

Blinq Mobility

Redefining urban commute with purpose-built EV Pods

The Problem

Urban cabs spend more resources than they need to

2.5 M

Registered taxis in India; 3,00,000 new ones added annually!

~47%

Of net earnings go into fuel, EMI, and maintenance

4 years

Payback period. That's the entire vehicle life in taxi industry.

80 km/h

Max permissible speed limit for taxis.

Why pay for an asset which can reach 150 kmph?



Existing EVs are unsuitable

- 👉 Asset cost even higher than ICE cars.
- 👉 Long charging time + Poor infra = Range anxiety!

Customer discovery

Ideal city cab for different stakeholders

Value chain

Cab Aggregators

- Customer Experience
- Competitive pricing
- Size of partner fleet

Uber, BLU SMART MOBILITY, OLA, rapido, namma yatri, inDrive

Fleet Operators

- Cost per km
- Vehicle Uptime
- Maintenance cost
- Driver Attrition

ECO MOBILITY, GO GREEN, Lithium, eee - Taxi, WTi cabs, BLU SMART MOBILITY, EVEREST FLEET, Evera Be The Difference

Individual drivers

- Car cost & Resale value
- Less driving fatigue
- Financing/leasing ease

Customers

- Safe rides
- Hygienic interiors
- Comfortable seating
- Quality suspension
- Economic
- Driver behavior

"Today running an EV is more expensive than running an ICE hatchback"

~CEO of a Fleet company with 18000 cars

Bling Pods: Perfect for urban commute

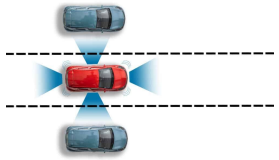


L7 microcar

- 70 kmph top speed
- Fewer compliances
- Simple design
- Lean manufacturing

ADAS Level 1

- Adaptive Cruise control
- Blind spot monitoring
- Collision alerts
- Fatigue ↓ Safety ↑



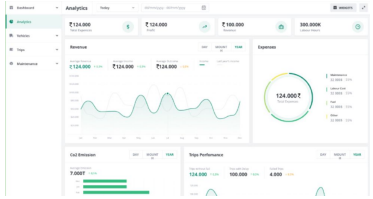
Advanced Materials

- Aerospace-grade Composite panels
- Optimised for low cost and performance
- 60% less Weight >> 40% more range
- Simple design >> Lean manufacturing
- Superior impact absorption



Bling IQ

- Vehicle Tracking
- Usage dashboard
- Vehicle health
- Fleet management



Technical Moats

Transforming how EVs are built!



Modular Platform

Cost-effective production of diverse vehicle models like cars, vans, and cargo with the same 'skateboard' design.

Targeting the underserved urban taxi market first, with a vehicle designed for high uptime, city speeds, and cost-efficiency.

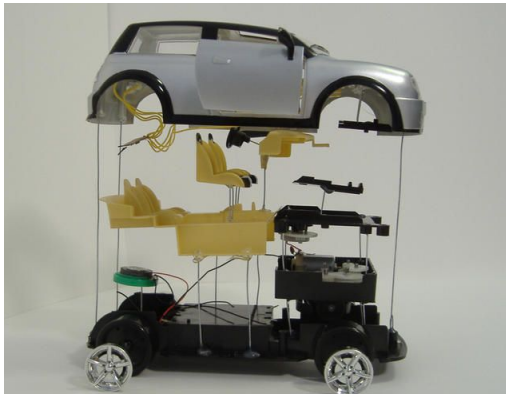


Designed for efficiency

Structural lightweighting using composite materials allows us 40% more range!

Compact, 4-unit battery system allows for easy swapping.





Built for Seamless Fabrication

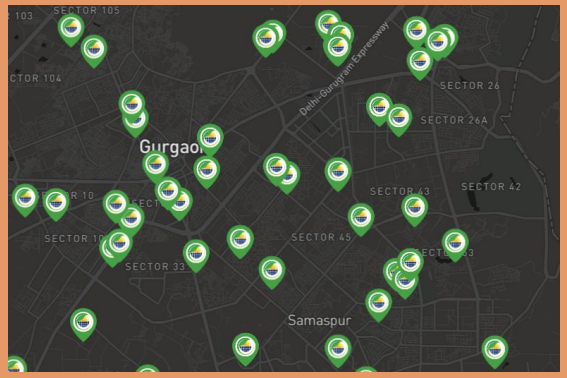
Enabling production in microfactories by simplifying BOM and manufacturing processes.

Built-in crash safety

Platform meticulously crafted with embedded crash protection ensuring safety.



Our Swapping partners Own and manage the batteries + Infrastructure.



Already serving 2 and 3 wheelers. 550+ stations in Delhi alone.

₹ 3.5 Lakh
Without Battery



\+

~₹ 1.7 / km
Charged batteries



Battery Swapping

Uninterrupted operations

⚡ Quick

⚙️ Efficient

💰 Asset-light

Meet the team

Strong Founder-Market-Fit



Nikesh Bisht, CEO
Experience in developing core EV-components @Vecmocon



Ankit Kumar, CTO
Worked as Reliability & Testing Engineer on Cybertruck @Tesla



Sushmita Patil, COO
Experience as marketing & Team relations lead @AFR



Abhilasha Marmat, CTO
Worked on alternate cell chemistries & EV electronics @Chakra innovation



Yashdeep Singh, CPO
Product integration and advanced composites @AFR

Mentors & Supporters



Chirag Prasad
Tesla
Technical Advisor



Yuvraj Naikavde
Tesla
Technical Advisor



Tarun Bhalla
CEO @ Avishkaar
Business Advisor

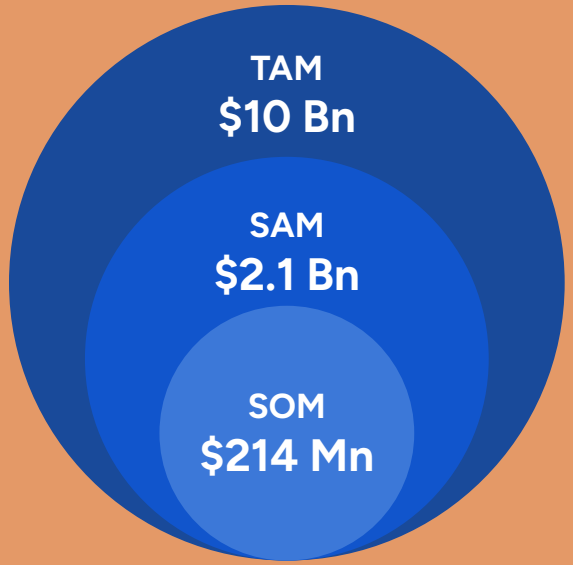
Schulich School of Business York University | together 5.0

iit STARTUPS

Market

Big and rapidly growing

Market Size in India:



Key Tailwinds:

- Rising fuel prices
- Government Policies
- Corporate ESG goals
- Better user Experience

Government mandates:



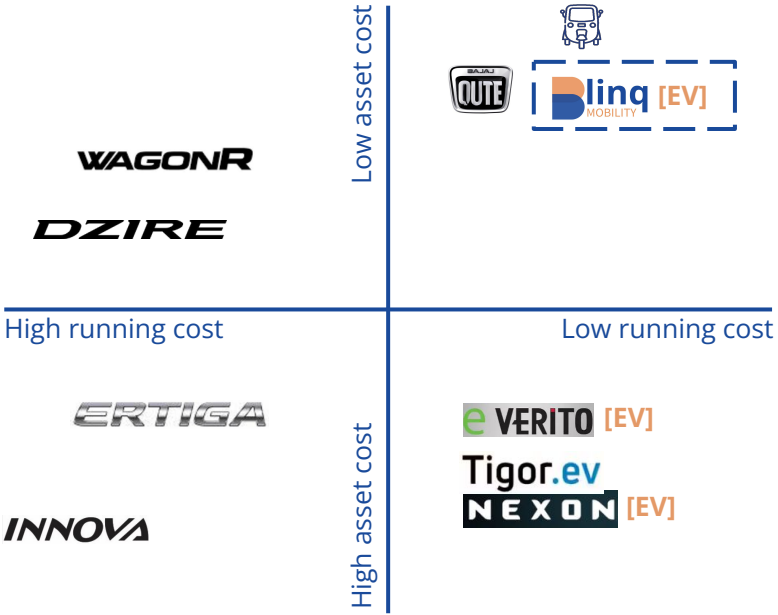
Path to scale: SEAsia, Africa, and Latin America

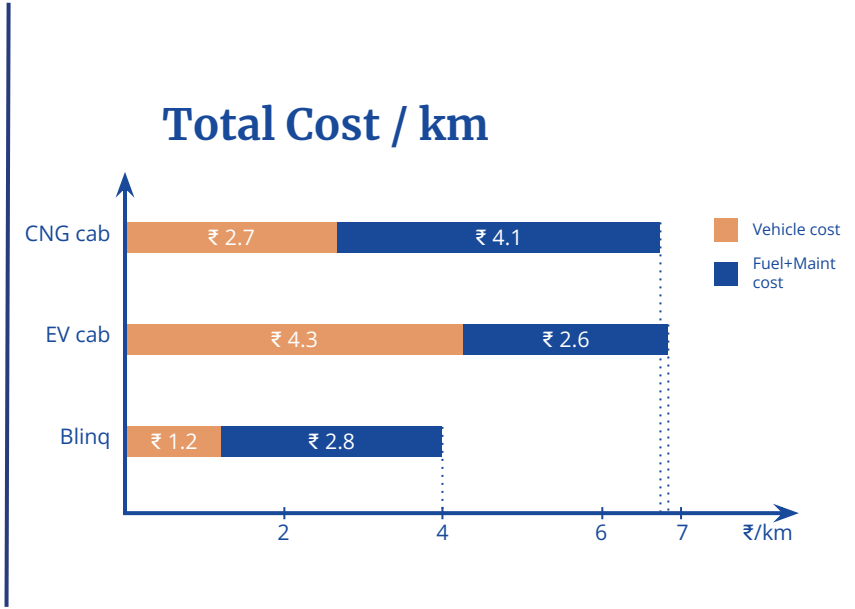


Indian EV Market CAGR = 66.5%

Key Data: 2.5M cabs in India; 12% CAGR; 20% Cabs gets replaced every year (Life of cab: 5 yrs); 65% of the total cabs are intracity cabs;

Better Capex and Opex for Fleets





No taxi has ADAS level 1 features currently.

Allowing fleets to save **41%** of their costs annually!

Business Model

Vehicle sales, service, and intelligence

Revenue Streams

Vehicle Sales

- Priced at ₹ 3.5 Lakh per pod
- 24% profit margin

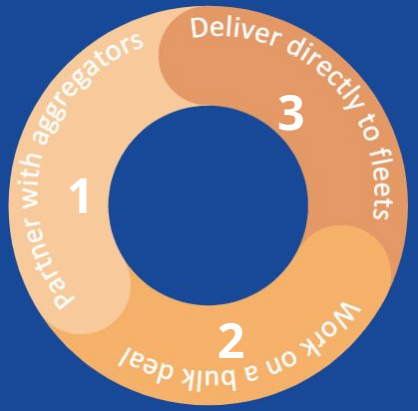
Service and spares

- AMC: ₹800/pod/month
- Spare parts @ 15% profit

Bling IQ platform

- Subscription based model
- ₹10k for first 100 pods, ₹70 per pod thereafter.

Sales Cycle



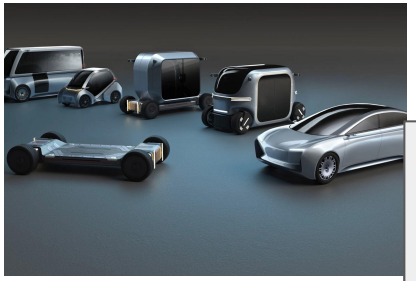
1. We partner with ride aggregators, offering them the ultimate car experience at 3 Wheeler unit economics.

2. They connect us to their fleet operators and drivers, and work out a bulk purchase order

3. Pods are delivered directly to the fleets, gig drivers pickup the pods from nearest center.

Traction and roadmap

Product status, and the road ahead



JUN 2024
Blinq started with the vision of next generation of EVs

SEP 2025
Certification ready, roadworthy Vehicles launch. Early pilots start.

AUG 2027
Second microfactory operational with 500 pods/mo capacity

1 3 5

We're here!

2 4 6

rapido

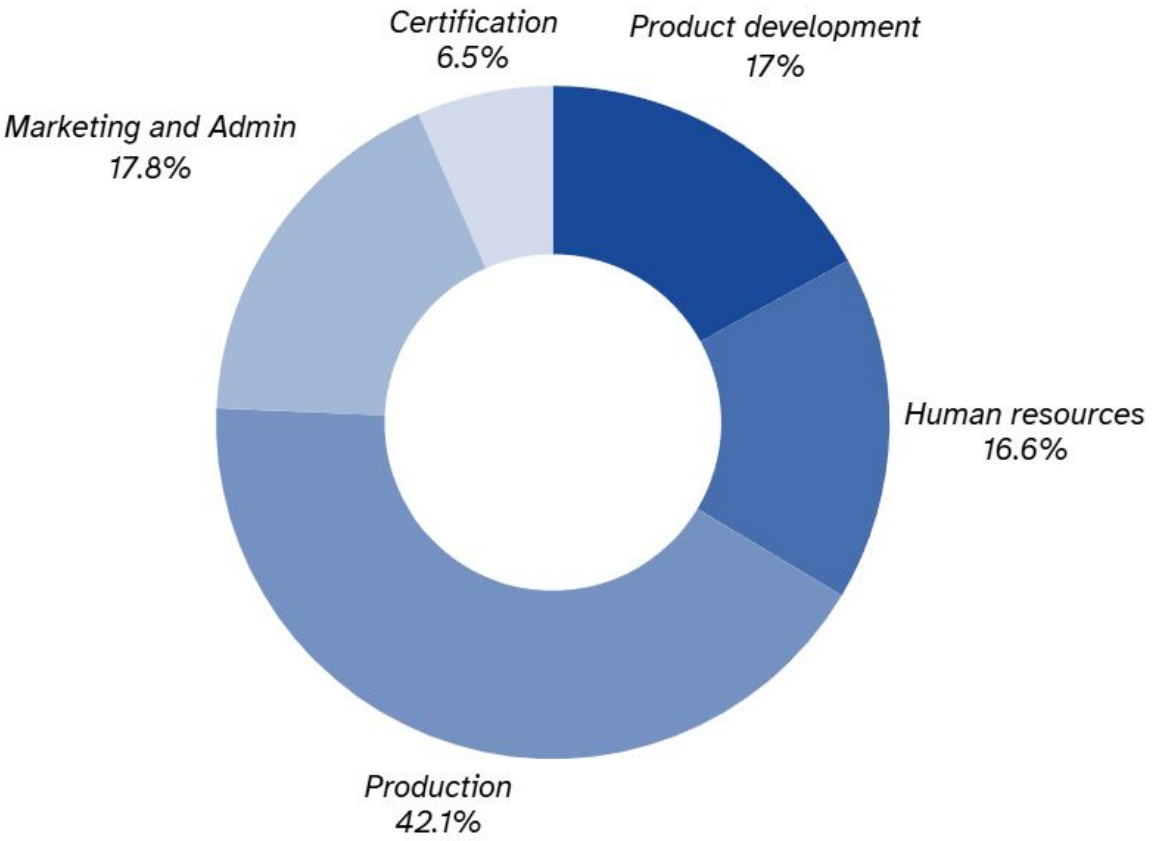
SUN MOBILITY

OCT 2024
🚀 Got incorporated
🚀 Identified the opportunity in the underserved EV Taxi market.
🚀 Registered interests for pilots with taxi fleets; Signed up with Sun mobility for battery swapping

JUN 2026
⚡ Certification complete.
⚡ First microfactory concept with capacity of 50 pods/month.
⚡ Start delivering orders received from partner fleets.

DEC 2027
🔥 Launch Blinq Van and Cargo.
🔥 Blinq pods expand to personal mobility use case.
🔥 Start Export of Blinq Pods to SE Asia and Africa.

The Ask



Raising $ 1 Mn

Diluting 8% Equity

Runway: 18 Months



THANK YOU

Contact us:
🌏 www.blinqmobility.com
📧 Hello@blinqmobility.com
📞 +91 9555869337