



Powering the Connected Future

India's End-to-End IoT Platform-as-a-Service Solutions



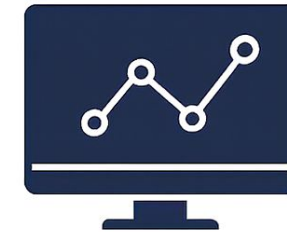
About ThingZo

Complete IoT Platform

ThingZo simplifies connecting, managing, and scaling smart devices with everything needed to build powerful IoT solutions.



Device
Connectivity



Real-time
Analytics



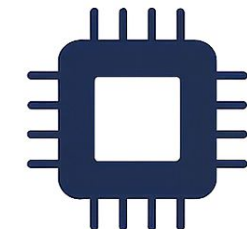
Developer
APIs



Enterprise
Security



Global
Reliability



Hardware
Module

thingzo

The IoT Revolution is Here

Market Opportunity:

\$70 - 100B

Global Market Size
Projected by 2028

18 - 24.9%

Annual Growth
CARG through 2028

5B

Connected Devices
Expected by 2030

Source:

<https://www.techsciresearch.com/report/india-internet-of-things-iot-market/18891.html>

<https://www.statista.com/outlook/tmo/internet-of-things/india>

<https://www.marketsandmarkets.com/Market-Reports/internet-of-things-market-573.html>

What We Do

ThingZo delivers comprehensive IoT Platform-as-a-Service solutions that empower enterprises to rapidly deploy, manage, and scale connected device ecosystems.

Complete IoT Platform

Cloud-native infrastructure with device management, data analytics, and real-time monitoring capabilities

Custom Mobile Apps

Native iOS and Android applications tailored to OEM / brand and user experience requirements

Industry Solutions

Pre-built vertical solutions for consumer electronics, industrial automation, energy management, and smart infrastructure

Seamless Integration

APIs and SDKs for effortless integration with existing enterprise systems and third-party platforms



Unique Selling Point

End-to-End Ownership

Unlike point-solution competitors, we offer full vertical integration—from hardware to cloud cutting deployment time by 60%.

Industry-Specific Expertise

Our expertise in consumer and industrial IoT lets us deliver ready-to-use solutions, not generic platforms needing heavy customization.

Proven Track Record

Trusted by industry leaders including Adani, Polycab, Havells, V-Guard, and Memucan Technology, managing millions of connected devices across diverse use cases.

Rapid Time-to-Market

Our modular architecture and industry templates enable product launches in 8-12 weeks versus 6-9 months with traditional approaches, delivering significant competitive advantage.

India's IoT PaaS

Made in India & Made for India ecosystem

ThingZo (Vs) Market Leaders

Capability	ThingZo	Tuya	AWS IoT
End-to-End Solution	✓ Complete	✓ Partial	× Platform Only
Custom Mobile Apps	✓ Included	× White-label Only	× Build Your Own
Industry Solutions	✓ Pre-built	× Generic	× Generic
Local Data Residency	✓ Available	× Limited	✓ Available
Deployment Speed	8-12 weeks	12-16 weeks	6-9 months
Total Cost of Ownership	Low	Medium	High

While platforms like Tuya offer scale and AWS provides infrastructure, ThingZo delivers the perfect balance of speed, customization, and industry expertise that enterprises need to compete effectively.

Target Market

- **Consumer Electronics Manufacturers**

Home appliances, Smart lighting, HVAC systems, and Consumer Devices requiring connected capabilities and Mobile Control.

- **Industrial & Energy Sector**

Manufacturing automation, energy distribution, power management, and infrastructure monitoring solutions.

- **Smart Building & Real Estate**

Building management systems, access control, energy optimization, and integrated facility solutions.

- **Enterprise & SMB**

Companies seeking to add IoT capabilities to existing products or create new connected offerings.

Initial Focus

- We're targeting the \$12B Indian IoT market first, leveraging existing relationships with major manufacturers.
- Our beachhead strategy focuses on electrical and consumer electronics OEMs where we have proven success and strong references.



Go-to-Market Strategy



Strategic Partnerships

Leverage existing relationships with Adani, Polycab, Havells & V-Guard for case studies and referrals. Expand through channel partners and system integrators.



Vertical Expansion

Deploy industry-specific solutions and marketing campaigns targeting electrical OEMs, followed by expansion into adjacent verticals with similar requirements.



Thought Leadership

Build credibility through IIT Madras collaboration, technical content, conference presence, and demonstration of enterprise-grade capabilities at scale.

First Year Objectives

- Secure 15-20 enterprise customers
- Achieve 5M+ connected devices
- Establish partnerships with 3-5 system integrators
- Build 5 industry-specific solution templates

Sales Approach

- Direct enterprise sales for large accounts
- Channel partners for mid-market
- Self-service platform for SMBs
- Proof-of-concept programs to reduce friction

Customers & Products



- Smart Energy Meter
- Smart Ceiling Fan
- Home Automation
- Smart Lighting Solutions
- CCTV Solutions

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Problems we solve

Milestones

Q3-Q4 2025

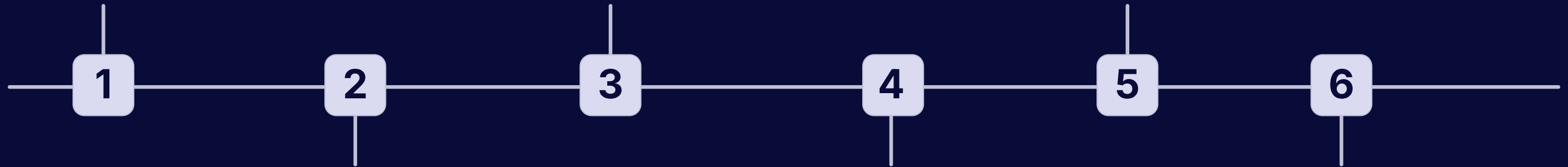
- Completing platform v2.0
- Onboarding 5 OEMs

Q3-Q4 2026

- Expanding Sales team
- Establishing partnerships
- Onboarding 30 OEMs

Q3-Q4 2027

- 50+ OEMs
- 10M+ devices



Q1-Q2 2026

- Launching 3 vertical solutions
- Onboarding 15 OEMs
- Scaling to 3M devices

Q1-Q2 2027

- Global expansion
- Developer Ecosystem

Q1-Q2 2028

- Development of Own IoT Mcu

Join With Us in Powering the Connected Future!



- Proven product with tier-1 enterprise customers
- Large and rapidly growing addressable market
- Experienced team with complementary expertise
- Clear competitive differentiation and moat
- Strong unit economics and path to profitability
- Proven traction with marquee customers
- Capital-efficient growth model
- Experienced founding team
- Large TAM with multiple expansion paths
- Strategic IIT Madras partnership

"ThingZo is positioned to become the leading IoT platform provider in India and beyond. We're not just building technology—we're enabling the next generation of connected products."