

## **THAVAS – Complete Business Plan**

### **1. Executive Summary**

THAVAS is a logistics-infrastructure startup building a scalable network of premium yet affordable highway rest-stop hubs for long-haul truck drivers across India.

Our mission is to transform India's highways into safe, clean, and dignified rest ecosystems for the people who power the nation's logistics economy.

Our Vision THAVAS aims to become **India's first national branded rest-stop network for truck drivers**, building the foundational infrastructure layer that supports the people who move the country.

"For the ones who move India — we build their home on the highway."

Starting with high-density freight corridors such as **NH48 (Delhi–Mumbai), NH44, and NH16**, THAVAS will deploy standardized infrastructure hubs offering secure parking, hygienic dorms, 24/7 dining, medical support, and fleet services.

The company is raising a **₹15 Cr pre-seed round** to launch pilot sites and validate scalable unit economics.

### **2. Company Overview**

**Company Name:** Thavas Private Limited

**Industry:** Logistics Infrastructure / Highway Hospitality

**Founder:** Ravi Sharma

**Business Model:** Asset-backed infrastructure platform

THAVAS operates at the intersection of:

- Logistics infrastructure
- Hospitality services
- Fleet support services
- Social impact infrastructure

### **3. Problem Statement**

India transports over **70% of freight by road**, supported by **9+ million truck drivers**.

However, highway infrastructure for driver welfare is severely underdeveloped.

#### **Key challenges:**

- Unsafe and unorganized roadside parking
- Lack of clean restrooms and sleeping facilities
- Limited hygiene and healthcare access
- Driver fatigue leading to accidents
- Fleet inefficiencies and high churn

This creates both:

- A **major social problem**
- A **large commercial opportunity**

#### 4. Solution – Thavas Model

THAVAS builds standardized highway hubs designed specifically for truck drivers.

Each site provides:

- Secure truck parking
- Clean dormitories and showers
- 24×7 dining and retail
- Medical and fatigue support
- Fleet repair and washing
- Digital payment and service integration

The model blends **infrastructure + hospitality + logistics services** into a scalable national platform.

#### 5. Market Opportunity

##### Industry Drivers

- Rapid highway expansion
- Growth of logistics & e-commerce
- Increasing safety regulations
- Fleet modernization

##### Market Size

- 9M+ truck drivers
- 30,000+ trucks/day on mega corridors
- **Multi-billion-rupee addressable market**

#### 6. Business Model

##### Revenue Streams

- Parking fees
- Dormitory & shower usage
- Food & beverage sales
- Fleet services
- Retail partnerships
- Fleet contracts

Each site is designed to achieve profitability at **low traffic capture rates**.

## 7. Unit Economics (Per Mega Site)

### Base Case Assumptions

- Corridor traffic: 30,000 trucks/day
- Capture rate: 3.33%
- Trucks served/day: ~1000
- Estimated Trucks/Day: 6000+
- Revenue per Driver Per Visit: **₹450-500**

### Financial Metrics

- Annual revenue/site: **₹17-18 Cr**
- EBITDA margin: **25-30%**
- EBITDA/site: **₹4.3-5.4 Cr**
- Capex/site: **₹12-14 Cr**
- Payback: **1.5-2 years**

## 8. 5-Year Expansion Plan

| Year   | Sites | Revenue (₹ Cr) |
|--------|-------|----------------|
| Year 1 | 1     | 17-18          |
| Year 2 | 4     | 68-72          |
| Year 3 | 12    | 204-216        |
| Year 4 | 30    | 510-540        |
| Year 5 | 50    | ~900           |

Projected Year-5 EBITDA: **₹225-270 Cr**

## 9. Competitive Advantage

- Standardized scalable infrastructure model
- Multi-revenue asset utilization
- Early mover advantage
- Corridor clustering strategy
- Fleet partnerships
- Strong repeat customer base

## 10. Go-to-Market Strategy

- Fleet operator partnerships
- Corridor-based expansion
- Driver loyalty programs
- Brand positioning around safety & dignity
- Strategic highway locations

## 11. Operations Plan

Each THAVAS hub operates with:

- Site manager
- Security staff
- Hospitality team
- Maintenance personnel
- Fleet technicians

Standard operating procedures ensure consistency.

## 12. Technology & Systems

- Digital payment integration
- Fleet booking platform
- Driver membership system
- Operational analytics dashboard
- Security monitoring

## 13. Management Team

**Founder & Project Director:** Ravi Sharma

Focus: Infrastructure development, strategic partnerships, operations, and scale-up

**Marketing Specialist:** Naveen Sharma

Focus: Brand storytelling, outreach, stakeholder communication, and market adoption

**Operations Lead:** Subham Jangir

Focus: On-ground execution, coordination with transport unions, local authorities, and vendors

**Community Engagement Manager:** Aashish Yadav

Focus: Trucking community relationships, user insights, and service design aligned to real needs

**Logistics & Transport Advisor:** Anand Prakash Tripathi

Focus: Driver behavior, route planning, fleet operations, and highway logistics strategy.

## 14. Funding Requirement

### Pre-Seed Round: ₹15 Cr

Use of funds:

- Pilot site development
- Site design and infrastructure
- Core team hiring
- Partnership building
- Operational systems

## 15. Financial Projections Summary

### Year 5 Targets

- Revenue: ~₹900 Cr
- EBITDA: ₹225-270 Cr
- Sites: 50
- Enterprise Value Potential: ₹1800-3200 Cr
- Base-case EV: ₹2,250-2,700 Cr
- EV per site: ~₹45-54 Cr

## 16. Risk Analysis

### Key Risks

- Site acquisition delays
- Regulatory approvals
- Traffic variability
- Operational scaling

### Mitigation

- Corridor clustering
- Fleet partnerships
- Standardized site design
- Phased rollout