

ADM Group – Electric Vehicle Charging Station Project Investment Proposal



Project Name

Flash Electric Vehicle Charging Network

Investment Company

ADM Group.

Project Introduction

ADM plans electrify Pakistan with a nationwide network of fast EV charging stations. We want to build out a convenient, reliable, customer-centric network of electric vehicle chargers at workplaces, in communities, and on highways. ADM plans to install one charging station at an average of each 100 kms throughout Punjab and each 150 kms in Sindh and other provinces.

Pakistan’s government has been pushing for electric vehicles adoption to decrease energy consumption and pollution. Acceptance of large numbers of electric vehicles will undoubtedly help to ease important issues such as carbon pollution and fuel reliance and to improve economic success. ADM is willing to assist this goal by providing a solid EV charging infrastructure in Pakistan.

Overview

We are delighted to present this detailed proposal on behalf of ADM Group, outlining our comprehensive plan for the installation of an EV charging station at your property in Islamabad, Pakistan. Our proposal includes a complete and detailed plan, a revenue generation strategy, scope of revenue with estimated profits, cost analysis, and an overview of our business products and services.

1. Proposal:

Our proposal aims to establish an EV charging station at your property in Islamabad, leveraging the growing demand for electric vehicles in the region. The complete and detailed plan includes the following:

- i. **Site Assessment:** Our team will conduct a thorough assessment of your property to determine the most suitable location for the EV charging station. Factors such as accessibility, electrical infrastructure, and parking availability will be taken into consideration.
- ii. **Charging Station Infrastructure:** We will provide a comprehensive plan for the design, installation, and maintenance of the EV charging station. This includes the selection of charging equipment, installation of charging units, and necessary electrical upgrades to support the charging infrastructure.
- iii. **Permitting and Regulatory Compliance:** ADM Group will assist in all necessary permits and ensure compliance with local regulations and standards for the installation and operation of the EV charging station.

2. Revenue Generation Plan for EV Charging Station:

Our revenue generation plan for the EV charging station encompasses various sources of income, ensuring a sustainable and profitable operation. Key components of our plan include:

- i. **Charging Fees:** We propose a competitive pricing structure for charging services, taking into account factors such as electricity costs, operational expenses, and market demand. We will work closely with Cantaurus to determine the optimal pricing strategy that balances affordability for customers and profitability for both parties.
- ii. **Membership Programs:** We recommend implementing membership programs that offer additional benefits to frequent users of the EV charging station. These programs can

include discounted charging rates, priority access, and loyalty rewards, encouraging customer retention and generating recurring revenue.

- iii. Partnerships and Sponsorships: We will explore potential partnerships and sponsorships with local businesses and organizations to enhance the revenue generation capabilities of the EV charging station. This may include collaborations with electric vehicle manufacturers, energy companies, or government entities.

3. Scope of Revenue

Based on our market research and revenue projections, we estimate a potential profit margin of 35% - 45% from the operation of the EV charging station. This estimation takes into account factors such as charging fees, membership programs, and potential partnerships. Our team will continuously monitor the performance of the charging station and make strategic adjustments to maximize profitability while ensuring customer satisfaction.

Currently, There are 210,000/- new vehicles sold each year in Pakistan (Not including Imported vehicles), EVs expect to take 10% unit end of 2024 and a steady increase of 3% each year for next 5 years. But there will be another major segment of customers who won't be able to import the vehicle because of import bans, will also switch to local vehicles. It's expected that they will purchase 100,000/- units in the first year and an increase of 20% for next 5 years.

ADM Group plans to offer 95% of the revenue to be given to the Host. If a charging station runs at its 50% capacity, based on our current model, host can make an estimated amount of PKR 453262.50/- month.

The EV charging station business can be lucrative. Although the amount of money host can make depends on factors such as location and size, the owner of an EV charging station can generally expect a profit margin of 35-45%.

4. Cost Analysis:

To provide transparency and clarity, we have conducted a cost analysis for the EV charging station project. The key cost considerations are as follows:

- i. Electricity Cost: The cost of electricity required for charging electric vehicles will depend on the prevailing rates in Islamabad. We recommend engaging with local electricity providers to negotiate favorable pricing arrangements. Currently the cost per unit as per Islamabad electric supply company for EV Charging Stations is Rs. 31.93* and commercial unit for 40.26 plus tax. Normally cars available in Pakistan take 18 to 20 units for a recharge.
- ii. Electricity Cost as a customer: if we take Selling price per unit at the charging station will be cost of electricity plus profit, average cost will be Rs.105 – 115 per unit. On time recharge would cost a customer between Rs. 2100 – 2300.
- iii. Parking Space: The EV charging station will require two dedicated parking spaces to accommodate charging stations and parked vehicles. These spaces should be conveniently located and easily accessible for electric vehicle owners.
- iv. Security: While security provisions will be provided by Cantaurus, we recommend implementing additional measures to safeguard the EV charging station infrastructure and ensure the safety of users and their vehicles.
- v. Administration: ADM Group will take responsibility administration of the EV charging station, including handling customer inquiries, and coordinating maintenance activities. Our experienced team will assist to ensure efficient operations and a seamless user experience.

5. Business Products and Services:

ADM Group is a leading provider of EV charging solutions, offering a range of products and services to support the transition to electric mobility. Our offerings include:

- i. **EV Charging Station Installation:** We specialize in the design, installation, and maintenance of EV charging infrastructure, ensuring reliable and efficient charging solutions.
- ii. **Software Solutions:** Our advanced software platforms enable remote monitoring, billing, and data analytics for EV charging stations, providing valuable insights and management capabilities.
- iii. **Consultancy Services:** Our team of experts offers consultancy services to assist businesses and organizations in developing sustainable and scalable EV charging strategies, ensuring a smooth integration into their operations.

We are confident that our proposal for the EV charging station placement project at your property in Islamabad, Pakistan, presents a compelling opportunity for both Cantaurus and ADM Group. We look forward to further discussing the details and potential collaboration. Please feel free to reach out to us with any questions or to schedule a meeting.