



KINGA

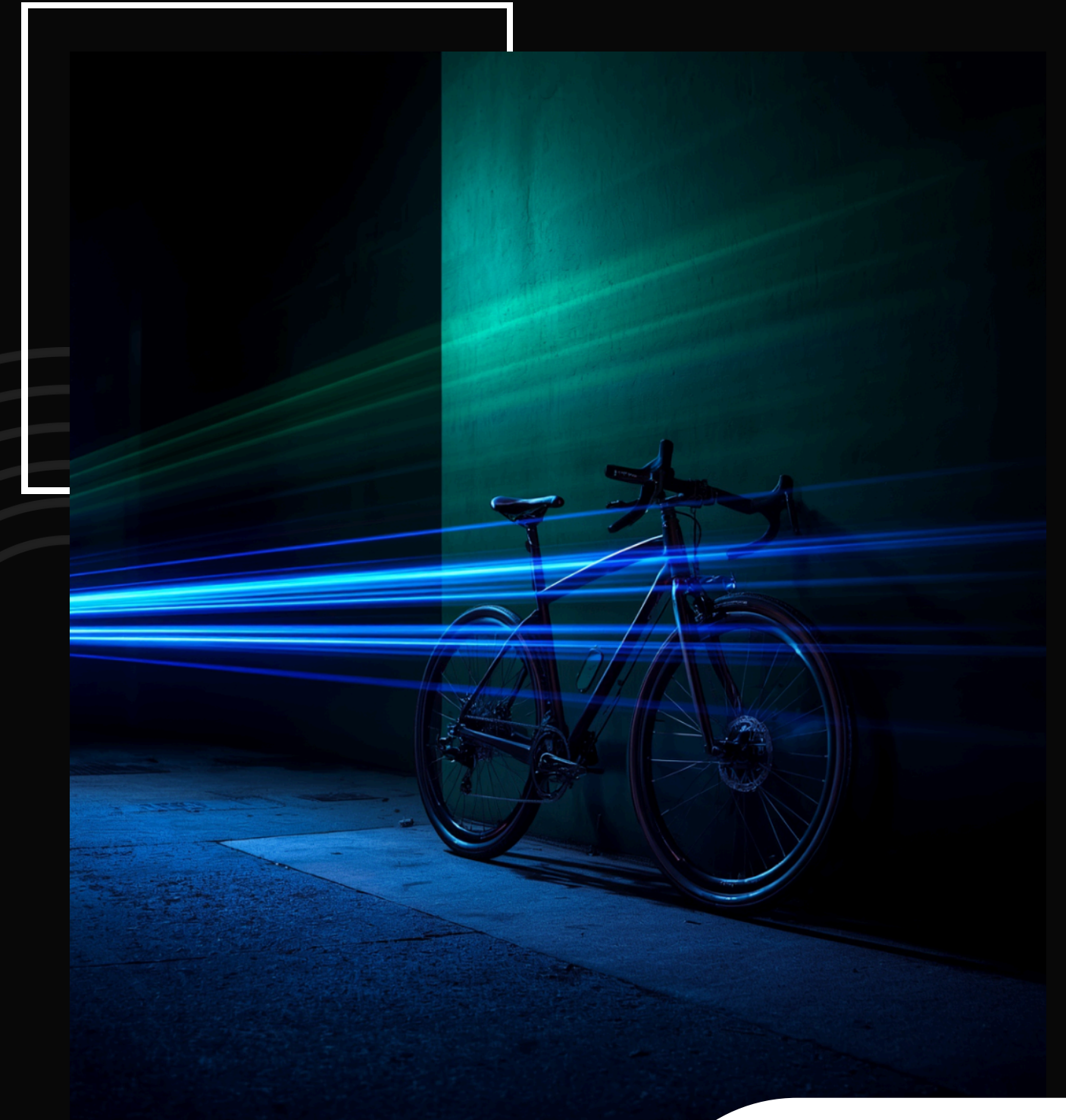
THE BICYCLE THAT CHANGED INDIA... AND THE ONE THAT WILL CHANGE ITS FUTURE

Freedom. Fitness. Sustainable Mobility. — KINGA Investor Pitch



The Opportunity Is Bigger Than Selling Bicycles

Premium Bicycles: Mountain, City, Electric & Kids
Corporate Sales & Government Tenders
Accessories, Spare Parts & Apparel
Service Centers, Franchises & Online Marketplace



Great Mobility Companies Don't Sell Wheels. They Sell Freedom.

The KINGA Growth Flywheel

Innovation → Better Products → Customer Trust → Word of Mouth → Brand Awareness → Higher Sales → Manufacturing Scale → Lower Costs → Higher Margins → Innovation
Integrated manufacturing + sustainable competitive advantage.



Every Indian Has Seen These Bicycle Moments



"Dad: Don't touch my bicycle."

"The first wheelie that ended in a hospital visit."

"One bicycle... five friends... zero brakes."

The nostalgia is funny. The market opportunity is serious.

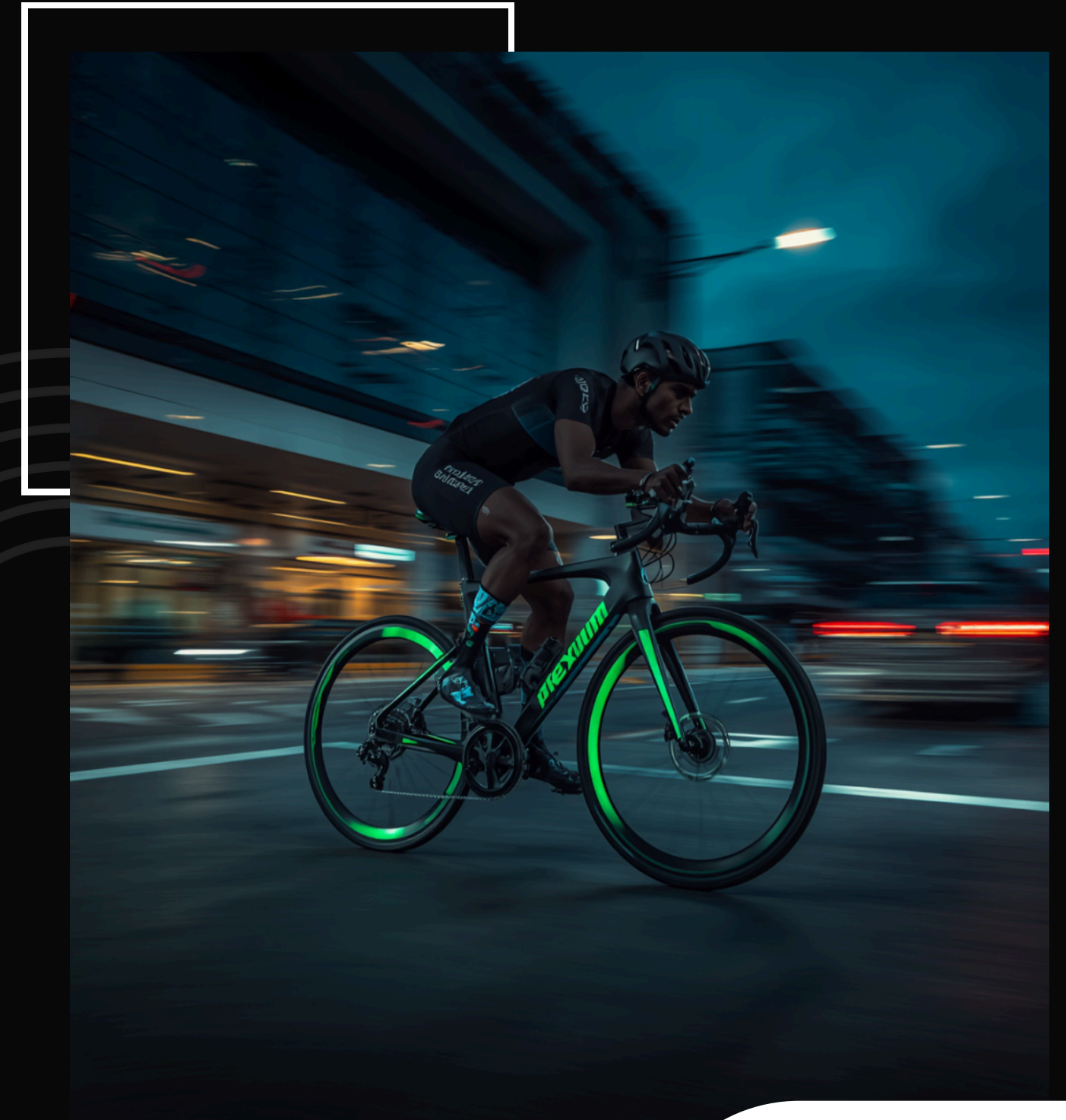


The Mobility Revolution Has Already Started

- ⚡ Fuel prices up 68% — bicycles are the rational choice
- 🏙️ Urban congestion worsening in 42 Indian cities
- 🏃 Fitness participation surged 3x post-pandemic
- 🚲 Electric bicycle adoption growing at 22% CAGR

The Indian Bicycle Industry

Annual bicycle sales exceeding 15 million units
Premium segment growing at 18% CAGR
Electric bicycle adoption rising sharply
Urban cycling participation up 35% post-pandemic





Learning From India's Biggest Bicycle Brands



Hero Cycles & TI Cycles

Mass manufacturing scale, vast dealer networks, government contracts — but legacy branding, low premiumization, and limited innovation.



Firefox & Ninety One

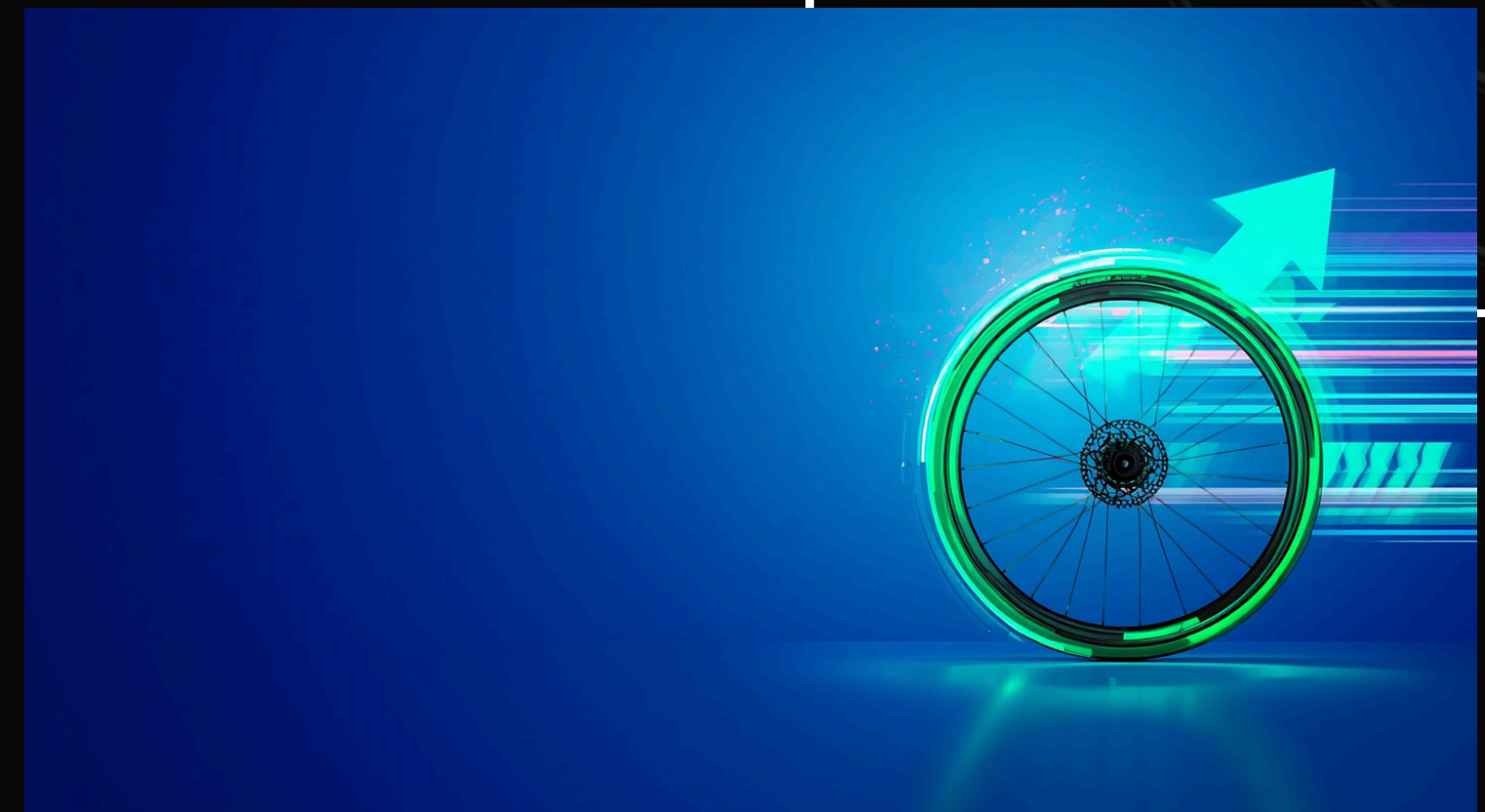
Strong lifestyle branding and youth appeal — but limited manufacturing depth, narrow distribution, and high import dependency.

High Risk. High Return.



⚠️ THE RISKS

Manufacturing scale-up · Competitive market
· Supply chain volatility · Capital-intensive investment



◆ THE REWARDS

Strong brand loyalty · Accessories revenue ·
Lifetime customer value · Export opportunities

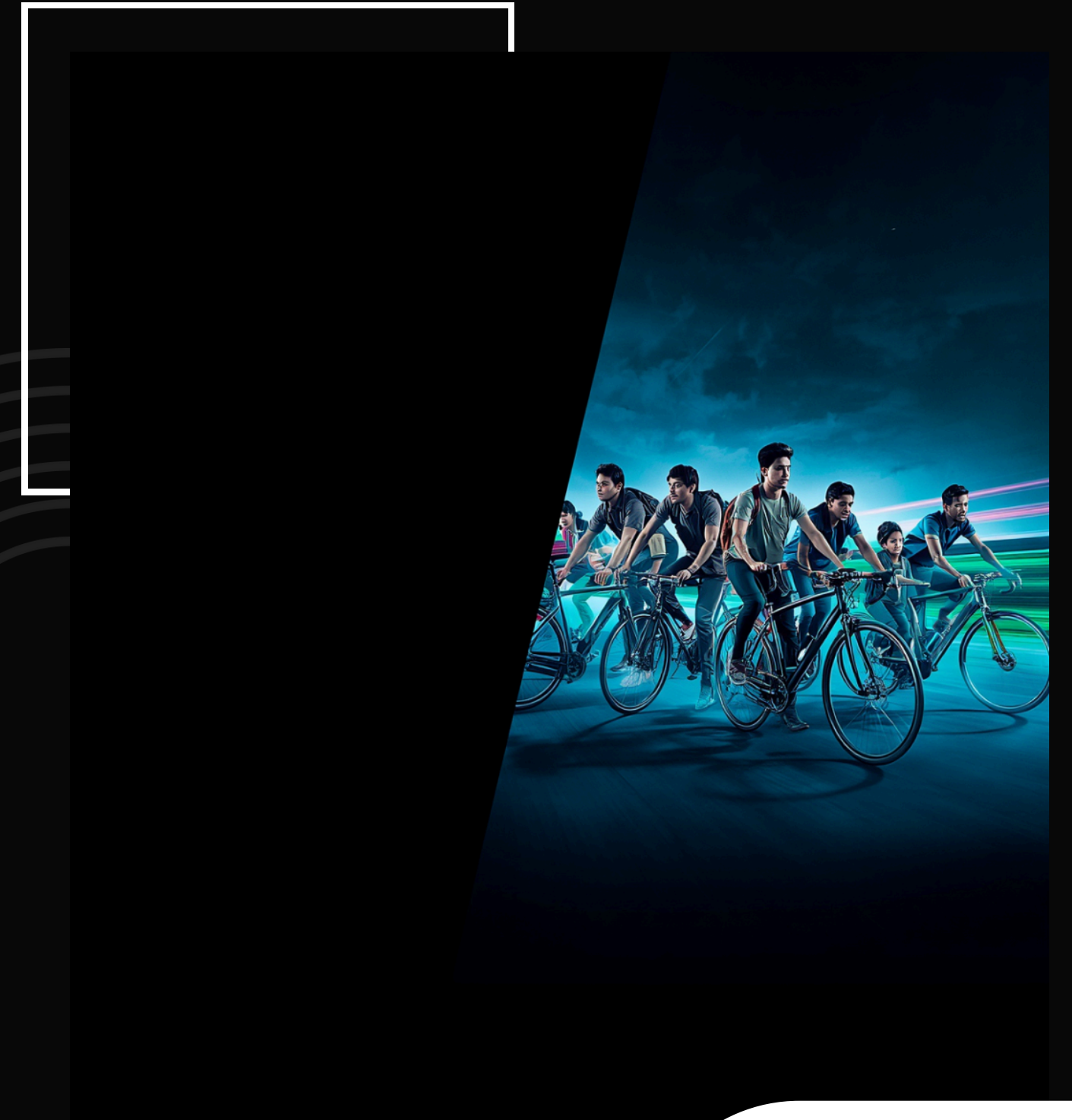


The KINGA Business Model

Manufacturing → Dealer Network → Retail Stores
E-Commerce Platform → Corporate Sales
Government & Institutional Tenders
Exports → Repeat Customers & Loyalty

Who Buys KINGA?

- ✓ Students & professionals seeking fitness
- ✓ Adventure riders & delivery partners
- ✓ Families & schools for daily mobility
- ✓ Corporates & tour operators for fleet needs





The Lifetime Customer

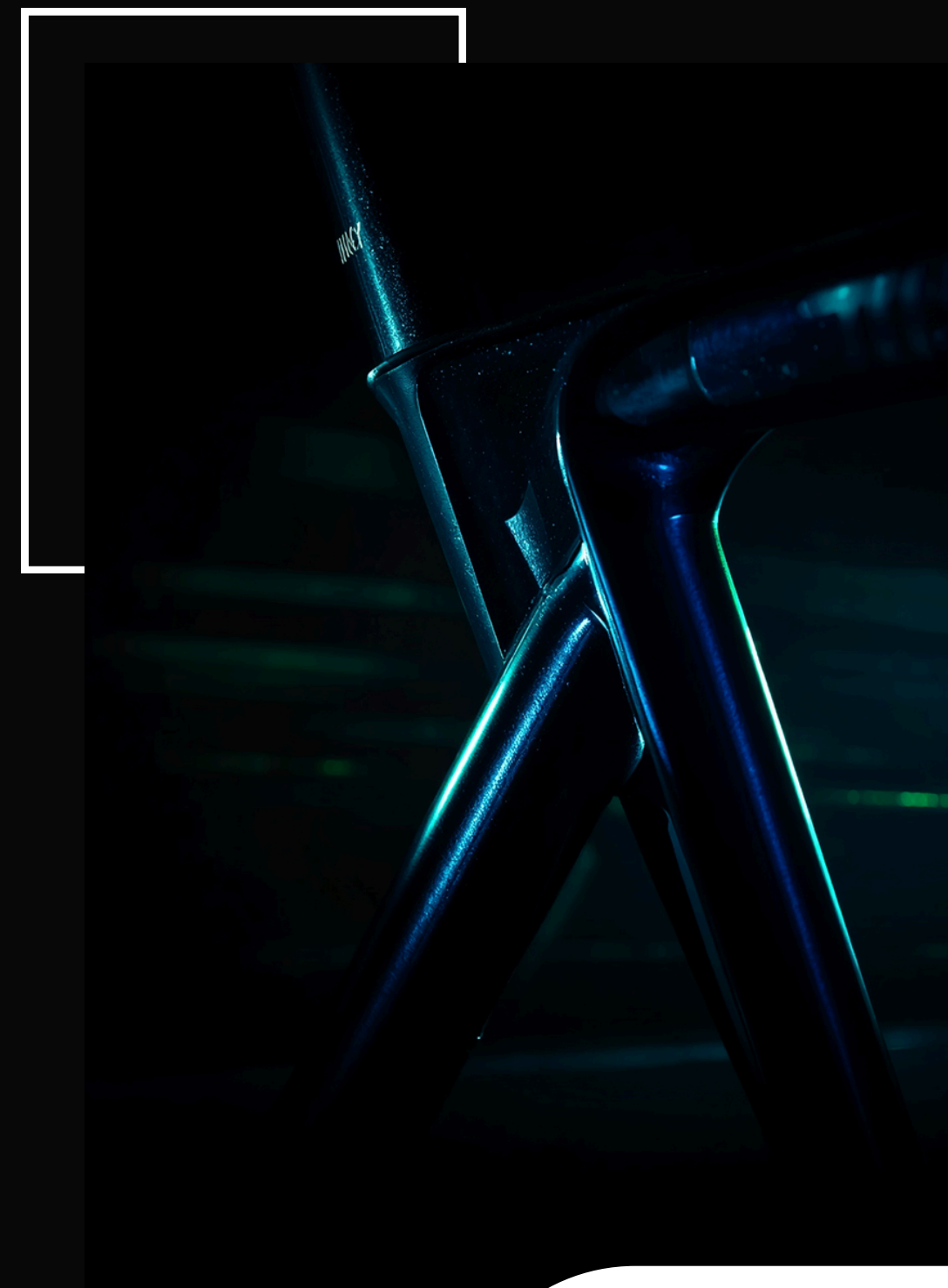
🚲 First Bike → 🧢 Helmet & Safety Gear
💡 Lights & Accessories → 🛠️ Repairs & Service
👕 Apparel & Upgrades → ⚡ Electric Bike

Every KINGA customer is a recurring revenue stream — not a one-time sale.

People Don't Buy Bicycles. They Buy...

● Freedom ● Fitness ● Adventure ● Health ● Status
● Community ● Happiness

Metal → Machine → Transport → Lifestyle → Identity →
KINGA



Investment Opportunity

Equity Investment — Own a stake in KINGA's growth
Revenue Share — Earn from every bicycle sold
Profit Share Partnership — Aligned incentives, shared success
Strategic Collaboration — Capital + Network + Expertise





Why Become Investor #1?

- ◆ Zero institutional investors — pure first-mover advantage
 - ◆ Early ownership: highest equity upside before valuation grows
 - ◆ Brand influence: shape KINGA's identity from the ground up
 - ◆ Highest return potential before national scale
- "Would you rather invest after national success... or before the journey begins?"

Audience Activity

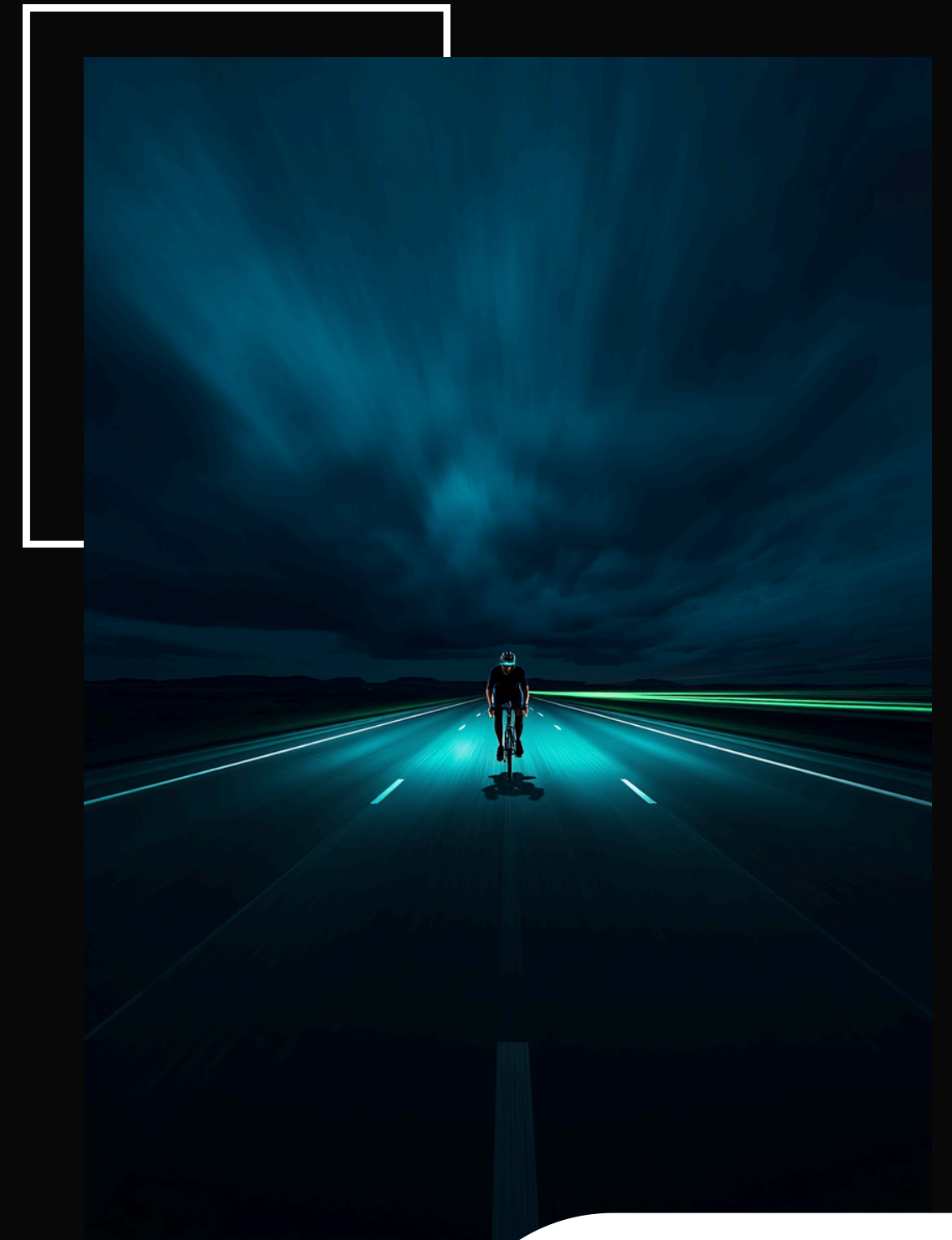
If fuel becomes ₹200/litre...
How many people will reconsider bicycles?

 Cast Your Vote Now!

From One Bicycle To A National Movement

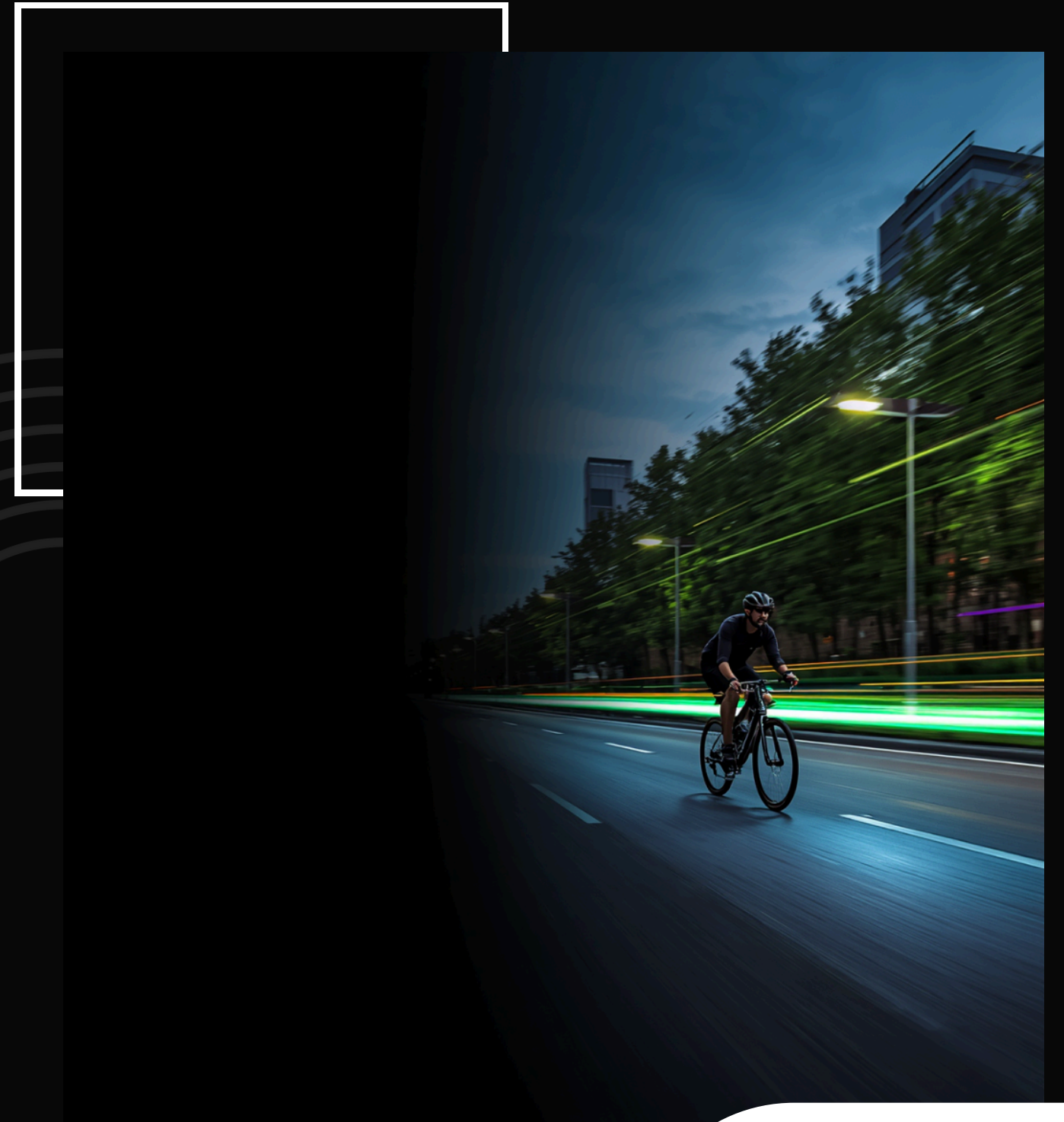
Factory → Dealers → Communities → Cities → India → Global Markets

Brand Growth Flywheel: Brand → Trust → Sales → Manufacturing → Innovation → Lower Costs → Brand
Every KINGA bicycle sold builds a community. Every community builds a city movement. Every city movement scales into a national revolution — and beyond.



The Future Is Sustainable

Clean mobility & healthy lifestyles
Smart cities & green transportation
Reduced emissions initiatives
Corporate ESG alignment





KINGA

Investor Pitch Presentation 2024

THE NEXT GREAT INDIAN BICYCLE BRAND WILL BE BUILT BY SOMEONE.

"Will you help build KINGA... Or watch someone else ride the opportunity?"

Scalable manufacturing. Multiple revenue streams. Recurring customers. Unstoppable brand potential.

KINGA isn't just building bicycles. We're helping millions move farther, live healthier, and ride toward a better future.

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