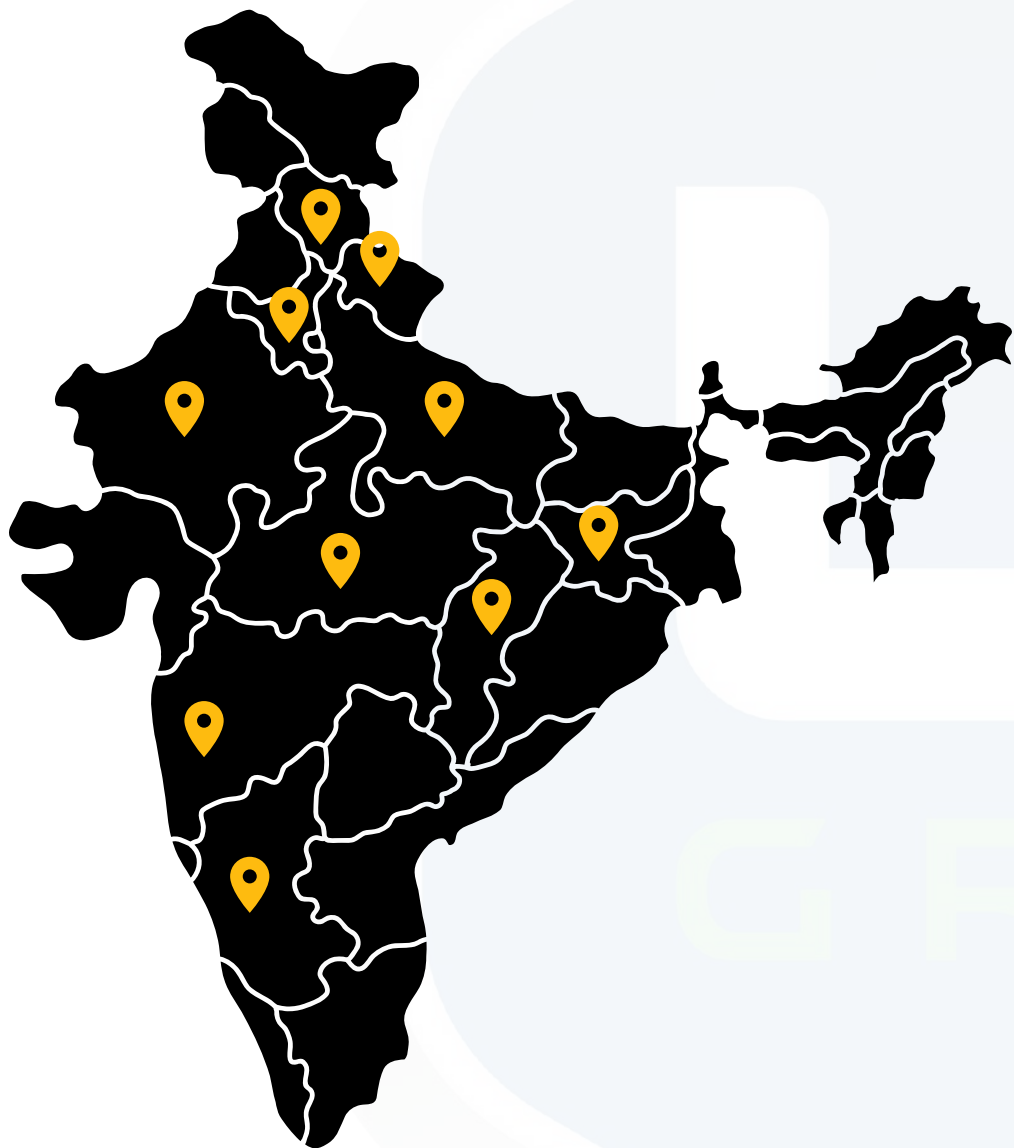
L3 & L5 (Cargo & Passenger)
2021-2026





LX MARKET SIZE

15 dealers are onboarded & 15 dealers are in process of onboarding



Bilaspur | Takhatpur | Chakarbhata | Raipur | Kawardha | Gorakhpur | Ambala | Kashmir | Nangloi, Delhi
Geeta Colony Delhi | Shahdol | Jabalpur | Haveri | Belagavi | Kotpotli

Total Available Market (TAM)

₹23,932 crore
(~USD 2.88B).

Why the range? EV-3W product mix in India spans ultra-low-cost e-rickshaws (entry models) to higher-spec L5 cargo/passenger vehicles (₹1.5–4.5L+). That spread drives large differences in market value even for the same unit volumes.

Serviceable Available Market (SAM)

SAM = TAM × (% of market that fits your product + geography + customer focus)

“Our Serviceable Available Market (SAM) represents the segment of India’s EV three-wheeler market that aligns with our L5, cargo-focused product offering in urban and peri-urban logistics use cases.

Serviceable Obtainable Market (SOM)

Serviceable Obtainable Market (SOM) is the realistic share of the Serviceable Available Market (SAM) that your company can actually capture over a defined time period, given competition, capacity, capital, and execution ability.

In simple terms:

TAM = “The entire universe”

SAM = “The part we can serve”

SOM = “The part we will win”



Sales Vertical

DGCE - Dealer Network | GOVT Agencies | Corporates | Export

Dealer's Network

We are operating with 15+ profitable showroom

Govt Agencies

Incorporated with Govt initiative.

Corporates

Partnership with multiple private entites for e-commute.

Export

Connecting with our country partners.

DEALER'S NETWORK

GOVT AGENCIES

CORPORATES

EXPORT



Funnel | Marketing

Climb through essential stages of onboarding success





Webinar Funnel

Lead Generation Ad

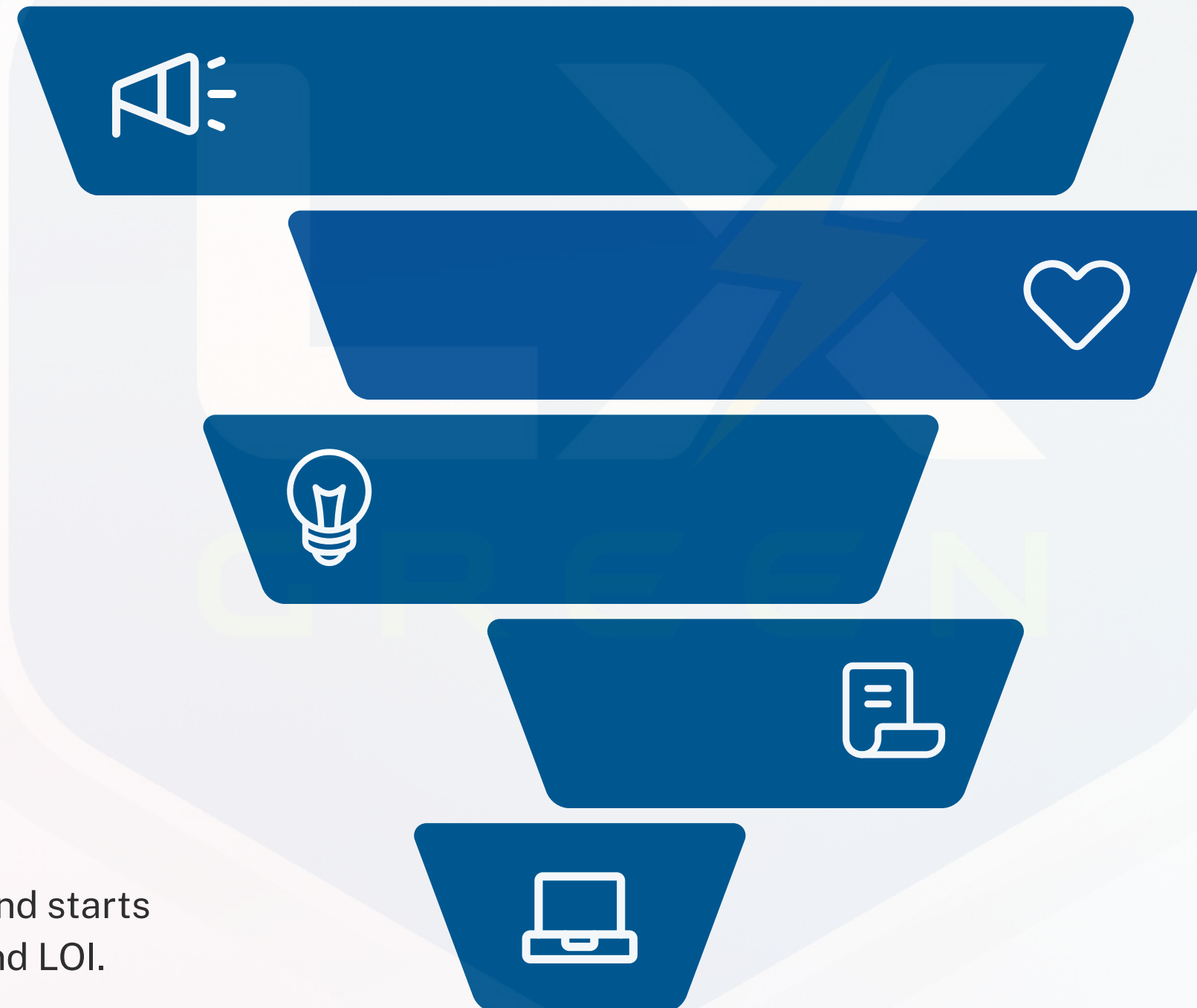
Capture audience attention with campaigns and ads

Group Insertion

A WhatsApp group created for registered user to join the webinar on Zoom

Conversion

Dealer's closed and starts the paperwork and LOI.



Registration

The user registration process will begin for interested leads

Webinar

Zoom webinar with MD where he shares the blueprint of how to run a successful EV dealership.



Event Funnel

Complete frame of customer journey from broad awareness to closing advocacy.

Awareness

Digital ads for Invitation campaign,
keeping the same till EXPO

In Event

The process will be like this: Training for
“How to run a successful EV dealership”,
Company profile, finance delegates,
Closing (NBO)

Onboarding

Dealer onboarding will start with
paperwork and other commencement.

Registration

Registering the names of our visitors and
keeping them in the loop with WhatsApp
marketing.

Conversio

After all the demonstrations at the live
event. The dealer will get closed within a
week.





Corporate Opportunities

How big is the corporate segment of the EV-3W market? Let's Dive In

Porter

Aggregator-led fleets (Porter and similar platforms) are among the earliest EV adopters

PORTER°

amazon

Amazon Delivery

Amazon India has surpassed its target of deploying 10,000 electric vehicles in its delivery fleet – achieving this ahead of its original 2025 goal.

Flipkart

Flipkart has publicly committed to transition its entire last-mile delivery fleet to electric vehicles by 2030, as part of The Climate Group's EV100 initiative – a global corporate pledge to adopt only electric transport fleets.



SAFEXPRESS
THE COMPLETE LOGISTICS SOLUTIONS

Safexpress

Safexpress has publicly reiterated its commitment to achieve 100% EV adoption for last-mile deliveries by 2030 as part of its sustainability agenda.



Government Initiatives

Government initiatives, incentives, and opportunities are available for EV three-wheeler (EV-3W) businesses in India.

The PM E-Drive Scheme

Prime Minister Electric Drive Revolution in Innovative Vehicle Enhancement) is the central government's flagship EV adoption program, designed to accelerate EV uptake across vehicle categories, including three-wheelers. **Total fund outlay: ₹10,900 crore for all EV categories**

Pink Auto Distribution

Special government / fleet programs (like distribution contracts prioritising women-owned / pink auto schemes) often subsidise or give priority procurement, aligning with social welfare and employment targets.

L3 Passenger CSR Programs

State & municipal CSR schemes offer grants / pilot funding for:

- Women's driver programmes
- Disabled-driver inclusion vehicles
- Public transport electrification in peri-urban areas

Cargo & Delivery Incentives

Commercial logistics & e-commerce support funds can provide:

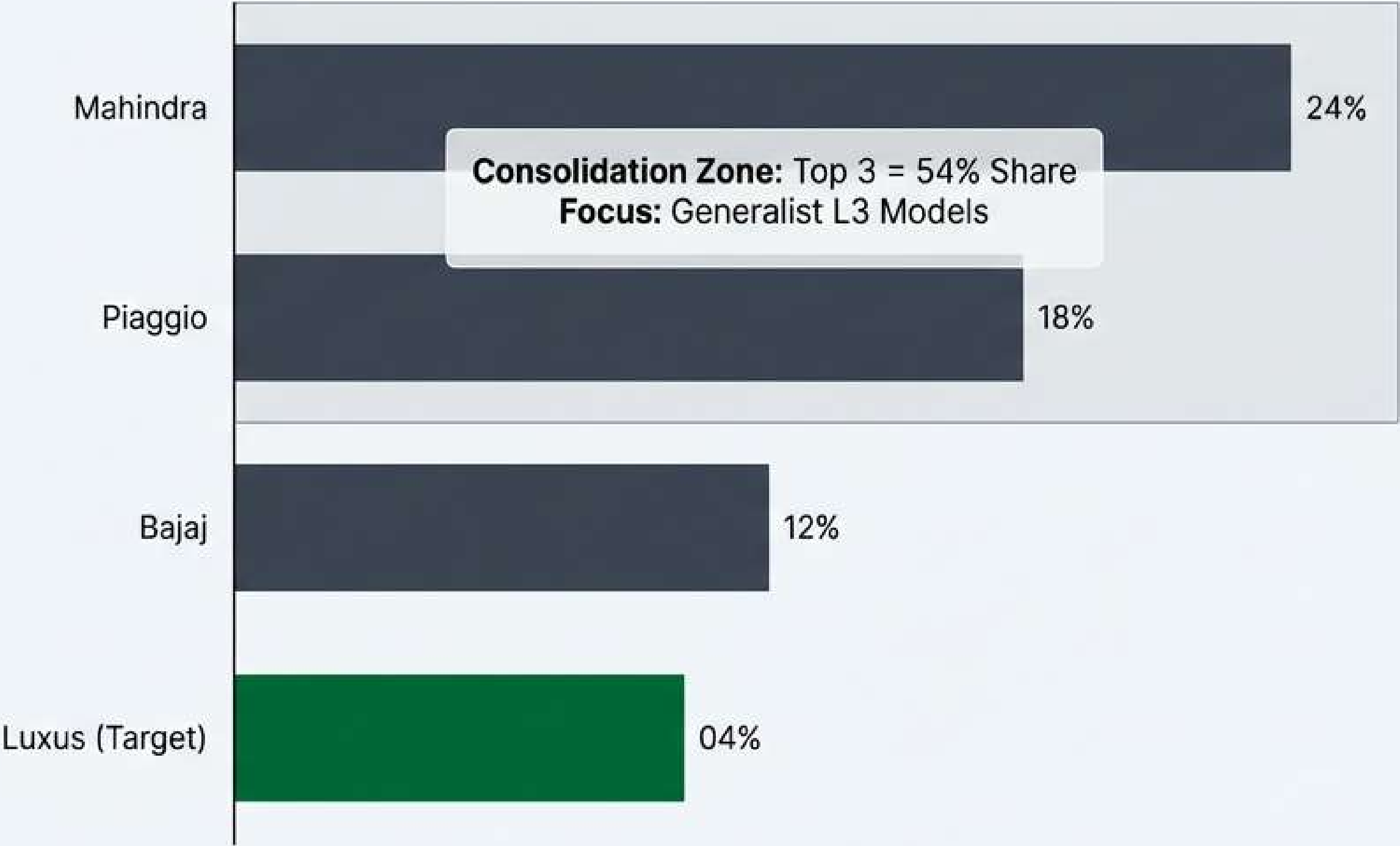
- Priority procurement in government tenders
- Tax credits / depreciation benefits for goods carriers

Garbage Vans & Municipal Contracts

Cities across India are moving to zero-emission waste collection using EV 3-wheelers for garbage-collection, street sweeping, and municipal services, often backed by urban local body budgets and green funds.



Competitive Landscape: Exploiting the Gaps in Incumbent Portfolios



The White Space Opportunity

-  High-Load Cargo
-  Premium Passenger L5
-  Cold Chain

₹8,000 Cr Opportunity in specialized segments ignored by incumbents

Luxus Strategy: Avoid head-on collision. Target functional gaps.

Global Expansion: Targeting a \$2.0 Bn Export TAM

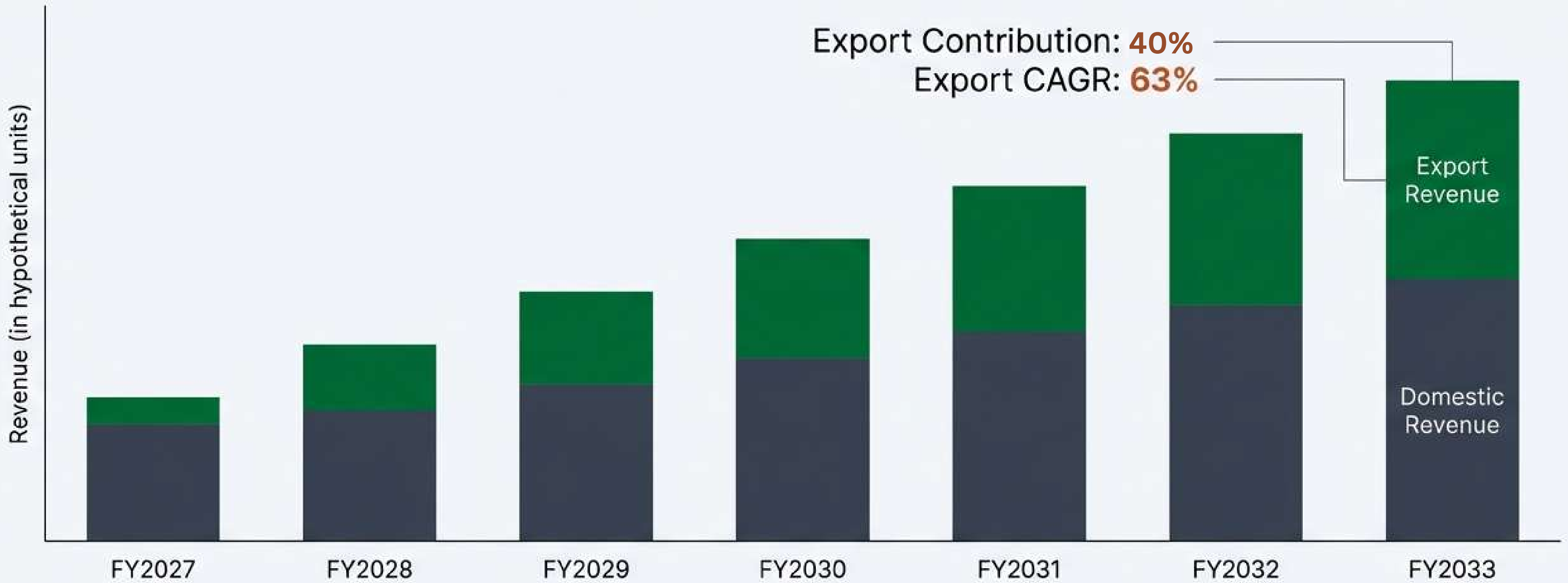


Total Export TAM:

\$1.5-2.0 Bn by 2030

Slate Grey in south asia colorties
o Indian ocean rim into ciuter.

Revenue Diversification: Export Scales to 40% of Business

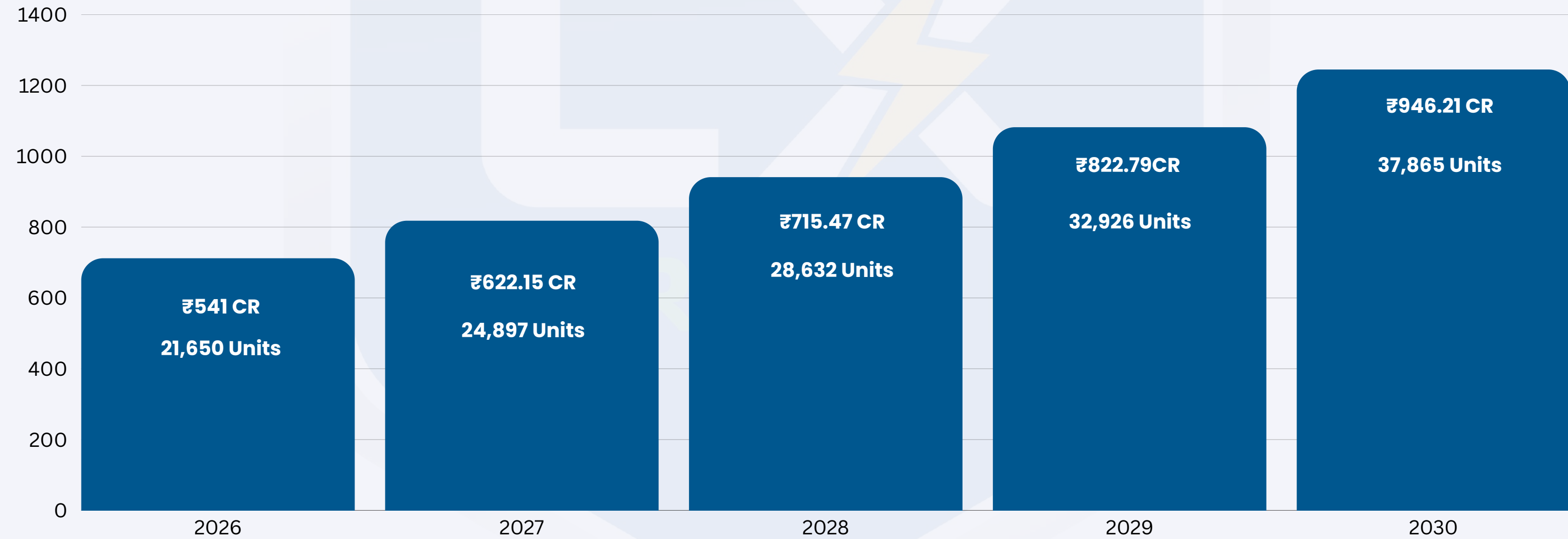


Risk Mitigation: Geographic diversification buffers against domestic policy volatility.

Luxus Market Core 26-27

Particulars	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
No. of Dealers	60	70	80	90	100	110	120	130	140	150	160	170	
(Dealer Network) L3 Passenger	2	2	2	2	2	2	2	2	2	2	2	2	
L3 Cargo	3	3	3	3	3	3	3	3	3	3	3	3	
L3 Customisation	1	1	1	1	1	1	1	1	1	1	1	1	
L5 Passenger D3	1	1	1	1	1	1	1	1	1	1	1	1	
L5 Passenger D7	2	2	2	2	2	2	2	2	2	2	2	2	
L5 Cargo	1	1	1	1	1	1	1	1	1	1	1	1	
L5 Delivery Van	0	0	1	1	1	1	1	1	1	1	1	1	
	600	700	880	990	1100	1210	1320	1430	1540	1650	1760	1870	15050
(Govt Institutions) Garbage L3	200	200	200	200	200	200	200	200	200	200	200	200	2400
(Corporates) L5 Cargo	100	100	100	100	100	100	100	100	100	100	100	100	1200
Export	200	200	200	200	200	200	300	300	300	300	300	300	3000
TOTAL	1100	1200	1380	1490	1600	1710	1920	2030	2140	2250	2360	2470	21650

TOTAL MARKET FIT in 26-31





Thank You

We are ready to assist you



Plant 1: – Plot No. 43-A, Sector C, Sirgitti Industrial Area, Bilaspur (C.G.), 495004



Plant 2: – Kila No.5, KH. No – 92/102, Dabua Pali Road, Bajri Village, Faridabad (H.R.) 121004



Website



GMB



H.O.: F1/24, First Floor, Zone-1, Behind Shriram Tower, Vyapar Vihar, Bilaspur (C.G.) 495001 India



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www.luxusgreen.com