

iStreet Network Limited

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08th April 2019

To,
The Department of Corporate Services,
BSE Limited,
Phiorze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Ref : Scrip code : 524622

Dear Sir /Madam,

Sub : Sharing the Investor Presentation

Please find attached the “Investor Presentation”, which we intend to forward to various prospective investors and some analysts.

Kindly take note of the same in your records.

Thanking you,

Yours faithfully,

For iStreet Network Limited


Surabhi Pal
Company Secretary



iStreet Network Limited

Mobility Simplified – CitiCycle

April, 2019



Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which has been prepared by iStreet Network Limited (the “Company”), solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

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New business - Mobility solution

The company has signed an MOU to acquire a bicycle sharing project of Citicycle India Pvt. Ltd. (Citicycle) which provides mobility solution for common people of India. **Following are few highlights of the project of Citicycle:**

- i. Total investments envisaged by Citicycle - Rs. 15 crores, so the value of project - Rs. 15 crores
- ii. Permission for THREE cities (two permissions are under execution)
- iii. Launching its first phase in Navi Mumbai in April, 2019
- iv. Shall deploy 15,000 cycles before March, 2021;
- v. Citicycle shall be a subsidiary of iStreet Network Ltd. with immediate effect as per MOU thru control of board of directors of Citicycle (effective date shall be announced post completion of compliance) and eventually, shall be a wholly owned subsidiary;
- vi. Project cost valued at Rs. 15 crores (post successfully deploying 15,000 running bicycles on sharing basis with technology)

iStreet Network Limited

Citicycle
Project

A long, neat row of colorful bicycles (yellow, blue, red, green) parked on a paved sidewalk. In the background, a road with several cars is visible under a clear sky. The bicycles are arranged in a perspective that leads the eye from the foreground towards the background.

Citicycle

Bicycle Mobility

Problems with Urban Traffic

- 1: Traffic congestion, high volume of carbon emission and environmental pollution caused by automobiles



Congestion



Carbon Emissions



Pollution



Citicycle

We need **Bicycles**
As
Mass Urban Transportation System

Benefit of Bicycle-ing



THE BENEFITS OF CYCLING



BALANCE

Cycling produces the balance between exertion and relaxation which is so important for the body's inner equilibrium.

HEART

All the risk factors that lead to a heart attack are reduced and regular cycling reduces the likelihood of heart attack by more than 50%.

COORDINATION

Moving both feet around in circles while steering with both your hands and your body's own weight is good practice for your coordination skills.

MUSCLES

A week of inactivity reduces the strength of the muscular system by up to 50% and can harm them long-term. During cycling, most of the body's muscles are activated.

MENTAL HEALTH

Cycling has a relaxing effect due to uniform, movement which stabilizes physical and emotional functions. It reduces anxiety, depression and other psychological problems.

BACK PAIN

Cycling posture is optimum, and the cyclic movement of the legs stimulates muscles in the lower back.

WAISTLINE

Cycling is ideal for targeting problem areas. It enables people who can not move easily to exercise. It increases fitness and stimulates the body's fat metabolism.

JOINTS

The circular movement of cycling assists the transport of energy and other metabolic products to the cartilages, reducing the likelihood of arthrosis.

Benefit of Bicycle-ing

- Economical mode of transport
- Faster mode in traffic and first/last mile commuting
- Reduces traffic congestion
- Improves air quality less vehicle emissions
- Motor Vehicle parking in Cities
- Health and wellness benefits to users
- Environment friendly
- Feel safe and conformable

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User Profiles



70%+ of users are in their 20s to 40s.



1 out of 3 users cycle for **leisure and exercise**



Users in their teens, 20s and 30s most frequently travel to **workplaces and schools**



Users in their 60s and 70s most often ride to **restaurants and shops**



Approximately **1 in 5** users take bikes to make **subway and bus connections**



Being low-priced and covering short to middle distances, bike sharing closes an important gap between other modes Transportation niche

Bike sharing...

- ... is faster than walking
- ... is cheaper than taking a taxi
- ... is more closely meshed than bus and tram
- ... is easier available than owning a car
- ... can be combined with other means of transport
- ... requires less maintenance and is less expensive than owning a car
- ... **closes the transportation niche for inexpensive short to middle distance ways**

Citicycle

CitiCycle

Bicycle Owned / Shared



10-15 minutes

- 1/2 mile
- BRITOWN stations
- BRITOWN Locks
See BRITOWNATOR app for updated locations
- BIKE ROUTES
 - Off-road paths (top-leaf)
 - Blue lines
 - Shared streets
 - Neighborhood greenways
- LANDMARKS AND DESTINATIONS
 - Paradise Park
 - Parade Blocks
 - Let's Go! Garden
 - Saturday Market
 - Central Library
 - Plattner Courthouse Square
 - Portland Art Museum
 - Adams Schuster Concert Hall
 - By Hall
 - Salmon Street Springs in Waterfront Park
 - Public Center
 - Oregon Convention

Problems with Private Bicycle



Theft



Money & Time



Often left unused



Not always
by your side

Owned bicycle has concerns about theft or vandalism, parking or storage, and maintenance requirements.

Bicycle sharing concept

A public transport system based on bicycles stored and shared by people for completing their first and last mile commute on daily basis.

With an access card (QR code or NFC), a user can check out and check in bicycles between any places. This allows each bike to serve several users per day.



CitiCycle

Simplifying mobility



Simplifying mobility



**Bicycle
Anytime, Everywhere**

**Bicycle @ Rs. 4/-
per day***
*T&C apply



Pick Up, Ride Away



Bicycle Station



Sign In



Check Out



Ride



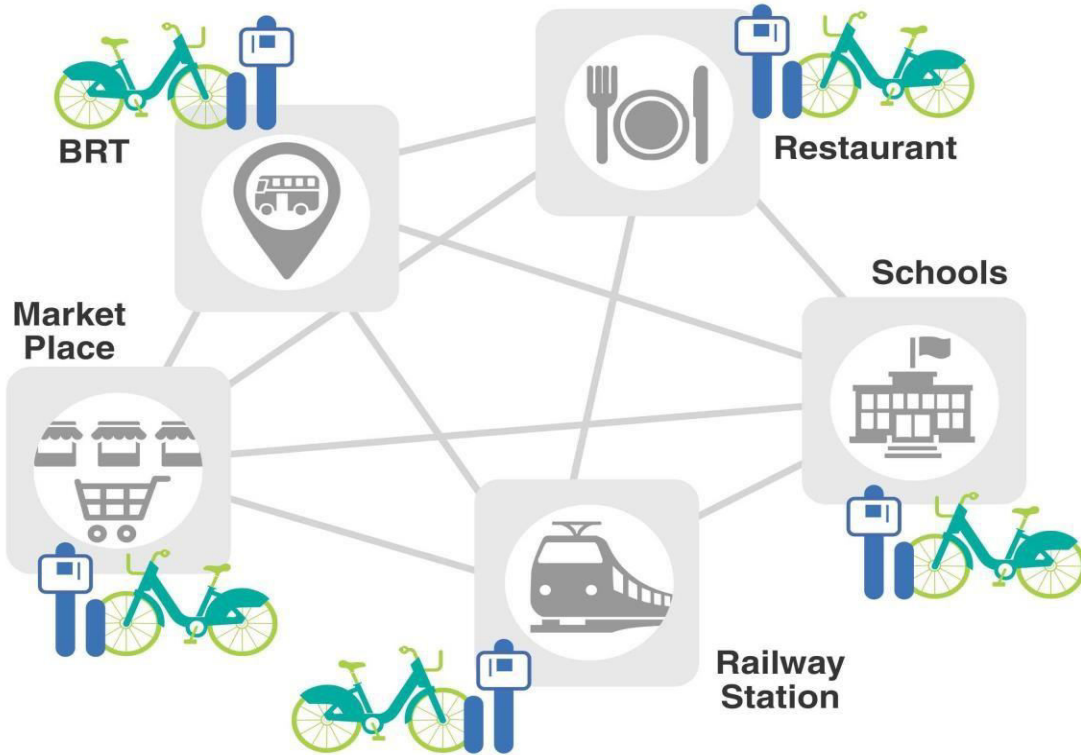
Check In



Advantage

- 
- Reduce carbon emission & eco-friendly
 - Sharing economy + Smart Appliance
 - Easy to find
 - Flexible trips without docking stations
 - Reduce the overall amount of bikes in a city
 - Relieve traffic congestion

BIKE SHARE



How do systems work?



1 Register in office/online



2 Select bike - from any station



3 Ride - take and go



4 Return - any station

Technology-A key player

Technology plays a critical role in this eco system of bike share which connects the bikes, the riders and centralized control station.

Key features:

- Real-time communication by app and web
- Redistribution system of bicycles
- Rider have multiple access system – mobile phone (QR code), NFC and at select places, on dock assistance
- A dense network of bicycle stations in mixed-use, high-density urban areas providing high origins / destinations spaced no more than ~200 m apart;
- Durable and high-quality bicycles that discourage theft and vandalism;
- A fully automated, secure and self-serve system which allows patrons to check-in/out without the need for operating staff
- Pricing structure to incentivize short trips to maximize usage and higher frequency of trips per day;
- Integration with Information Technology (IT) through internet, mobile phones, on-site terminals



With 3.5L users & counting, cycle sharing scheme a hit

Graphic: Abir Bhaduri & Pica; Ashish Shankar

No. of Daily Rides Per Bike Better Than Global Average

Prasad.Kulkarni
@timesgroup.com

Pune: Four months from launch, the public bicycle sharing schemes are on a bit. Since it was launched on December 5, more than 3.5 lakh citizens have used PEDL bicycles, even surpassing the global standard.

The international standards is three trips per cycle, per day. Pune has surpassed that by two trips a cycle every day. The main aim of PBS is to make Pune a greener, healthier city. Under the scheme, the bicycles — appropriately colour-coded green — are made available to the public at a nominal charge. At the time of launch, each cycle cost Rs 1 for 30 minutes. Now, the rate has gone up to Rs3

ON THE RIGHT TRACK

PUBLIC BICYCLE-SHARING SCHEME (PBS)

- Interested cyclists can use a mobile application to unlock and ride the cycles from different locations in the city
- The user checks out a bicycle from his or her destination, and parks it at a nearby destination
- The operator coordinates the redistribution of bicycles

BENEFITS OF CYCLING

- Cycling steadily increases the heart rate and helps improve cardiovascular fitness
- It is an activity that involves the whole body and is a good way to shed those unwanted kilos

USERS' GROWTH

- Users in the first week: 5.5K
- Bookings in one month: 26K
- Trips in four months: 3.5L

POPULAR LOCATIONS

- FC ROAD > JM ROAD
- LYW COLLEGE ROAD
- AGRICULTURE COLLEGE > SPPU
- AUNDH > BANER > KHADI

IN COMPARISON

Global benchmark is three trips per cycle/day

City	Cycles/Walk	Private vehicles	Public transport (figures in %)
Pune	33	47	20
Copenhagen	73	10	17

Nearly 3,000 cycles are running in the city

CHALLENGES

- Better infrastructure and upkeep required
- The condition of the cycle tracks needs to be improved
- Citizens must be made aware of proper usage of bicycles

6 mths on, smooth ride for rent-a-cycle project

NMMC Plans To Launch Scheme At Fifty Other Locations Soon

AN ECO-FRIENDLY RIDE

Project | Public Bicycle Sharing System

Objective | To achieve eco-city tag, curb carbon footprint, traffic-free intra city travel

Arrangement | NMMC collects monthly rent from private operator to provide cycle stations

Commencement Date | November 1, 2018

No. of people registered till March end | Over 1.04 lakh

Distance covered | 5.40L km

Number of cycle stations | 7

Navi Mumbai: The NMMC's newly launched Public Bicycle Sharing system (rent-a-cycle) is gaining momentum as over 1 lakh users have enrolled till date. Considering the popularity of the scheme at the seven cycle stations in Nerul and Belapur node, the NMMC is likely to start the service in other nodes as well in order to cater to the demands of students. The scheme was launched on November 1, 2018.

As many as 50 locations have been shortlisted for the launch. Over 5 lakh km have been covered by users, who have so far burnt around 1.60 crore calories. The riders have saved 5.04 crore grams of carbon footprints and reduced greenhouse gas emissions. With the system picking up steam, housing societies, NGOs and community groups are asking for expansion of the project to their areas. There are 23,000 unique users (monthly) who use the cycles daily after paying for a month.



The cycles daily after paying for a month.

"A different culture is being imbued among residents through this initiative. This has helped reduce the pollution levels. We will launch this facility in other areas as well," said NMMC commissioner

Ramaswami N. The civic body is keen on adding 50 more locations to its list which include Belapur, Sanpada, Vashi, Koparkhane, Ghansoli and Airoli.

"We have around 300 cycles on offer at seven different locations in Nerul and Belapur. People are seen riding bicycles late at night. Palm Beach Road has been a popular stretch for riders. We have set a target of offering 1 lakh cycles," said Dasasheeb Chabukswar, deputy municipal commissioner.

The NMMC intends to reach out to every corner of the city in the next three years to curb carbon footprint and imbibe cycling culture among residents.

"This has been a fantastic initiative by the civic body to tackle global warming and climate change. I can't afford to skip a night ride. The only thing we are missing is lack of a dedicated cycle track which needs to be developed in each node," said Nerul resident Saurabh Dash.

In order to avail of the facility, citizens will have to download a mobile application to rent the cycle. The amount will automatically get deducted through online payment gateways like Paytm and PayPal.

Citicycle

Simplifying mobility

आज सायकल दिन महापालिकेची १०० कोटीची तरतूद; पूर्वीच्या अपयशावर मात करण्याचा निर्धार

सायकलप्रेमींसाठी खुले होणार नवे मार्ग

म. टा. खास प्रतिनिधी, मुंबई

उभारण्याचा विडा उचलला असून, त्यासाठी तब्बल १०० कोटी रुपयांची तरतूद केली आहे. हा सायकल टॅक सायकलप्रेमी मुंबईकरांसाठी नवी आशा घेऊन आला आहे.

मुंबईकरांना सायकल चालवण्यासाठी प्रोत्साहन देण्यासाठी पालिकेने डिसेंबर, २०१७मध्ये दक्षिण मुंबईतील एनसीपीए ते गिरगावदरम्यान सायकल टॅक ठरविले होते. दर रविवारी सकाळी सहा ते दहा वाजेपर्यंत सुरू राहणारा हा टॅक वरलीपर्यंत नेण्याचे निश्चित झाले होते. मात्र वाहतूक पोलिसांनी पेडर रोडवरील वाहतूक कोंडीचे कारण देत मरिच

महापालिकेने मोठा गाजावाजा करत उभारलेल्या सायकल टॅकपैकी एनसीपीए ते गिरगाव आणि वांद्रे येथील काटंर रोडचा सायकल टॅक काही महिन्यांतच बंद पडला आहे. सायकल टॅकमध्ये वाहनचालकांची घुसखोरी, वाहतूक कोंडीमुळे सायकल चालवताना कराव्या लागणाऱ्या कसरती आणि प्रवायोजकांनी घेतलेला आखडता हात ही टॅक बंद पडण्याची कारणे स्पष्ट झाली असताना पालिकेने आणखी काही सायकल टॅक

ड्राइव्ह-गिरगावपर्यंतच्या साडेपाच किमी रूंद वाटाची परवानगी दिली. तोही नंतर बंद झाला. त्यानंतर काटंर रोडवरील दीड किमीच्या सायकल मार्गावरील विघ्ने आली. वाहनांनी बॅरिकेड्स उडवले. त्यानंतर भूमिगत केबलसाठी खोदकाम झाले य या मार्गाचा वापर थांबायला. मात्र आता पालिकेने तानसा जलवाहिनीच्या ३९ किमीच्या परिसरात सायकल टॅक उभारण्याचे निश्चित केले असून, त्याचे काम प्रगतीपथावर आहे.

► सायकल मार्गाचे अपयश...१०

उत्तरे अयततील मार्ग

सायकलप्रेमींच्या दहा, पंधरा रूंद वाटाची याच, हात रूंद वाटाची चार, मेट्रोच्या सात व मोनोच्या दोन रूंद वाटाची तसेच लोकमन्य टिळक पार्किंग, वांद्रे टर्मिनस पश्चिम दृग्मती सहामार्गील सायकल टॅकचा जाडगार आहे.

गिरगावच्या टॅकवर पुन्हा धावणार सायकली

एनसीपीए ते गिरगावपर्यंतच्या सायकल टॅक पुन्हा सुरू करण्याच्या हालचाली प्रशासनात सुरू केल्या आहेत. हा सायकल टॅक पालिकाचालवणार असून, व्यवस्थापन संस्थेला प्रत्येक इडेंटला सुमारे साडेतीन लाख रु. मानधन दिले जाणार आहे, अशी माहिती पालिकेचे प. विभागाचे सायकल आयुक्त किरण दिवाकर यांनी दिली.

Get a bicycle ride for just ₹10 and count the calories you burn too

App-Based SmartBike Service Goes Live In NDMC Areas With 25 Stations

BE SMART, PICK A HEALTHY RIDE

CHARGES

First 30 minutes	Rest for members	₹15 for non-members
30-60 minutes	₹10 for members	₹15 for non-members
1-2 hours	₹15 for members	₹20 for non-members
2-3 hours	₹25 for members	₹30 for non-members
3-4 hours	₹40 for members	₹50 for non-members

HOW ARE THE BIKES?

- Light-weight, hence, looking cycles have LED lights, three gears for speed control, GPS
- After a ride, it will display how many calories were burnt and how much CO₂ generation the rider has prevented

FUTURE PLANS

- 500 SmartBikes at 25 stations by December end
- 1,000 bikes to be ready plan to get 2,000 bikes by next April
- Long-term | Stations may be converted into bike plazas, as well
- Introduction of couple bikes, as well

OPERATING HOURS: SmartBikes to be available from 6am to 10pm after January

HOW TO BECOME A MEMBER:

- Register via app SmartBike
- or www.smartbikemobility.com by paying ₹1

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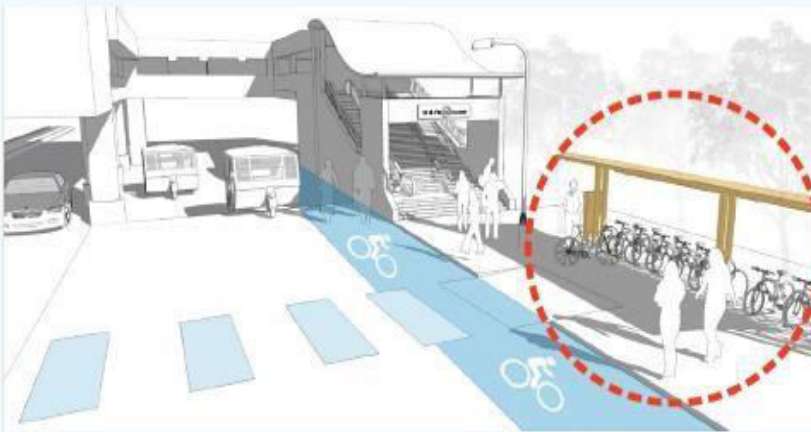
Dock-less System Sample Views



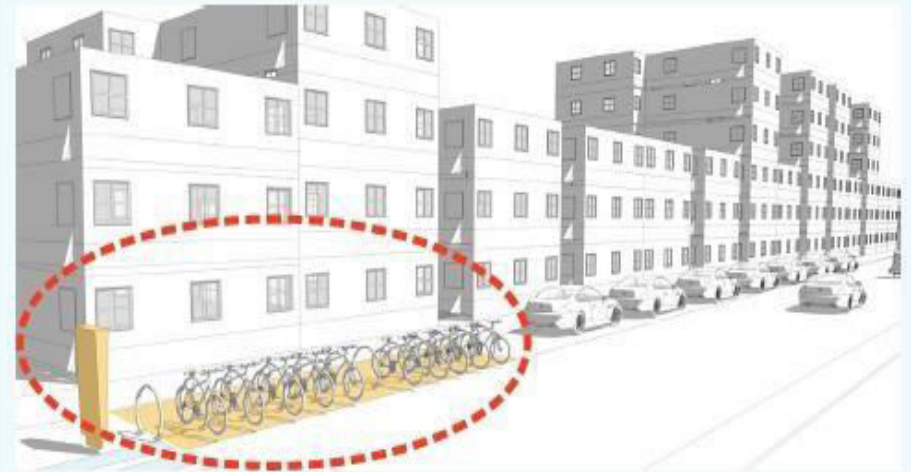


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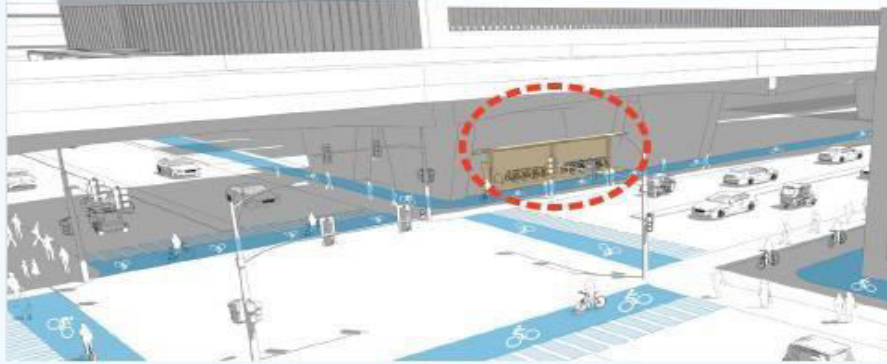
PBS stations should be placed such that they are **safe, convenient, accessible and highly visible**.
The stations can be placed at:



- 1 Entrance/Exit of Metro/Commuter Rail/BRT stations**
 - o Identify within 50m of major entrances / exits of station on either side of the road
 - o Clearly visible from the station entry/exit

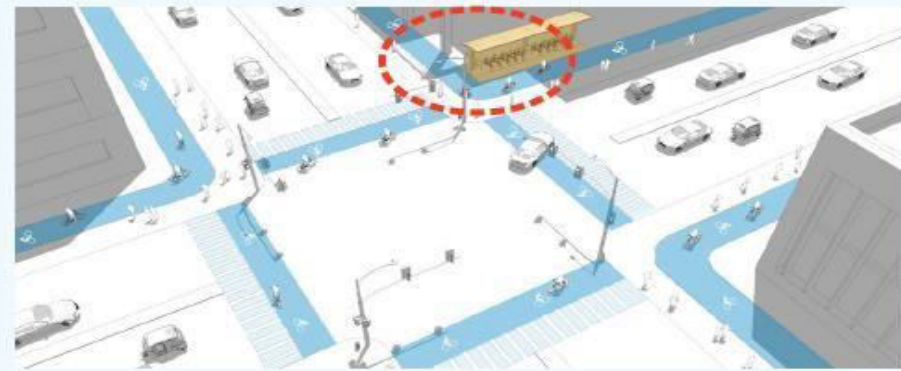


- 2 On-street parking spaces**
 - o Located on streets with lower traffic volumes and controlled speeds (<30mph) for pedestrian safety



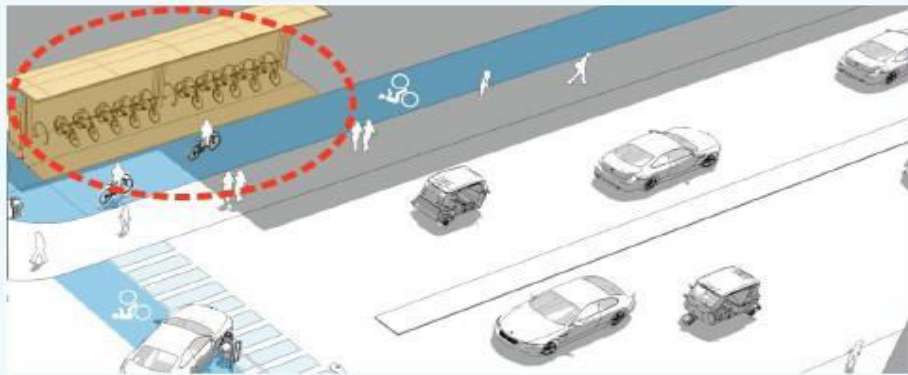
3 Transportation Infrastructure (Under Flyovers / Footbridges)

- o The underutilized spaces near flyover can be used for placing stations, however, should be located near the crossings for safe movement



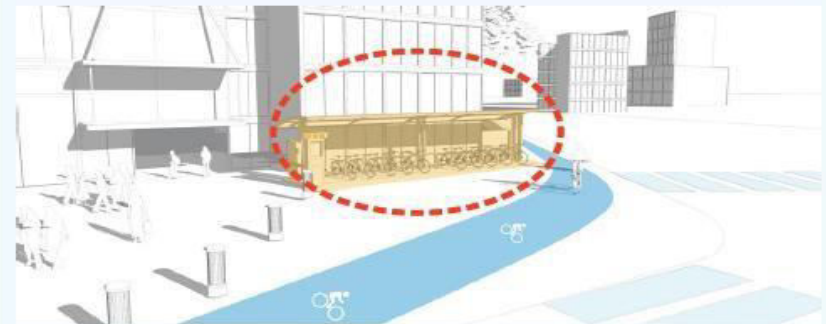
4 Sidewalks near intersections

- o Provide near intersections corners, so that users can access and egress from multiple directions.
- o Place station after maintaining a minimum sidewalk width requirement (1.8m)



5 Adjacent to NMT infrastructure

- o Place stations along existing bicycle lanes
- o Station should not impede pedestrian or vehicular traffic



6 Private Developments

- o Integrated with commercial places/offices/apartments
- o Maintain circulation clearances and access to public utilities

Dock-less System Sample Views

•Users of “CitiCycle” Sharing Systems

- Working Professionals
- Students – University, Colleges and Coaching Classes
- Tourists
- Malls & Cinema Theatres
- Hospitals
- Market
- Courier
- Frequent Travelers, Regular Travelers
- Govt. Servants
- Corporate Employees

Usages Group of CitiCycle

- Commuting
- Shopping
- Services
- Leisure
- Convenient
- Cheap
- Healthy
- Environmental-friendly
- Fun
- No other choice
- Other

“CitiCycle” Commitments

- 24 x 7 every day
- Near-by available
- Option for Ride - Passes
- 120 minutes ride/s on daily basis
- Payments thru wallets, debit card, credit card and online banking
- All Subscribers shall have identification code
- Ticketing available through Mobile@app!!

Why use it?

- Convenient
- Cheap
- Good for health
- Environmental-friendly
- Fun
- Leisure
- No other choice

Seat height adjustable for riders from 4' 8" to 6' 8"

Bell mounted on handlebar

Rack with built-in elastic cord allows easy carriage of briefcase/handbag size items & front-facing sponsor panel

About the Bicycle:

brakes provide strong & consistent stopping power even in wet conditions

Heavy wheels & tires smooth out uneven road surfaces

Front & rear flashing lights are always on once the bike begins to roll





Citicycle

April, 2019
Launching in Navi Mumbai

Confidential

Mobility, Simplified

Project: Navi Mumbai

Launching Cycle Sharing Project in
Navi Mumbai in April, 2019 Deploying
15,000 bicycles by March, 2021

Citicycle



Project: Navi Mumbai

Navi-Mumbai has embarked on several sustainable transport initiatives, including the construction of expanded footpaths on all of the city's arterial streets; implementation of pedestrian zones to facilitate access to commercial areas and cultural landmarks; expansion of the rapid transit network with new metro rail, BRTS, and the implementation of an IT-based parking management system. The cycle sharing system will complement these efforts by helping the city achieve the following goals:

- Facilitate the use of the city's public transport system by expanding the reach of the city bus and rapid transit lines
- Reduce congestion and improve air quality by attracting users from private motor vehicles
- Increase the mode share of cycling in Navi-Mumbai
- Transform the image of cycling, making it a popular means of travel for the middle and upper classes
- Promote the use of active transport, helping to improve public health
- Integration with the public transport system

Project: Navi Mumbai

The cycle sharing system will help improve access to Navi-Mumbai's rapid transit modes and the city's bus service, providing seamless connectivity between public transport stations, homes, and workplaces.

The introduction of a cycling option will increase the catchment area of each station, expanding it from a walking radius of 500m to a convenient cycling distance of 2 to 3 km. Cycle sharing stations will be strategically placed, ensuring physical connectivity and filling in the gaps where access to public transport is limited.

Besides physical integration, the same electronic fare collection system should be employed across the cycle sharing system, the city bus service, metro, and BRTS in order to simplify the payment process

Thank You

From

iStreet Network Limited

Mobility Simplified

With

Citicycle
India Pvt. Ltd.