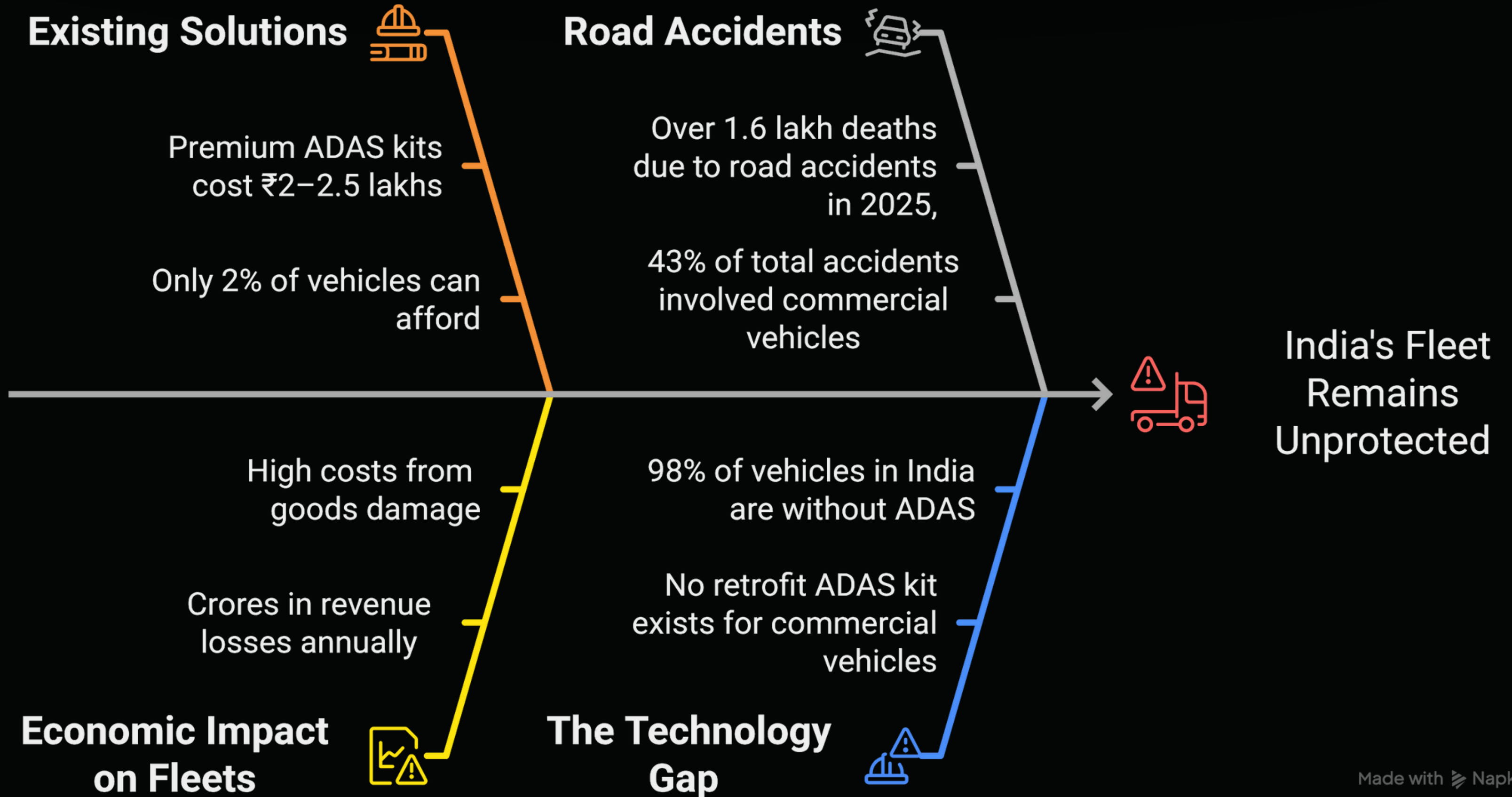


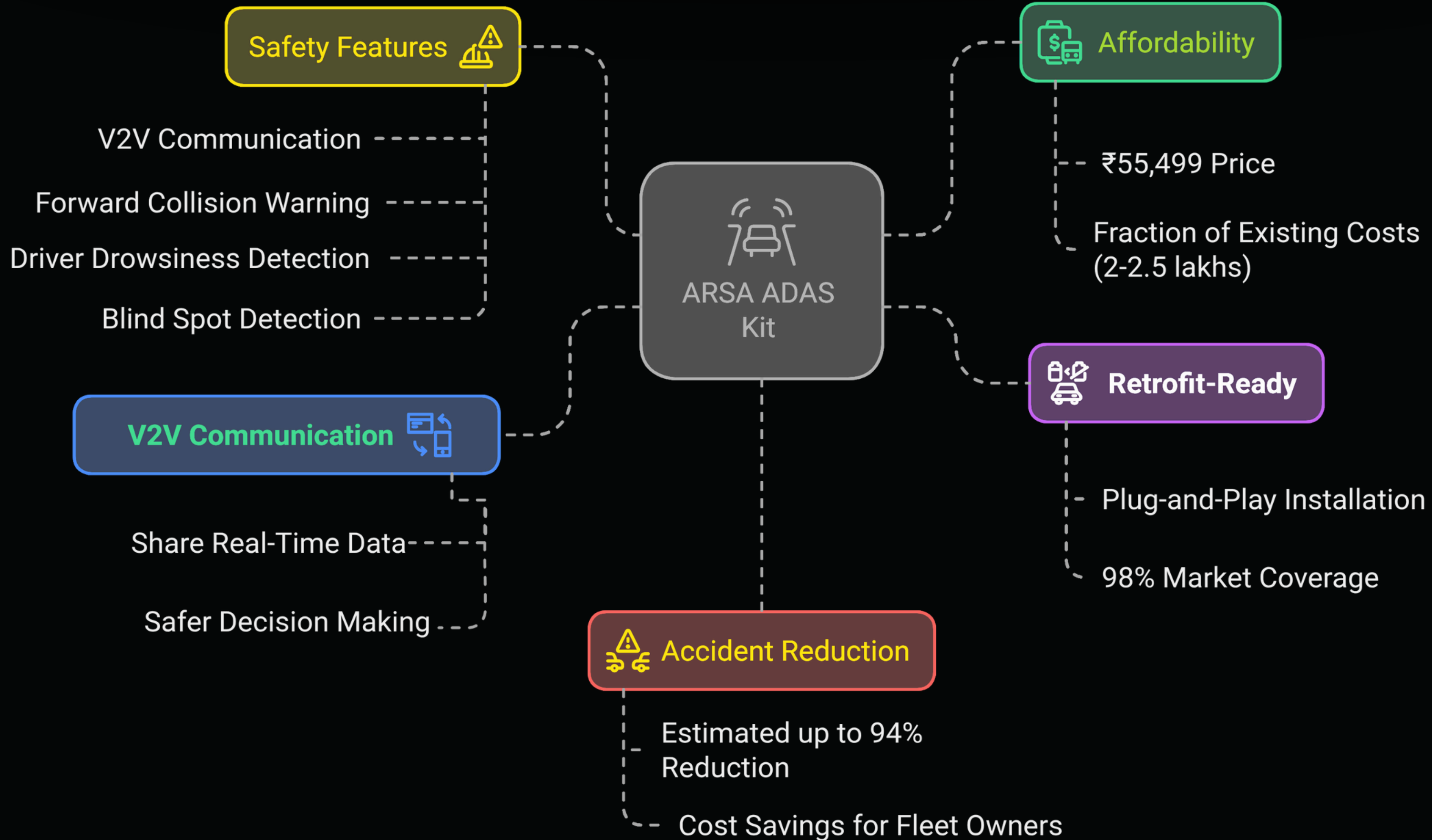
ARSA

- Empowering every vehicle to see, think and connect for autonomous future

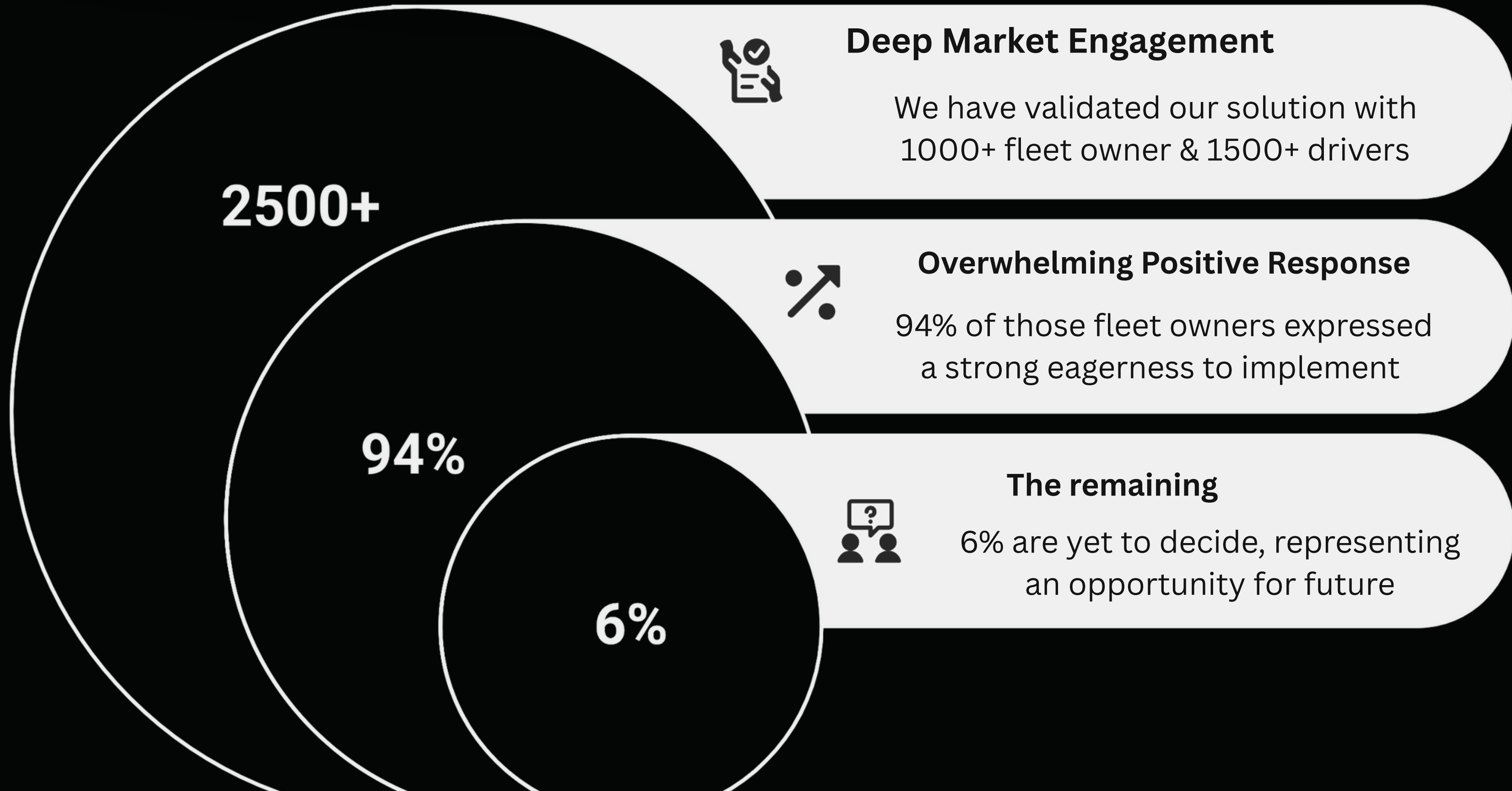
The Dual Crisis on India's Roads



The ARSA ADAS Kit



Proven Market Pull



Deep Market Engagement

We have validated our solution with 1000+ fleet owner & 1500+ drivers

2500+



Overwhelming Positive Response

94% of those fleet owners expressed a strong eagerness to implement

94%



The remaining

6% are yet to decide, representing an opportunity for future

6%

The Market Catalyst

Government Announcement

The government announces ADAS regulations for commercial vehicles.



New Model Compliance

New vehicle models must comply with ADAS regulations by April 2026.



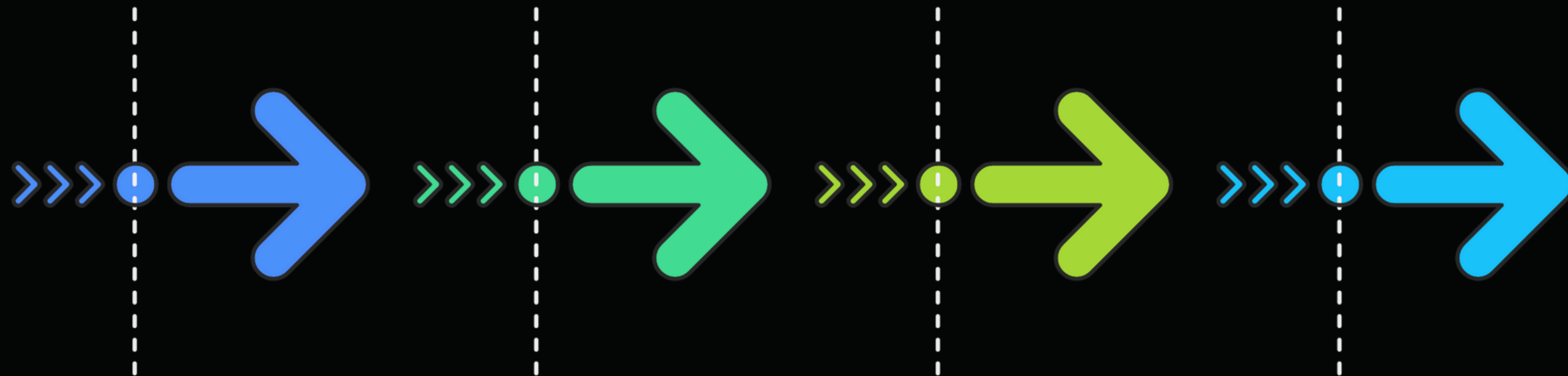
Market Transformation

The market shifts to accommodate the new ADAS requirements.



Existing Model Compliance

All existing vehicle models must comply with ADAS regulations by October 2026.

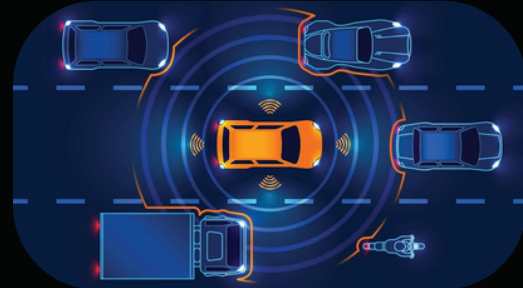


Technology

-How our kit operate



Cameras

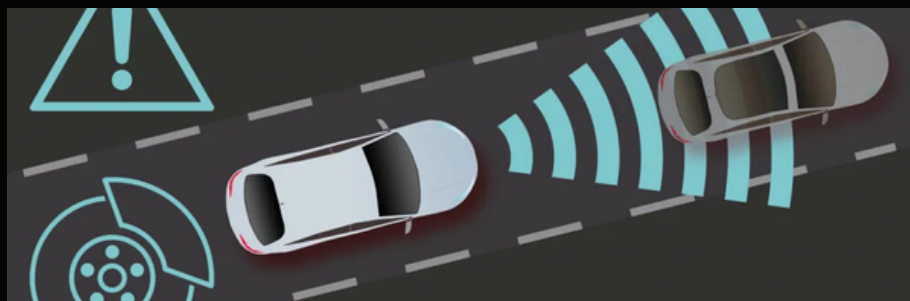


Multiple cameras capture real-time data of the vehicle's surroundings, including objects, road structure, and motion patterns



Nearby ARSA-equipped vehicles share critical data—like position, braking, and detected objects—using our proprietary M2M communication protocol, without needing the internet.

Our V2V protocol serves as an additional layer of safety. While our kit can operate independently of it, the V2V network lays the foundation for our future products,



Based on the AI's analysis, the kit provides instant alerts to the driver, enabling them to take action to prevent collisions and ensure safer driving conditions.



Our AI algorithm fuses the camera and V2V data directly on the device. This "shared perception" allows the system to build a smarter, more complete view of the environment.

Our Unfair Advantage



Niche Dominance

Only solution for 5.4 million commercial trucks, The 98% market ignored by expensive existing solutions.



Purpose-Built AI

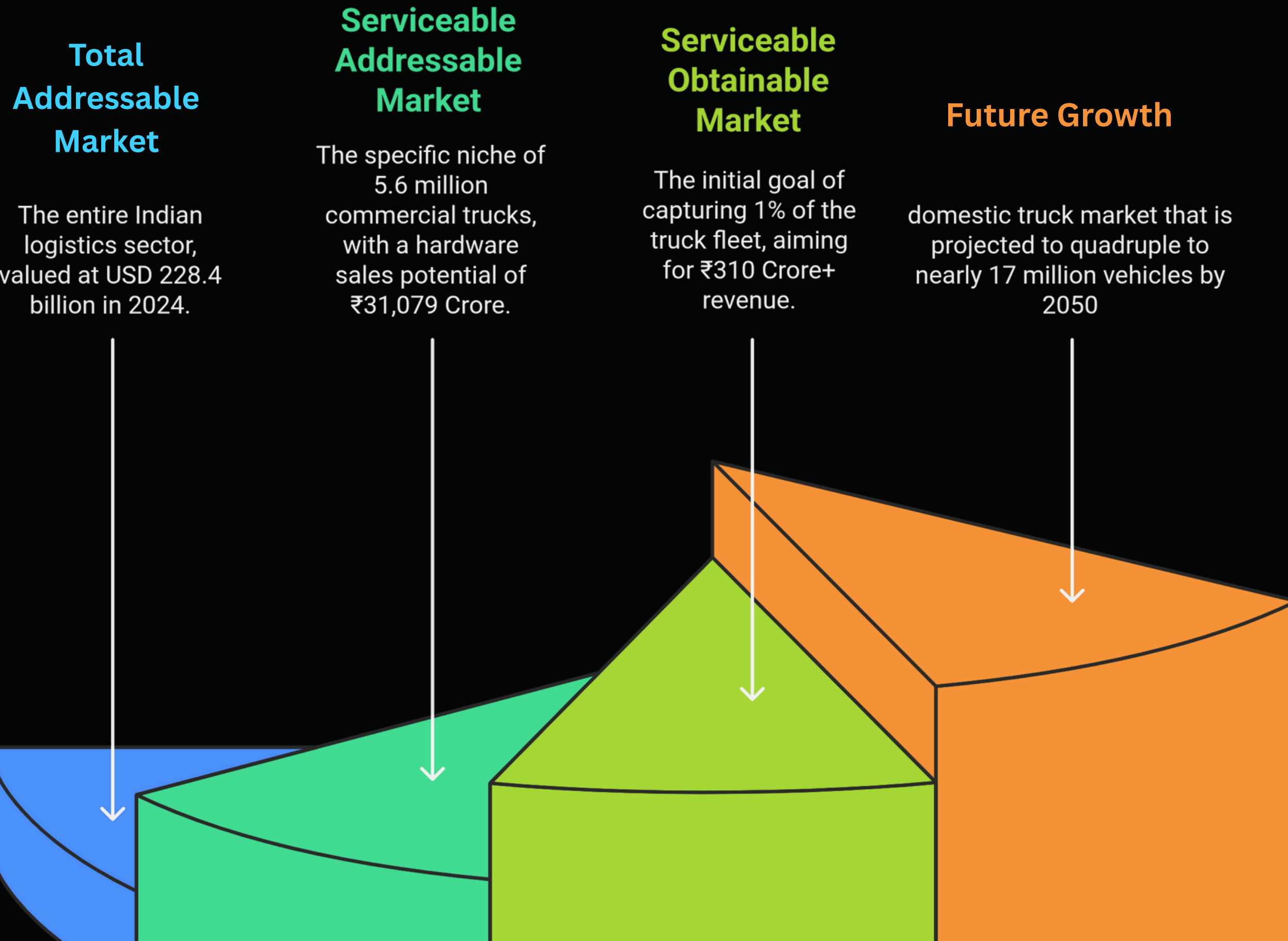
Perception AI trained on Indian road chaos, eliminating false positives giving us edge over our competitors.



V2V Network Effect

Proprietary offline V2V communication protocol enhances network intelligence a compounding advantage that no competitor is building for this market

A Massive & Rapidly Growing Market



- **Sale Price: ₹55,499**
- **manufacturing Cost of Kit: - ₹25,000**
- **Gross Profit per Kit: ~ ₹30,499**
- **Total Gross Profit at SOM Target: ~₹170 Crore**
- **Projected Gross Margin: ~55%**

Business Model & Go-to-Market

Business Model

Our foundational revenue stream is the direct B2B (Business-to-Business) sale of our ARSA ADAS Kit to fleet owners for ₹55,499 per unit.

selling directly to our first 5-10 fleet customers to generate powerful, data-backed case studies.

Strategic Market Expansion

Partner with truck service centers, tire dealerships, and commercial vehicle finance companies For smooth sales and distribution

Future Revenue Streams

Our installed hardware will serve as a platform for future, high-margin recurring revenue through SaaS (Software as a Service) subscriptions

We will forge deep partnerships with innovative insurance providers to offer data-driven premium discounts

Pioneering Autonomy

To become a monopoly in
Automobile and logistic
industry by selling
Autonomous vehicle
technology

Data & Expansion (2029-2030)

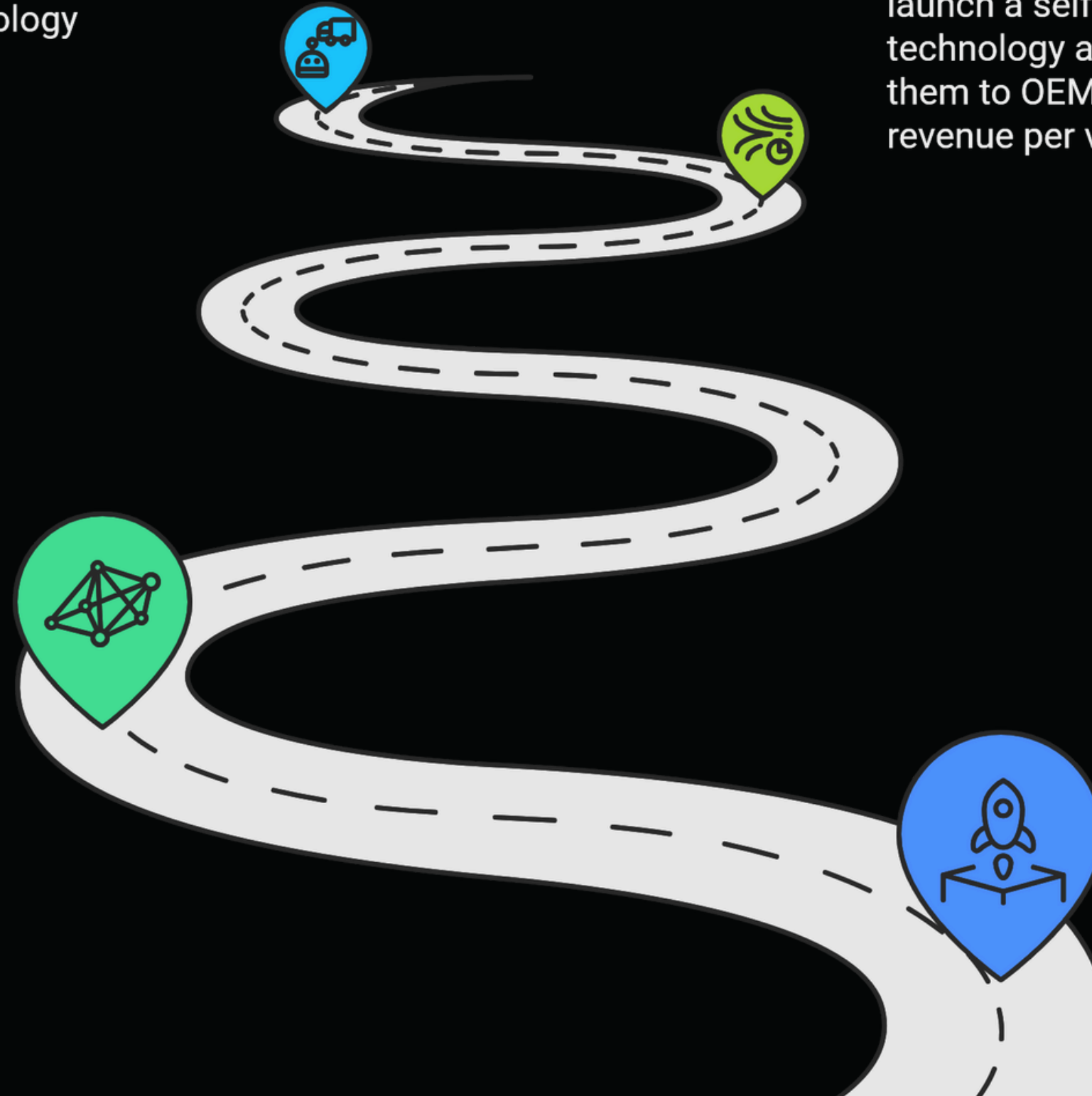
Leverage our data
supremacy and network
advantage to develop and
launch a self driving
technology and licence
them to OEMS generating
revenue per vehicles

Scale & Network Growth (2027-2028)

Scale distribution through
our channel partnerships
and grow our V2V network
to become the largest real-
time safety network on
Indian roads. Then expand
to ASIA-pasific countries

Launch & Mandate Leadership (2025- 2026)

Launch the ARSA ADAS Kit
and become the leading,
most affordable solution for
fleets needing to comply
with the 2026 government
mandate.





Manish

CEO & CTO

AI & ML Innovator. Deep expertise in Advanced Driver-Assistance Systems (ADAS) and Vehicle-to-Vehicle (V2V) communication technologies, enabling the creation of intelligent, India-first road safety solutions.



Ankit

Co-founder

Co-Founder & Head of Sales. Brings years of experience in manufacturing & sales. building the robust foundation of our ADAS. Leads our Market strategy and has secured foundational assets for the company.