





Strategic Digital Acceleration for the Next Era of Electric Mobility

ALFA MOTO is South India's exclusive digital ecosystem built to empower the Electric Vehicle industry with advanced marketing intelligence, precision targeting, and data-driven growth systems. Developed by Alfa Tech Industries, Madurai, we help EV manufacturers and dealerships expand their reach, maximise conversions, and achieve sustainable sales performance in an evolving mobility landscape.

About ALFA MOTO – EV Division

- ALFA MOTO is not just a service provider – it is a strategic EV growth partner. We specialise in digital acceleration for EV brands, delivering high-quality leads, premium creative communication, and actionable market insights that enable dealerships to perform consistently and scale confidently
- Our platform brings together EV dealers, manufacturers, and customers in an ecosystem built on trust, transparency, and technology



Why EV Dealers Choose ALFA MOTO

EV-Specific Marketing Expertise

EV customers think differently. Their decisions depend on range confidence, battery clarity, subsidy awareness, EMI feasibility, and service reliability. We craft campaigns that answer these concerns directly resulting in higher intent and faster conversions.

High-Intent EV Leads

Our targeting systems are built to deliver quality enquiries, not just numbers. Every campaign is engineered to attract customers who are actively considering an EV purchase.

Faster Market Impact

Most dealerships start receiving meaningful enquiries within 24–36 hours of starting campaigns.

Strong Dealer Positioning

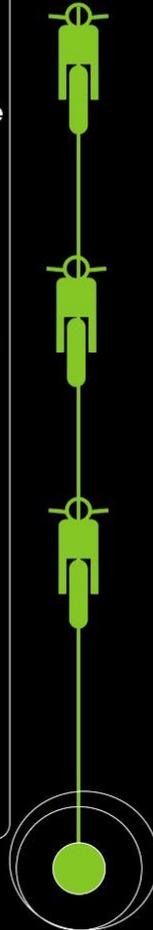
We help your dealership stand out with:

- Premium brand visuals
- Professional offer communication
- Location-focused reach
- Customer-friendly messaging

Transparent Reporting

Weekly and monthly insights help you track:

- Lead flow
- Conversion potential
- Ad performance
- Market response patterns







Our Impact In Action

PRICE STARTS FROM JUST ₹59,900/-
GREAT FESTIVAL OFFER

CREALUX MOBILITY
 AMPRE
 EASY EMI

LOW DOWN PAYMENT ₹5000

REGO 80
 NEXUS 81
 MACNUS 82

86/A3, திருவள்ளூர் மாநகர் சாலை, சென்னை-600 202 | 98664 8249, 98665 87993
 1,02,03, செவ்வியல் சாலை, ம.ச. நகர் துறைமுகம், - 606 107 | 98665 87993, 98664 70993

BOOK NOW

AVAILABLE NOW
 BAJAJ FINSERV

MACNUS 82
 ₹89,999*

900 Miles

81001 72

SAVE THE PLANET, ONE RIDE AT A TIME.

19/24, செவ்வியல் சாலை ம.ச. நகர் துறைமுகம், சென்னை-606 107

BOOK NOW

MACNUS 82
 ₹84,999*

MACNUS 81
 ₹75,000*

MACNUS 80
 ₹65,000*

900 Miles

81001 72

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19/24, செவ்வியல் சாலை ம.ச. நகர் துறைமுகம், சென்னை-606 107

SRK MOBILITY
KINETIC GREEN

OCTOBER MONTH END SALE

முத்திரை மூலக்கம் ₹5,555*
 டிராக் துவைண வரையும் ₹2,400*
 செவ்வியல் ₹56,000*
 இலவச வசூல் கமிஷன்

BOOK NOW

89/A3, Madurai Bypass Road, Near Vespa Showroom, Tirunelveli - 627 001. | Ph: 78259 03000, 78259 03000, 78259 01000



What We Deliver to EV Dealers

Premium Digital Presence

- High-quality banners
- Product launch creatives
- Festival & offer campaigns
- Test-ride promotions
- Delivery posters & daily branding assets

Performance Marketing Engineered for EV

- Hyperlocal Meta Ads
- Google search visibility
- Conversion-based funnel systems
- Lead management support



Smart Dealer Growth Tools

- Automated follow-up templates
- Lead qualification guidance
- Insights on customer behaviour
- Local demand analysis

End-to-End EV Marketing Strategy

- EV product positioning
- Feature-benefit communication
- EMI & pricing strategy
- Range + battery clarity messaging



The ALFA MOTO EV Growth Framework

➤ Visibility

Build trust with premium creatives, clear communication, and targeted awareness.

➤ Lead Acquisition

Launch performance-driven campaigns tailored to local customer preferences.

➤ Conversion Support

Enable dealers with effective messaging and follow-up structure for maximum sales.

➤ Long-Term Retention

Sustain consistent growth with monthly reporting, strategic improvements, and market feedback.





We commit to delivering a reliable, professional, and growth-oriented digital partnership that elevates your dealership in a competitive EV market. You focus on sales & service. We handle your visibility, branding, and digital growth. Together, we accelerate the future of electric mobility.

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