

# EVCharge

*EV charger discovery + reservation + live status across all networks (Tata + Ather + Shell + Statiq + ChargeZone + EESL). Fragmented network pain grows fast as EV penetration rises. ■299/mo.*

<b>Category</b>	Set 7 · Verticals & Creator
<b>Customer</b>	Indian EV owners (cars + 2-wheelers) needing reliable inter-city + intra-city charging access across fragmented network operators
<b>Monetisation</b>	■299/mo Solo · ■599/mo Fleet (small fleet operators) · ■999/mo Family (multi-vehicle)
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

EVCharge is a charger-discovery + reservation + status aggregator for Indian EV owners. The structural problem: India's EV charging network is fragmented across 12+ operators (Tata Power + Ather Grid + Shell Recharge + Statiq + ChargeZone + EESL + Magenta + ZEON + others) with each operator running its own app + payment + reservation. EV owners must install 5-8 apps + maintain multiple accounts + cannot reliably check station availability across networks + cannot reserve in advance + cannot do cross-network trip planning.

Year-1 target: 12,000 paying subscribers + transaction-based revenue generating ■3.8 crore annual revenue against ■70 lakh costs. Cash-positive month 4. EV adoption is accelerating in India (estimated 2M EV sales in 2026; 8M+ by 2028); the operator-fragmentation problem will only intensify. EVCharge serves the unification layer.

## The Problem

An Indian EV owner in 2026 faces severe operational friction with charging. Daily charging at home: works fine (home wallbox). Intra-city public charging: requires checking 5-8 different operator apps to find available chargers + each has different payment + each requires separate account. Inter-city trips: requires planning across multiple operator networks + frequently encountering offline chargers + lack of reservation system + unexpected detours.

The economic impact. Range anxiety + charging friction limit EV usage to local commute primarily; long-trip EV usage frequently requires planning that overwhelms casual users. Result: EV adoption is constrained not by car capability but by charging-infrastructure-UX.

Existing aggregator attempts. Pulse Energy + Plugshare have some India coverage but data freshness is variable + reservation not supported + payment fragmentation persists. Native Google Maps EV-charger discovery is improving but lacks reservation + live status from non-Google-integrated networks.

Market gap: a unified aggregator + reservation + payment + status layer across India's full EV-charger ecosystem.

## The Solution

EVCharge structured around the EV-driver workflow. Charger discovery: real-time aggregation across all major networks (Tata + Ather + Shell + Statiq + ChargeZone + EESL + Magenta + ZEON + others) with live availability + pricing + amenities + reviews.

Reservation system: where charger-operator supports it (Tata + Statiq currently), one-tap reservation through EVCharge; for networks without native reservation, time-window availability prediction based on historical patterns.

Unified payment: single payment method across all networks (where operator-partnership permits); subscription includes managed payment without per-network app installs.

Trip planning: inter-city trip planning with charging-stop optimisation (based on car's range + remaining charge + charger availability along route + travel time including charging).

Live status crowdsourcing: user-reported charger status (working / broken / offline / queued) supplementing operator-reported data; community-driven freshness layer.

Charger reviews: per-charger reviews on reliability + power quality + amenities (covered / restroom / food).

Fleet tier (■599/mo): for small commercial EV fleet operators (Ola / Uber EV partners + delivery EV fleets) needing fleet-wide charging visibility + spend tracking.

Family tier (■999/mo): for families with 2-3 EVs sharing account + payment + trip planning.

Three structural differences. First, unified-across-operators (vs. per-operator apps). Second, reservation + status crowdsourcing (vs. just discovery). Third, India-comprehensive coverage (vs. partial Western-builders' India coverage).

## Market Opportunity

Indian EV market: ~2M EV sales in 2026 (cars + 2-wheelers); cumulative EV ownership ~5M by 2026 + 12-15M by 2028. Willing-to-pay segment for charging-aggregator subscription: ~30-40% of EV owners doing meaningful public charging.

At ₹3,500/yr blended ARPU + transaction-margin revenue, SAM is ~₹500-800 crore growing at 80%/yr (EV adoption acceleration).

Realistic 3-year capture: 2-5% of public-charging EV users = ₹10-40 crore ARR.

Adjacent expansion. Year 2: fleet-management tier expansion (commercial EV fleets are major customer segment). EV-trip-itinerary tour content + monetisation. Year 3: home-charger integration (smart-home wallbox monitoring + tariff optimisation).

## Target Customer

Primary persona: a 36-year-old Bengaluru-based Tata Nexon EV owner doing 70% local commute + 30% inter-city trips. Currently uses 5 charging apps. Will pay ₹299/mo Solo for unified experience.

Secondary persona: a 32-year-old delivery-fleet operator with 18 electric 2-wheelers in Mumbai. Will pay ₹599/mo Fleet tier for fleet-wide charging visibility + driver-spend tracking.

Tertiary persona: a 44-year-old family in Pune with 2 EVs (BYD Atto 3 + Ather 450X). Will pay ₹999/mo Family tier for multi-vehicle account + shared trip planning.

## Product

Charger discovery: real-time aggregation across 12+ operator networks + live availability + pricing + amenities + reviews.

Reservation: one-tap booking where supported; availability prediction elsewhere.

Unified payment: single payment across networks.

Trip planning: inter-city with charging-stop optimisation.

Live status crowdsourcing: user-reports + reliability scoring per charger.

Charger reviews: structured per-charger reliability + power + amenities.

Fleet tier additions: fleet-wide dashboard + per-driver tracking + spend reporting.

Family tier additions: multi-vehicle account + shared trip planning.

## Technical Architecture

Frontend: React Native mobile (mobile-primary) + Next.js web.

Backend: Python on Hetzner cloud, Postgres.

Operator integrations: per-operator API + partnership work (each requires negotiation + technical integration).

Live status: real-time aggregation pipeline + user-report ingestion + reliability ML model.

Trip planning: routing engine + range-aware planning + charging-time integration.

Payments: Razorpay for subscription + operator-payment aggregation.

## Business Model & Unit Economics

Three tiers. Solo ₹299/mo or ₹2,999/yr. Fleet ₹599/mo or ₹5,999/yr (small fleet operators). Family ₹999/mo or ₹9,999/yr (multi-vehicle).

Plus operator-partnership transaction revenue (small per-transaction commission from operator on charging sessions initiated through EVCharge).

Conversion: free tier (discovery-only) → paid (reservation + unified payment + trip planning) 14% within 60 days. Distribution: 70% Solo, 20% Fleet, 10% Family.

Gross margin: 75%. Costs: operator-integration maintenance + infrastructure + data team.

LTV: ₹3,588 × 28 mo = ₹10,046 (Solo); ₹7,188 × 36 mo = ₹25,876 (Fleet); ₹11,988 × 30 mo = ₹29,970 (Family).

### Unit Economics (Year-1 base case)

Year-1 paying subscribers	12,000
Blended ARPU	₹3,200/year
Year-1 revenue	₹3.8 crore (subscription + transaction)
Gross margin	75%
CAC	₹280
Year-1 all-in costs	~₹70 lakh
Year-1 net contribution	~₹2.1 crore

## Go-to-Market

Channel 1 — EV-owner community organic (40%): r/IndianEVs + EV-owner FB groups + EV-specific WhatsApp communities + EV-creator partnerships.

Channel 2 — Car manufacturer partnerships (25%): Tata Motors + Mahindra + BYD India + similar for vehicle-purchase-bundled offerings.

Channel 3 — Content + SEO (20%): substantive content on EV-trip-planning + charger-reviews + EV-ownership-experience.

Channel 4 — Fleet partnerships (15%): Ola/Uber EV partners + delivery-fleet operators.

### Roadmap (first 12 months)

- Month 1-3: MVP with 5 operator integrations + Solo tier. 600 paying subscribers.
- Month 4-5: 8 operator integrations + reservation system + trip planning, 2,500 paying subscribers, ₹8 lakh MRR.
- Month 6-8: Unified payment + Fleet tier + 12 operator integrations, 6,000 paying subscribers, ₹18 lakh MRR.
- Month 9-10: Family tier + advanced trip planning + crowdsourcing layer, 9,500 paying subscribers.
- Month 11-12: 12,000 paying subscribers, ₹3.8 crore annualised.

### Key Risks

- Operator partnership pursuit: requires partnership-negotiation with 12+ operators; some may not cooperate. Mitigated by aggregator-permission positioning + value-add demonstration + multi-operator

parallel-pursuit.

- Operator-launched competitive aggregator: Tata or Shell could launch competitive unified app. Mitigated by neutral-positioning + community-trust + speed.
- EV-adoption pace: if EV adoption slows materially, addressable market constrained. Mitigated by accepting cyclical variance + adjacent expansion (home-charger integration + fleet specialty).
- Charger-network reliability is operator-dependent; bad operator-experience reflects on EVCharge. Mitigated by transparent reliability scoring + crowdsourced data + clear operator-attribution.
- Integration maintenance scaling: 12+ operator APIs require continuous engineering attention. Mitigated by dedicated integrations team.