

### New Projects.



What we intend to show here, People in INDIA have not even imagined so far.

Any Government in INDIA, to workout on strongest possible economy has to reduce imports GOLD and Liquid Gold, i.e. Crude. Petroleum refining companies can send people to kill us on this statement! But for the Real Mother India's future, we have to think this over.

Gold will automatically reduce to sell courtesy Black money's throat is choked with demonitization already as observed from import of gold figures.

And to cut the imports of Petrol, we must turn to the battery vehicles.

### AND WHY bicycles and not cars?

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- India is a place where there is uncontrolled population explosion and so-called growth too.
- All need everything, all need cars but there is no space to drive and park them courtesy LAND Maffias, Hawkers, unplanned buildings and roads and everything [again courtesy illiterate and corrupt Municipal and town planning government people and equally useless and anti-national government servants]
- There is nothing in sight like Shanghai Metro or any other fast movement for masses and one model which exists in Gujarat { BRTS } , that too is badly opposed by many anti-national elements.
- We thus need smaller vehicles which can easily move and not stay on the roads.
- We need to economize petrol and earth oil.
- We need to use electricity instead.
- We need economized system which can move people faster, at small cost within narrow streets and roads and to the last point also to save their time and the Battery Bicycle can be the solution.
- Huge masses keep on coming in Market (Population explosion) each day, they are common people, needing cheaper means of transport, cannot afford cars.

Again please note:

Most pessimists argue that big heads have already failed introducing such solution.

Reasons, as studied are as below:

- A) Foresight is not common.
- B) The introduction was : Ugly looking models. Thinking that it is new product, does not need petrol and so the masses will rush to buy them, is absolutely Childish and not Business-like, anti-professionals can assume such things in fact.
- C) Just because someone has money he cannot succeed. Business are initiated by people having money and just because they have money carry on with suggestions from available the time-pass advisors who are 'TIRTHANKARS' for them.
- D) Someone's past success is no guarantee of success forever. All stones having written 'RAM' on them cannot float in water. Porosity is the character which makes them float in water.
- E) Improper business analysis, short or small scale, selection of consumer class (Cannot and must not hand-over the product to use to just any walk-in TDH = Tom / Dick / Harry.) Proper technical sales is required to impart the knowledge to the purchasers about the use / maintenance / Spares.....
- F) Product must have a classy look to be adopted to, by class people with money who can afford for the longer duration irrespective of getting bothered with the maintenance and repetitive expenses on the product to continue such that it can be seen in the market for longer. Age-old looks can attract people with no class.
- G) India is a place where people carry on with their wives / kids/ vehicles / houses / furniture till they live and so the spareparts and maintenance availability is the key. Just throwing mere product in the market cannot assure success.
- H) Class and category and many other things need to be looked in to the dealers as well for such business where you wish to create a Nationally strong brand to survive to meet your break even and still continue.
- I) Recruitment of relatives in INDIA is too common irrespective of their abilities. [Quick reference to understand this is Bihar post LY went behind bars courtesy his fodder scam] Attend Surnames of people before they are recruited, This is one parameter seriously ignored by the employers and ill-educated HR in INDIA. The blood and DNA is important. Go to Saurashtra side of Gujarat, The recruiter and the person being interviewed, both will have Tobacco / Pan Madsala in their mouth during the interview process!
- J) Recruitment of cheaper class of nearby manpower irrespective of their ability on:
  - i) Education
  - ii) Experience
  - iii) Class and blood [In our kind of country such things need to be attended to while assigning important jobs]  
Employers are happy collecting locals as they are available to low cost! Obviously the recruiters' class does matter here. Employers not intending to look for the Classy talent carry the business and investment to the pigs not only to the dogs.

## AGAIN most important: Why this business?

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- There is a real need of economic transportation for the local movements for many.
- Numbers can always be ensured because: India is a place where number of people is never to diminish, courtesy,
  - Politics
  - ill-education
  - Customerily, still people get married at an early age and population addition is not in terms of growth, it is still in terms of explosion!
  - ill-educated classes of people are not much bothered about the number of members in the family. Anti-National politicians need voters and human bodies keep on adding in uncontrolled ways.
  - People, perhaps at the lowest within so-called social system, the sweepers drive petrolled Bikes with Rs. 60000 to 70000! Savings to them is a term which is not taught to them.
  - Black money run economy and their operators, Auto repairers, mechanics, people in small villages, towns with almost no education, ladies, kids and most part of Indian total population drive two wheelers.
  - Costlier bi-cycles are being sold faster now,
  - Villages came near to smaller cities, the smaller cities became bigger and money reached to many ends of the country, many have enough disposable income to spend and waste.
  - Some nice looking products have impulse-buying effect and value. People buy because it is seen, Because others have, need to show that he/she can afford and the real purchase also come in to effect in case utility is felt.
  - This is a real utility vehicle saving costly petrol.
  - People in India will charge the batteries at others' places. Like the employees going to the factories shall charge at the recruiters' place when come for work, and so on ... {Yeh mera INDIA}
  - Politicians offer bicycles for free to the citizens to win votes, it is estimated that 25% of the INDIAN produced bicycles go to 'FREE' distribution system and Government purchase them! [MERA BHARAT MAHAN] Such system make people assume that such things keep on coming at times and it is an implied agreement between the Government and their vote bank, which usually live and exist at the cost of Good people, who work hard and have to pay the taxes for such 'FREE-FUND' organized loot by anti-national politicians.

Scope of Volume, numbers possibility: Market:

- 1) Factories where the workers use bicycles
- 2) School kids. There is a trend in INDIA, a kid entering class 10 is passed on psychological burden that he needs of study or more time, harder, and so parents see a need of a two-wheeler.
- 3) Younger kids of able parents get whatever they want, irrespective of their age.
- 4) All clerical and smaller posts
- 5) Companies at all cities
- 6) All kinds of offices
- 7) Ladies with single school going kid
- 8) Drivers of Able car owners

## 9) State Governments.

And Fancy uses as well.

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Strategy for the models:

- i) Fewer models and still fewer colors. Each indian will demand different color, do not serve to them like this.
- ii) Bring the best looking models.
- iii) Let cost not cover your brain, introduce costly models, do not cater to cheapsters.

Marketing: At dealer point:

- a) Appointment of Dealers For sales and & Spares, when they have to have compulsarily enough good & 'Prescribed' volume of spares' stock.
  - b) Only Spares dealers also to exist at many places. Let the smaller dealers make money in spares.
  - c) No 'free service' concept needed.
  - d) No finance, no insurance, no registration, no liscence needed
  - e) Each sale has to have an individual sales agreement, binding the customer not asking for any Guarantee / waranty replacements. NO commitment of Life for any part whatsoever is used in the bi-cycle.
  - f) NO Finance facility.
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NO fossil fuel, no registration, no lisenche, no insurance, no noise pollution, no gas pollution, not much of maintenance needed because there is no Engine or Gearbox or clutch, or heavy transmission systems ; Still the cheapest possible personal, fast and easy transportation. This is the future of INDIA on roads.

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We are highly technical and professional. Welcome to discuss.

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