EV Charging Franchise Investment Guide India 2025–26

A practical investor lens on station formats, capital needs, payback, and launch readiness.

Read the SpiderEV investment guide



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THE INVESTOR LENS

Why a franchise can shorten the path to revenue



Starting from scratch

Requires expertise across hardware, software, installation, maintenance, and operations.



One launch path

A franchise packages a proven operating framework, technical support, and brand support.



Investor lens

Reduce execution risk first; optimize utilization and site economics second.

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FORMAT FIT

Match the station to the location

Parking lots and small commercial spaces	Smaller footprint, lower upfront investment.
Highways, malls, and office parks	More ports, faster charging, stronger customer convenience.
Highway corridors and large complexes	Hub economics, amenities, and fleet-ready operations.

Site traffic and dwell time should drive the format choice.



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TIER 1 · BASIC STATION

INR 15–25 Lakhs

Start compact. Prove the site.

2 AC chargers

7.4 kW each

1 DC fast charger

30 kW

Basic canopy

Signage included

CPMS software

License included

Best fit: parking lots and small commercial spaces



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TIER 2 · STANDARD STATION

INR 25–40 Lakhs

More ports for higher dwell-time demand

Best fit: highways, malls, and office parks



4 AC chargers

7.4-22 kW

1-2 DC fast chargers

60 kW

Full canopy

Lighting and branding

CPMS + app

Customer mobile app

See the full station breakdown on SpiderEV

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TIER 3 · PREMIUM HUB

Build a destination around charging

INR 40–75 Lakhs

4-6 AC chargers at 22 kW

2-4 DC fast chargers at 60-120 kW

Customer lounge and retail space

Full CPMS suite with fleet management

Best fit: highway corridors and large commercial complexes



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UNIT ECONOMICS

Build the business case around multiple revenue streams



Charging fees

INR 12–18 per kWh, with a typical margin of **INR 3–6 per kWh**.



Parking fees

Additional income where applicable.



Advertising

Digital displays create an on-site media opportunity.



Ancillary services

Cafe and convenience retail can monetize dwell time.

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PAYBACK PLANNING

Traffic determines the payback curve

Use the range as a planning guide, not a guarantee. Utilization, electricity cost, land terms, pricing, and uptime will move the outcome.



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LAUNCH READINESS

From agreement to revenue in four months

01

Site assessment and agreement

Month 1

02

Electrical infrastructure and civil work

Month 2

03

Charger installation and commissioning

Month 3

04

Software setup, testing, and launch

Month 4

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PARTNER SUPPORT

What SpiderEV brings to the table

- End-to-end hardware and software
- Installation and commissioning support
- Marketing and branding package
- Ongoing maintenance and technical support
- Revenue sharing or outright purchase options
- Training for on-site staff

Review the complete franchise model on SpiderEV



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