



PARTNER WITH US FOR GROWTH

RIDE **ELECTRIC**  
RIDE A **DAO**



INTRO	01
DAO'S VISION	02
DAO'S MISSION	02
CORE VALUES	02
DEMAND FOR ELECTRIC 2-WHEELERS	03
ADVANTAGES OF BECOMING A DAO DEALER	04
WHAT WE EXPECT FROM YOU:	04
HOW DAO MAKES THE ENTREPRENEUR DREAMS COME TRUE	05
HOW DAO CAN BUILD YOUR FUTURE RIGHT NOW	05
HOW DAO BRINGS YOU QUICK RETURNS ON A SAFE INVESTMENT	05
LIMITED WINDOW OF OPPORTUNITY	05
DAO ENTRUST - EMPOWERING DAO DEALERSHIPS TO SUCCEED	06
SHOWROOM IDENTITY (SI) Interior Decor:	06
EXTENSIVE BRAND & MARKETING SUPPORT	07
STRONG TECHNOLOGY SUPPORT	07
COMMITTED HR SUPPORT	07
CRUCIAL FINANCIAL SUPPORT	08
HOW IS OUR EV DEALERSHIP DIFFERENT?	08

Dao EV Tech is a smart electric mobility manufacturing startup with the mission to deliver reliable, high quality and innovative products through the 'Make in India' initiative with a mission to mature the EV industry in India.

Dao EV Tech brings together superior and sophisticated service processes from the USA and manufacturing excellence of over 20 years in the electric mobility sector from China. These combine to make Dao a truly local brand with global expertise.

Led by global business and technology veterans and with the support from international teams across the world, Dao EV Tech brings best practices to customers for the Indian EV Industry.



## DAO'S VISION

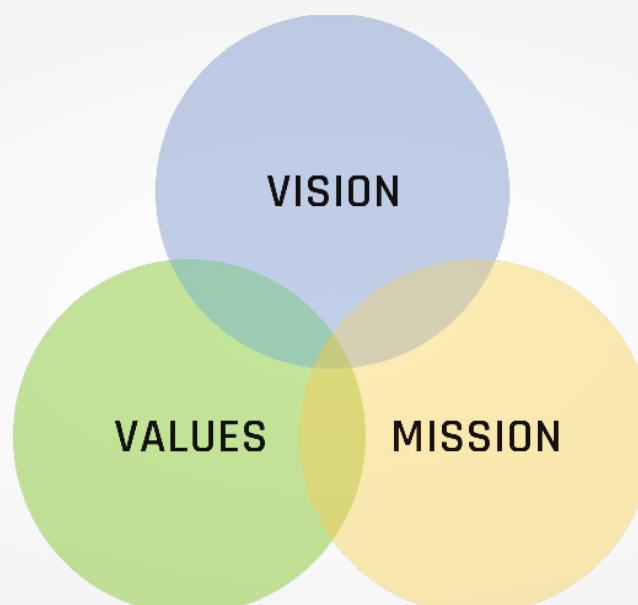
To accelerate the growth of the Indian Electric Mobility market and bring it to global levels by delivering high-quality vehicles that provide an affordable, sustainable and futuristic means of transport.

## DAO'S MISSION

- To mature the Electric Mobility Industry to Global level with High-quality products engineered through innovation and driven by technology.
- To move the world a step closer towards an affordable and sustainable means of transportation.

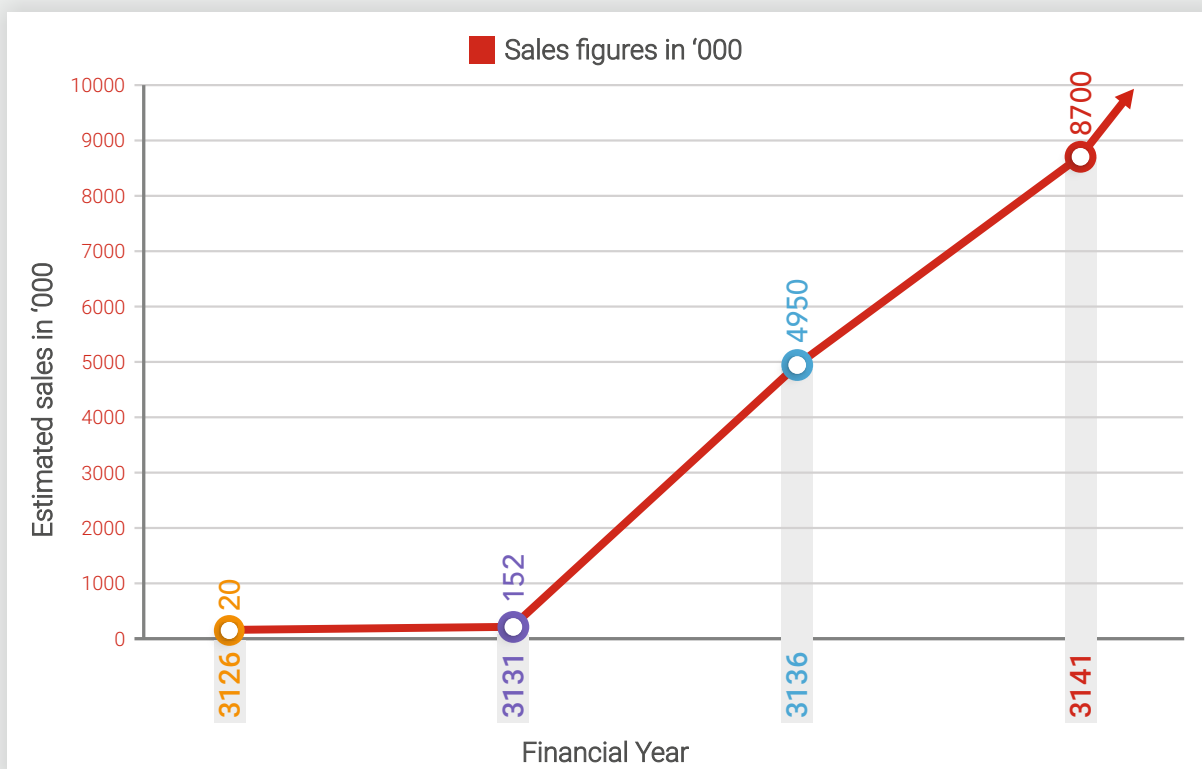
## CORE VALUES

1. Fewer Words, More Action
2. Constant Innovation for growth
3. Keeping the customer at the core of everything





## Demand for Electric 2-wheelers in India is Going to Grow by 20 times in the next 4 years.



The future of mobility in India  
beyond COVID-19 McKinsey & Company

Will you miss being part of the industry that is going to explode and grow 20 times in next 4 years? Will you miss out on your entrepreneurial dream?

According to McKinsey's industry report, electric two-wheeler sales are expected to explore to 4.5-5.5 millions by 2025 which represent 20 times growth from today's number of 2,40,000 of 2020 and it further grow to 8 - 9 million by the year 2030, which account for 35 to 40 percent of total two wheelers sold.

Dao presents an immediate opportunity for well-educated, young professionals to become Dealer Partners and realize their dream. At Dao, our dealers are not merely business associates, we value them as an extension of our own business and lend a wholehearted 360 degree support from every department in the organization - be it Human Resources, IT, Marketing and finance, all towards the growth and success of our dealers.

## ADVANTAGES OF BECOMING A DAO DEALER



DAO Authorised dealers have a clear marked geographic catchment area they stand authorised for selling the products



Empowers you with the required expertise to run the dealership



Lower investment compared to the fuel-driven dealerships



Dao offers a unique buyback program for any product that cannot be sold in 6 months, which eliminates the risk of dead stock



Lower operational costs supported by Dao Entrust program



Unbeatable and highest profit margin in the EV sector



Less dependence on revenues from after sales service



You are part of the Industry of the future

## WHAT WE EXPECT FROM YOU:

- Showroom Space of 1000 sq.ft
- Showroom as per SI specifications from the company
- Passion to promote Electric Vehicle
- Affordable Investment for the business



## HOW DAO MAKES THE ENTREPRENEUR DREAMS COME TRUE

With the scale of Dealership operations being smaller, lower requirement of inventory and people costs, Dao paves the way for Dealer Partners to enjoy maximum returns on a lower investment. To top that, Dao extends the backing of the organization and global community so that every Dealer experiences the pride of being a Dao Partner.

## HOW DAO CAN BUILD YOUR FUTURE RIGHT NOW

Based on the industry projections the future is now and becoming a Dao Dealer enables you to secure that future for yourself with assured returns. As a Dealer Partner, your keenness to succeed will not only determine the growth of your business, but provide a greener future for India as a country and help create a cleaner planet.

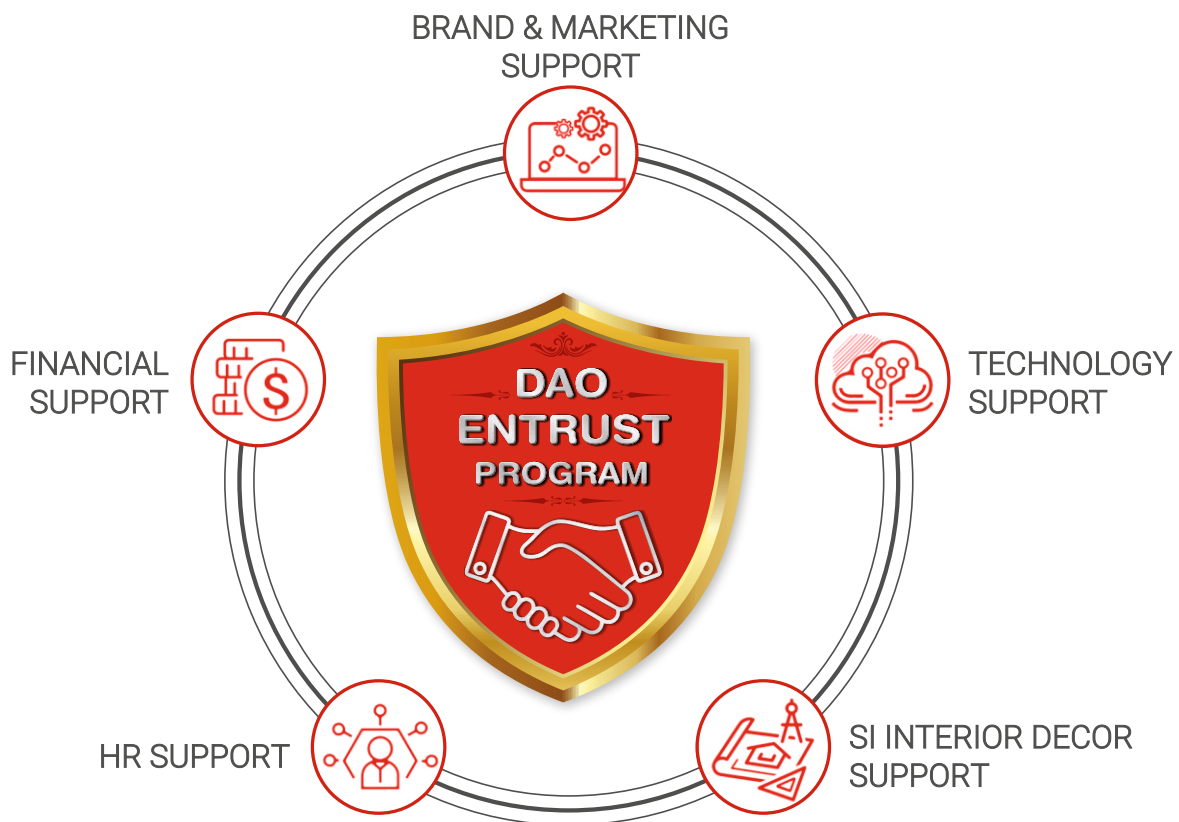
## HOW DAO BRINGS YOU QUICK RETURNS ON A SAFE INVESTMENT

Dealer Partners have to take bold investment decisions. Dao respects this and mitigates the risk through a unique buy back policy and lower starting ordering volume that ensure faster returns. Dao Dealerships are powered by new-age technology that makes business and customer management easy and efficient.

## LIMITED WINDOW OF OPPORTUNITY

Dao now invites aspiring entrepreneurs to register for Dealerships right away. Dealerships are allotted in specific regions and will be kept exclusive without any other Dealerships coming up in the same area in the coming years. So it isn't every day that an opportunity like this comes your way. Invest with the future now.





## DAO ENTRUST - EMPOWERING DAO DEALERSHIPS TO SUCCEED

Born from Dao's vast industry experience is the unique Dao Entrust Program that has been created for Dealers who are young Professionals pursuing their entrepreneurial dream.

The Dao Entrust Program is a unique one that provides Dealers with 360° support from Dao both on-ground and virtually. Dealer Partners can look forward to extensive support from Marketing, Technology, HR and Finance Departments that will facilitate their business growth and ensure maximum returns.

## SHOWROOM IDENTITY (SI) Interior Decor



Dao will assign an authorised vendor to work with the Dealer on the retail store layout design, implementation of the SI elements such as materials, quality, colour, dimensions as per the Dao brand guidelines. The arrangement

substantially reduces the time required for the retail outlet to go into operations and ensure quality standards are met for the SI.





## EXTENSIVE BRAND & MARKETING SUPPORT

Our end customers are well-informed and about 70% of them research online before visiting the store. We leverage our understanding of our customers and develop goal-oriented marketing campaigns across multiple digital platforms that help build the Dao brand.

We offer full-fledged digital marketing support to our Dealers which includes.



Web site creation



SEO management



Digital listing



Reputation Management



Social media marketing



Location based marketing

## STRONG TECHNOLOGY SUPPORT

- Specially customized CRM software from our team in USA and India.
- E-learning and training materials shared from our global expertise.
- Advanced paper-less purchasing experience using touch pads at dealer.
- Simplifying technical jargons such as voltage, amperes, horse power into user relevant language to ease customer decisions.



## COMMITTED HR SUPPORT

Dao extends intensive training to dealer personnel through a team of experts from USA with over 20 years of experience in technical training, customer support and management.





## CRUCIAL FINANCIAL SUPPORT

- Financial management support and accounting advisory services.
- Partner with Fintech companies to facilitate customer loans as well as working capital loans for Dealers.
- Enables Dealershipsto make the most of Fintech company offerings and benefit from non-collateral based, easy to access cash-based lending.

## HOW IS OUR EV DEALERSHIP DIFFERENT?

An electric two-wheeler Dealership is vastly different from the conventional fuel-driven dealership. Investment-wise and returns-wise the Dao Dealership offers a world of advantages over the conventional one. Here's a quick look at what sets the Electric Motorcycle Dealership apart.

Categories	Petrol Two-Wheeler Dealership	Dao EV Dealership
Units / Month	At least 200	30
No. of employees	40	2 - 4
Space requirement	Total 6000 Sq. ft.	1000 Sq. ft. In Total
Vehicle recovery	No Support	IoT Based Tracking
Service	High Investment	Low Investment
Parts	Dead Inventory	Minimal Investment
CRM	No Support	Advanced CRM Tools
Owner Involvement	Full Time	Dao Entrust





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