

# LEADERS OF CHANGE

# Driving The Sustainable Way

With the government and every individual keen on adopting green technology, Zeniak Innovation India Ltd is set to scale new highs

There are three brains behind this venture that stands out with its offerings. Rajeev Kumar Srivastava along with Jewel Mondl and Moinuddin Golam are the brains behind this mobility venture. "We, the three directors of the company, are all from telecommunication background with specialisation in Brand Building, Channel Sales, Distribution and Marketing," says Srivastava, one of the directors of Zeniak Innovation India Ltd.

**Making A Foray**  
→ While travelling across the globe, they found other countries putting in efforts towards adoption of alternative sources of energy. "Looking at India's population growth, unemployment ratio and increasing demand of energy consumption, we thought of working on solutions for these challenges. Zeniak Innovation India Ltd (Indo Wagen) was thus conceptualised as a 'clean energy' last mile passenger and delivery solution provider," shares Srivastava.

**Business Philosophy**  
→ They started operations from Kolkata with the focus initially on the Eastern part of the country. "Based on the demographics as well as high unemployment ratio, we concluded that E-Rickshaw comes across as a dignified way to support one's family. Our customers are at bottom of the pyramid — those who are trying to come up to the average Indian per capita income level and simultaneously contribute to make the world a better place to live in," avers Srivastava.

**The Journey So Far**  
→ Having started operations in 2013, the trio have had their share of triumphs and disappointments. "Initially the brand name that we got registered was 'Toto', but the offtake was not

great. Under a new brand name 'Indo Wagen', we got a fabulous response and till date we have more than 6 lakh+ happy customers who are making a decent living and providing a better future for their children," shares Srivastava. There are eight models under passenger segment, two loaders and two garbage vans. "All our products are International Centre for Automotive Technology (ICAT) certified with requisite state permissions. Indo Wagen is currently the No. 1 player in West Bengal with almost 70%+ market share," avers Srivastava.

**Being Relevant**  
→ The range of offering, quality, aftersales service and the best-in-class mileage are what make the products of Zeniak Innovation India Ltd stand out. "We have certain unique products which have the flexibility to work as passenger as well as loader. As India strives to be among the top 3 economies (by GDP), the demand for energy consumption will grow. The choice either to go with fossil fuel or alternative (green) fuel is ours to make. Consciously every individual as well as the government is working on green technology. In a couple of years, the average price of battery will come

down significantly and this will help in wholesale adoption of e-vehicles," believes Srivastava. In India E3W is leading the flag of EV adoption and its contribution is 80% of the pie.

**Overcoming Challenges**  
→ The initial challenge was primarily the quality of products and its adaptability to Indian road conditions. "Indo Wagen has an effective QC team to research and improve on this. This has ensured that our products remain fresh even after six to seven years of extensive usage. The design and overall vehicle weight was suitably adjusted to give the best-in-class mileage which gives better ROI for every kilometre covered," explains Srivastava.



Directors Rajeev Kumar Srivastava, Jewel Mondl and Moinuddin Golam



ancillary stuff like lights, seats, etc here soon," explains Srivastava.

**Navigating Technological Progress**  
→ At present, 90% of E3W works on lead acid batteries. "With L5 (speed > 45km/hr) gaining prominence, better Battery Management System (BMS) will soon be in place. With the help of AI, every customer will have an app which will give the real time status of their vehicle in terms of battery health, kilometre covered, motor and other critical components' health. My end customer will never get a shock. Our backend team will be ever ready to ensure proper on-ground service," asserts Srivastava.

**Work-Life Balance**  
→ The biggest achievement for Indo Wagen has been to provide decent

employment. For them, the satisfaction in contributing towards helping India reach its target of 'Shoonya' pollution is a great motivator, which in turns helps bringing sanity in today's consumerist society. There are three more business verticals where Indo Wagen has played a significant role. Nuveq tours, started as an in-house travel provider (dealer meets and events), has now made a name for itself pan India in the MICE segment," points out Srivastava.

There is more. "Doiwala is a retail brand of sweets with a focus on authentic and traditional Bengali sweets. Jhuri Doi happens to be a flagship SKU. At present, we have 11 stores in Kolkata. Under the Brand Sealink, we have couple of Catamaran in Port Blair which helps connect the islands of Swaraj Dweep (Havelock) and Shaheed Dweep (Neil) with Port Blair," adds Srivastava.

Srivastava and his co-directors take active part in various other social work to do their bit for humanity. "When I am not working, I enjoy reading, travelling and cycling," signs off Srivastava.



## Warranty

Chassis	Axiom Charger	Tyre	Controller	Motor	Battery
2 Years*	1 Year*	1 Year*	6 Months*	6 Months*	6Months / 1 Year*

\*Chassis, for manufacturing defects only.\* For motor, no replacement in case of any external coil/ wire burns.\* Axiom charger, Ceat / MRF tyre and battery, as per mother company norms.



Toll Free No. 1800 120 345345

ISO9001: 2008  
Corporate Office: Merlin Infinite, 10th Floor, Room No. 1010, Plot No. 51, Block-DN, Sector-V, Salt Lake City, Kolkata - 700091  
Website: www.indowagen.com, Email: info@zeniak.com, Contact: 033 40031111

\*Please note that images and technical specifications shown in the chart may showcase accessories & equipment which are not part of the standard fitment. Indo Wagen reserves the right to alter the technical specifications and features without prior notice.