



*We EmPOWER You*



# About Us

Tesla Power India Pvt. Ltd based out of Gurgaon (APAC office) with the global headquarters in Delaware, USA has been acknowledged for being a pioneer and leader in introducing affordable batteries with long life that has revolutionized the energy storage industry.

We have a very strong presence in India through our distribution channel partners and retail.

**20 + CNF**  
**300 + Distributors**  
**500 + TPS**  
**5000 + Dealers**

# The India Story



**Battery business** was estimated at INR 70,000 Crore in India

**Demand** in the energy storage space was growing at 9% CAGR

**Tesla Power India Pvt. Ltd.** was created to serve the untapped market in India

**Tesla Power India Pvt. Ltd.** is now a market leader in providing innovative products services with leading-edge technologies

**Tesla Power India Pvt. Ltd.** has a very long reach & one of the biggest service network in India



# Powering India

**10X Growth**

**PaaS**

**Batteries Services**

**Technology Agnostic**

**Cost Efficient Services**

**300+ Engineers Growing to 500**

**Largest service network**

**Innovative & Quality Products**

**98.7% Customer satisfaction**

**Strong Sales & Operation Team**

**Achieved  
so far**

**20 +  
States & Growing**

**225 +  
High-tech Service  
Centre**

**500+  
Corporates & PSU's**





## Our Vision



To be the number one brand in the energy storage industry in India and a benchmark for best culture practices by 2025 through innovation, with focus on quality sustainable products and affordable solutions, thereby enhancing value of our people, our stakeholders, our service network partners and community.

## Our Mission



To continuously innovate sustainable products and technologies through our strong R&D team and provide the benefits of such innovations to all the consumers by creating the largest green service network.





# *Culture Eats Strategy For Breakfast !*

**Peter Drucker**

The culture of your company always determines success  
regardless of how effective your strategy may be

# Our Culture



## Integrity

We consistently demonstrate highest ethical standards in our actions



## Respect for People

We RESPECT, CARE and have DIGNITY towards all individuals and value our diversity



## Customer Centric

We LEAD BY EXAMPLE and establish an environment of continuous improvement.



## Known for Performance

We strive for continuous improvement in our PERFORMANCE.



# Our Culture



## Teamwork

We believe in TEAMWORK and the limitless possibilities of collaborative synergy.



## Leadership

We LEAD BY EXAMPLE and establish an environment of continuous improvement.



## Quality We Deliver

QUALITY is ingrained in our team. All our VALUES are driven by it.



## Community

We play an active role in making our community a SAFE and BETTER place to live and work.

# We ARE #TESPIANS!



We all are **Tesla Power Champions!**

To celebrate the power and passion of every individual or partner working with **Tesla Power India Pvt. Ltd.**

We have a dignity crown **"TESPIAN"** which presents our integrity and unity.

This also shows our company culture where we celebrate success of our every partner or team member together.





# #MorePowerToYou

This is not just a communication initiative, but a philosophy that pushes us all to do something extraordinary and achieve greater heights and success.



The background of the slide is a close-up photograph of several hands clasped together in a huddle, suggesting teamwork and collaboration. The hands are of different skin tones, and the image is slightly blurred to focus on the text.

# The Leadership Team





**John H. Vratsinas**  
Chairman

He graduated from the University of Iowa's College of Business with a degree in Finance. Mr. Vratsinas has established numerous global investment and operational enterprises spanning industries from Insurance to Agtech to Clean Energy. Named to the 40 under 40 list by the Des Moines Business Record. Has served on multi philanthropic and civic boards. He is currently serving on the city of Fort Lauderdale Fire Bond Commission.



**Kavinder Khurana**  
Managing Director

He is a social entrepreneur who is passionate about innovation in technology and aims to create an impact on the lives of people. With an experience of 25 years in various industries and a vision to bring change in society, he co-founded Energy and Fire Tech India Pvt. Ltd., Kansi Technovation Pvt. Ltd., and GreenLava Eco Solutions Pvt. Ltd.



**Subhash Arya**  
Chief Executive Officer- APAC

He is MBA FMS with over three decades of experience in both domestic and international experience. Led as REO – South -Etisalat Db Telecom Pvt. Ltd, CEO Tata Teleservices - Punjab, COO Tata Teleservices, Circle Head – Essar Cellphone (Vodafone) & Head Operation Meerut & Agra Escotel (Idea).

Demonstrated excellence in revenue generation & cost optimization with managing cross functional roles in Strategy Formulation, Business Acquisition, Operations Management and Distribution Channels to exceed organization's objectives.



### CA Manoj K Pahwa

#### Chief Finance Officer

He is B.COM (H), FCA, PGDBA, DISA is the founder of the Manoj Pahwa & Associates, Chartered Accountants.

He was enrolled as a member of the ICAI in 2001 and has an experience of more than 20 years in almost every facet of Income Tax and the accounting profession.

He was the co-convener of the study group on Foreign Currency Regulation Act of The Institute of Chartered Accountants of India. He was President of Young Chartered Accountants' Federation. Mr. Manoj K Pahwa was the Vice-Chairman of Direct Taxes Committee of All India Chartered Accountants' Society.



### Srinivasan R C

#### Chief Technical Officer

He is an avid technologist who has invested 20+ years in software development. He is proficient in Technology, People Management, Process Management, Product Management, Strategy Management.

He has spearheaded multi-million dollar projects fostering business and revenue growth within the global and MNCs.

He is deeply passionate about people, processes, and customer satisfaction. He strongly believes **"Any team can take any crazy vision and turns it into reality"** if we give enough space for them to settle down and prove.



### Pankaj Jain

#### Executive Director - APAC

He, IIT Kanpur alumnus started his career with Hindustan Petroleum with 3 decades plus experience in Sales & Marketing and worked in North market and took plunge in establishing new company by joining total group and contributed as Head of sales in Total Energies (France based 4th Largest global Oil Giant) with lubricants and Bitumen businesses in their Indian operations.

Established credibility in Launching & Managing Elf & Total brands of lubricants, setting up Pan India distribution Channel and excellence in business development in formation JV with Total energies and IOCL in bitumen field.





**Sandeep Avasthi**

Chief Sales Officer

He is a dynamic leader with a very high level of ethics and integrity towards the organization.

Over 24 years of demonstrated abilities as a business growth enabler, Brand Builder Headed PAN India business operations and Marketing function, Launched over 8 Brands, 10 Products, more than 3 Award-winning brands Managed startups and successfully put them on accelerated growth.



**Pankaj Kalra**

Chief Commercial Officer

He is a Techno Commercial Professional having +29 Years of Working Experience in the Automotive and Consumer Appliance Industry. He has proven competencies in Business Development, Vendor Development & Localization of Automotive Components, Appliance Products, and Components. Supply Chain Management, Factory Set up, Project Management, Cost Optimization projects, Procurement Systems, and Process Designing.



**Gulshan Grover**

Head - Service

Over 16 yrs. experience of functional and leadership in areas of Sales & Service strategic planning, development of service network and outsourced vendor selection, framing of service business process,p&l of service business & handling large service teams direct as well indirect.

MBA Sales and Marketing

Skilled in Management, Customer Service, Sales, Team Building, and Team Management. Worked at Okaya as General Manager & Livpure Private limited Zonal Service Manager



## **Pooja Sharma**

### **Head – Business Development**

Pooja has over 16 years of working experience in the Retail & Marketing, Business Development & Modern Trade.

She is responsible for defining and creating the vision and strategy of business development for the Organization.

She has successfully demonstrated extensive business development, sales force efficiency and people management within large, multicultural and international setups.



## **Piyush Goel**

### **Head- Marketing**

A techno-marketing person with over a decade of experience in the field of IT, Marketing, and Branding. Thorough and in-depth domain knowledge of promotional tools using ATL, BTL, and Digital mediums.

He has a strong history of nurturing brands with creative and innovative ideas by handling entire communications for various brands across the globe. He has led a team of more than 100 people to create and execute huge marketing campaigns for multiple brands.



## **Sonia Sharma**

### **AGM- HR**

Strategic & innovative Human Resource Generalist Professional with 11 plus years of comprehensive human resource experience across diverse industries. A seasoned HR who translates business vision into HR initiatives improving performance, growth & employee engagement, by focusing on Employee's Effectiveness.

Sonia holds an MBA degree with dual specialization in HR and Marketing.

In the past she has been associated with some of the major brands across industries which includes pharma, automotive, manufacturing and the hospitality industry.



# Verticals

# Business Verticals



POWER as a SERVICE (PaaS)	CHANNEL SALES	SOLAR	SPECIAL PROJECTS	CORPORATE DEVELOPMENT
Unlimited Energy Space on Lease of off-grid Battery Power Solutions.	<b>Batteries</b> Two-Wheeler Batteries Automotive Batteries Inverter Batteries Heavy Commercial Batteries Hybrid (SMF/ VRLA) Batteries	Solar Batteries Solar Panels Solar EPC	Community Water Purification Solutions	Mergers & Acquisitions
Single Window Solution for OPEX.	<b>Inverters</b> Home/ UPS Inverters Industrial UPS Wall Mounted Inverter Online UPS	Solar Rooftop Solutions	Community Power Solutions (off-grid)	Project Feasibility Study
Tax Savings on 100% OPEX.	<b>Tesla Power Shops</b> Water Purifiers Air Purifiers Air Dehumidifier	Solar Pumps Solar Street Light	Sun Dryers and Phase Change Material (PCM) - Heating & Cooling Solutions	Project Technical Study for Analytics
ZERO Operations & Maintenance Engagement.		Solar Community Water Purification Solutions		Operations and Management
Optimized Extended Warranty.		Solar Community Power Solutions (off-grid)		OEM Supplies
Performance Warranty.				
Seamless Logistics & Installation.				
Operations & Management.				



# PaaS

## Power-as-a-Service

PaaS is a unique solution in power to address the Energy Efficiency Gap & its open possibilities for the future growth. Power-as-a-Service (PaaS) is a business model whereby customers pay for an energy service without having to make any upfront capital investment.



# PaaS

PaaS models usually take the form of a subscription for electrical devices owned by a service company or management of energy usage to deliver the desired energy service.



# Current Scenario – Battery CAPEX Solutions



- Non priority banking sector for funding
- OPEX model not available globally for the battery storage sectors
- There is prohibitive CAPEX engagement for these industries
- Due to which project proposals become unviable
- Battery storage solutions are hardly considered in any of the sectors except in telecom and some in banking

- Very low penetration of battery storage solutions are available
- Projects with batteries will depreciate over 11 years or more
- Immense issues with management & servicing of these large battery banks
- Storage and logistics space availability
- Pilferage & failure
- Insurance



# Tesla Power PaaS Solution - Advantages



- Technology agnostic solutions
- Brand agnostic technology
- Patented Battery rejuvenation technology
- Skilled technicians
- Large network of service centers
- Operations & maintenance skills

- OPEX funding availability
- Easy processing
- Appropriate paper work related to credit rating of the organization
- Nearly zero interest EMI
- Minimum locking period
- Fast deployment

- Professional management team
- Maximum guarantees & warranties
- Minimum Generation guarantees
- Customized warranty schemes

# India Advantage for PaaS



## Growing Demand

India ranked sixth in the list of countries to make significant investment in clean energy by allotting US\$ 90 billion in between 2010-H22019.

\*Growing population along with increasing electrification and per-capita usage will provide further impetus. Power consumption is estimated to reach 1,894.7 TWh in 2022.



## Attractive Opportunities

Under the Union Budget 2021-22, the government allocated Rs. 305,984 crore (US\$ 42 billion) for a revamped, reforms-based and result-linked new power distribution sector scheme over the next five years.

\*In June 2019, Government launched US\$ 5 billion of transmission-line tenders in phases to reach 175 GW target by 2022.



## Policy Support

100% FDI allowed in the power sector has boosted FDI inflow in this sector.

\*Schemes such as Deen Dayal Upadhyay Gram Jyoti Yojana (DDUGJY) and Integrated Power Development Scheme (IPDS) are expected to augment electrification across the country.



## HIGHER INVESTMENTS

As per the National Infrastructure Pipeline 2019-25, energy sector projects accounted for the highest share (24%) out of the total expected capital expenditure of Rs. 111 lakh crore (US\$ 1.4 trillion).

\*Total FDI inflow in the power sector reached US\$ 15.36 billion between April 2000 and June 2021.



# India Advantage for PaaS



## MARKET SIZE

Electricity Generation in India^ (in BU)



Power Supply Position (GW)



Note: GW – Gigawatt, BU – Billion Unit, \* – Until August 2021, ^ – including renewable sources



## SECTOR COMPOSITION

Installed Capacity for Different Sources of Power – FY22\* (GW)

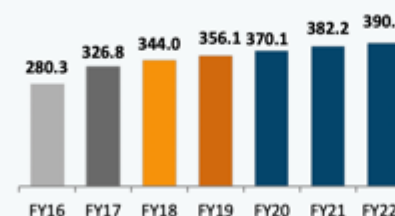


Note: GW – Gigawatt, \* – Until October 2021

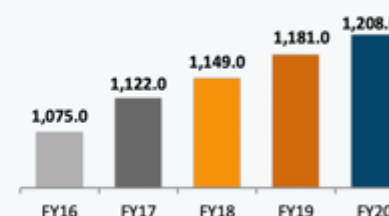


## KEY TRENDS

Installed Electricity Generation Capacity (GW)



Per-Capita Electricity Consumption (KWh)



Note: GW – Gigawatt, KWh – Kilo Watt hour, \* – Until August 2021, P – Provisional

# India Advantage for PaaS



Har Ghar Swachh Jal



Har Ghar Urja



Swachh Bharat



Make in India



Kusum



# Channel Sales

# Channel Sales



**Tesla Power India Pvt. Ltd.** is among the fastest growing brand in India. We have 250+ Distributors and 500+ Tesla Power Shops in 20+ States in India.

Tesla Power Shop, as a concept, is a hybrid and unique model of service, sales, battery revival & EV Charging Stations. This hybrid Retail model is being adopted across the country and appreciated internationally.

The Company launched their American Technology-based products such as Inverter Batteries, Automotive Batteries, Two-Wheeler Batteries, Tractor Batteries, Trucks Batteries, Solar Batteries and Solar Panels, Lithium-Ion Batteries, Home UPS, Solar UPS, Industrial UPS, HUPS, 2v/ 12v Batteries, Smart Inverters and recently Hybrid VRLA, SMF VRLA Batteries in which, all the cells are replaceable.



**Inverter Battery**



**Automotive Battery**



**Two-Wheeler Battery**



**Truck/ Tractor Battery**



**Hybrid Battery**



**SMF/ VRLA Battery**



**Alkaline RO Water Purifiers** from **YOGjal Series** (YOGjal Surya and YOGjal Prithvi) designed to carry forward the old ancient tradition of drinking water from the copper vessel. The RO Purifiers available in the market remove the essential minerals and nutrients from the water during the RO process. Due to this, the water is no-doubt purified, but it is very unhealthy water due to de-mineralization. The YOGjal series apart from advanced purification process, also add minerals as well as makes the water alkaline, making it most healthy water available in the market.

**Alkalino** is Alkaline RO Water Machine designed with advanced technology to offer amazing benefits of alkaline water with complete control at the user end. Alkalino contains a built-in detoxifier and gives you high-quality and pristine alkaline water which is as good as Kangen water but far cost-effective. Alkalino provides Kangen RO water that raises tap water pH by ionizing and splitting the water molecules. Hence, it becomes India's most affordable Alkaline Water RO.



## **Alkaline RO Water Purifiers**

**Tesla Healthy Life** has launched 2 series of the Alkaline RO Water Purifiers – YOGjal Series and Alkalino.

# Solar



An amazing futuristic growth strategy for anyone who wishes to start their business with an innovative brand that has a vision to contribute towards the wellness and complete energy solutions to the end customers through its multiple distribution points and Tesla Power Shops.



**Solar Batteries**



**SOLAR PANELS**



**SOLAR EPC**



**Solar PCU**



**SOLAR PUMPS**



**SOLAR STREET LIGHTS**

## DIY- Installation Process

- 1** Structure for nine nos of solar panels on ground /rooftop to be fixed with proper anchoring .
- 2** Fixing of washers, nut and bolt of structure and placing of solar panel on structure table.
- 3** UV protected 1 core 4sqmm copper cable with Mc-4 to be used for termination.
- 4** Attach nine solar panels in series and measure voltage which should be 350v to 450v.
- 5** Fix the TAG Ultima on the wall and terminate it with load point
- 6** Change over switch to be fixed at load point.
- 7** Switch ON/OFF with remote and start enjoying free electricity.



Manufacture By:  
**ALL ABOUT TECHNOLOGY LLP**  
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Email: info@aatgroup.in

Quality Checked and Marketed by:  
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Web: [www.teslapowerusa.in](http://www.teslapowerusa.in)  
Email: [complaint@teslapowerusa.com](mailto:complaint@teslapowerusa.com)

Channel Partner/Dealer



**TAG BHARAT  
ULTIMA**

## ELECTRICITY



**HEAVY Bill  
to  
ZERO Bill**



**GO SOLAR**

**1st time In India | Self Installation  
500+ Service Centre | Lifetime Warranty**



# What is Tag Solar?

2.2 KW – Tag Bharat Ultima



## Realtime Use



- AC • Refrigerator • Washing Machine
- Induction and many more

### List Of appliances in 2BHK home that run on TAG Ultima

Description	Watt
Air Conditioner (1 Unit)	1000
Fan 90watt (2 Units)	180
LED CFL 15 watt (1 Unit)	15
Refrigerator (1 Unit)	350
Washing Machine (1 Unit)	500
Induction Heating Plate (1 Unit)	1000
Water Pump (1 Unit)	500

MIX YOUR USE UPTO 1600 WATT

## TAG BHARAT TECHNICAL DATA

Parameter	2.2kW-SPC	
PV Input		
Min. Input Voltage	[VDC]	350
Max. Input Voltage	[VDC]	420
Max. Input Current	[A]	10
Motor Output		
Output, Phase		1 Phase
Output Voltage	[AC]	0-220
Output Frequency	[Hz]	0-50
Output Current	[A]	0 to 11
Motor Types	HP	UP TO 2HP*
Protection		Short Ckt, Over Load, Low Power
Other Load Output		
Output, Phase		1 Phase
Output Voltage	[AC]	220
Output Frequency	[Hz]	50
Output Current	[A]	0 to 9
Power Factor Range		0.8 to 1
Protection		Short Ckt, Over Load, Low Power
Display & Communication		
Display Type		16 x 2 LCD
Status Indicator		ON, OFF, Fault with appropriate Message
Serial Communication		NA
Remote Monitoring		NA
Other Info		
Max. Ambient Temperature	[°C]	60
Max. Relative Humidity	[%]	80
IP Degree of protection		IP54
Altitude	[M]	NA
Weight	[kg]	6
Size (H)	mm	260
Size (W)	mm	270
Size (D)	mm	160

Technology by:  
KINETICA SOLAR

## OUR FEATURES

- Saving on power bills / No Power cut.
- Cost effective, noiseless and better than diesel generators
- Real time power availability in day time.
- Technology works without grid sensitivity and storage .
- No maintenance. • Easy to install.

# Solar with panels



**Tesla Power India Pvt. Ltd.** Solar solutions with panels which are used to convert sun light, which is composed of particles of energy called "photons", into electricity that can be used to power electrical loads for rooftops solutions, EPC ground mounted projects, solar powered cabins, telecommunications equipment, remote sensing, and of course for the production of electricity by residential and commercial solar electric systems.



10 KWP, SDM Nubra , Leh



# Special Projects

# Special Projects



## Community Water Purification Solutions

The initial treatment process consists of filtration or sedimentation to remove particulate matter from the untreated water. Then, a disinfection process is conducted (usually chlorination) to kill any remaining bacterial and viral pathogens from the filtrated water.

## Community Power Solution (Off Grid)

Community power is the belief that people should have a say over the places in which they live and the services they use. It is a growing movement – with communities across the country, and the world, working together to improve places, public services and each other's lives





# Corporate Development

# Corporate Development



We offer professional consulting services in the renewable energy industry, specializing in wind, solar, and hydro.

- The company covers a full life cycle of renewable energy projects through its four business lines
- Asset Management
- Technical Advisory
- M&A and Financial Advisory
- Legal Advisory
- The company has a strong presence PAN India, which is expanding to other countries in the APAC and MENA regions





# Tesla Power Shop



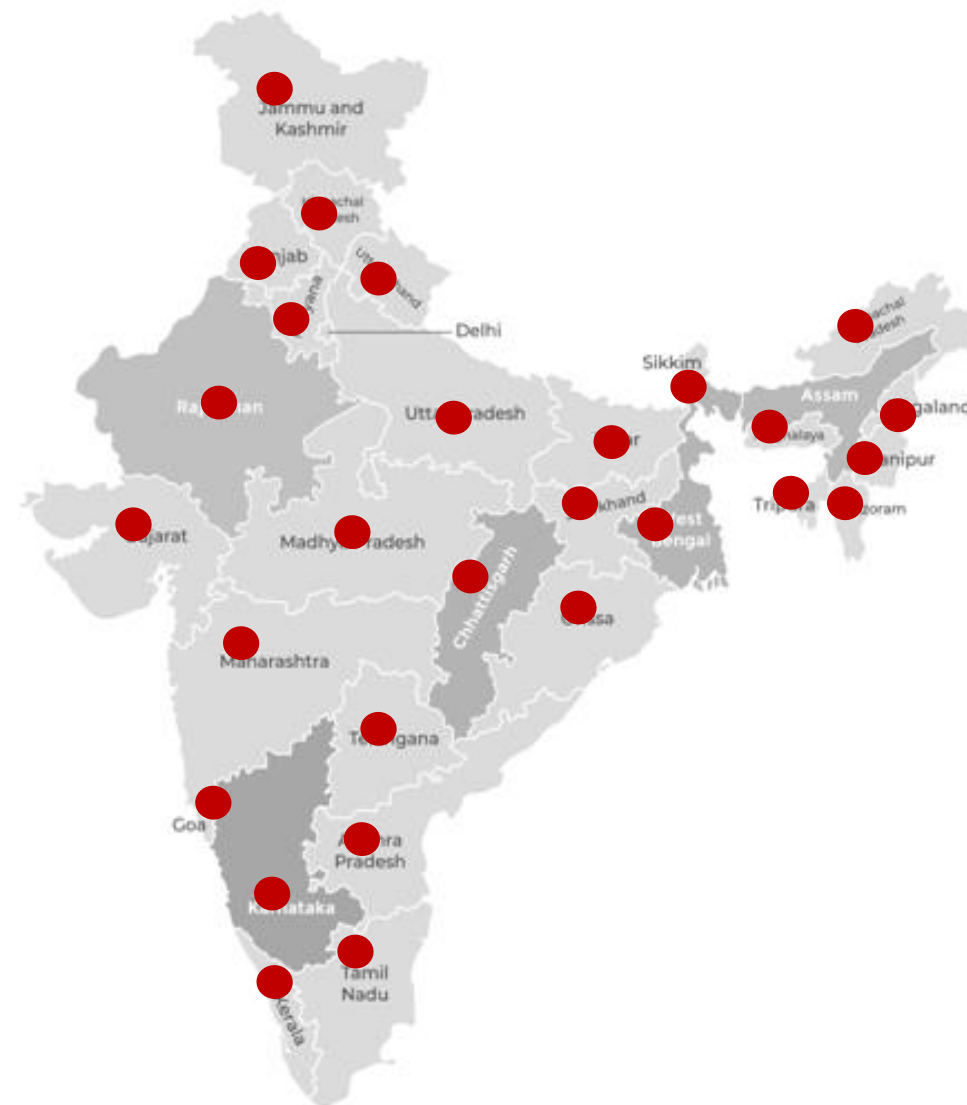
**Tesla Power Shop** is a hybrid model of sales and services.

**Tesla Power India Pvt. Ltd.** provides an opportunity to establish the largest network of Hi-tech service centers by setting up **Tesla Power Shop**, where complete marketing and sales support with USA technology will be offered by the company.

375+ more Tesla Power Shops to be opened shortly  
20 + Warehouses  
300 + Service Centers  
500+ Tesla Power Shops



# National Presence



# International Offices





# Associations & Partnerships

## Industry Associations



Confederation of Indian Industry



Automotive Component Manufacturers Association of India



**#NHforEV**

'National Highways for Electric Vehicles'



## Media Partners

**THE TIMES  
OF INDIA**



Hindustan Times

Through



ENERGY & FIRE

## Banking Partners





# 2050

## The Greener Planet

Wind, water, geothermal and solar power can meet the worldwide demand for 11.804 TW of energy while avoiding the predicted global temperature increase of 2.7 degrees Fahrenheit (1.5 degrees Celsius) above preindustrial levels by 2050.

The researchers outline how doing so would save the lives of 4 million to 7 million people who might have otherwise died from diseases caused by air pollution, save countries more than \$20 trillion overall in health and climate costs, and produce a net increase of more than 24 million long-term jobs.



Planet Texas 2050 is a research grand challenge at The University of Texas at Austin. We're a team of more than 150 researchers across all disciplines working together over the next decade to find ways to make our state more resilient in the face of extreme weather events and rapid population growth

# Thank You !

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