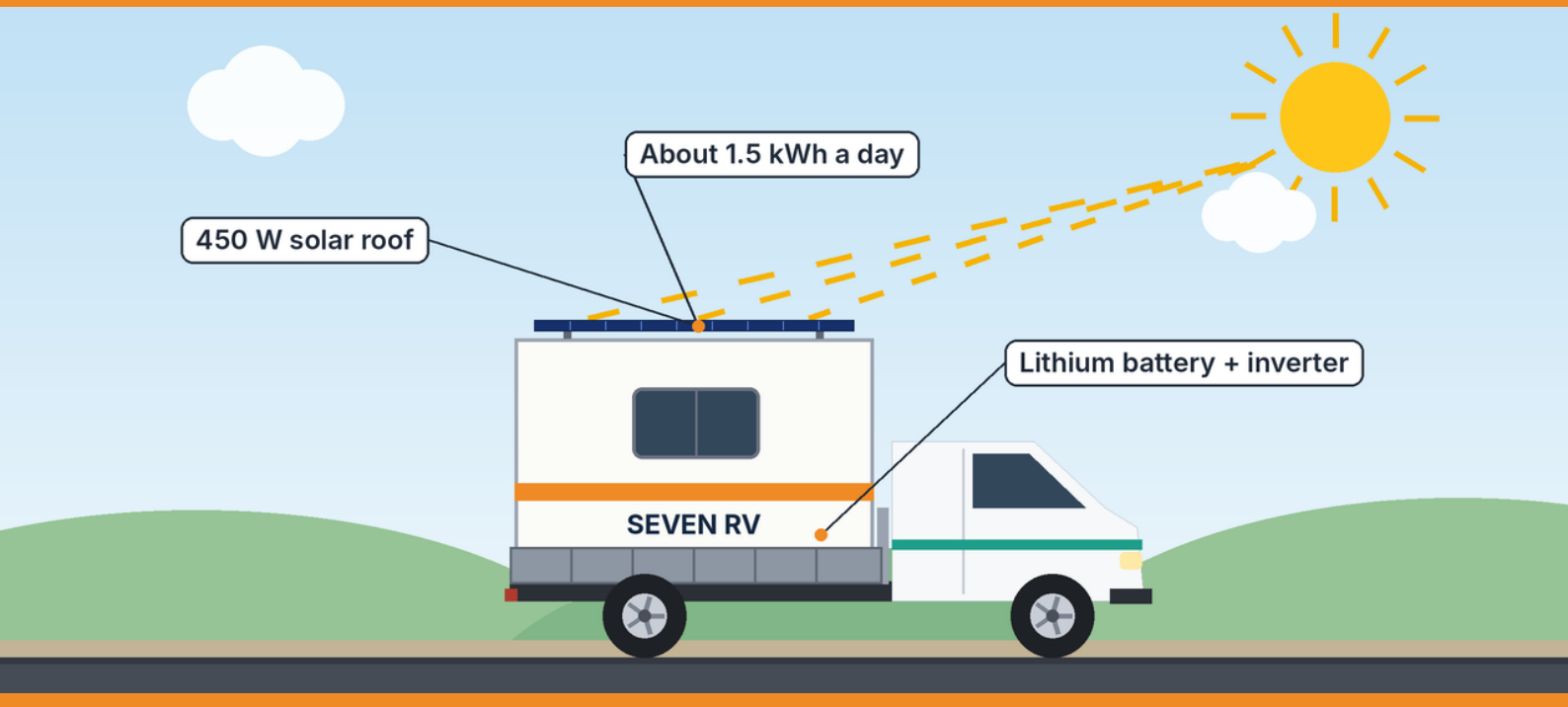
Seven RV

Solar box camper for electric mini trucks

INVESTMENT PROPOSAL

Concept stage · November 2026 · Kerala, India



Powered by Seven EV

In association with SevenSoft

Confidential. For discussion with prospective investors only.

1. Summary

Seven RV is a lift-off camper box that turns a small electric pickup into a solar-powered camper, mobile shop or site office. The box stands on its own jack legs, so the truck reverses under it, carries it, and drops it again to return to ordinary goods work. One vehicle does two jobs.

The first model is sized for the Mahindra ZEO electric mini truck. The design is at concept stage: layout, weight budget and power system are defined, and the next step is a working prototype.

What we are asking	
Investment	From ₹5 lakh per investor
Total round size	To be agreed: ₹ _____
Instrument and stake	To be agreed (equity, convertible note or revenue share)
Use of funds	Prototype, testing and certification, then a pilot batch (section 7)

Why now

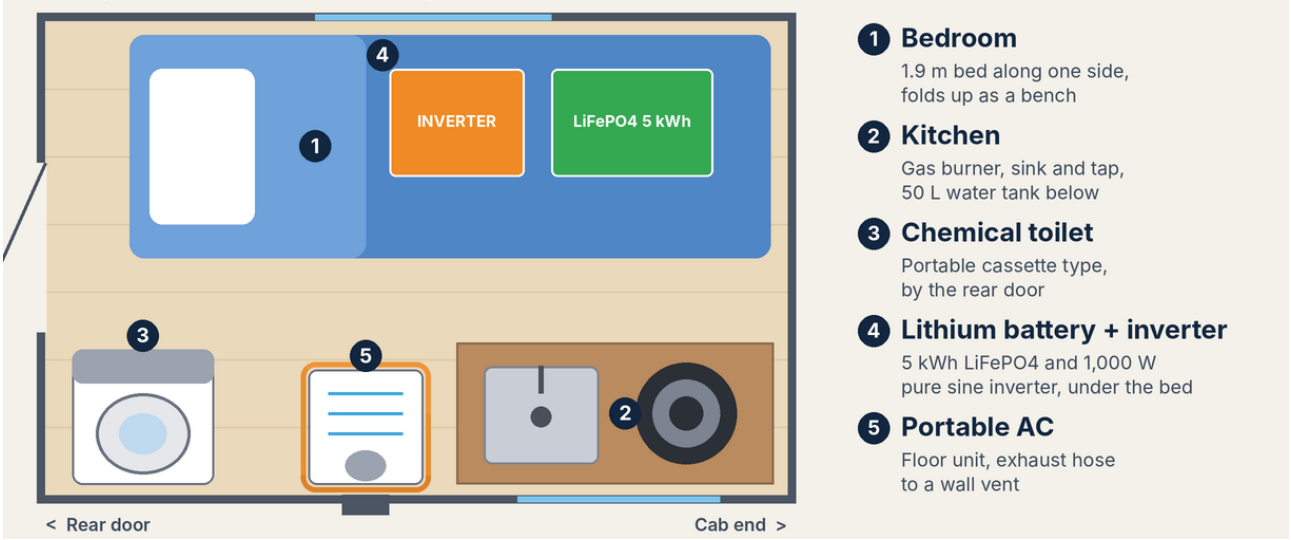
- Kerala runs a dedicated caravan tourism programme, Keravan Kerala, with purchase subsidies, and extended it to camper vans in November 2025.
- Small electric trucks with fast charging are now on sale in India at under ₹8 lakh, giving a low-cost, low-running-cost base vehicle.
- Most Indian caravans are large, expensive, permanently converted vehicles. A removable box is a cheaper way in for operators and owners.

2. The opportunity

Market signal	Detail	Source
Kerala caravan policy	Keravan Kerala was announced in September 2021 to grow caravan tourism mainly through private operators and caravan parks.	Kerala Tourism
Purchase subsidy	The first 100 caravans were offered ₹7.5 lakh or 15% of cost. By May 2024 the state had paid ₹97.5 lakh to 13 entrepreneurs.	Onmanorama; Kerala Tourism
Camper vans included	In November 2025 Kerala brought camper vans into the scheme with the same subsidy and incentives.	Kerala Tourism
India caravan market	Forecast to grow about 10.3% a year from 2026 to 2032.	6Wresearch
India RV market size	Valued at about USD 147 million.	Ken Research

Whether a demountable box on a goods vehicle qualifies for the Keravan Kerala subsidy has not been confirmed. Confirming this with Kerala Tourism is an early task.

3. The product



1. **Bedroom**
   1.9 m bed along one side, folds up as a bench
2. **Kitchen**
   Gas burner, sink and tap, 50 L water tank below
3. **Chemical toilet**
   Portable cassette type, by the rear door
4. **Lithium battery + inverter**
   5 kWh LiFePO4 and 1,000 W pure sine inverter, under the bed
5. **Portable AC**
   Floor unit, exhaust hose to a wall vent

Feature	Specification (design estimates)
Box size	About 2.2 m long x 1.4 m wide x 1.5 m high, with optional pop-up roof. Width to be fixed after measuring the deck.
Structure	Aluminium tube frame, 40 to 50 mm insulated sandwich panels, marine-ply floor
Demount system	Four removable corner jack legs; chassis tie-downs
Bedroom	1.9 m bed along one side that folds up as a bench
Kitchen	Gas burner, sink and tap, 50 litre water tank
Toilet	Portable chemical cassette toilet by the rear door
Solar	400 to 450 W roof array, about 1.5 kWh on a clear day
Battery and inverter	About 5 kWh LiFePO4 battery with pure sine inverter and mains charger
Cooling	Compact air conditioner, roof vent and fans
Weight	About 530 kg loaded, against a 765 kg payload

4. The base vehicle

The first Seven RV box is sized for the Mahindra ZEO. Published figures for the vehicle:

Item	Published figure
Payload	Up to 765 kg
Cargo deck length	2,250 mm
Battery	18.4 or 21.3 kWh LFP
Range	160 km real-world (manufacturer figure)
Top speed	60 km/h
Fast charging	CCS2 DC, 0 to 80% in about 71 minutes
Price at launch	From ₹7.52 lakh ex-showroom

Seven RV is an independent product. It is not made, endorsed or approved by Mahindra. The camper's electrical system is separate from the truck's high-voltage battery.

5. Customers

Segment	What they use it for	How we reach them
Tourism operators	Rental campers for resorts, homestays, plantations and caravan parks	Direct sales, demo unit, tourism trade shows
Individual buyers	Family travel and weekend camping with a truck that still works on weekdays	Social media video, dealer and fabricator tie-ups
Business use	Mobile shops, food and service units, site offices	Direct sales to small businesses and contractors

6. Business model

- **Box sales:** standard camper box sold to owners and operators.
- **Custom fit-outs:** shop, office and service versions built on the same shell.
- **Power kits:** solar, battery and inverter packages, supplied through Seven EV.
- **Software and service:** booking, monitoring and after-sales support with SevenSoft. Scope to be confirmed.

Unit economics	Per box
Target selling price	₹ _____
Materials and components	₹ _____
Labour and overheads	₹ _____
Gross margin	____ %

These figures will be filled in from prototype costing. We have not put estimates here because they would not be reliable yet.

7. Plan and use of funds

Phase	What gets done	Proof at the end
1. Prototype	Final drawings, measure the deck, build one box, weigh it, fit power system	Box under 765 kg loaded; loads and unloads on jack legs
2. Test and comply	Road and range testing, electrical safety checks, RTO and insurance guidance, subsidy eligibility	Written test results and regulatory position
3. Pilot batch	Build a small batch and place it with paying operators and owners	First sales, customer feedback, real unit cost
4. Scale	Jigs and tooling, supplier contracts, second vehicle platform	Repeatable production and order book

Use of funds (indicative split, to be finalised)	Share
Prototype build and materials	35%
Testing, certification and compliance	15%
Tooling and workshop set-up	20%
Pilot batch working capital	20%
Marketing and demo unit	10%

8. Risks and how we handle them

Risk	Response
Weight	The loaded box must stay under the truck's payload. The prototype is weighed at each stage and the design has a planned margin.
Registration rules	The ZEO is registered as a goods vehicle. We will get RTO guidance on carrying a demountable camper before selling.
Speed and range	A 60 km/h truck with 160 km range suits local and regional trips, not highway touring. We will sell it for that use and test the range with the box fitted.
Air-conditioning power	AC needs more energy than the roof can supply every night. The system includes mains charging, and customers are told this.
Vehicle warranty	The camper does not tap the truck's high-voltage battery, to avoid safety and warranty problems.
Subsidy eligibility	Not yet confirmed for a demountable box. The business case does not depend on it.
Concept stage	No prototype exists yet. Phase 1 funding is sized to prove the design before larger spending.

9. Team and contact

Role	Name and background
Founder / promoter	_____
Design and fabrication	_____
Power systems (Seven EV)	_____
Software (SevenSoft)	_____
Phone	+91 70255 00070
Website	SevenSoft.in
Email	_____
Address	_____

10. Next step

We invite investors to see the design, review the prototype budget and discuss terms. Investments start from ₹5 lakh.

Important notice

This document describes a concept-stage business and is for discussion only. It is not an offer of securities. Technical figures for the camper are design estimates, and market figures come from the third-party sources listed below. Any investment will be made only under a written agreement, and investors should take their own legal and financial advice.

Sources

Onmanorama, 2 Dec 2021: KSIDC finance scheme and Keravan Kerala subsidy. onmanorama.com

Kerala Tourism press notes, 27 May 2024 and 6 Nov 2025: project progress; camper vans included. keralatourism.org

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