



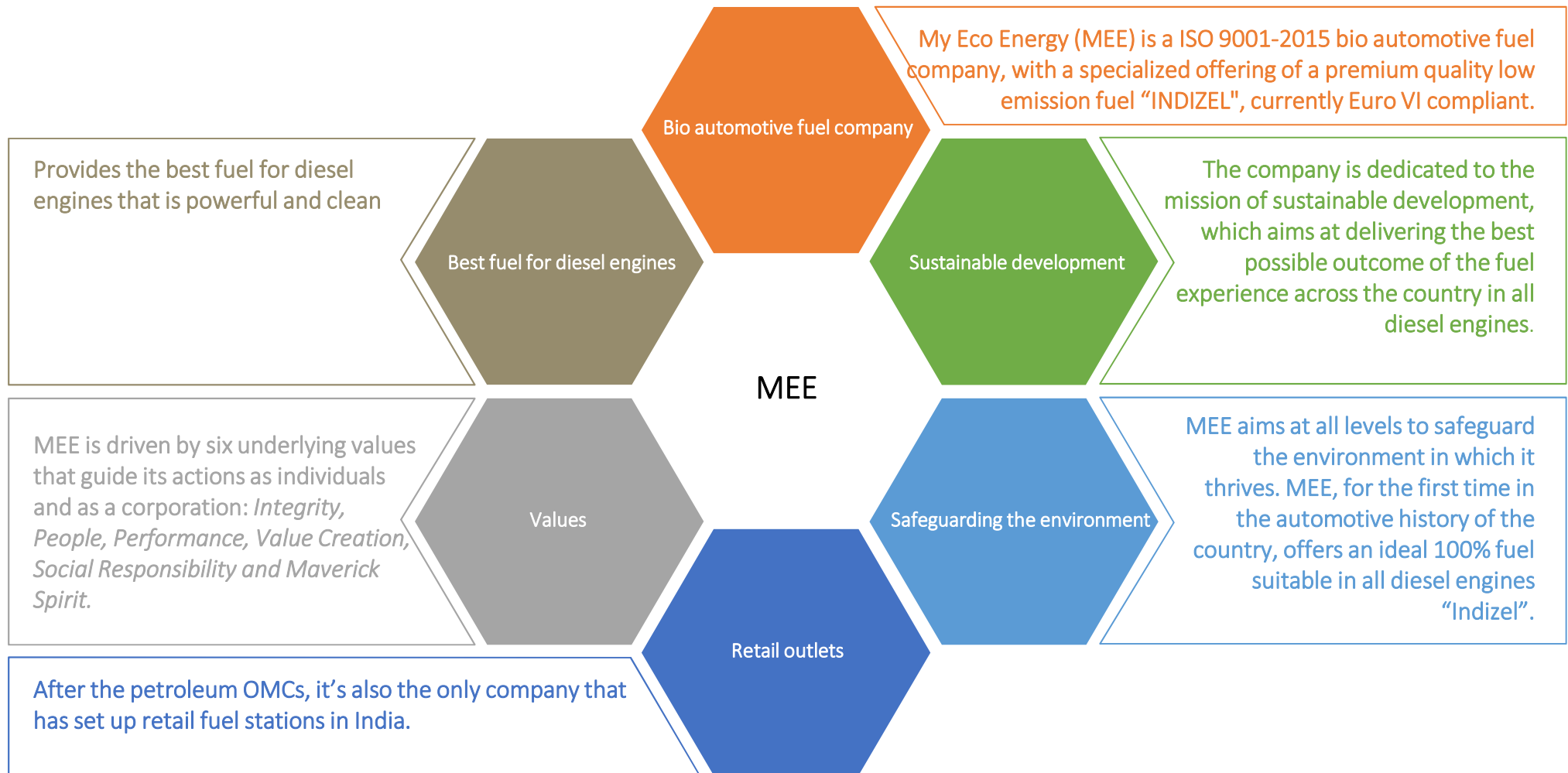
Become a Distributor

Become a proud partner of MEE





What is My Eco Energy?



MEE's growth story



**SMALL STEPS ALWAYS
ADD UP TO THE
COMPLETE BIG JOURNEY.**

MATSHONA DHLIWAYO

The journey towards creating the
greatest fuel for your diesel engine, ever.

OCT 2011

My Eco Energy
is founded.

AUG 2016

Product conceptualisation
and formulation of
New INDIZEL
are accomplished.

NOV 2017

First product for testing
and demo lands in India.

JAN 2018

Test and feel of the
2nd consignment
of Indizel lands in India,
for all markets.

MAR 2018

Indizel is
officially
launched.

AUG 2014

My Eco Energy launches
Indizel - FAME.

AUG 2016

First Ad is released
for retailers to set
network availability,
in Rajasthan Patrika.

JAN 2018

OSRTC
letter received.

FEB 2018

Consumer enrolment
and distribution set up.

Indizel



Indizel is an ultra-premium renewable fuel that conforms to world's most stringent fuel quality standards set by engine manufacturers like EN 590 (European), BS VI (Indian), World Wide Fuel Charter (WWFC) Category 4 diesel standards and also complies to Euro 6 emission norms.



**India's first EURO 6 &
EN-590 compliant fuel**



USPs of Indizel



Powerful

Better cetane leading to better combustion, resulting in higher torque & BHP, enabling engine to achieve it's optimum capacity.



Engine Friendly

Lesser corrosion and better stability. No engine modification required, can be used in any proportions & reverse compatible.



Special benefits

12% GST set off for GST registered customers



Quality & Warranties

EN 590:2013, WWFC Category 4 norms compliant - compatible with all diesel engines fulfilling engine warranties.



Economical

Better combustion resulting in higher mileage & Lower emissions, Higher Lubricity resulting in lower maintenance cost & enhanced engine life.



Nature +

Renewable, lowers harmful tail pipe emissions by 80+%.

Business Model



OUR BUSINESS MODELS



1. RETAIL FOFO

Franchise Owned Franchisee Operated MEE Fuel Stations.

MEE teams with Franchise Partner to build MEE Fuel Station supplying our flagship product

2. RETAIL COCO

MEE partners with Infrastructure partner to develop and operate flagship bio fuel stations that will also have convenience facilities in the facility.

3. BULK - AOD (Available on Demand)

AOD is a bulk fuel (Indizel) supply solution for self-consumption at the user's premise. With AOD, any bulk consumer who needs a constant fuel supply can set-up an Indizel-dispensing outlet right at their own premise.





1. RETAIL FOFO

- MEE teams with Franchise Partner to build MEE Fuel Retail Outlet supplying our flagship product, Indizel
- Franchise Partner invests in Land, Licenses, Infrastructure and Operations
- MEE provides Product, Design, Model, Operational, Brand Promotions and Business Support
- Only on Highways (State / National) and Urban Areas

Benefits

- Long term profits with exceptional Return on Investment
- Additional income with Land Rentals and Equipment Rentals (10% of investment for 2 years)
- Guarantee of Quality
- State of Art End to End Automation
- Customer Delight : Loyalty benefits, Personalised Service

2. RETAIL COCO

- Landowners develop, build infrastructure of a MEE retail outlet as per the MEE desired standards and lease it out to company itself
- MEE pays a land and equipment rental to the partner
- MEE operates the pump on its own or lease to an operations partner

Benefits

- Great Return on investment on Minimal investment
- Ideal opportunity for land owners / investors who don't want to be involved in operations
- Quality control

3. AOD (Available on demand)

- AOD is a bulk fuel (Indizel) supply solution for self-consumption at the user's premise.
- With AOD, any bulk consumer who needs a constant fuel supply can set-up an Indizel-dispensing outlet right at their own premise.
- This innovative solution can cater to
 - Home, Business
 - Heavy Commercial, Agri, Industry
- AOD offers commercial grade fuel tanks, dispensers, tank gauging apparatus and other equipment as per the user's needs catering from small to large institutions.



Available on demand (AOD)



- Ease of Fuelling
- 100 % Pure
- Zero Fuel loss
- Full accountability
- 24/7 available
- GST benefit

AOD



Challenges of Bulk User

- Waste of Time, efforts and money
- Zero quality and quantity assurance,
- Experience: Despite being high volume users, bulk users don't get any additional privilege as compared to a general user
- Spends tracking
- Tax Benefits: Nil financial benefits for bulk users



AOD EQUIPMENT PRICE LIST*

Home, Small Business [Upto 5 kl]

- HDPE/FRP tank with dispenser
- Price includes IBC tank with 10m piping, fuel dispenser and automation equipment.
- Volume & Price:
- 1 kl – Rs 1,08,000/-
- 2 kl – Rs 1,37,000/-
- 5 kl – Rs 1,72,000/-
- + 18% GST

Commercial, Farms, Fleet, Industry (7.5 kl to 45 kl)

- **Above ground** mild-steel horizontal mounted storage tank with dispenser
- Price includes M.S. tank with 10m piping, fuel dispenser, automation equipment and basic electrical works
- Volume & Price: (+ 18% GST EXTRA)
- 7.5 kl – Rs 3,67,000/-
- 15 kl – Rs 5,68,000/-
- 25 kl – Rs 6,97,000/-
- 35 kl – Rs 7,98,000/-
- 45 kl – Rs 9,12,000/-
- + 18% GST

Commercial, Farms, Fleet, Industry (7.5 kl to 45 kl)

- **Under-ground** mild-steel horizontal storage tank with dispenser
- Price includes M.S. tank with 10m piping, fuel dispenser & unloading pump and automation equipment.
- Volume & Price: (+ 18% GST EXTRA)
- 7.5 kl – Rs 4,66,000/-
- 15 kl – Rs 6,46,000/-
- 25 kl – Rs 7,75,000/-
- 35 kl – Rs 8,75,000/-
- 45 kl – Rs 9,90,000/-
- + 18% GST

*Above prices are approximate, Automation Cost, Civil work, Delivery & Installation charges will be charged at actuals.

For more details, please log on to www.myecoenergy.in/aod

DISTRIBUTION MODEL

DISTRIBUTOR – ZONING



- A State will be divided as per District/Tehsil/Taluka and annual Diesel consumption will be mapped.
- Distributor will be assigned a territory/zone after he meets the “Evaluation/Selection Criteria” of MEE.
- Distributor is required to achieve minimum 10% market share of the current annual HSD volume of the assigned Zone/ Territory

Zone	Diesel Vol. (Annual/kl)	Projected Indizel (Vol/kl) (10% of diesel market)	Projected Rev. (Annual/cr)	Districts in the Zone	AOD Vol. (Annual/kl)
North Gujarat	1,976,400	197,640	1,383	Banas Kantha, Mehsana, Patan, Sabar Kantha, Gandhinagar, Arvali, Lunawada	39,528
Central Gujarat	3,244,320	324,432	2,271	Ahmedabad, Anand, Kheda, Vadodra, Chhotaudepur, Panchmahals, Dohad, Godhra, Bharuch, Dangs, Narmada	64,886
South Gujarat	1,261,440	126,144	883	Tapi, Navsari, Valsad, Surat	25,229
Saurashtra & Kutch	4,222,800	422,280	2,956	Morbi, Rajkot, Devbhumi Dwarka, Jamnagar, Porbandar, Kutch, Surendranagar, Botad, Bhavnagar, Amreli, Gir Somnath, Junagadh	84,456

DISTRIBUTOR LOGISTICS PROCESS



- i. Distributor raises LC equivalent to One Month's projected sales in the favour of the Master Franchisee (MF) who is a MEE's agent / authorized representative.
- ii. MF bills the stock equivalent to LC value to the Distributor & reserves the stock in the Port / Inline tankage for a pick up by the Distributor.
- iii. Distributor has a fleet of attached / self-owned vehicles; he sends these vehicles to pick up stock from MF port / Inland storage for supply to **MEE's Fuel Pumps** and **AOD Customers** falling in his assigned area.
- iv. Distributor's vehicle picks stock from MF and reaches the start point of the delivery hub (Distributor's warehouse).
- v. The vehicle gets assigned to the delivery location by MEE's logistics team.
- vi. Vehicle after getting assigned goes to customer and delivers the stock.
- vii. Customer checks the stock, if Qty & Quality test is ok, he provides OTP to the delivery person.
- viii. Delivery is complete and truck returns to the hub.
- ix. Distributor is also required to create a scalable Fuel storage solution which will operate on *Built-Operate-Transfer* basis wherein the ownership of the storage will be transferred to MEE after 80 cycles of stock rotation.

DISTRIBUTOR BILLING PROCESS

- I. All AOD customer orders are pre-paid AND all FOFO & COCO orders are to be serviced by the Distributor.
- II. Customers places order on MEE mobile app / website and pays from his bank / credit card to MEE's a/c (wallet).
- III. MEE checks and confirms the order, raise a PO and assign the order to the mapped Distributor.
- IV. Distributor receives the order and services the order as per defined logistics process.
- V. Distributor bills the assigned delivered quantity to MEE but delivery is made to customer (billing to MEE, delivery to customer).
- VI. MEE reconciles all deliveries made by distributor on weekly basis and makes settlement to Distributor in T+10 days.
- VII. All logistics arrangements & costs from MF to customer delivery location is borne by the Distributor.
- VIII. For AOD deliveries, Distributor will get Product Cost + Logistics cost + Storage Cost + Margin 1.5%
- IX. For FOFO, COCO Delivery, only Product + Logistics Cost will be reimbursed.
- X. Logistics cost shall be reimbursed to the Distributor by MEE on Average RTKM basis pre-calculated and agreed between Distributor and MEE's logistics team.

DISTRIBUTOR EVALUATION NORMS



Financial & Other Requirements:

- Existing business of minimum 3 years.
- Current or past experience in distribution management (Logistics, storage, transportation included) and customer relationship management.
- Financially strong with a consecutive financial growth over last three financial years (supported with last 3 ITR with P&L account, bank statement of current and individual accounts, CA net-worth certificate)
 - ❖ Net worth of minimum 10 crores
 - ❖ Revenues of min 25 crores
- Storage capacity (1000 KL) to sell minimum 5000 KL in a month.
- Letter of Credit – 10 Crores
- Security Deposit – 50 Lakhs (5% of LC amount)
- Stock of readymade Fuel tanks (Supplied by MEE to the Distributors for sale to AOD customers)
- Infrastructure – Storage Tanks, Warehouse, Office space, modern IT system, sales & support staff, Logistics Partner / Attached / Own Vehicles.

DISTRIBUTOR'S ROLE & RESPONSIBILITY

- Assessment of business potential of the defined area. Creating a business plan with clearly defined monthly sales and financial targets to be achieved as per business potential.
- Setting up logistics (supply chain) to handle distribution/ supplies of all products till the customer end (FOFO, COCO and AOD)
- Identifying the potential set of customers, meeting and converting them for AOD sales and after service.
- Investment in storage solution on Built-Operate-Transfer basis for storing Indizel fuel and all other storage solutions & products to be sold under AOD model.

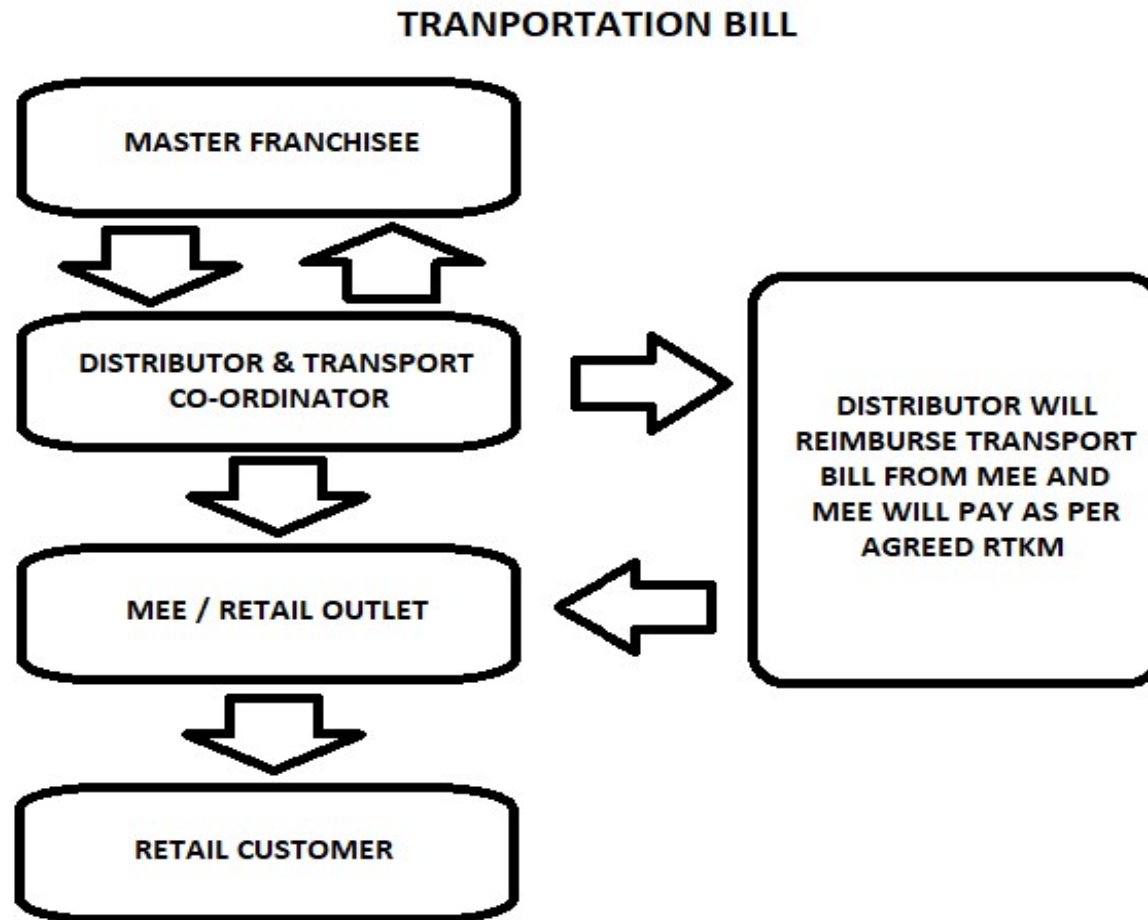


Appendix

PROCESS FLOW DIAGRAMS



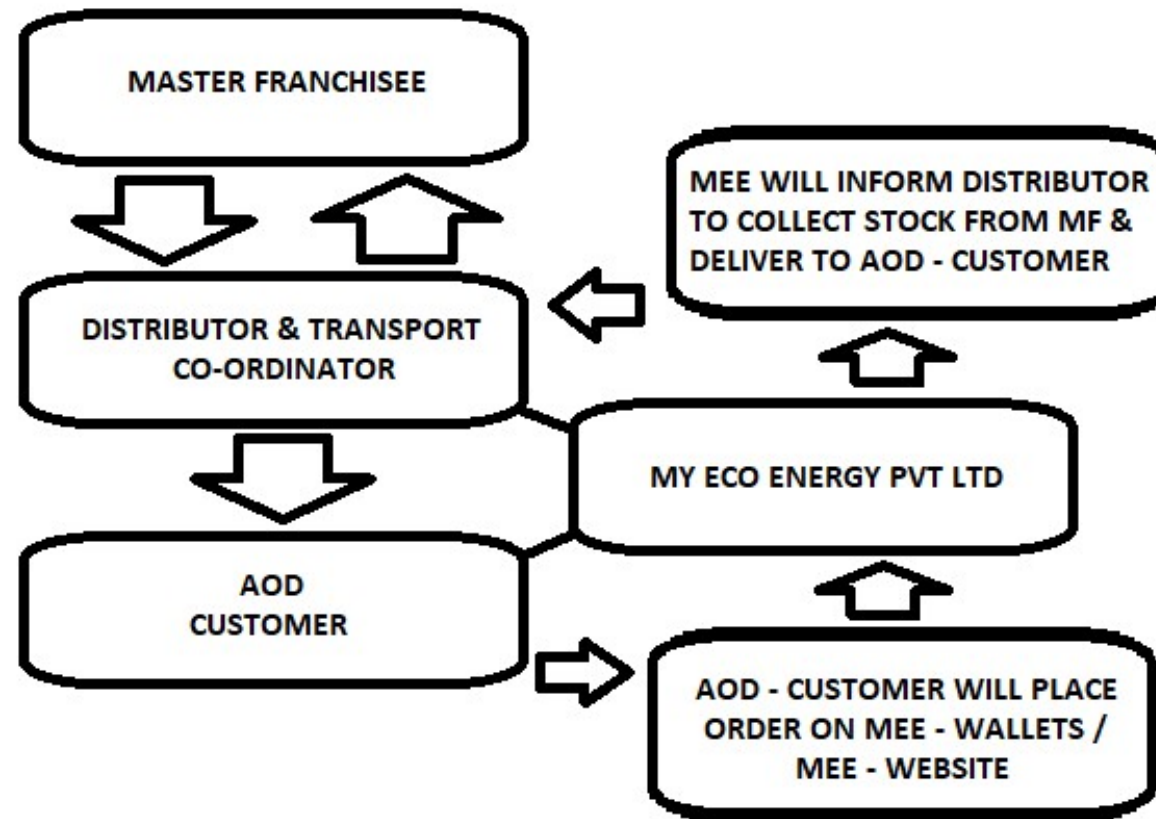
STOCK SUPPLY FLOW DIAGRAM COCO & FOFO



STOCK SUPPLY FLOW DIAGRAM - AOD



STOCK SUPPLY FLOW - AOD





Thank You

Be a part of this exciting journey!

