



SMV WHEELS PVT. LTD.

Rickshaws are an Indian landmark and a significant means of conveyance in urban areas. Estimates suggest there are around ten million units in operation today; however with significant numbers of unlicensed operators this number could be grossly understated. The majority, close to ninety percent, of these are rented on relatively high daily payment rates. Of these daily renters some are seasonal migrants who would not wish to own the asset whilst others have the desire but not the means to do so.

As well as lacking access to capital rickshaw drivers are one of India's most marginalized communities. Extremely poor, lacking the education or the means to gain official licenses and insurance they suffer police harassment and the risk of significant liabilities in the event of accidental damage to the rickshaw

Current sources of capital come on terms that keep asset ownership and the dream of self-employment out of reach of the vast majority of rickshaw drivers.

SMV is a social business venture, for profit, help rickshaw puller to fulfill their dream to become self employed by providing rickshaw cycle with insurance, license, uniform and cart operator across India.

By combining our Product offering support with vocational support we offer a complete package to the rickshaw driver that creates a fundamental improvement in their quality of life as well as their disposable income. Indeed our solution allow to rickshaw puller to benefit around X% of their income instead of Y% in the rental solution.

We estimate to impact directly 10 793 Rickshaw pullers within a period of 5 years and indirectly around 32 379 people in this same period.

Solution provide is a win-win business as rickshaw pullers better their living condition and become more independent and SMV has a social impact in its environment and financial sustainably too.