

# POWER DELIVERY WITH XTRAWRKX

Tanmay introduces himself as the founder and CEO of Power Delivery, a company providing on-demand DC fast charging for electric vehicles. He explains that Power Delivery's mission is to solve two major problems for EV users: range anxiety and lack of charging infrastructure. Tanmay shares his background as an engineer who previously worked in the tech and supply chain industries in the US before moving to India to tackle climate change with technology.

Ques 1: You said in your introduction that you came back to India, that's very unusual. So how did that happen?

**Ans: Actually, for me, it was quite clear when I made this move in 2021. I just felt like it's time for Indian entrepreneurs to come back and make a difference here.**

Ques 2: You said that the traditional grid infrastructure, which is over 50 years old, is outdated and incapable of supporting the power requirements of modern EVs. could you expand on that a little.

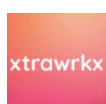
**Ans: it's not just India, everywhere it's the same system of grid being followed. People are facing supply chain restrictions and upgrading problems. The grid's complex generation, distribution, and transmission systems make it inefficient, and public-private partnerships are needed to upgrade it.**

Ques 3: What excites you the most about working in the EV sector?"

**Ans: the immense potential for innovation and positive impact. Anyone who has driven an EV, they would know how fast and fun it is to drive them. I know I don't have to sell the EV to the consumer because they are real game changers. There are endless opportunities for creative problem solving. Being at the forefront of an industry that is combating climate change with real life impact is fulfilling because it aligns with my personal goals. Also, it's fun to see a small company challenging a big IT firm. For example, you see a small startup getting incubated and then producing trucks and supplying across the market. Just like that, a company you hadn't even heard of a while ago has become a key player in the market.**

Ques 4: How do you see Power Delivery contributing to the growth and adoption of electric vehicles in India?

**Ans: Power Delivery's on-demand DC fast charging solution is helping accelerate EV adoption in India by addressing the key barrier of charging infrastructure. We are driving these, modern cars but we are still stuck in the old ways of charging. And frankly, some of these ways are even worse than the old ways. For example, to fill up your petrol**



**tank, you don't need an app to do that, so why are we adding friction for the early users of these modern-day vehicles. We need to rethink our ways. We at power delivery, tackles range anxiety making on demand charging available for a broader range of consumers. We can offer services that would charge your batteries five times faster than the traditional charging stations. Our mobile units are capable of delivering 40kW to 250kW of Power.**

Ques 5: How important do you think collaboration between various stakeholders (government, industry, consumers) is advancing EV adoption?

**Ans: The government is playing a very pivotal role by providing supportive policies, incentives and regulations. Consumers and businesses that are using EVs need to provide useful feedback, all the industry players need to come together to develop innovative solutions and standardize the technology. Aligning interest and coming resources, we can accelerate the adoption of EVs.**

Ques 6: Some people feel that the government policies are actually holding people back because it is very difficult to do everything by the book. Also, don't you think if I, as a company, who has spent a lot of resources on RnD, I wouldn't want to share my research for free because what about my company then?

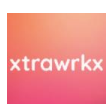
**Ans: As far as the government is concerned, they are only the policy adviser or the think tank for the industry. They can't tell the industry on how to conduct their businesses. I never expect 100 percent support from the government. And if you see, there always has been the right kind of push from the government with FAME or the PME drive. Yes, every person would like subsidies and grants to be given to them but the government just can't give freebies to everyone. And for the companies who have spent on RnD and are not okay with sharing their resources, to them I would say, it's not a single player game, and you don't need to go alone. It has to be a collaborative approach because even if you do have or develop a technology and the other players and the other players are not familiar with it, then they won't be able to incorporate it and you won't get economies of scale that you expected. Imagine a company developing its own charging sub-standards that are so advanced that OEMs and other industry players struggle to keep up. While this may seem innovative, it essentially means the company is solving its own issues without achieving economies of scale.**

Ques 7: By 2030, in a country like India where there's so much poverty and people are very rooted in their traditions, do you think people will be able to fully transition to EVs?

**Ans: India is not a poor country but a smart country. Yes, people are cost conscious and they want to get to their value for money. In six years, they would have a lot of variety for Ev engines and they would be able to make a clearer choice. They would be able to do cost benefit analysis themselves. Even now, the cost disparities between ICEs and EVs are closing.**

Ques 8: Power Delivery seems focused on user experience. How do you approach designing solutions that cater to consumer needs and preferences?

**Ans: our approach is rooted in extensive market research and feedback. I drove my first EV in 2017 and that was a tesla in the Rocky Mountains in Colorado. I was blown away**



**with the capabilities of the vehicle. Since then, I've been a fan. I want to provide the same user experience here too. We regularly chat with the vendors and customers, trying to understand their routes, problems and mindsets. This helps us further tailoring the user experience. Most private owners have the same kind of concerns but with fleets it's different. We are working on solutions that would suit fleets better. It's different with each one of them. So, we are working on tailored solution for each one of fleet customers**

Ques 9: Did you face any problems when you first started? If you would have started out now, do you think there would have been a difference in your strategies or you're planning or if you would have done anything different from before?

**Ans: Starting from level zero is always difficult, but thankfully we made the right set of choices. We faced challenges yes, but after repetitive iterations, we were able to understand the value chain better. One of the major challenges that we still face is rapid infrastructure deployment. We had to rapidly deploy infrastructure because the demand was and is growing. We are already lagging in terms of chargers to vehicle ratio. We are currently focusing on making charging more affordable and using AI to make our operations easier. Financial institutions want to support growth but are uncertain about how to proceed. While venture capitalists and funds are making an effort, many lack the capability and efficiency needed to drive significant change. Their impact is noticeable, but it's not sufficient. Only a few truly grasp the importance of transitioning to the core and recognize that they must be integral to the process.**

Closing comments:

Tanmay emphasizes the exciting and transformative nature of the electrification journey, with changes happening across various sectors. He reiterates Power Delivery's commitment to innovation, strategic partnerships, and customer-centric solutions, and expresses his dedication to accelerating EV adoption and contributing to a sustainable future for India.