



# PLUG THE FUTURE

Dealer Brochure 2022

Vegh Automobiles

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## About Vegh

Vegh Automobiles was built to resolve the problem of balancing the unlimited wants of the customers with the limited resources available to us. After conducting extensive research and studying the industry closely, Vegh Scooters launched the new-age battery operated scooters made with revolutionary technology that is not only environmentally sustainable but also gives better comfort, range and speed.

Be a part of Vegh now and race towards a better future!



**Swift Range** Coming Soon...

We are also introducing a new **Swift Range** of scooters soon that moves faster but just as safe





“

Vegh automobiles is the ideology behind curbing the unsustainable energy crisis. The ideology is driven by science and an energy source. The energy that is pure enough to last, be remembered for and leave a legacy of its own.

## Sumeet Gupta

Director, Homfeel Group

In addition to being a Law graduate with 20+ years of experience in tax consultation, Sumeet Gupta has been in the entrepreneurial business for the past 14 years and has spearheaded many successful business ventures.



## Pragya Goyal

*CEO*

As a mechanical engineer and a distinguished member of the Society of Automotive Engineers, Pragya has always been very interested in advanced technology and innovations. She aids in scaling the company to new heights and achievements.



## Kamal Chand Bothra

*CMO*

Kamal Bothra has a diverse business portfolio which includes leading companies such as AK Jain Sales, Marketing Pvt. Ltd etc. He also hold multiple distributorship channels including mobiles and accessories.



## Namrata Gupta

*CFO*

Namrata Gupta is the finance expert of the company who also acts as a source of perseverance and knowledge. She is also the pioneer of the company Homfeel Humancare which has achieved great success under her leadership.



## Ashkaran Bothra

*COO*

With experience in various industries such as construction and wholesale trade, Ashkaran Bothra provides valuable experience to the company. His aim is to provide environment friendly and clean mobility solutions.

# Plug The Future

Sim Range

Vegh is proud to announce its first range of scooters named as the “Sim” Range scooter. The name sim is derived from the word ‘simmering’ which is an ancient cooking technique. The simmering technique is renowned in all types of cuisine. This practice makes the food efficient and at the same time keeps it safe. The qualities of efficiency and safety are deeply ingrained within the Vegh ideology and hence the name Sim was perfect for us. The Sim Range is available in 2 exciting models; Vegh L-25 & Vegh S-25

## Model 1: VEGH L-25

### Product Specification

Motor Power  
**250 watt Motor**

Max Range  
**80+ km per charge**

Max Speed  
**25km/h**

Battery  
**60v Li-Ion  
Swappable**

Charge Time  
**4hrs\***

Available Colors



\*In ideal conditions

# VEGH L-25

## Electric Scooter



### HeadLight

LED Headlight  
(Iconic Headlights)



### Disc Breaks

Front & Back  
Disc Breaks



### Speed modes

3 Speed Gears, Reverse  
Control, Parking Gear



### Handling

Advanced Cruise  
Control



### Stand Alert

Side Stand  
Lock



### Safety

Inbuilt Security  
Alarm



### USB

USB Port



### Key

Remote Control



# Plug The Future

Sim Range

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## Model 2: VEGH S-25

### Product Specification

**Motor Power**  
250 watt Motor

**Max Range**  
75+ km per charge

**Max Speed**  
25km/h

**Battery**  
48v Li-Ion  
Swappable

**Charge Time**  
4hrs 40mins

**Available Colors**



\*In ideal conditions

# VEGH S-25

## Electric Scooter



**HeadLight**  
Stylish  
LED Headlight



**Disc Breaks**  
Front Disc  
Breaks



**Speed modes**  
3 Speed Gears, Reverse  
Control, Parking Gear



**Handling**  
Advanced Cruise  
Control



**Stand Alert**  
Side Stand  
Lock



**Safety**  
Inbuilt Security  
Alarm



**USB**  
USB Port



**Key**  
Remote Control





## Eligibility and Requirements

The eligible dealer will have to fulfill the following requirements.

1. The Dealer should be at-least 21 years of age.
2. The Dealer should have completed their graduation.
3. The Dealer should have relevant prior experience in the industry.
4. The Dealer will be required to have land measuring at least 1500 sq.ft which will be used as follows:
  - A. Showroom (measuring approximately 1000 Sq.ft including 20 Sq. ft as front.
  - B. Service Center (measuring approximately 500 sq. ft)
5. The Dealer will also arrange 1000 sq.ft of land which will be required for Godown and storage purposes.
6. The Dealer agrees to be billed for a minimum of 20 scooters by Vegh Automobiles upon finalizing the dealership.
7. The Dealer agrees to be responsible for the supervision and monitoring of the showroom
8. The Dealer agrees to invest an initial fixed amount of Rs. 20-25 Lakhs for acquiring the dealership. This investment will include:
  - A. Working Capital costs (approximately Rs 15 Lakhs)
  - B. Costs of Infrastructure for the showroom and workshops in accordance with the CI norms (approximately Rs 4-5 Lakhs)
  - C. Workshop Fitment and spare tools costs (approximately Rs 1-2 Lakhs)
  - D. Security Deposit (Refundable) (approximately Rs 2 lakhs)
9. The above mentioned are an estimation and may vary in actuality.

## Margin to Dealer

Name of the Product	Ex Showroom Price (subject to further discussion)	Margin (Subject to further discussion)
L-25	Rs 75,000/- to 78,000/-	6 to 8%
S-25	Rs 73,000/- to 76,500/-	6 to 8%

## Other benefits of Dealership with Vegh

1. Vegh will provide assistance in the **formation of the layout of the showroom**
2. Vegh will provide assistance in **branding material**
3. Vegh will provide you **the creatives**
4. Vegh will provide assistance in **online marketing**
5. Vegh will provide **training to the staff for after sales support.**
6. Vegh will provide a **great margin on the accessories**
7. All the lead conversion through online platforms will be directed to dealer (margin to dealer to be discussed in such cases)

## Monthly Expenditure (average)

Sr. No.	Particulars of Expense	Amount
1	Salary (a+b+c) (a) Sales person and managerial staff : 25,000/- (b) Reception : 15,000/- (c) Technician : 10,000/-	Rs 50,000/-
2	Electricity (Showroom)	Rs 1,000/-
3	DMS	(as per actuals)
4	Miscellaneous	Rs 1,000/-

Our products are  approved and are in accordance to the Govt. norms



**HOMFEEL VEGH AUTOMOBILES PVT. LTD.**

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A Unit of Homfeel Group