

Tecell EV Charging Franchisee Model Proposal

 Unlock New Revenue Streams with Tecell

Tecell invites forward-thinking business owners and landholders to join India's rapidly growing EV charging revolution by becoming a Tecell Franchisee. Partnering with Tecell means leveraging your location and investment while Tecell takes care of technology, operations, and revenue generation—maximizing your earning potential with minimal hassle.

What You Bring

- ▶ **Prime Location:** Secure, high-visibility land (minimum 150sq.ft. for urban/basic model; up to 1,500sq.ft.+ for major highway or commercial hubs) increases utilization and revenue potential.
- ▶ **Investment:** Capital starting at ₹5 lakh for basic, up to ₹2 crore for premium hubs
- ▶ **Site Readiness:** Undertake basic civil work, ensure necessary municipal or civic permissions are in place, and set up electrical infrastructure as per Tecell's guidance.

Investment includes:

- Charger equipment, civil construction, electrical connections
- Roofing/weather protection
- Advertising Panels and CCTV
- Optional: Battery backup, Solar Panels

What Tecell Delivers

- ▶ **End-to-End Charging Infrastructure:** Site survey, professional installation, reliable grid integration of AC/DC fast chargers with warranty.
- ▶ **Branding & Marketing:** Deployment of Tecell branding, local awareness campaigns, and digital listings to drive footfall.
- ▶ **Operations & Maintenance:** 24/7 operations, remote monitoring, preventive maintenance, and dedicated support team.
- ▶ **Revenue Management:** Automated billing, live analytics, and transparent monthly settlements.
- ▶ **Regulatory Guidance:** Support with regulatory and DISCOM approvals, keeping your business compliant.
- ▶ **Customer Experience Enhancements:** Optional amenities for drivers (WiFi, lounge areas, loyalty programs).

Franchisee Levels

Investment & Configuration Options

Level	Area Needed	Configuration	Total Investment
Basic	150-250 sq.ft	1-5 AC Chargers	₹5-10 lakh
Standard	400-1,000 sq.ft	2-4 (AC + DC Fast)	₹10-35 lakh
Premium	1,000-1,500+ sq.ft	Multi-port DC Fast Chargers	₹35 lakh-2 crore

Financials & ROI

20-36%

Expected ROI Annually

Up to 50%

High-Demand Areas

24-48

Payback Period (Months)

₹3 Lakh/Mo

Potential Earnings

Payback Period: 24-48 months, based on traffic, charger type, and utilization.
Potential Earnings: Up to ₹3 lakh/month in high-traffic locations with fast chargers.

Why Partner with Tecell?

Scalable Model

Start with a single charging point—expand as demand grows.

Quick Market Entry

Proven plug-and-play systems with streamlined vendor management.

Robust Support

Full lifecycle support—from installation to customer acquisition and ongoing operations.

Profit with Purpose

Tap into incentives and ride India's EV adoption wave—with sustainability at the core.

Intelligent Revenue Predictor with AI

Monetization opportunities through aggregated usage insights.

Advanced Roaming Technology

Single app interface for EV drivers to access multiple charging networks.

Let Tecell handle the technology, compliance, and operational headaches—so you can focus on growing your business and maximizing your site revenue.

 **Contact Tecell today to transform your land into a future-ready energy hub.**
 **Invest, Empower, and Earn with Tecell's EV Charging Franchise!**