

1. Company Business

Victory EV is engaged in the business of assembling electric two-wheelers (E2W). The company operates primarily in the electric vehicle (EV) segment by sourcing battery cells and other components, mostly from China and other regions, and assembling them into finished E2W products in India. The company does not manufacture its own battery cells or motors but imports and assembles them domestically.

Company products consist of the following:

1. L3 Electric Vehicles (E-Rickshaws with maximum speed limit 25 kmph)
2. L5 Electric Vehicles (Three-wheeled motor vehicles designed to carry people or goods, maximum speed 55 kmph)
3. Electric Scooty

(₹ in lakhs except %)

Financial Year	Three-Wheeler		Two-Wheeler		Spare Parts		Total	
	Amount	(%)	Amount	(%)	Amount	(%)	Amount	(%)
2021-22	3,791.90	79.98%	257.86	5.44%	691.07	14.58%	4,740.83	100.00
2022-23	4,164.57	80.23%	207.46	4.00%	818.87	15.78%	5,190.91	100.00
2023-24 (L3)	4,388.54	90.59%	411.68	8.50%	44.06	0.91%	4,844.28	100.00
December 31, 2024 (L3)	2,122.04	53.71%	62.10	1.57%	184.88	4.68%	3,950.69	100.00
December 31, 2024 (L5)	1,581.67	40.04%	-	-	-	-		

2. Industry Analysis & TAM

The EV industry in India is poised for significant growth, driven by:

- Government initiatives (like FAME II, PLI schemes)

- Rising fuel prices
- Urban mobility demand and environmental concerns
- The TAM (Total Addressable Market) for E2Ws is particularly large, with adoption expected to surpass ICE scooters in urban and semi-urban segments by 2027–28.

3. Moat or Entry Barrier

Victory EV does not have a strong competitive moat. The business model is assembly-based, which has low entry barriers due to:

- Availability of battery cells and components from China
- No proprietary technology or brand recall mentioned
- Intense competition from well-capitalized and tech-savvy peers

Thus, anyone with import permissions and a basic assembly facility can replicate the business.

4. Financials (in Crores)

In Cr.

Particulars	December 31, 2024	March 31, 2024	March 31, 2023	March 31, 2022
Revenue from Operations	39.50	48.44	51.90	47.40
EBITDA	5.80	6.99	1.80	1.16
EBITDA Margins	14.70%	14.44%	3.47%	2.45%
PAT	3.89	4.89	0.78	0.64
PAT Margins	9.85%	10.10%	1.52%	1.36%

ROCE	24.82%	44.78%	14.13%	8.51%
D/E Ratio	0.67	0.55	1.47	2.81
CFOA	9.59	2.15	2.52	2.51

5. Peer Comparison

Companies	Revenue	EBITDA Margins	PAT Margins	D/E Ratio	MCap	P/E
Victory Electric Vehicles International (FY 2024)	48.44 Cr.	14.44%	10.10%	0.55	153 Cr.	31.37*
Wardwizard Innovations & Mobility (TTM)	56 Cr.	-33%	In Loss	0.35	112 Cr.	In Loss
Tunwal E-Motors (TTM)	105 Cr.	17%	11.42%	0.40	176 Cr.	14.90

**Forward PE is 29.54 on the basis of FY 25 PAT.*

6. IPO Details (Pre & Post Promoter Holding)

- Issue Size: ₹40.65 Cr (56.47 lakh shares at ₹72 each)

- **Type: 100% Fresh Issue**
 - **Pre-Issue Promoter Holding: 97.41%**
 - **Post-Issue Promoter Holding: ~71.59%**
 - **Listing Platform: NSE Emerge (SME Platform)**
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7. Objects of the Issue

Use of Net Proceeds:

- **Working Capital Requirements: ₹22 Cr**
 - **Capital Expenditure: ₹ 5 Cr**
 - **General Corporate Purposes: ₹ 7.54 Cr.**
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8. Pros and Cons

Pros

- **Strong revenue and profit growth YoY**
- **Operates in high-growth EV segment**
- **Light asset model ensures faster scalability**
- **High PAT margins for SME-stage startup**

Cons

- **No proprietary tech or IP—easy to replicate model**
- **Heavy reliance on Chinese imports**

- **Limited brand presence compared to peers**
 - **Risk of regulatory and EV policy changes**
 - **Operates in highly competitive low-cost E2W segment**
 - **Criminal Case against Promoter and Director Mr. Sanjay Kumar Popli for a car accident in which the victim died.**
 - **There are a large number of customer complaints regarding the company's products.**
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