



AuraLux AIoT
CREATING INTELLIGENT SPACES

INVESTMENT & GROWTH OPPORTUNITIES

Invest in Intelligence.
Build the Future.
Grow with AuraLux.



AURALUX HORIZONS

The Rise of Intelligent Living

AuraLux operates at the intersection of several growing sectors:

- AI & IoT
- Smart Home Automation
- Building Automation
- Luxury Interiors
- Smart Security
- Energy Management
- Renewable Energy
- Smart Hospitality
- Digital Transformation
- Luxury Conceirge

The India smart-home market is estimated by Mordor Intelligence at US\$6.71 billion in 2026, with a projected 29.12% CAGR through 2031. Building automation is another significant opportunity; MarketsandMarkets estimates India's building automation market at US\$4.32 billion in 2025, projected to reach US\$12.56 billion by 2030.

The opportunity for AuraLux :

Technology + Design + Automation + Sustainability + Service



THE AURALUX ECOSYSTEM

More Than Automation. An Intelligent Lifestyle Ecosystem.

Create six business pillars:

Smart Living

Smart homes • Lighting • HVAC • Security • Home Theater • Outdoor Landscaping • Net Zero Homes

Smart Business

Smart offices • AV • Networking • Access control • Meeting & Conferences

Smart Hospitality

Hotels • Resorts • Smart rooms • Energy management

Smart Energy

Solar • EV charging • Energy monitoring • Rain harvesting • Smart Meters

AIoT & Digital

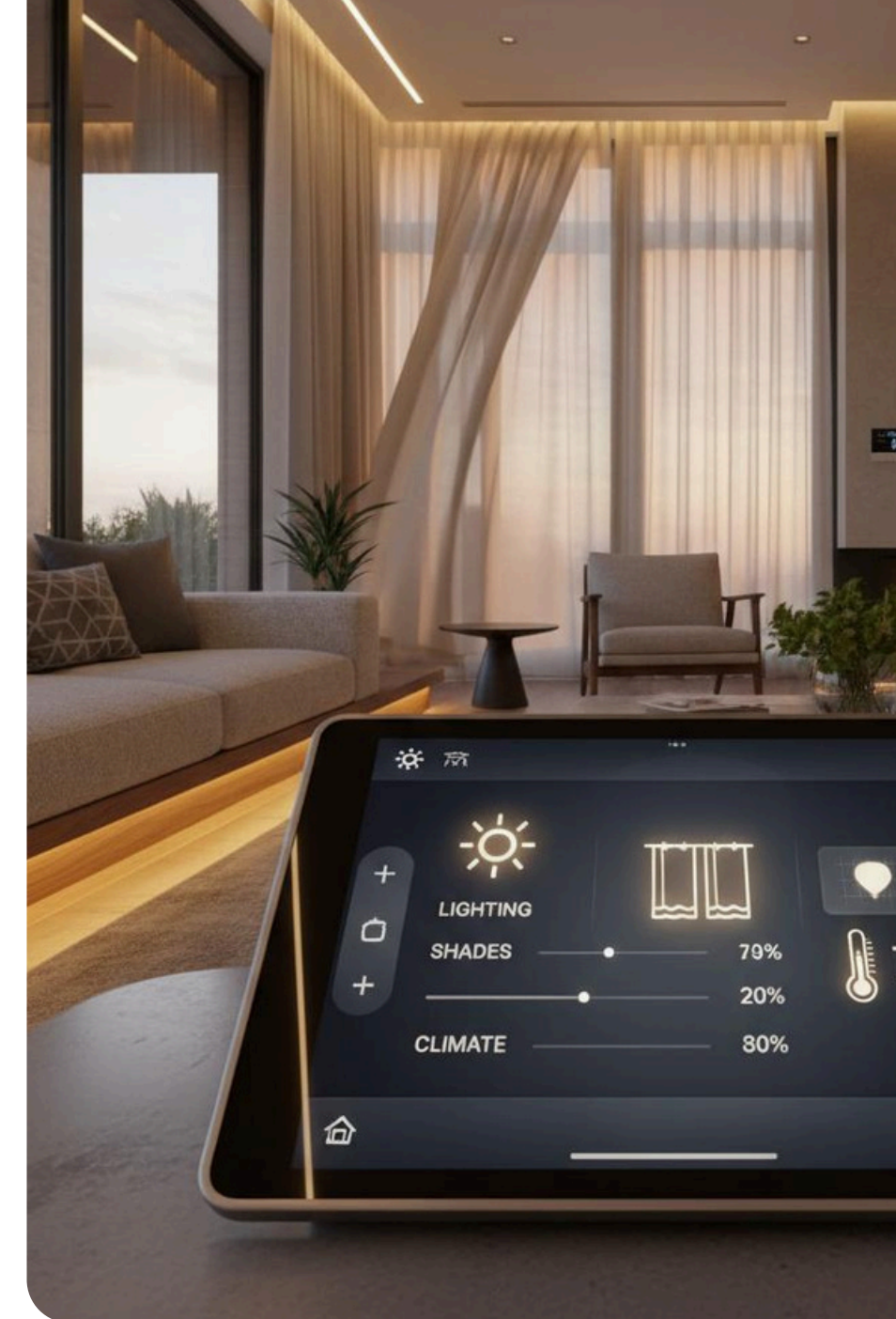
AI • IoT • CRM • ERP • Analytics • Automation

Luxury Experiences

Interiors • Custom furniture • Luxury mobility • Concierge

Core proposition:

One ecosystem. Multiple revenue streams.



AURALUX PRODUCT UNIVERSE

From Individual Products to Integrated Solutions , Organize offerings into solution clusters:

Category Solutions :

Automation :KNX, smart switches, sensors, scenes

Lighting : Automated lighting, mood lighting

Climate : HVAC, temperature, air quality

Security : CCTV, access, video door phones

Entertainment : Home theater, AV, Dolby Atmos

Interiors : Turnkey interiors, furniture, visualization

Infrastructure : Wi-Fi, networking, structured cabling

Energy : Solar, BESS, EV charging

Software : CRM, ERP, AI solutions

Consulting : Branding & marketing , home automation startup consultation

Hospitality : Smart hotels & resorts

Luxury Concierge : Luxurt travel , events , smart mobility

Strategic advantage

AuraLux can cross-sell multiple solutions to the same customer.



AURALUX REVENUE ECOSYSTEM

AuraLux AloT creates multiple revenue streams across the complete customer lifecycle, combining project income with recurring and expansion opportunities.

Key Revenue Streams

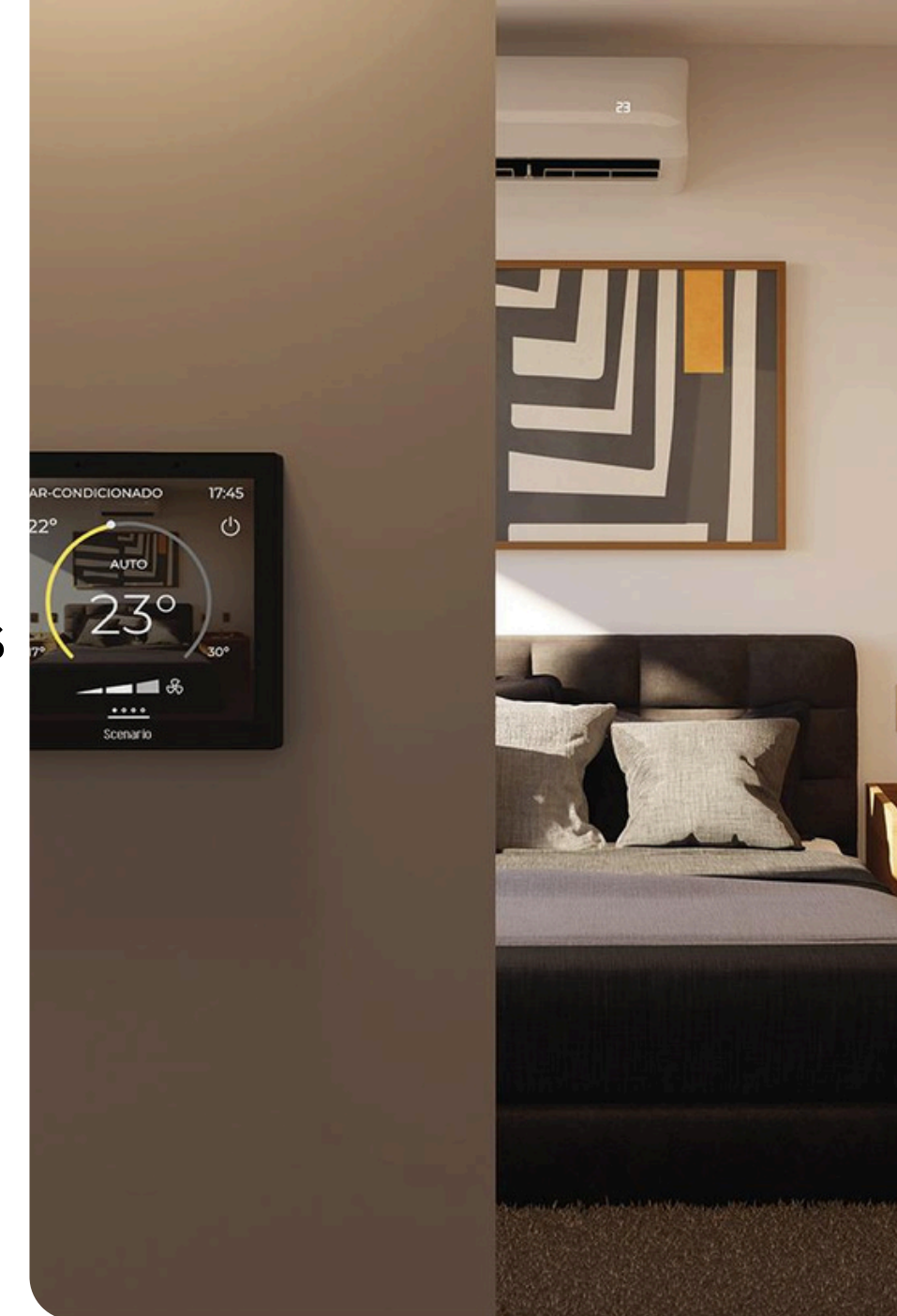
1. **Technology & Products** — Automation, IoT, networking, security , Home Theaters
2. **Projects & Integration** — Design, installation & system integration
3. **Luxury Interiors** — Turnkey interiors, furniture & smart integration
4. **Consulting & Design** — AloT, technology , project consulting , luxury concierge , home automation start up , branding etc.
5. **AMC & Support** — Annual maintenance & technical services
6. **Subscriptions** — AI monitoring, software & digital services
7. **Upgrades & Expansion** — Technology upgrades and additional solutions
8. **Partner Channels** — Dealers, architects, developers & strategic partners

Revenue Flywheel

Attract → Consult → Design → Deploy → Maintain → Upgrade → Expand → Refer
Growth Philosophy

One Customer • Multiple Solutions • Recurring Relationships

Diversified Revenue • Recurring Income • Higher Customer Value • Scalable Growth



INVESTMENT OPPORTUNITIES

AuraLux Growth Participation Levels

Level	Indicative	CapitalPositioning
Aura Foundation	₹1 Lakh	Entry Growth Partner
Aura Elevate	₹3 Lakhs	Business Growth Partner
Aura Prestige	₹5 Lakhs	Project/Vertical Partner
Aura Legacy	₹10 Lakhs	Strategic Growth Partner
Aura Icons	₹25 Lakhs+	Strategic/Regional Partner



INVESTMENT OPPORTUNITIES

Capital can support:

- Marketing
- Sales infrastructure
- Demonstration experience centers
- Inventory
- Technology development
- Team expansion
- Installation capability
- City expansion
- Partner acquisition

Important:

These should be presented as proposed business participation/partnership structures, not guaranteed-return investment products. Actual investment terms, ownership, profit-sharing and securities implications should be legally structured before offering them publicly.



AURALUX GROWTH PARTNER PROGRAM

Build With AuraLux

Create a six-level partner ecosystem:

Associate



Business Partner



Project Partner



City Partner



Regional Partner



Strategic Partner



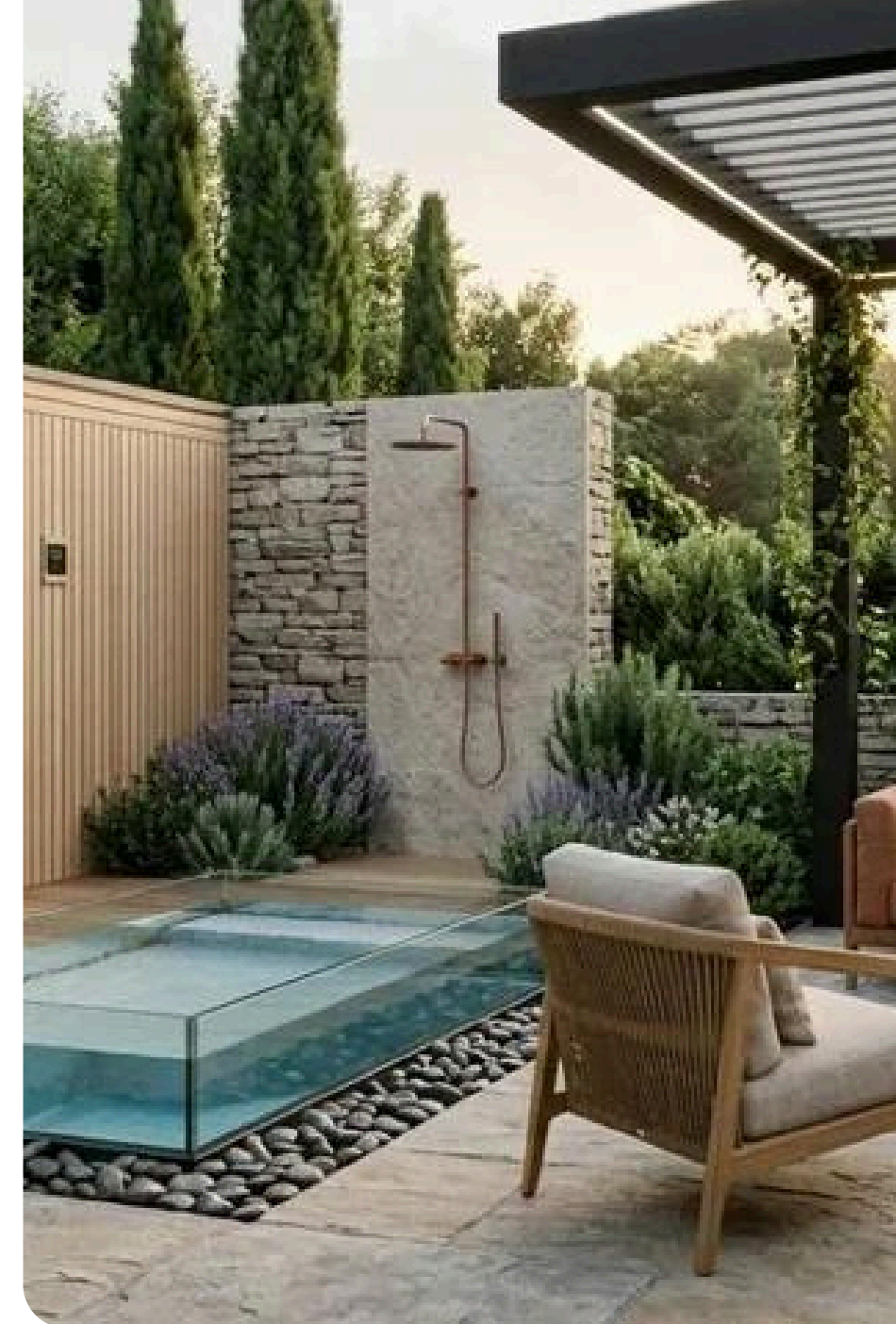
AURALUX GROWTH PARTNER PROGRAM

Partner sources :

- Architects
- Interior designers
- Builders
- Developers
- MEP consultants
- Electrical contractors
- Lighting companies
- Technology companies
- Dealers
- Corporate partners

Partner value proposition

Lead sharing + Project opportunities + Training + Technology + Marketing + Territory development



AURALUX GROWTH PARTNER PROGRAM

Grow the Business Together

A performance-driven partnership ecosystem for individuals and organizations that can generate customers, projects, technology partnerships or market expansion.

Aura Associate

Referral & lead-generation opportunities

Aura Business Partner

Business development and customer acquisition

Aura Project Partner

Architect, designer, developer and project-based collaboration

Aura City Partner

Developing AuraLux business within a defined territory

Aura Regional Partner

Managing multi-city growth and strategic relationships

Aura Strategic Partner

Large-scale investment, technology, infrastructure or market collaboration

PARTNERSHIP BENEFITS

Partners can gain access to:

- Business Opportunities
- New customers, projects and market opportunities.
- AuraLux Ecosystem
- Access to multiple technology and service verticals.
- Sales & Marketing Support
- Branding, campaigns, digital marketing and sales enablement.
- Technology & Product Access
- Smart automation, AIoT and integrated technology solutions.
- Training & Knowledge
- Product, solution and business-development training.
- Cross-Selling Opportunities
- Multiple solutions from a single customer relationship.
- Expansion Opportunities
- Potential city, regional and strategic market development.

PARTNERSHIP REVENUE OPPORTUNITIES

Partners can participate across multiple AuraLux revenue channels:

- Technology & Products
- Projects & Integration
- Luxury Interiors
- Consulting & Design
- AMC & Support
- Subscriptions & Digital Services
- Upgrades & Expansion
- Dealer & Strategic Channels
- One Customer • Multiple Solutions • Recurring Relationships

MARKET EXPANSION STRATEGY

From Ahmedabad to Global Markets

Phase 1 — Gujarat

Ahmedabad → Surat → Vadodara → Rajkot

Phase 2 — Major Indian Cities

Mumbai → Pune → Bengaluru → Hyderabad → Delhi NCR

Phase 3 — Pan-India

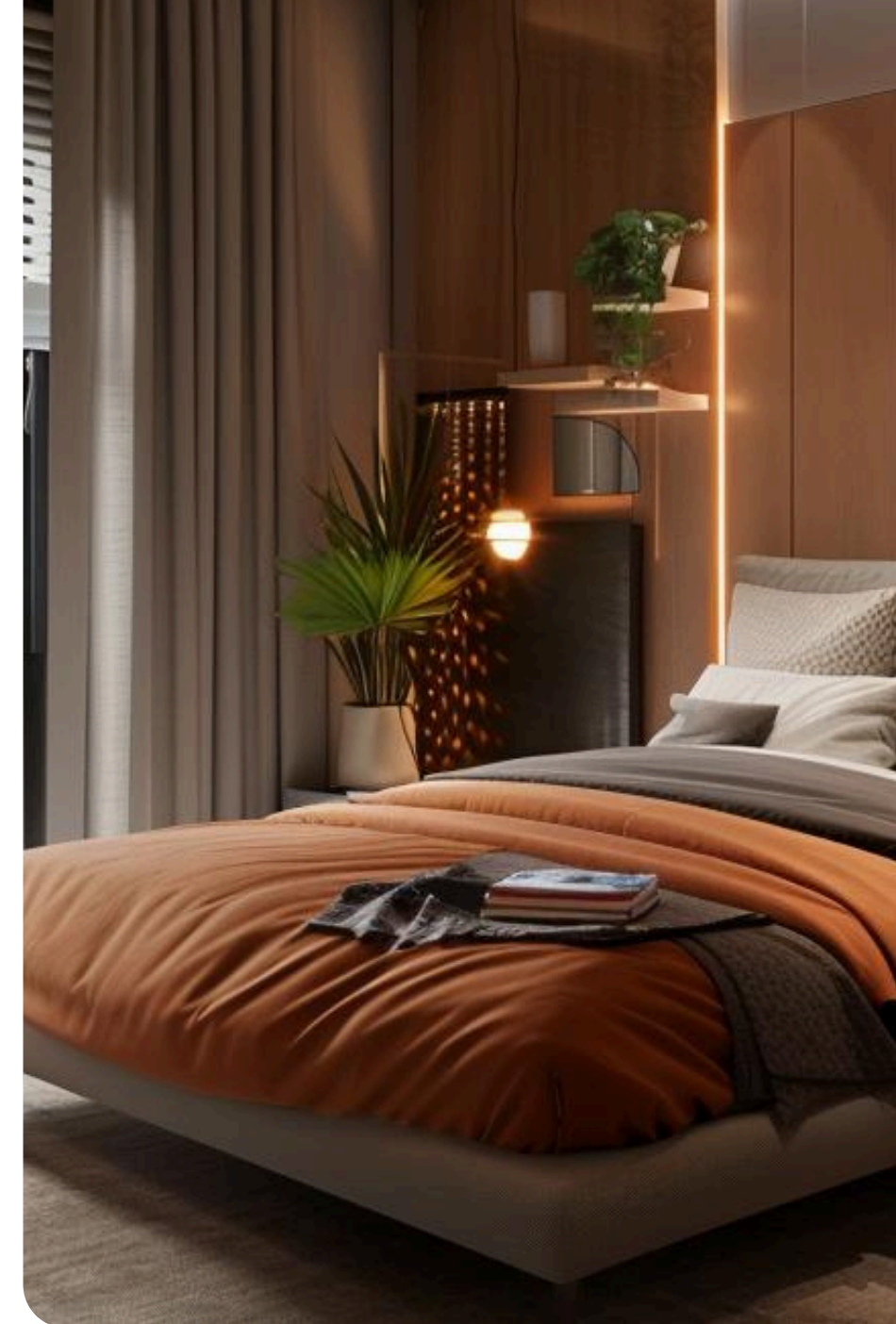
Develop a network of:

- City Partners
- System Integrators
- Dealers
- Architects
- Developers

Phase 4 — International

Potential markets:

UAE → Saudi Arabia → Singapore → Southeast Asia



5-YEAR FINANCIAL PROJECTION – GROWTH JOURNEY

Year 1 – Foundation

Establish the core business, strengthen sales, build project references and develop the AuraLux partner network.

Year 2 – Expansion

Increase customer acquisition, expand across Gujarat and build stronger architect, developer and channel partnerships.

Year 3 – Scale

Enter major Indian markets and expand Smart Home, Smart Office, Hospitality and Energy verticals.

Year 4 – National Growth

Build a wider city-partner ecosystem, increase larger commercial projects and strengthen recurring revenue.

Year 5 – Ecosystem Scale

Expand nationally, enter selected international markets and increase the contribution of recurring and technology-led revenue.

5-YEAR FINANCIAL PROJECTION – GROWTH JOURNEY

Projected Revenue Mix – Year 5

35% – Smart Automation & Technology

25% – Luxury Interiors & Turnkey Solutions

15% – Energy & Sustainability Solutions

15% – Commercial & Hospitality Projects

10% – AMC, Software & Recurring Services

Financial Growth Priorities

Revenue Growth

Expand project volume and average customer value.

Margin Improvement

Increase the contribution of design, integration, consulting and technology-led services.

Recurring Revenue

Build AMC, subscriptions, monitoring and upgrade income.

Customer Lifetime Value

Cross-sell multiple AuraLux solutions across the same customer relationship.

Scalable Expansion

Use city partners, strategic alliances and channel partners to accelerate geographic growth.

5-Year Vision

From a project-led business to a diversified AIoT ecosystem with multiple revenue engines and increasing recurring income.

₹1.5 Cr → ₹3 Cr → ₹6 Cr → ₹10 Cr → ₹16 Cr

GROWTH ROADMAP

AURALUX 2026–2030 GROWTH JOURNEY

2026 — Foundation

- Strengthen Ahmedabad operations
- Build portfolio
- Establish flagship solutions
- Build sales & marketing engine

2027 — Expansion

- Gujarat expansion
- Partner network
- Experience/demo center
- Increase project pipeline

2028 — Scale

- Major Indian cities
- Developer partnerships
- Hospitality vertical
- Recurring-service platform

THE INVESTMENT INVITATION

Join AuraLux Horizons

Invest • Partner • Build • Expand

AuraLux is building an ecosystem where:

AI meets Automation

Luxury meets Technology

Design meets Intelligence

Sustainability meets Infrastructure

Our vision

To become a leading intelligent-living and AIoT ecosystem integrating technology, luxury, sustainability and digital intelligence across homes, businesses and hospitality.

The Future Is Intelligent. The Opportunity Is AuraLux.

THANK YOU

Join AuraLux Horizons

Investment • Partnership • Innovation • Growth



www.auraluxaiot.com



+91-8490857744

