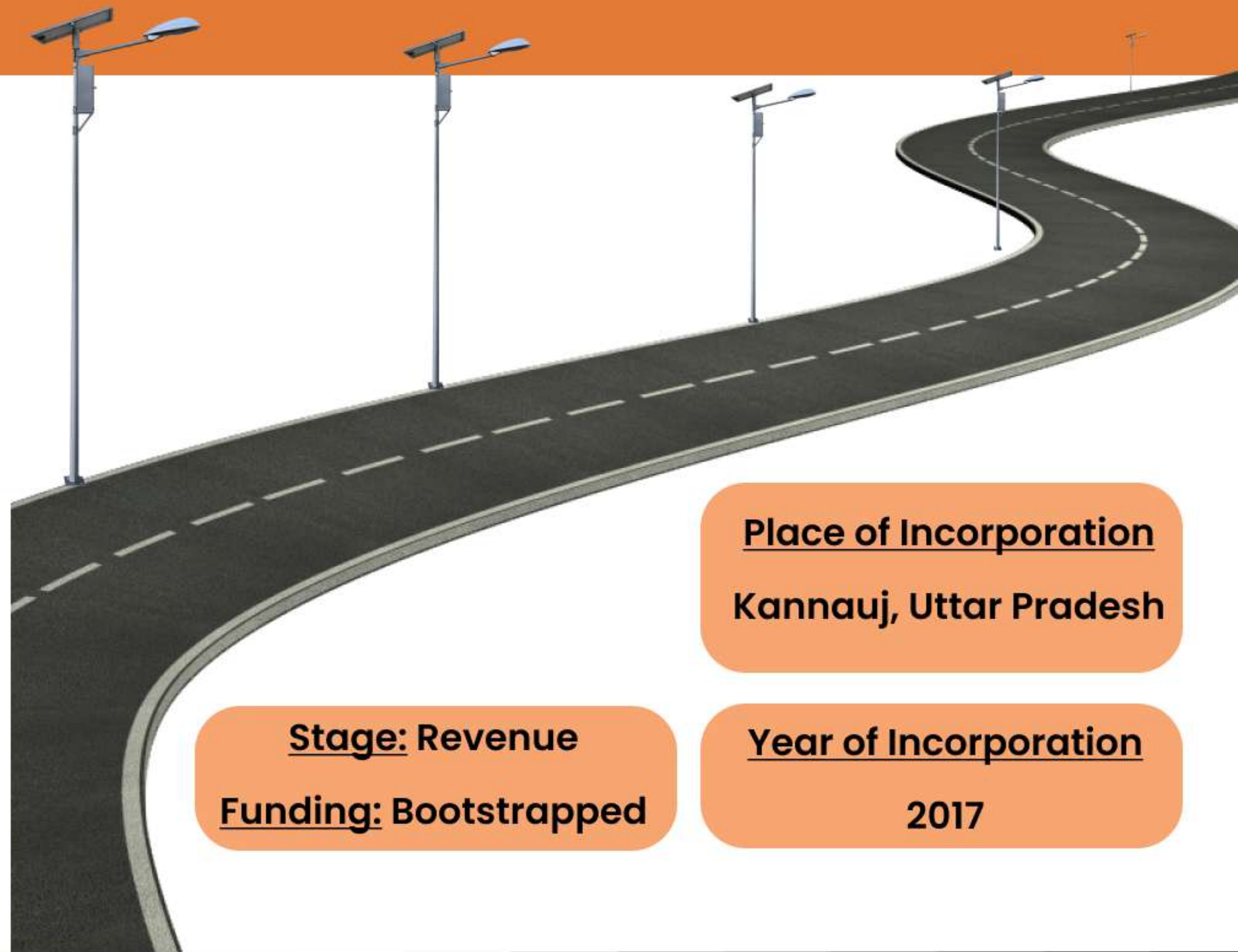


ECONOMICAL SOLUTION TO ALL YOUR LED NEEDS



Determined to provide economically sustainable,
environment friendly and reliable solution to

All things LED!!



Place of Incorporation

Kannauj, Uttar Pradesh

Stage: Revenue

Funding: Bootstrapped

Year of Incorporation

2017

Incubated With:



A PRODUCT OF LEICHT LED PVT. LTD.



leichtledindia@gmail.com



www.leichtled.in

Certified By:



OUR TEAM



Er. Abhinav Kumar
CEO & Founder

10 years experience in solar and LED industry. B.Tech. in Electrical and M.Tech. in Electronics. Track record of implementing successful business strategies.



Sandhya Tripathi
COO & Co-Founder

Over 20 years of experience in business operations and management. Has a strong background in finance and marketing.



Saroj Kumar
CFO

Over 6 years of experience in finance and accounting, with focus on financial planning and analysis. Holds an MBA degree and has worked with several MNCs.



Tiirthvedanand
CTO

Has over 15 years of experience in the technology industry, with a focus on LED lighting and solar products.



PROBLEM STATEMENT

1. Lack of Awareness in Rural India.
2. Technical Expertise Required.
3. Initial Cost Involved.

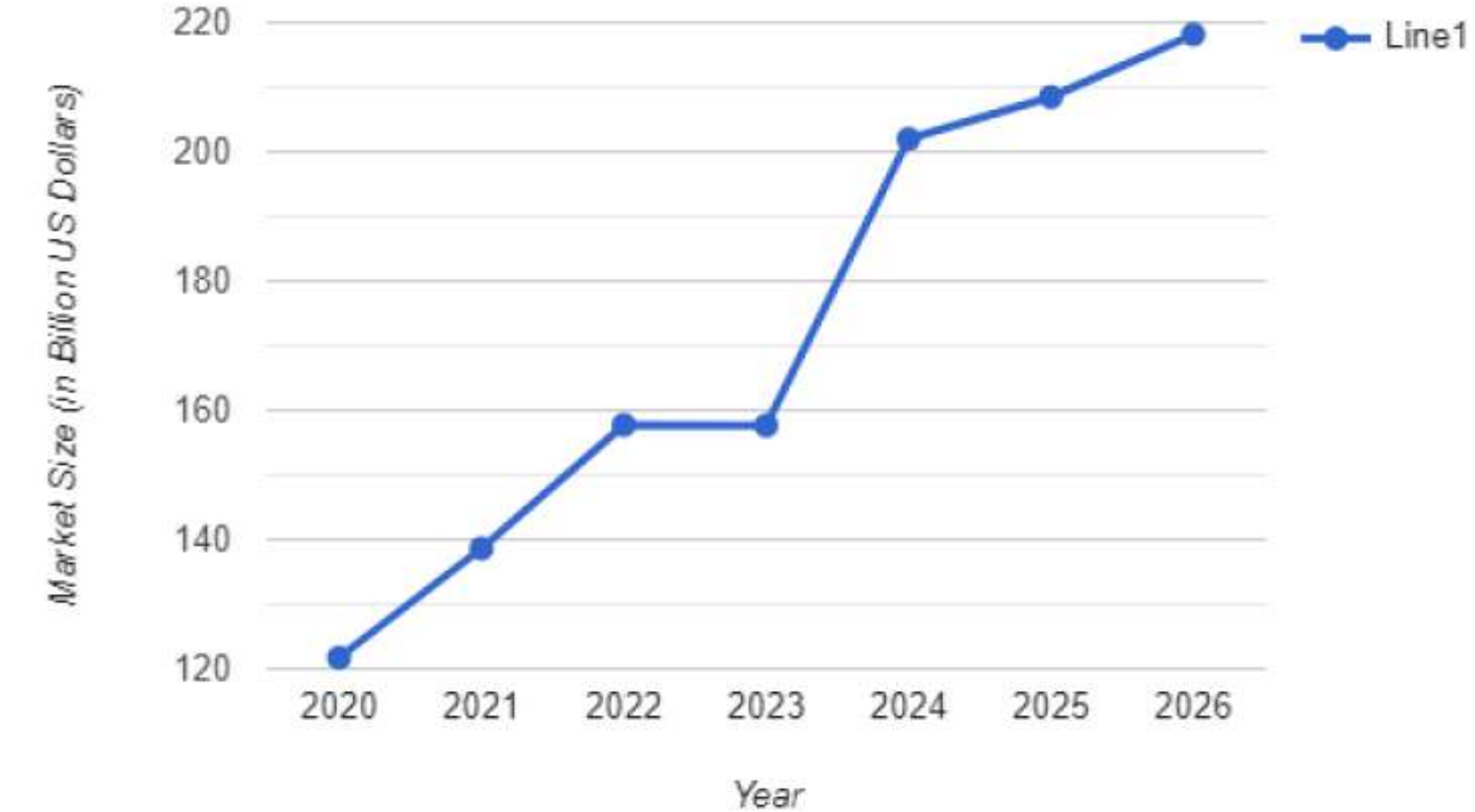
MARKET POTENTIAL

The LED Lighting Market in India is expected to grow at a CAGR of 13.9% in next 6 years.

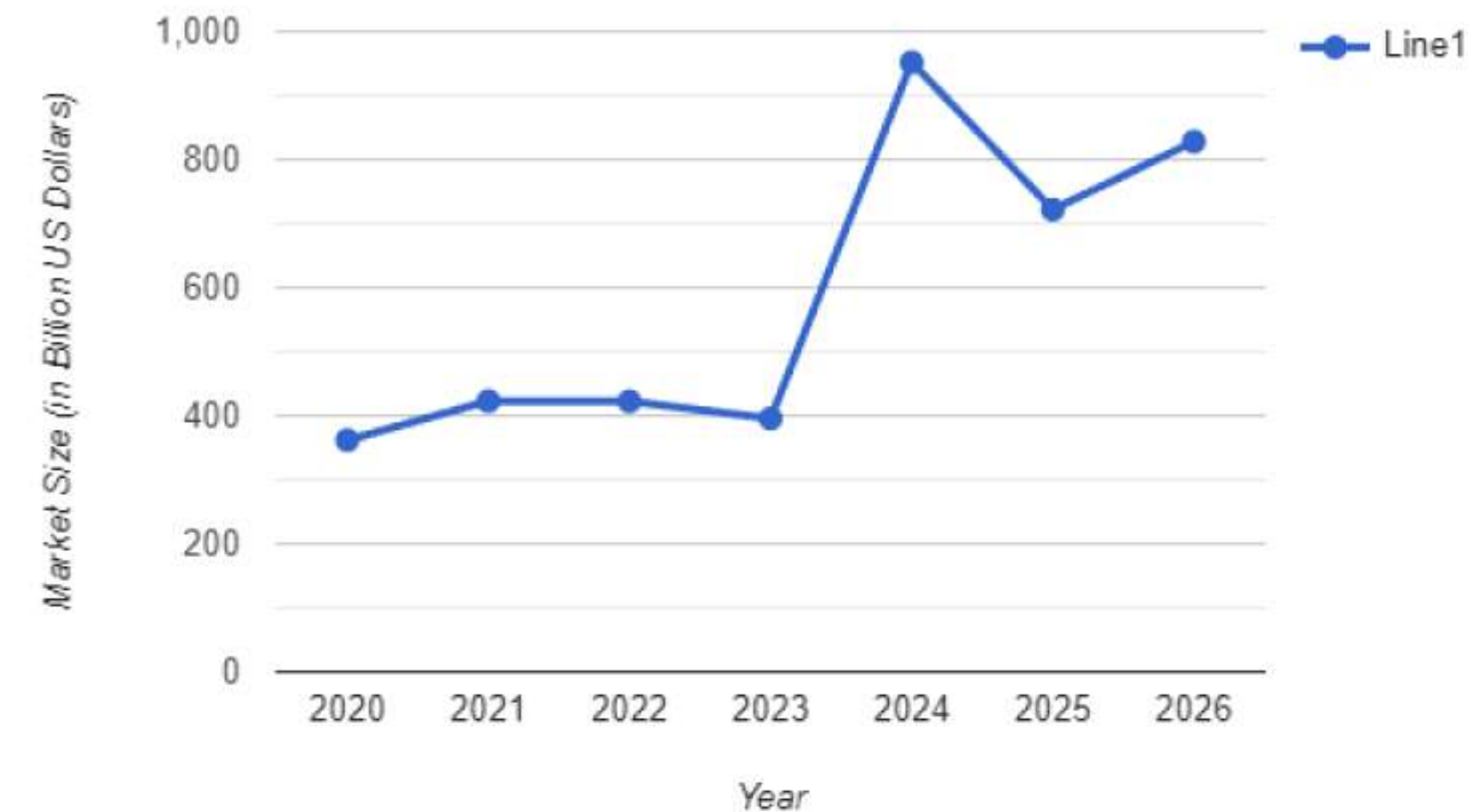
Factors leading to growth include government initiative to push energy efficient lighting and improved awareness about benefits of LEDs.

The Solar Energy Market is expected to grow at a CAGR of 16.8% in next 6 years. The prominent factors are reduced costing of solar lights and growing demand of clean energy.

LED Lighting Market Size from 2021 to 2026



Solar Energy Market Size from 2021 to 2026





OUR SOLUTION

1. Economic and Budget Friendly Products.
2. Timely and Reliable Service to customers.
3. No compromise with product quality.

Unique Selling Point (USP)

We provide competitive pricing, better service related solutions, high end quality product to our customers.

WE KNOW OUR SOLUTION WORKS!!

In just 3 Years time we established our product in market and gained credible clients including:



In 3 years company turnover crossed 5 Crore per annum!



पेट्रोलियम एवं प्राकृतिक गैस मंत्रालय
MINISTRY OF PETROLEUM AND NATURAL GAS



And many more



Our team is lead by experienced leaders and people with diverse skill sets.

COMPETITION IN MARKET



WHAT MAKES US DIFFERENT?



Our unique value proposition, target marketing, efficient market positioning, marketing and branding gives us an extra edge over these brands. Our better and quick service along with providing products at low and affordable prices brings us in competition with these brands.

Business Model

Our Business Model is based on both B2B and B2C.



We sell our products B2B via online platforms including:



indiamart

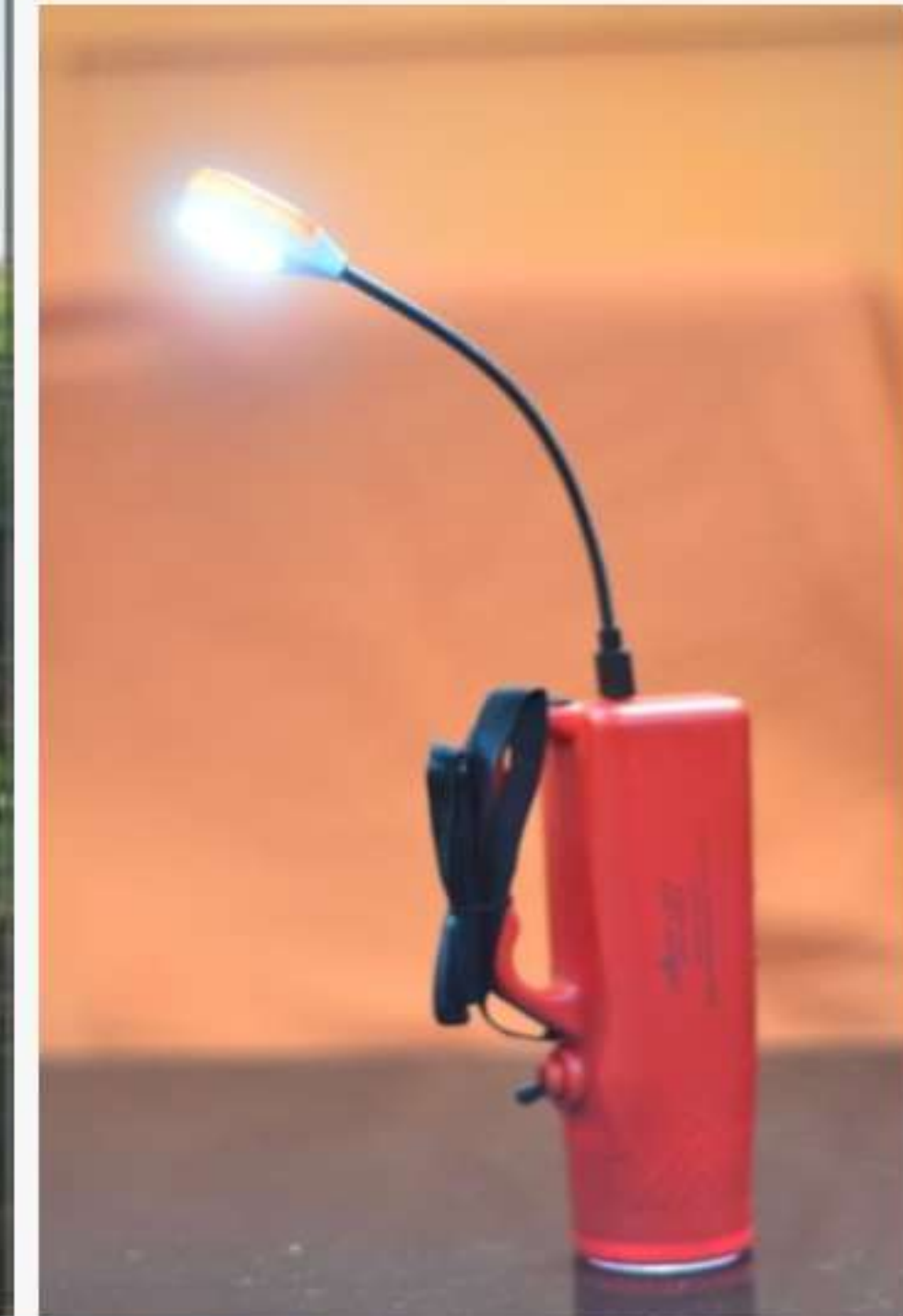


GeM
Government
e Marketplace

For B2C we have made collaboration with State and Central Government units.

In News

Our Products



Awards and Recognition



Applying for

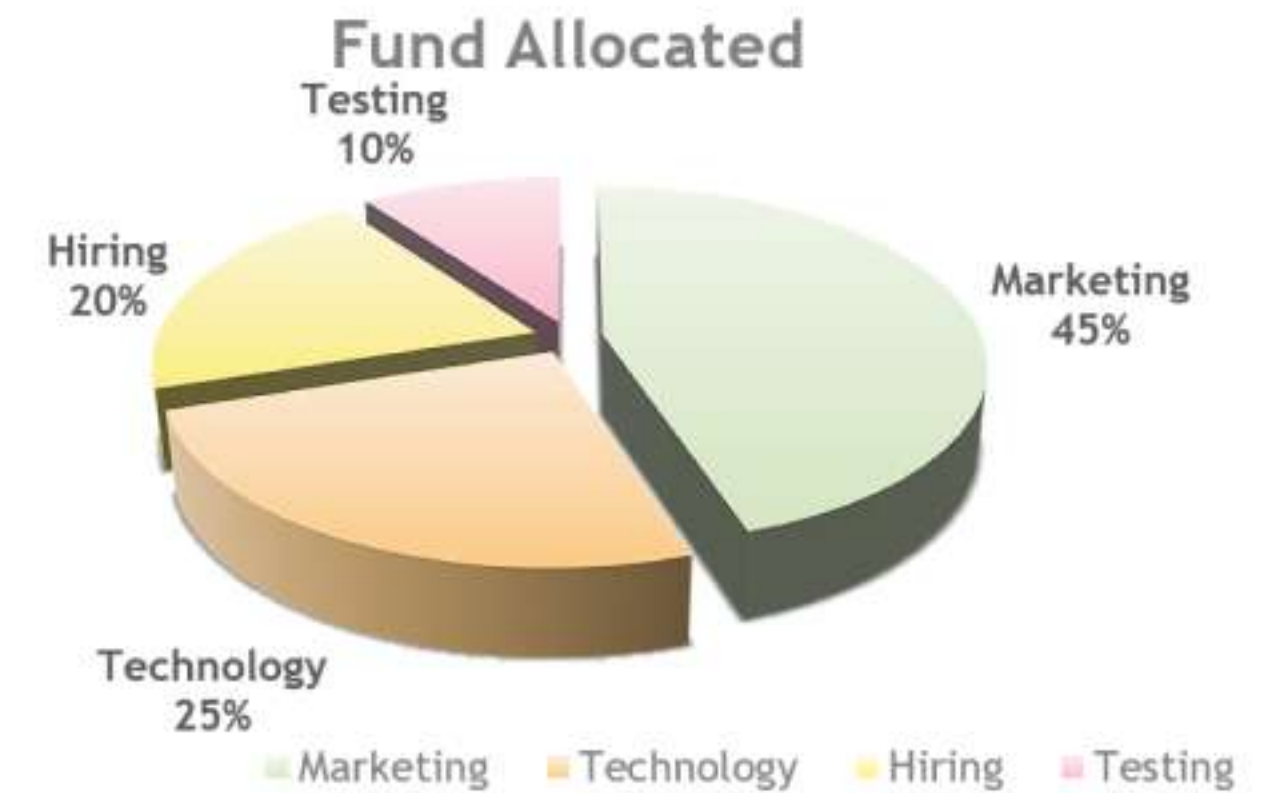
MARKETING ASSISTANCE OF 11.25 LAKHS

With our experienced team we can invest in R&D, marketing, and other critical functions that help to capitalize on market opportunities given proper financial resources are at our disposal.

Why we need funds!

1. To improve marketing strategies.
2. To invest in advertisements.
3. For R&D in residential and Retail products.
4. To increase team strength to achieve pan India operation.

Where will be the funds utilized?



OUR STRATEGY TO GROWTH

