



MONTRA
— ELECTRIC —

New Category Creation

SUPER AUTO

- Introduction
- Thought process behind the SUPER AUTO
- About The SUPER AUTO
- Pre Launch
- The Launch
- Result

TI Clean Mobility Private Limited is a 100% subsidiary of **Murugappa group of companies**.

In line with the vision of improving quality of life through eco-friendly mobility solutions, **TI Clean Mobility** ventured into Last Mile Mobility through Electric Three-wheeler Portfolio under '**Montra Electric**' brand.

Montra Electric is set to revolutionize the automotive segment through cutting edge product proposition and creating an ecosystem for the EV segment to flourish.

The brand aims to power the dreams and ambitions of a whole new generation by designing smart, best-in-class mobility solutions that drive progress.

Our Vision

Improving Quality of life through eco friendly mobility solutions

Thought Process behind the Product

Observation

- ❖ 3 wheeler passenger vehicle what we known as Auto in our daily life has been introduced to India in 1983.
- ❖ All the transport medium we use in daily life has their upgradation and Evolution in their life cycle and to compete with the modern technologies.
- ❖ Even the major companies in 3 Wheelers did not care to upgrade, from the.
- ❖ These Auto drivers also have their expectation for their vehicle, It just not the vehicle they bought, It is something that directly affects their life style and living quality. Because they do not have sufficient money to buy a car.



Old 2 Stroke Auto Rickshaw



New CNG Auto Rickshaw

Execution

- ❖ We, “Montra Electric” identified this gap between the traditional Auto and the modern technology and design.
 - ❖ The design philosophy revolved around **the concept of "presence"**. The team worked meticulously to craft a vehicle that would stand out on the road and **instill a sense of pride among its users**. They meticulously **balanced aesthetic value with a target price** that remained accessible to the intended demographic.
 - ❖ The team also paid special attention to **lighting, designing dynamic and functional headlights**. They created a symmetrical tail lamp design, maintaining the vehicle's aesthetic continuity while satisfying functional needs. The design team overcame the challenge of incorporating **IP65-rated LED lights** that also **allowed for easy internal parts replacement, ensuring serviceability without compromising the vehicle's sleek look**.
 - ❖ The design team demonstrated a thorough understanding of their target market, resulting in a product that is a unique blend of form, function, and flexibility. Their dedication to crafting a vehicle that uplifts the social status of its users, while meeting their practical needs, is a testament to their creativity, understanding of the market, and innovative problem-solving skills.
- ❖ **INDUSTRY FIRST METAL TOP SUPER AUTO Boron Steel Chassis** in the segment. Which we usually see in the car.

Product Video link: <https://youtu.be/S1ISaFSQvKo>

Product Exterior



Front Aerodynamic design



Rear Design with LED



Side Look



Metal Top



Category 1st 12 inch Tubeless tyre



Boot space opening like Car



Wide windshield with long wiper and LED front lamp

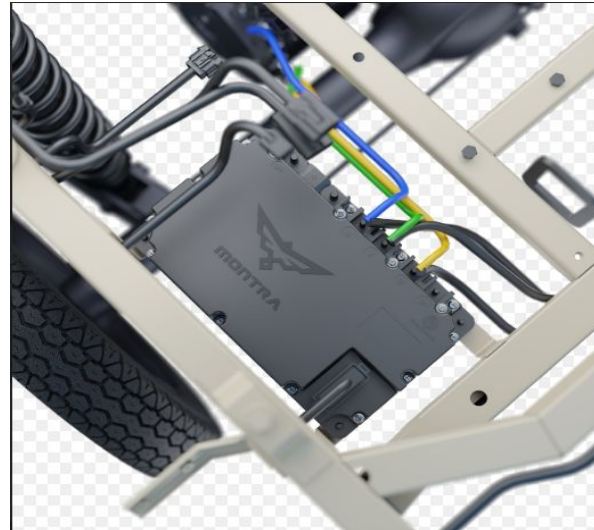
Product Interior



High Rest Driver seat with extra cushion



Dual tone premium leatherette seat



Battery Management system with 0.5 secs of reaction time



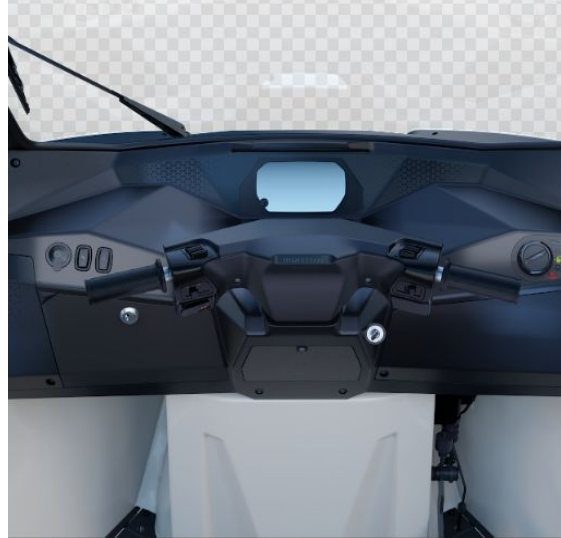
Extra space for everyone in the same size



1st dual suspension



5 different driving modes



Premium Cockpit

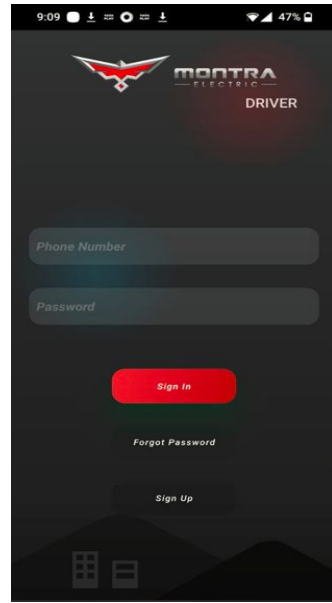


Boron steel chassis for better balance and safety

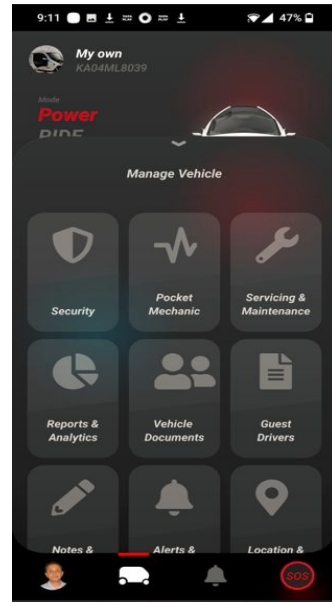


SUPER SMART APPLICATION

- Scan for Vehicle Health
- Driver's Expert Score
- Pocket Mechanic – DIY Guide
- Know State of Charge remotely
- Location Tracking
- Document Holder
- Earnings Ledger
- EMI Alerts
- Service Booking



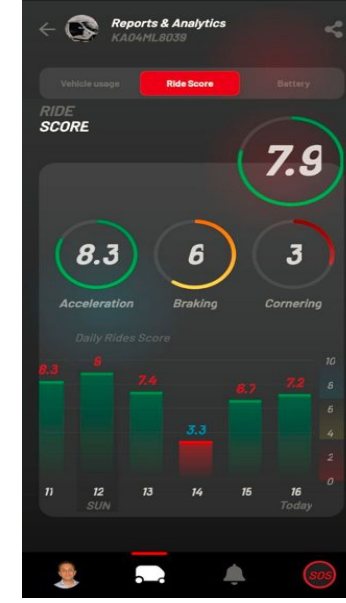
Montra Electric Driver App



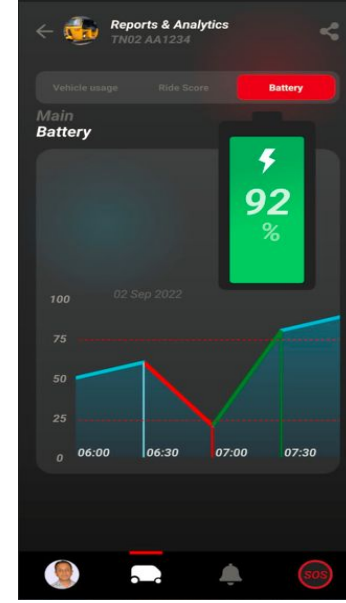
Manage the vehicle at one place



Vehicle Usage



Driver Score

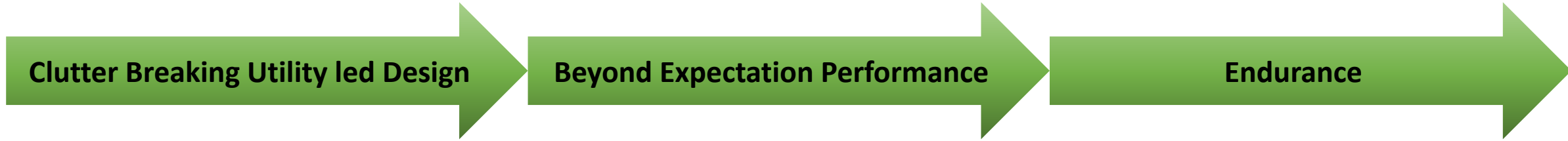


Battery SOC & Charging Behavior

Now Available in 7 Languages for user friendly with DIY (Do it yourself)
English Hindi Tamil Telegu Kannada Malayalam Marathi



USP of the "SUPER AUTO"



SUPER STYLE

**SUPER EASY
OWNING**

**SUPER
DRIVE modes**

SUPER SPACIOUS

SUPER RELIABLE

**SUPER
PERFORMANCE**

SUPER SMART

Pre Launch Activity

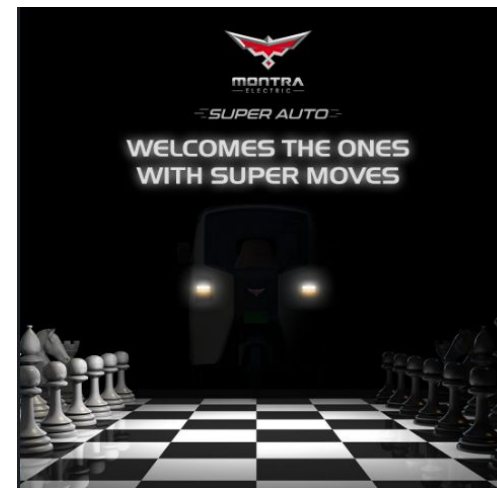
Offline Activity

- ❖ For the pre launch promotion, our aim was to create a buzz in market and let people know that we are coming in the market without disclosing the actual product.
- ❖ This campaign helped us in two ways,
 1. An eye catching marketing campaign
 2. Directly reach to our end customers



Online Activity

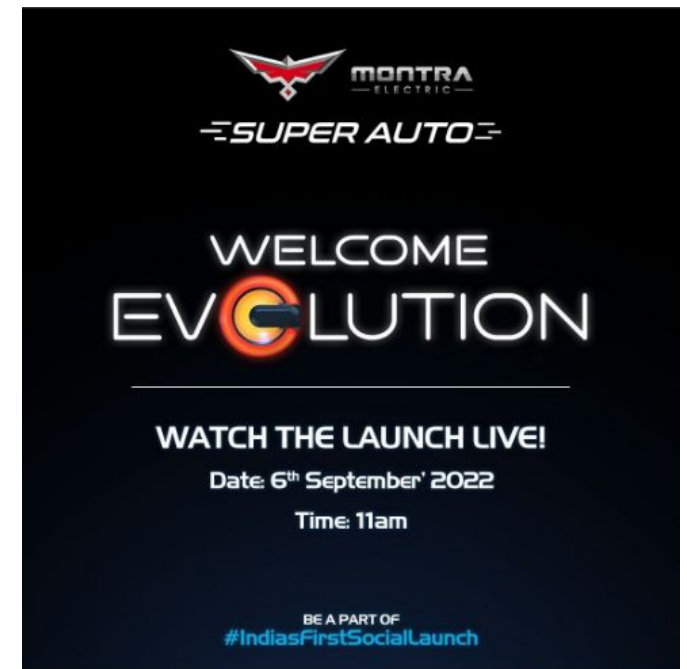
- ❖ Every week before launch 1 creative went from the organization in all social pages. (1 example is given below)



Launch Activity

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- ❖ Launch has been made on 6th September 2022 in Chennai in presence of CM of Tamil Nadu (Flag Off ceremony) along with Mr. Piyush Pandey (ad guru), Ms. Lara Balsara (ED of Madison World) Mr. AMM Murugappan (Chairman of TII Group)
- ❖ 180 people from National Media joined to cover the event.
- ❖ Positioning a product is crucial for its success in market. Montra Electric took a unique approach to position product as **“SUPER AUTO 3 Wheeler Car”**
- ❖ To showcase this positioning, we planned an event that revolves around the Hero concept with cutting edge technologies.
- ❖ We planned for anamorphic larger than life content displayed on a 270-degree screens. The content was designed to highlight the car's unique features that make it a hero in protecting its customers.
- ❖ The company has focused on the idea of protection, making the car a hero that protects its passengers. The larger than life display will create a memorable experience for the attendees, leaving a lasting impression on their minds. In addition to the anamorphic larger than life display.



Launch Setup



270 degree split Screen setup



Launch Setup

- ❖ Montra Electric has also planned an AR photobooth. The photobooth will allow attendees to take pictures with the Super Auto 3 wheeler car in a unique and interactive way. The AR feature will add an element of excitement and fun to the event, making it a memorable experience for all.



15*10*8 feet Anamorphic display



Photobooth (Superhero with Super Auto)

Launch of Super Auto



Murugappa Group's EV journey begins with Montra autorickshaw

Starting at ₹3.02 lakh, the three-wheeler will be available in three variants

OUR BUREAU

Chennai, September 6
Murugappa Group's electric vehicle company TI Clean Mobility (TICM), a subsidiary of the group's ₹12,060-crore engineering company Tube Investments of India, has introduced its features-packed Montra electric autorickshaws, marking the group's foray into the electric vehicle segment.

Described as "Super Auto" by the company, the Montra electric passenger three-wheeler comes at a starting price of ₹3.02 lakh (ex-showroom post-subsidy) and will be available in three variants - ePX, eIV and eIV 2.0, with battery capacity of 7.66 kWh, 7.66 kWh and 10 kWh respectively.

While the certified range for ePX and eIV is 152 km, the typical driving range is pegged at 118 km (+/- 5 km). For eIV 2.0 the ARAI-certified range is 197 km, and the typ-



Anan Murugappan (right), Executive Chairman, Tube Investments of India, with Sushant Jena, Business Head, Montra Electric 3W, and KK Paul, MD, TI Clean Mobility, at the launch in Chennai

ical driving range is 155 km (+/- 5 km). They also promise peak torque of 60 Nm and a top speed of 55 kmph. The first two variants will take about 4 hours for a full charge (0-100 per cent).

Smart tech

The E3Ws come equipped with industry-first multi-drive modes for a better economy along with park assist mode for better manoeuvrability through city traffic. They offer car-like seats and are loaded with telematics and

apps for both driver and commuter, available in English and other languages.

Showing promise

The delivery is expected to begin in October as the company is gearing up to commence production at its Ambattur facility in Chennai, which will have a capacity to produce 50,000 units a year as of now TICM has developed a distribution network in 40 locations and it will be increased to 100 by the end of this fiscal.



Most Innovative Electric 3 Wheeler Award received from Mr. Nitin Gadkari (Minister of Road Transport and Highways of India)

Instant 1500 Pre booking by retail customers in next 2 days

Links for the videos



Launch of Super Auto

Link:

<https://drive.google.com/file/d/1n7clytclLCBdrtBj4PuB18Nb16KgXlHi/view?usp=sharing>

Link:

<https://www.youtube.com/live/MCzN2sTGINw?feature=share>

Thank You

