

Luxury EVs Redefining Personal Mobility

ABOUT THE COMPANY

LAPA aims to revolutionize **electric mobility** with vehicles that blend **luxury** and excitement, crafted with state-of-the-art **technology**

YEAR FOUNDED

2020

INDUSTRY

EV

HEADQUARTERS

Bengaluru, India

PRODUCT FEATURES

Advanced carbon fiber monocoque chassis



0 – 40 Km/h in under 2.5 seconds



Voice controlled operation



50:50 weight ratio



Largest touchscreen in the market at 12.3"



Patented sleek handle console



PROBLEM

The market is saturated with budget models **lacking technology and design innovation**



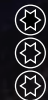
Consumers are unaware of premium EV R&D, safety features, and **misconceive battery pack risks**



Consumer **mindset is focused solely on price and range**, overlooking EVs true potential



Technical glitches in scooters and **inadequate after-sales services deter potential buyers**



SOLUTION

Lapa Electric stands out with **advanced engineering, exclusive technology, and top-tier R&D** in a crowded market



Mollicel cells, trusted by BMW and Rolls Royce ensures a **dependable and secure battery pack**



Launch a campaign to **change the mindset** of the consumer and promote Lapa Electric's unique and premium design language



With **timely maintenance and efficient repairs**, we ensure **client satisfaction** and optimal performance



JOURNEY SO FAR

**2021**

- Established 15,000 sq ft in-house R&D and manufacturing facility
- Secured INR 4.5 Cr OCD funding from Konar Engineering

**2022**

- Developed 3.5kw & 6.5kw motors
- Created 1<sup>st</sup> carbon fiber monocoque chassis with 3D moulds
- Developed unique 12.3" touch screen

**2023**

- Finalized LAPA X model design
- Increased team (6 to 23)

**2024**

- 62,000 hrs. R&D completed
- 6,000 hrs. prototype testing done
- 5 prototypes manufactured

## MANAGEMENT TEAM



**Lakshmikanth, R.**  
Co-Founder &  
Technical Chief



**Pavan Kumar, A.**  
Co-founder &  
Chief Electronics



**Chetan Rao**  
Chief of Designs



**Bharat, R.**  
Chief of Operations  
& Sourcing

## OUR COMPETITORS

**OLA**

**ATHER**

**Chetak**

**TVS**

**SIMPLE**

## WHY US?

- Carbon Fiber Monocoque Chassis
- Tab Steer with invisible braking system
- Swappable liquid-cooled Battery Pack design
- Hollow Eyes Light Design
- Indigenously Designed Lapa Chip & Intelligent BMS

## CONTACT

Lakshmikanth, R., Co-Founder

pavan@lapaelectric.com

+91 95915 57172

## MARKET OPPORTUNITY

### Total Addressable Market (TAM)

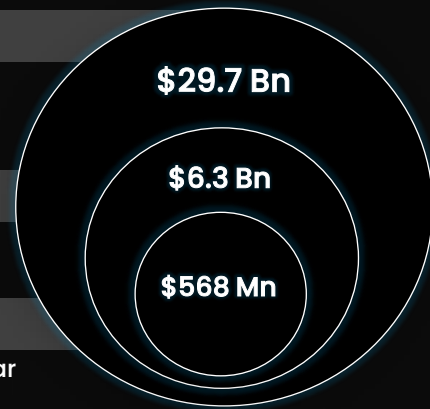
India's 2W Market has been valued at \$16.63Bn in 2023 and is anticipated to grow at a CAGR of 10.29% from 2025 to 2029.

### Serviceable Available Market (SAM)

India's Electric 2W Market is forecasted to be valued at \$6.3Bn in FY 2029.

### Serviceable Obtainable Market (SOM)

We aim to capture 9% of the SAM by the 5<sup>th</sup> year



## BUSINESS MODEL

Sales Price INR 2,44,837

Unit Economics 9.3% Margin

## CUSTOMIZABLE ACCESSORIES



Interactive helmets color coordinated with bike



Premium portable battery backpack



Customization options on colors



Personalization of themes



Spoilers



Chargers

## ROADMAP

### 2024

- Raise INR 25 Cr
- Production of 40 bikes
- Segregated testing
- Internal lab testing
- IKAT/ARAI approval

### 2025

- Consolidated analysis of test data & development if any
- Launch with 200 bikes

### 2026

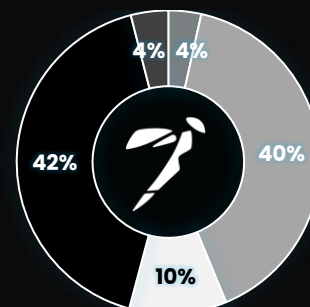
- Target Sales of 25000 units
- Increase efficiency for capacity utilization
- Build the LAPA experience center and increase footfall as a sales point

### 2027

- Expand production capacity post fund raise
- Export of scooters through strategic partnerships

## INVESTMENT OFFERING

We aim to raise INR 25 Cr for our company



- Direct Expenses
- Operating Expenses
- Payroll Expenses
- Capex
- Contingency Reserve