



*We EmPOWER You*

CORPORATE GREENS



# About Us

Tesla Power USA LLC's is headquartered at Florida, USA and 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 Inc.** was created to serve the untapped market in India

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

**Tesla Power Inc.** 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**

**500+  
Corporates & PSU's**

**225 +  
High-tech Service  
Centre**



# 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 USA.**

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.



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 background is blurred, focusing attention on the hands.

# The Leadership Team





**John H. Vratsinas**

MD & Global CEO

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.



**Shaibal Ghosh**

Chief Executive Officer- APAC

He is better known as "Casper" & is a known P&L leader and inspirator with 28 years of hands-on experience in globally diversified international markets, in the field of Operations, Sales & Marketing, P&L management, multi channel product distribution, strategic positioning, technology development, acquisitions and strategic planning, with both start-up and growth organizations. Passionate evangelical acumen consistently applied in promoting renewable energy, energy efficiency and other clean technology businesses and being a regular speaker in the International Solar PV space for FICCI, CII, Intersolar, SPI, MNRE, etc, worldwide.



## **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





## 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 has qualified the certificate course on valuation conducted by ICAI. He was enrolled as a member of the Institute of Chartered Accountants of India in 2001 and has an experience of more than 20 years in almost every facet of Income Tax and the accounting profession.

Mr. Manoj K Pahwa 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.



## Somik Banerjee

Head- Marketing

A commerce graduate from Delhi University and a marketing communication professional with over 2 decades of experience in brand marketing tailor-made especially for upcountry markets.

Thorough and in-depth domain knowledge of promotional tools using ATL, BTL and Digital mediums.

In the past he has spearheaded the zonal marketing for Mahindra & Mahindra for the East zone and has also played key roles in leading branch operations across regions for some of the leading marketing agencies of the country.



## James Biswas

Head- PaaS

He is a Postgraduate in Marketing from National Institute of management and technology , Ghaziabad , in 2003 .

He brings a sales experience of 19 years , includes 12 years engagement in Corporate sales and driving distributor channel capability enhancement at Mahindra & Mahindra Automotive and Hyundai Motors India Ltd.

Prior to his career in automotive sector , James , was a Corporate Banking specialist at Standard Chartered Bank and Axis Bank , managing funding portfolios of Mid/Large corporates



## **Deepak Vohra**

### **ADVISOR**

Chief Mentor, is a Special Advisor to the Prime Minister, Lesotho, and Guinea-Bissau, and to Ladakh Autonomous Hill Development Councils, Kargil and Leh, India. From the Indian Foreign Service Class of 1973, H.E. Dr. Vohra was India's senior Ambassador. He has studied at the most prestigious Universities in India and overseas including St. Stephen's College, National Defence College and Sorbonne University, Paris. He has served in France, Vietnam, Tunisia, the United States, Nigeria, Cameroon, Benin, Chad, Malaysia, Papua New Guinea, Spain, Armenia, Georgia, Sudan, Poland, and Lithuania. Ambassador Vohra has specialized in developmental issues (especially in remote areas) for emerging nations.

In October 2005, Armenia awarded him a gold medal and named a school after him. Sudan gave him its highest civilian honor and in 2006, he was made Prince of an African tribe. He has vast international experience, having represented India at several conferences, and is a specialist in the development of remote areas.



## **Riaz Naqvi**

### **ADVISOR**

He had a distinguished career of over 25 years as a senior officer in the Indian Government, specializing in strengthening policy and strategic corporate relations between the Indian Government and global businesses. He has held the highest position as a senior member of the Government of India's Technical Advisory Council. He has seen the Indian IT Industry grow from barely \$60million since its inception to 60 billion.

As part of his tenure with the Government, Mr. Naqvi has set up the following institutions:

Council of electronic and software exports; apex body of the Indian government for promotion of software exports, served as a CEO. Northern India's first special economic zone (SEZ) in Noida India; served as Development Commissioner. Board member for STPI (Software technology park of India).

Mr. Naqvi is currently based between New Delhi, and Silicon Valley in California, successfully promoting entrepreneurship and strategic government relations between the two countries.



# Verticals

# Business Verticals



POWER as a SERVICE (PaaS)	CHANNEL SALES	E2W – B2B	SOLAR	CORPORATE DEVELOPMENT	SPECIAL PROJECTS
<p>Unlimited Energy Space on Lease of off-grid Battery Power Solutions.</p> <p>Single Window Solution for OPEX.</p> <p>Tax Savings on 100% OPEX.</p> <p>ZERO Operations &amp; Maintenance Engagement.</p> <p>Optimized Extended Warranty.</p> <p>Performance Warranty.</p> <p>Seamless Logistics &amp; Installation.</p> <p>Operations &amp; Management.</p>	<p><b>Batteries</b> Two-Wheeler Batteries Automotive Batteries Inverter Batteries Heavy Commercial Batteries Hybrid (SMF/ VRLA) Batteries</p> <p><b>Inverters</b> Home/ UPS Inverters Industrial UPS Wall Mounted Inverter Online UPS</p> <p><b>Tesla Power Shops</b> Water Purifiers Air Purifiers Air Dehumidifier</p>	<p>Ancillary Battery Supply to all 2W/ 3W/ Golf-kart Manufacturers.</p> <p>Battery Chargers</p> <p>EV 2W Manufacturing – Plant</p> <p>Nation Wide Service Setup</p>	<p>Solar Batteries Solar Panels Solar EPC</p> <p>Solar Rooftop Solutions</p> <p>Solar Pumps Solar Street Light</p> <p>Solar Community Water Purification Solutions</p> <p>Solar Community Power Solutions (off-grid)</p>	<p>Mergers &amp; Acquisitions</p> <p>Project Feasibility Study</p> <p>Project Technical Study for Analytics</p> <p>Operations and Management</p> <p>OEM Supplies</p>	<p>Community Water Purification Solutions</p> <p>Community Power Solutions (off-grid)</p> <p>Sun Dryers and Phase Change Material (PCM) - Heating &amp; Cooling Solutions</p>



## 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)

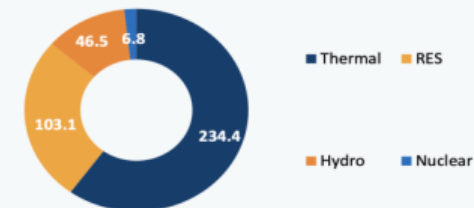


Note: GW – Gigawatt, BU – Billion Unit, \*- Until August 2021, ^-including renewable sources



## SECTOR COMPOSITION

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

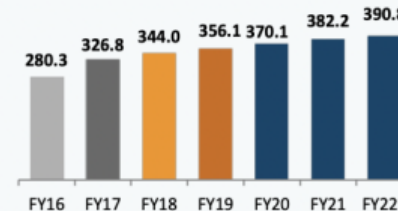


Note: GW – Gigawatt, \*- Until October 2021

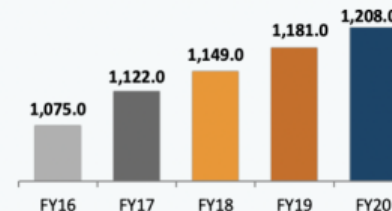


## KEY TRENDS

Installed Electricity Generation Capacity (GW)



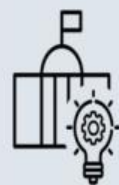
Per-Capita Electricity Consumption (KWh)



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



# India Advantage for PaaS



## GOVERNMENT INITIATIVES



## ADVANTAGE INDIA



सौभाग्य  
प्रत्येक घर बिजली पर एक कदम

### Saubhagya Scheme



### UJALA Scheme



### Ujwal Discoms Assurance Yojana (UDAY)

- **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.
- **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.
- **Policy support:** Electrification in the country is increasing with support from schemes like Deen Dayal Upadhyay Gram Jyoti Yojana (DDUGJY), Ujwal DISCOM Assurance Yojana (UDAY), and Integrated Power Development Scheme (IPDS).
- **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.

# Channel Sales



Tesla Power USA 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.

The auxiliary battery is a **backup for the main battery**. It does several jobs depending on what model of car it's installed in. These range from powering electrical accessories like the radio/infotainment to operating the engine stop-start system

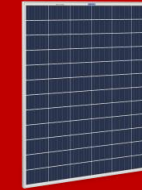




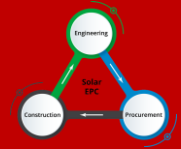
An amazing futuristic growth strategy for anyone who wishes to start their business with an innovative brand that has a vision to contribute towards the wellness and complete energy solutions to the end customers through its multiple distribution points and Tesla Power Shops.



**Solar Batteries**



**SOLAR PANELS**



**SOLAR EPC**



**Solar PCU**



**SOLAR PUMPS**



**SOLAR STREET LIGHTS**

Tesla Power USA 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.





# 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.



# 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



# Tesla Power Shop

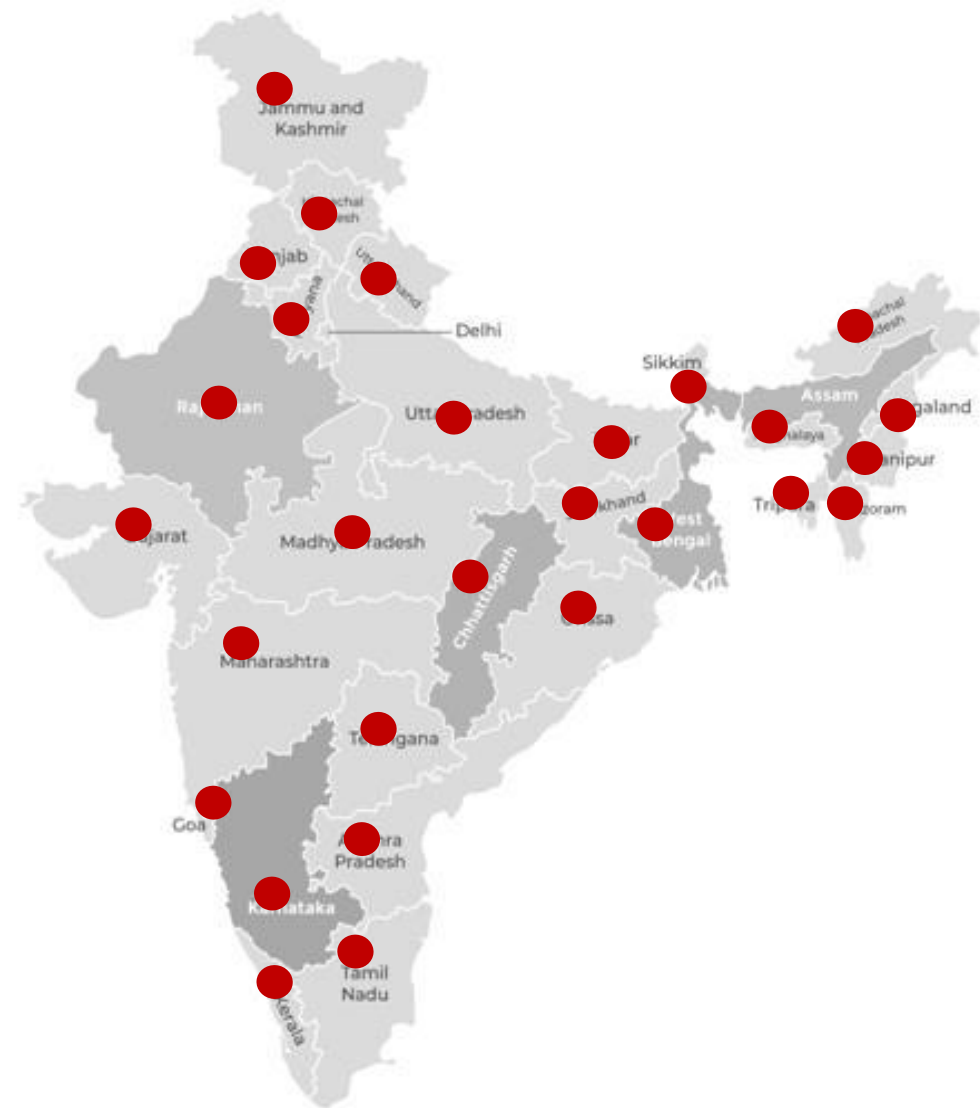




**20 + Warehouses**  
**300 + Service Centres**  
**500+ Tesla Power Shops**

**375+ more Tesla Power  
Shops to be opened shortly**

# National Presence





# International Offices



# Associations & Partnerships



## Industry Associations



## Media Partners



## 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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