

Jyothsna Li-Tech Pvt Ltd

Application-Optimized Lithium-Ion Cells for Infrastructure
Built for India's harsh conditions. Designed for long-life infrastructure

Dongguan Jialite Trading Co.,Ltd.

China : Registered Office.

INFRACELL
ENERGY

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Problem :

India's Energy Infrastructure Faces a Reliability Gap

infrastructure reliability, high-temperature failure, replacement economics, downtime cost
Exposure to supply chain disruption, pricing volatility, and geopolitical risk

Current Reality :

High-reliability, long-life ESS cells optimized for Indian conditions,
delivering lower total cost of ownership for solar and backup applications.
Energy Storage System for Solar, Home and office backup
operate in extreme heat (40–55°C) 60–70% still rely on
lead-acid batteries

Limitations of Existing Solutions:

Replacement every 18–24 months
High maintenance and downtime
Poor high-temperature performance

Initial Target: Solar + Backup ESS (B2B)

Solar EPC-driven installations

SMEs, commercial buildings, home offices

Rapid shift from lead-acid → lithium

- **Entry via EPC partners (not direct consumer)**

Market Opportunity

Initial Market: .

Energy Storage System for Solar, Home and office backup

Large recurring battery replacement cycle

Solar storage, Commercial backup systems, Drone Cells,

- Start narrow, expand wide

Solution :

JLT-LFP: Infrastructure-Optimized Lithium-Ion Cells

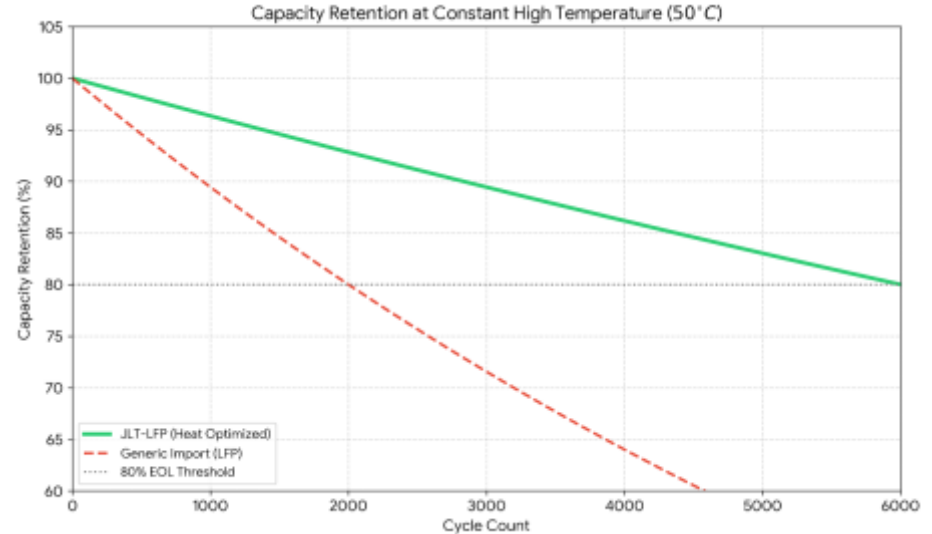
We design and supply **application-specific lithium-ion cells** for ESS

Key Features:

Engineered for high-temperature environments

Energy Storage System for Solar and UPS

Designed for long lifecycle and reliability



Product Specification

Chemistry: LFP

Form Factor: Prismatic

Capacity: 50–100Ah-200Ah

Performance Targets:

140–160 Wh/kg

4000–6000 cycles

Operates up to 55°C

8–10 year life

Focus: lifecycle + stability



Differentiation (Defensible)

High-temperature chemistry optimization

Energy Storage System

3–5x lifecycle vs lead-acid

Purpose-built, not commodity cells

Customer ROI :

3–5x lower replacement cycles

~70% lower maintenance

Reduced downtime risk

- Payback: 2–3 years
- Lifecycle cost reduction: up to 25%

TOTAL COST OF OWNERSHIP (TCO)

5-Year Cost Comparison

System	Initial	Replacement	Maintenance	Downtime	Total
Lead-Acid	₹80,000	₹1,60,000	₹25,000	₹20,000	₹2,85,000
Cheap Lithium	₹1,20,000	₹60,000	₹10,000	₹10,000	₹2,00,000
JLT-LFP	₹1,40,000	₹0	₹5,000	₹3,000	₹1,48,000

Business Model

We design and supply application-optimized lithium-ion cells to infrastructure customers, generating revenue through direct sales and long-term supply relationships, with recurring demand driven by replacement cycles.

Phase 1: Pilot cell supply

Phase 2: Scaled manufacturing

Phase 3: Capacity expansion

Revenue:

Cell sales

Custom solutions

Long-term contracts





**Go-To-Market
Focused B2B Strategy**

Energy Storage System for Solar and home and office backups

First 20 Customers Plan”

Target: Solar EPC companies

Strategy: Pilot installations (5–20 kWh systems)

Performance guarantee

Convert to supply contracts

TECHNOLOGY & CONTROL

Full Product & Process Control

- Core lithium-ion cell design and application engineering secured under **full know-how rights**
 - Exclusive access to proven manufacturing know-how with in-house product optimization and continuous improvement
- Global sourcing strategy for raw materials for cost efficiency
- No dependency on external technology ownership
- Control + scalability without technology risk**
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Traction & Execution

Execution Readiness:

- Project approval by Government of Karnataka
- Land allocation secured
- DPIIT (Startup India) recognized
- Exclusive access to proven manufacturing know-how with in-house product optimization
- Technical team aligned for execution
- Setup designed for 2 lines, 96000sqft vertically, for scaled Production

Commercial Progress:

- Discussions initiated with Customers
- Pilot deployment conversations underway
- LOI engagement in progress
- Transitioning from **setup** → **market entry**

Moat:

Our Advantage Compounds

deployment data, thermal performance learning, EPC relationships, infrastructure-specific optimization, field reliability datasets, localized support capability

Solar EPC → Pilot Deployment → Performance Validation → Annual Repeat Orders → Multi-site rollout

Financial Projections

Revenue:

Phase 1: ₹8–12 Cr (pilot line)

Phase 2: ₹170–190 Cr (280Mwh)

Phase 3: ₹700–840 Cr (Full scale 1.5Gwh)

Unit Economics:

Selling price: ₹6,000–7,000/Kwh

Cost: ₹4,200–4,900

Margin: 20–30%

□ Capital-efficient scale strategy

Funding Ask

Raising: ₹8–12 Crore

Use of Funds:

Pilot line setup

R&D and testing

Technical team.

Working capital

- Focus: validation, not large-scale capex

Roadmap:

0–6 months: Prototype + pilot

6–18 months: Early revenue

18–36 months: Scale manufacturing

Competitors like:

We are initially targeting underserved infrastructure ESS segments where customization, lifecycle optimization, and localized engineering support matter more than scale alone

- Exide Industries
- Amara Raja Energy & Mobility

We Are Focused—They Are Broad

“We are purpose-built for ESS in Indian conditions.

- We: ESS + solar + industrial + telecom backup specialization
- Them: automotive, EV, etc.
- Our edge: is OEM for Battery packing MSMEs

Deep optimization vs general-purpose products

“We acquire customers through solar EPC partners by offering pilot installations with performance guarantees. Customers switch because we deliver lower lifetime cost and better reliability in high-temperature conditions. We retain them through long lifecycle and warranty-backed performance, leading to repeat orders. This model scales through EPC networks, enabling us to grow from initial pilots to large distributed deployments.”

Parameter	JLT (Our Cells)	Imported Chinese LFP Packs	Indian Pack Integrators	Lead-Acid Batteries
Design Approach	Application-optimized (ESS-Telecom duty cycle)	Generic, mass-produced	Pack-level integration (cells outsourced)	Legacy chemistry
High-Temp Performance (45–55°C)	Designed for sustained operation	Performance degrades	Limited optimization	Severe degradation
Cycle Life	4000–6000 cycles	2000–3500 cycles	Depends on imported cells	500–800 cycles
Replacement Cycle	8–10 years	4–6 years	3–5 years	1.5–2 years
Lifecycle Cost (10 yrs)	Lowest	Medium	Medium-high	Highest
Maintenance	Minimal	Moderate	Moderate	High
Supply Reliability	Localized manufacturing	Import-dependent	Import-dependent	Local
Customization	High (ESS specific design)	Low	Medium	None
Pricing Stability	Controlled (local + hybrid sourcing)	Volatile (China-linked)	Volatile	Stable

Founder – Narendra Srirams

24+ years business experience

Cross-border operations with China since 2006

Hands-on exposure to lithium-ion manufacturing

Secured exclusive technology access in 2018

Edge: Tech access + execution experience

Vision:

To build a vertically integrated lithium-ion cell company

Starting with infrastructure energy storage

JLT

A purpose-built energy storage solution for
India's infrastructure



Final note

This version now communicates:

- Control (not dependency)
- Execution (not idea)
- Focus (not generic market)
- Credibility (not hype)