

Drive Electric. Smarter.

India's EV Driver Ownership Mobility Network

Building a network where
drivers earn more, riders pay
less, and fleets scale efficiently

Seed Round

₹5 Crore

Launch City

Ahmedabad

TAM

₹1.5L+ Cr

Hyerr

The investment thesis at a glance

HYERRFLEET is India's first EV Driver Ownership Mobility Network, solving ride-hailing's broken supply chain by fixing driver economics.

The Opportunity

India's ride-hailing market sits at a ₹1.5L+ Cr TAM, yet it is structurally broken. Drivers are squeezed by high commissions and fuel costs, causing chronic supply instability. HYERRFLEET solves this at the root: by deploying 100% EV fleets on a rent-to-own model, we turn gig workers into asset owners, cut operating costs by 75%, and build a high-retention supply network that incumbents cannot replicate.

SEED ROUND

₹5Cr

Raising Now

EV COST/KM

₹1.50

vs ₹6.00 Petrol

DRIVER EARNINGS

+30–50%

vs Petrol Model

PILOT TARGET

250

Active Drivers, Ahmedabad

Why Now

Why the ride-hailing model is fundamentally broken, and why now is the right time to fix it

- ✦ EV cost parity and government incentives make this the only commercially viable path for commercial fleets
- ✦ Driver dissatisfaction with Ola/Uber is at an all-time high — creating a unique acquisition window
- ✦ BluSmart's capital-heavy model proved demand exists; HYERRFLEET's asset-light approach scales it sustainably
- ✦ MOU signed with ChargeJet Energy Pvt. Ltd. for dedicated charging infrastructure
- ✦ In active negotiations with Citroën for fleet vehicle procurement at discounted rates
- ✦ Subsidised charging rates secured at Tata Power EV stations for HYERRFLEET fleet

Mobility is broken by Driver Economics, not Demand.

The Driver's Trap

Demand for rides is robust and growing. But the supply chain is collapsing because the economics for drivers are fundamentally untenable.

₹800-₹1,200

Daily Net Earnings | After fuel & commission

20-30%

Platform Commission | Taken by aggregators

>40%

Fuel Cost | Of daily revenue spent on petrol alone

Five Structural Failures

01

Trapped by Fuel Costs

Petrol costs ~ ₹6/km, consuming over 40% of daily revenue. Drivers work primarily to pay for fuel, leaving almost nothing for savings or investment.

02

Predatory Commission Structure

Aggregators extract 20-30% commission, leaving drivers with razor-thin margins and zero path to financial stability or asset ownership.

03

Chronic Supply Instability

High churn forces platforms to perpetually burn capital on driver acquisition rather than building a loyal, productive supply network.

04

EV Adoption Barrier

High upfront vehicle costs lock drivers out of EV economics entirely, perpetuating dependence on expensive petrol operations.

05

Poor Availability for Riders

Platforms optimise for demand-side metrics rather than supply sustainability, leading to cancellations, long wait times, and surge pricing.

The Result: *Poor Availability | Surge Pricing | Inconsistent Experience | High Churn*

Fixing Economics + Ownership – fixing the structural flaws

The HYERR Engine: Fix Economics & Ownership First; Everything Else Follows.

How it Works

EV Fleet Access: Zero Upfront Cost

Drivers access premium EVs with no upfront investment. We remove the single biggest barrier to EV adoption for commercial drivers.

Rent-to-Own Ownership Pathway

Structured rent-to-own model creates genuine asset equity for drivers. They are partners with a stake in the network, not disposable gig workers.

₹1.50/km Operating Cost

EV running costs of ₹1.50/km vs ₹6.00/km for petrol, a 75% reduction that fundamentally transforms driver take-home income and platform margins simultaneously.

High Retention by Design

Drivers stay because of superior earnings AND a path to asset ownership. Retention is structural, not incentive-driven.

Key Outcomes

Drivers earn
30–50% more

Take-home income rises via
fuel savings + ownership equity



Riders pay
less

Operational efficiencies enable
competitive, stable pricing



Better platform
margins

Sustainable unit economics,
not growth-at-any-cost burn



Establishing cost advantage and validating our infrastructure

HYERRFLEET has secured critical strategic partnerships across charging infrastructure, OEM procurement, and energy, creating durable cost moats from Day 1.

Charging Infrastructure

STRATEGIC PARTNERS

ChargeJet Energy Private Limited – MOU SIGNED

HYERRFLEET has executed a Memorandum of Understanding with ChargeJet Energy Private Limited for dedicated charging infrastructure deployment in support of the HYERRFLEET fleet. This MOU secures preferred access to charging hubs, co-location rights, and a collaborative framework for expanding charging availability as our fleet scales across cities. This is a foundational infrastructure advantage that competitors cannot easily replicate.

Tata Power EV Charging: Subsidised Rates Secured

HYERRFLEET has secured subsidised charging rates at Tata Power EV stations for our fleet vehicles. Tata Power's extensive and expanding charging network across urban India provides our drivers with wide, reliable access to affordable charging, further reducing operating costs and eliminating range anxiety, a key barrier to EV adoption for commercial drivers.

Expanding Charging Network

Beyond ChargeJet and Tata Power, HYERRFLEET is broadening its charging footprint to ensure fleet-wide, city-scale reliability.

ChargeJet Energy

MOU SIGNED

Dedicated charging infrastructure deployment with preferred hub access and co-location rights for the HYERRFLEET fleet.

Tata Power

RATES SECURED

Subsidised charging rates across Tata Power's urban EV charging network, reducing operating costs fleet-wide.

Jio-bp

RATES SECURED

Exploring charging access across Jio-bp's growing pulse network to widen coverage and reduce driver downtime between rides.

Hyundai Charging

RATES SECURED

Hyundai's charging network for fleet-grade charging access, supporting the fleet's expanding EV lineup.

A widening charging network compounds HYERRFLEET's cost and uptime advantage as the fleet scales across cities

OEM Vehicle Procurement

CITROËN

IN ACTIVE DISCUSSION

Exploring Citroën's affordable EV models for fleet deployment; strong value proposition for high-utilisation commercial operations.

Discounted OEM procurement directly reduces fleet CapEx — lowering the per-vehicle cost passed on to driver-partners and improving rent-to-own economics for the entire network

Why this feature is structurally superior and not just a marketing claim

HYERRFLEET has secured critical strategic partnerships across charging infrastructure, OEM procurement, and energy, creating durable cost moats from Day 1.

The EV Cost Wedge

Operating costs collapse with EV adoption, permanently changing the unit economics of every ride taken on our network.

Petrol Vehicle
₹6.00 /
km

vs

HYERRFLEET EV
↓ ₹1.50 /
km

Current industry
baseline

Including Tata Power
Subsidy



Pilot Operating Snapshot

8–10 km avg. ride	A Sweet spot distance for EV range
12–15 Daily rides	High utilisation target
₹1.8k–2.5k rev/pd	Consistent cashflow per driver
+ ₹400–800	Daily EV Savings – Pure margin add vs petrol

Market Opportunity

*A ₹1.5 Lakh Crore market at its EV
inflection point*

Total Addressable Market

TAM

Total Addressable
Market

**₹1.5 Lakh+
Crore**

India's entire
mobility market

SAM

Serviceable Addressable
Market

**₹40,000
Crore**

EV-serviceable
urban ride-hailing

SOM

Serviceable Obtainable
Market

**₹700
Crore**

Realistic 3-year target
across Tier 1 & 2 cities

Three Converging Tailwinds

- | | | |
|----|-------------------------------------|--|
| 01 | Massive Demand | Tier 1 & 2 cities showing double-digit ride growth despite chronic supply shortfalls. |
| 02 | EV Inflection Point | Government incentives and rising fuel costs make EV the only commercially viable path for commercial fleets. |
| 03 | Supply Crisis = Entry Window | Driver dissatisfaction at an all-time high creates an unprecedented acquisition window for an ownership-first model. |

Focus



High-density corridors in Ahmedabad and Tier 1 cities, where EV infrastructure and demand density are already proven

Supply-first: a competitive expanding driver and demand advantage

**HYERRFLEET's 'Sweet Spot': Asset Light Model + High Driver Economics. Others choose one.
We deliver both.**

Competitive Landscape

Factor	Ola / Uber	BluSmart	Rapido	Bharat Taxi	HYERRFLEET
Vehicle Type	ICE (Petrol)	EV	Bike/Auto	Mostly ICE	100% EV-First
Driver Earnings	Low	Medium	Low	Low-Fixed	Highest
Cost/km	~₹6.00	~₹2.00	~₹4.00	~₹6.00	~₹1.50
Ownership Pathway	None	None	None	None	Rent-to-Own
Driver Retention	Low	Medium	Low	Low	High
Asset Model	Asset-Light	Full Capex	Asset-Light	Aggregator	Asset-Light EV
Core Moat	Supply Scale	EV Brand	Price	B2B Ops	Driver Economics

While others aggregate supply, HYERRFLEET builds a high-retention network through superior driver economics.
Supply strength = long-term moat.

Initial Goal: 250 Active Drivers | Ahmedabad Pilot

*Go-to-Market
Strategy*

Ola / Uber Drivers



Actively dissatisfied with commission structure and earnings ceiling. Highest acquisition intent and fastest to switch.

Fleet Drivers



Seeking earnings stability and a path out of salary-based driving. Strong interest in the ownership model.

Acquisition Channels

- ◆ On-ground onboarding teams at driver hotspots, auto stands, and fleet parking zones
- ◆ Driver referral programme – low CAC, high trust acquisition via peer networks
- ◆ Local fleet operator partnerships for batch onboarding

Why Drivers Switch to HYERRFLEET



INITIAL GOAL

250 Active
Drivers

AHEMDABAD PILOT

Higher Earnings

+30–50% take-home income from fuel savings alone

Ownership Pathway

Rent-to-own model creates real asset equity, a genuine wealth-building opportunity

Lower Operating Costs

₹1.50/km EV ops vs ₹6.00/km petrol — a permanent cost advantage

Subsidised Charging Access

Preferred rates at Tata Power EV stations and ChargeJet hubs across the city

90-day MVP plan and 3-year path to market leadership

*Execution
Roadmap*

MVP Plan: Next 90 Days

Launch City:
Ahmedabad

MONTH 01

Supply Foundation

- ◆ Onboard 250 EV driver-partners
- ◆ Semi-manual ops setup and SOP creation
- ◆ Establish charging hub access via ChargeJet MOU
- ◆ Activate Tata Power subsidised charging accounts

MONTH 02

Demand Activation

- ◆ Build demand in key corridors and clusters
- ◆ Test pricing elasticity vs incumbent platforms
- ◆ Optimise dispatch logic and ETA performance

MONTH 03

Validation

- ◆ Validate driver retention rates (>75% target)
- ◆ Hit target rides/day per driver
- ◆ Prove unit economics for investor reporting

3-Year Strategic Roadmap

YEAR 01

- ✦ Ahmedabad pilot — 200–400 EV fleet
- ✦ Validate unit economics and driver retention
- ✦ Secure OEM supply agreement (Citroën)
- ✦ Build charging infra with ChargeJet

Key Metric: >75% 3-Month Driver Retention

YEAR 02

- ✦ Expand to 2–3 new Tier 2 cities
- ✦ Strengthen supply network density
- ✦ Scale OEM and leasing partnerships
- ✦ Full-stack tech platform optimisation

Key Metric: 2,000+ Active EV Drivers

YEAR 03

- ✦ Enter major Tier 1 markets
- ✦ Build network density for <5 min ETA
- ✦ Vertical integration of charging infra
- ✦ Achieve city-level profitability

Key Metric: 10,000+ Daily Rides Completed

Combining financial strategy, ground-level mobility experience, and infrastructure expertise to build India's most driver-centric EV network.

*Founding
Team*

FOUNDER & CEO

Ayush Gupta

Vision & Strategy

Background in business consulting and financial structuring with deep expertise in scalable business models. Leads overall company strategy, unit economics design, and growth execution.

- ◆ Unit Economics Architecture & Financial Modelling
- ◆ Market Research & Competitive Intelligence
- ◆ Growth Strategy & Investor Relations
- ◆ Product Vision & Go-to-Market Execution

CO-FOUNDER / STRATEGIC PARTNER

Mukesh Bohra

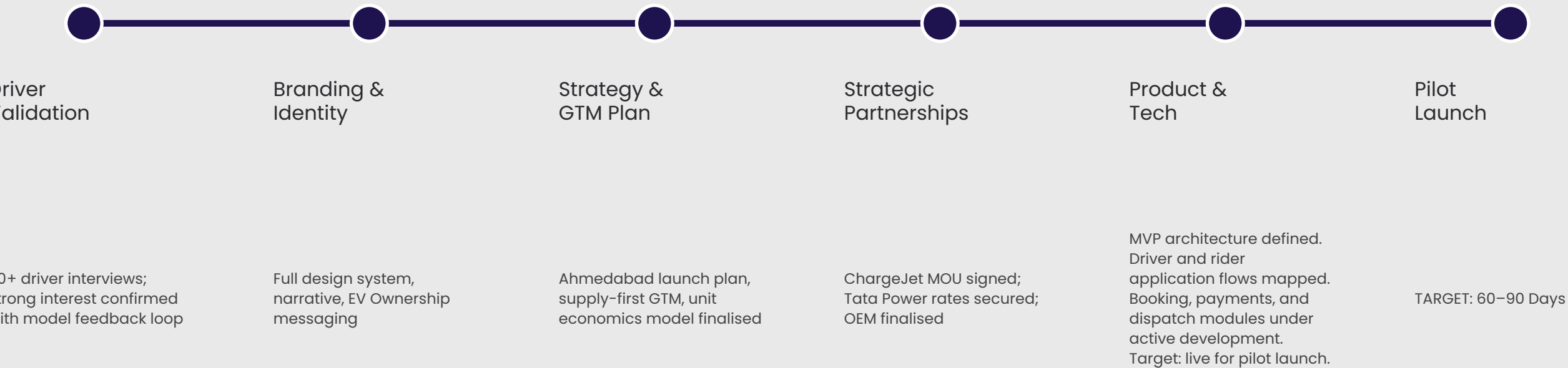
Operations & Infrastructure

15+ years in Oil & Gas infrastructure. Former partner at VAOO Cabs with hands-on fleet operations experience. Brings deep knowledge of driver ecosystems and ground logistics essential for successful city operations.

- ◆ Fleet Operations & Vehicle Lifecycle Management
- ◆ Driver Ecosystem Building & Retention
- ◆ Ground Logistics & City Operations
- ◆ Infrastructure & Charging Network Strategy

What we have already built – validation de-risks the investment

*Current
Progress*



**₹5 Crore Seed Round – capital
deployed for supply creation and unit
economics validation**

*Investment
Opportunity*

Seed Round

Capital is prioritised for supply creation (55%) and unit economics validation and not vanity metrics or premature expansion.

₹5 Crore

₹1.5 cr

Driver Onboarding & Incentives

30%

₹1.25 cr

Fleet Partnerships & EV Pipeline

25%

₹0.75 cr

Technology & App Development

15%

₹0.6 cr

Core Team Hiring

12%

₹0.5 cr

Marketing & City Launch

10%

₹0.4 cr

Operations & Administration

8%

What This Capital Achieves

₹5 Crore

Supply First

55%

of capital directly builds the
driver supply network

- ◆ **250 EV drivers onboarded and operational in Ahmedabad**
- ◆ **Unit economics validated and investor-reportable**
- ◆ **Driver retention >75% at 3 months demonstrated**
- ◆ **OEM supply agreement finalised (Citröen)**
- ◆ **Charging infrastructure live via ChargeJet & Tata Power**
- ◆ **Platform technology live and ride-ready**
- ◆ **Runway and data to raise Series A**

**Competitive advantages that
compound over time and are
structurally difficult to replicate**

*Defensibility
& Moat*

Driver Ownership Lock-In

Drivers who are building equity in their vehicle don't churn. High lock-in via asset ownership; a structural retention mechanism no commission-based model can match.

Infrastructure Partnerships

ChargeJet MOU and Tata Power agreements provide infrastructure access that new entrants would need 12–18 months and significant capital to replicate.

Structural Cost Advantage

EV economics at ₹1.50/km (enhanced by Tata Power subsidy) create a margin buffer that ICE fleets mathematically cannot match, ever.

Ops Playbooks & City Frameworks

Repeatable city-launch playbooks and charging infrastructure optimisation create compounding operational efficiency with every new city launched.

Referral-Led Low CAC

High driver earnings drive organic word-of-mouth referrals. Each satisfied driver becomes a recruitment channel, compressing acquisition costs over time.

Data Network Effects

More rides generate better dispatch logic, pricing intelligence, and demand prediction — competitive advantages that widen with scale.

Supply Strength = Long-Term Moat

Our defensive layers compound as we scale, making the network structurally harder to replicate with every driver added.

Hyerr

A mobility network where drivers earn more, riders
pay less, and cities breathe cleaner.

Electrifying driver ownership for India

Join the Ahmedabad Pilot

Partners, Investors, Fleet &
Charging Allies Welcome