



WEARABLE TECHNOLOGY FOR THERMAL COMFORT AND ENHANCED PRODUCTIVITY

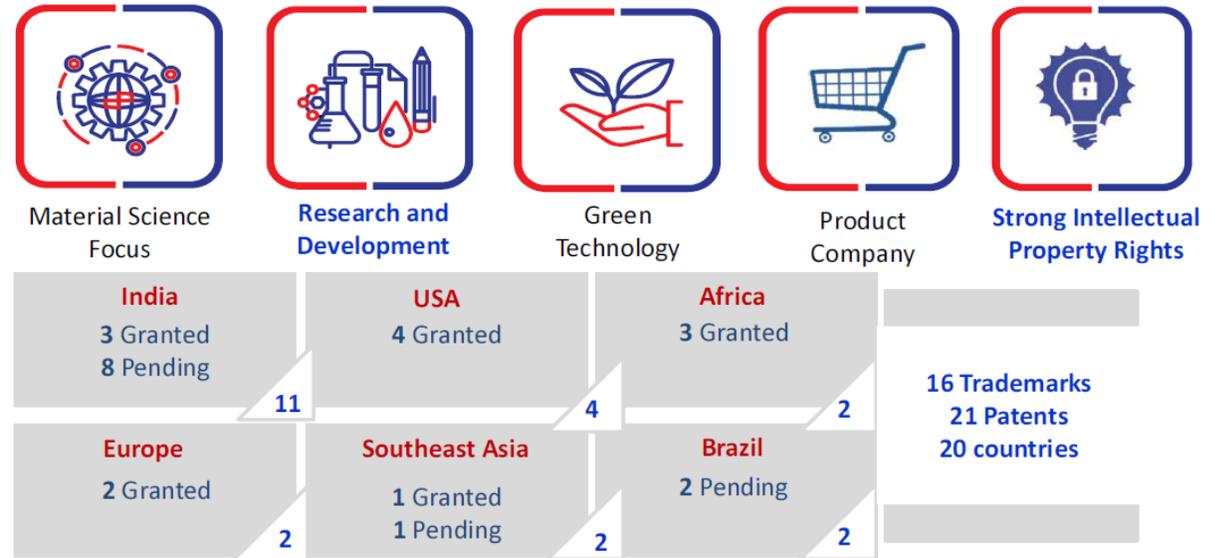


About us

- 1994: Incorporated, PLUSS Advanced Technologies started with R&D and manufacturing of specialized polymers.
- 2007: PLUSS commenced development in the field of Phase Change Materials (PCMs) technology.
- 2012: Company raised equity funds from Tata Capital Innovations Funds and expanded R&D, developed and commercialized first of its kind temperature control solutions using proprietary materials.
- Provides temperature control solutions across refrigeration, cold storage, cold-chain logistics, HVAC, healthcare sectors & Wearable thermal Technology.
- 2021: Acquired by Carborundum Universal Limited – a Murugappa group company, with over 50,000 employees and presence in over 43 countries.

Established as a tripartite in 1954, CUMI is a leading materials sciences engineering solutions provider. CUMI, part of the Murugappa Group, is listed on Indian Stock Exchanges – NSE, and BSE.

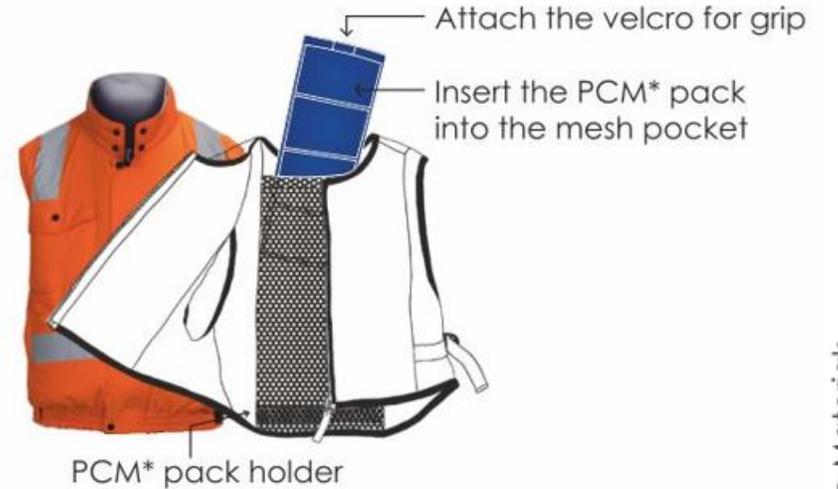
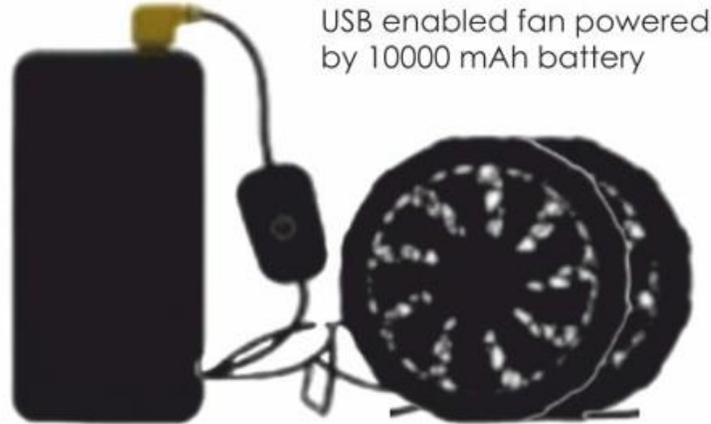
Leaders in Thermal Energy Storage



Partnerships



Introducing **brrf PLUS[®]** fan cooled jackets with latest PCM* technology that keeps the body temperature at +25 °C.



Helps keep cool in high temperatures



PCM* based jackets that works up to 5 hrs



Stylish and Comfortable to wear (no hindrance in work)



Economical



Easy to use

*Phase Change Materials.

PRODUCTS

VESTS

This Vest can take up to 4 PCM pouches. Easy to assemble and use, this promises to keep the temperature of your body lower by up to 20 degrees from the ambient.



COLOUR	SIZE	NO.OF PCM POUCHES	DESIGNED FOR TEMPERATURES	WORKING CONDITIONS	TIME DURATION
WHITE	OPEN	4	40° C AND ABOVE	EXTREME	8 HOURS
GREEN	OPEN	4	40° C AND ABOVE	EXTREME	8 HOURS
BLACK	S/M	1	30-40° C	MODERATE	8 HOURS
BLACK	L/XL	1	30-40° C	MODERATE	8 HOURS



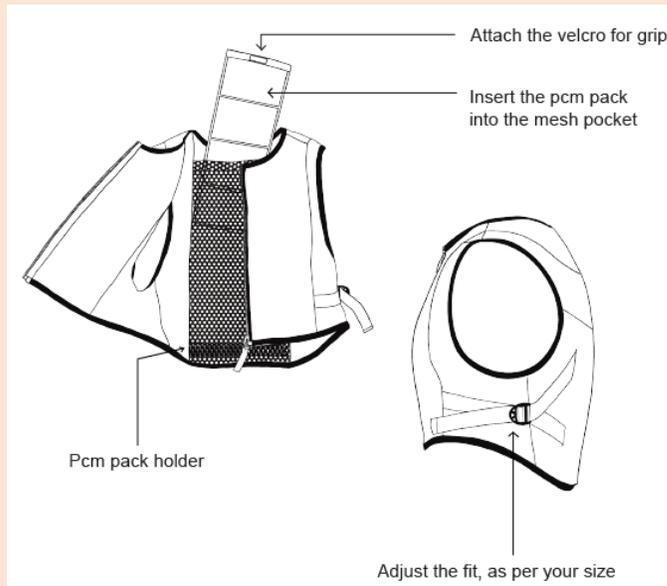
FAN JACKETS

This cool jacket incorporates a battery operated fan, to keep your body temperature down.

Easy to assemble and easy to use, it is the coolest solution to the heat problem.

COLOUR	SIZE	FAN BATTERY	DESIGNED FOR TEMPERATURES	WORKING CONDITIONS	TIME DURATION
ORANGE	M/L/XL	12	40° C AND ABOVE	EXTREME	8 HOURS
GREEN	M/L/XL	12	40° C AND ABOVE	EXTREME	8 HOURS
GREY & BLUE	M/L/XL	5	30-40° C	MODERATE	8 HOURS

HOW IT WORKS ?



PCM- Phase Change Material

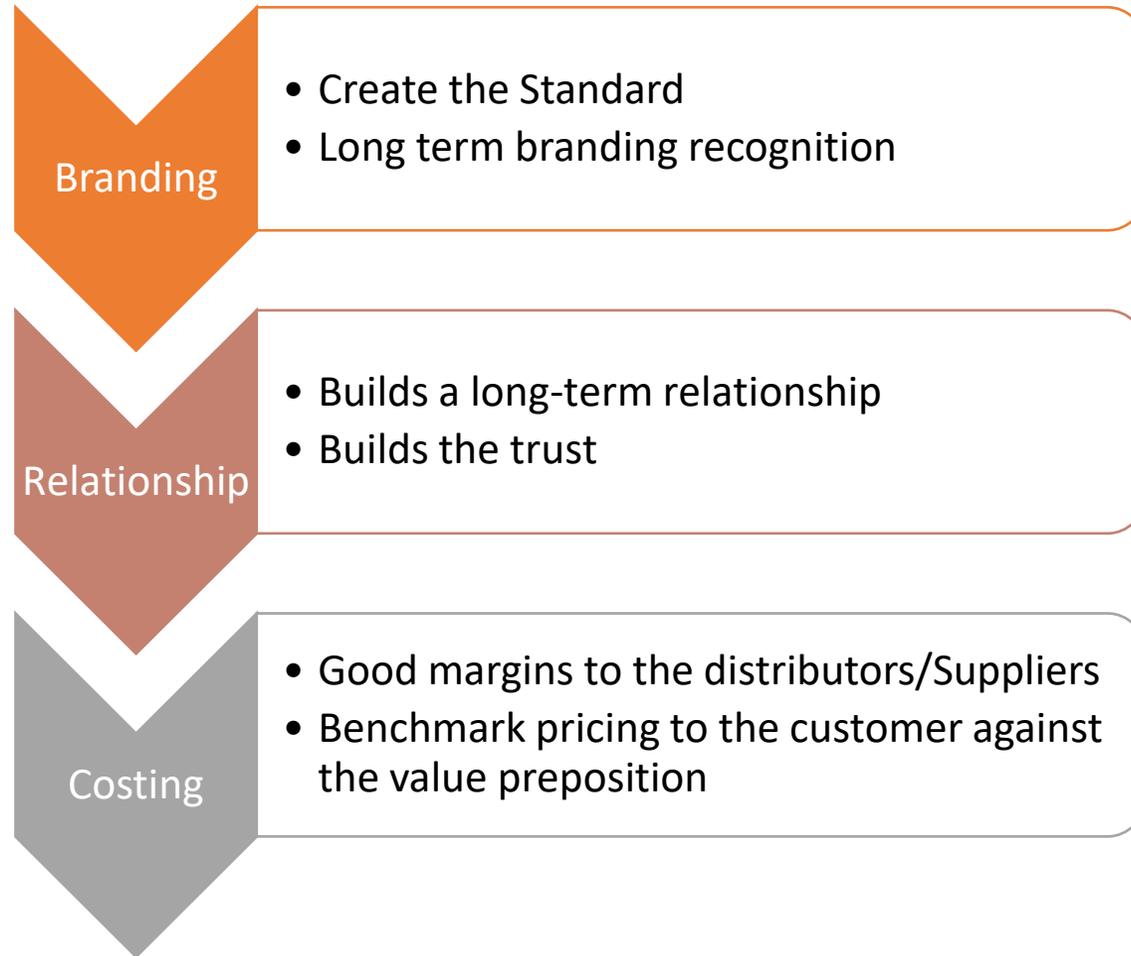
- Indigenous patent Technology from Pluss developed in our R&D lab.
- Heart of the Cooling Jacket which maintains the body temperature of 22°-25°

- PCM Pouch is first frozen in a Cooler /Freezer.(15-20 minutes Freezing time)
- Insert the frozen PCM Pouch inside the Vest(PCM Pack holder).
- Wear the vest and adjust the fit as per the body size.

- Wear the Fan Jacket Above the PCM vest.
- 2 nos. portable Fans are connected to a power bank which can be regulated at multiple speed levels..
- Fan circulates the air inside the jacket and instant cooling is experienced.

BUSINESS OPPORTUNITY

- First Mover Advantage of introducing PCM based FAN Jackets as pioneers.
- PCM technology is a patented product from PLUSS, developed in our R&D lab which enable us to be unique.
- High Market acceptability & need assessment validated within high temperature industries.



TARGET OPPORTUNITY



CONSTRUCTIONS



STEEL/CEMENT/POWER



INFRA



AVIATION



WAREHOUSING



MINING

MARKET COMPARISON

CURRENT MARKET STATUS

Personal protection from burns, toxic chemicals hazards etc.

Purpose- Reflectors, Distinguish workers and working area

Complies with EHS(Environment, Health and Safety)

high Heat reduces working Efficiency

OUR PRODUCT POSITIONED

Personal protection from **heat stress related fatigue**, burns, toxic chemicals hazards etc.

Purpose- **Cooling Comfort**, Reflectors, distinguish workers and working area, customized

Complies EHS and helps in strengthening **ESG(Environment, Social and Governance)** reporting which covers the social aspect

Prevents from Heat strokes and **enhances working efficiency**

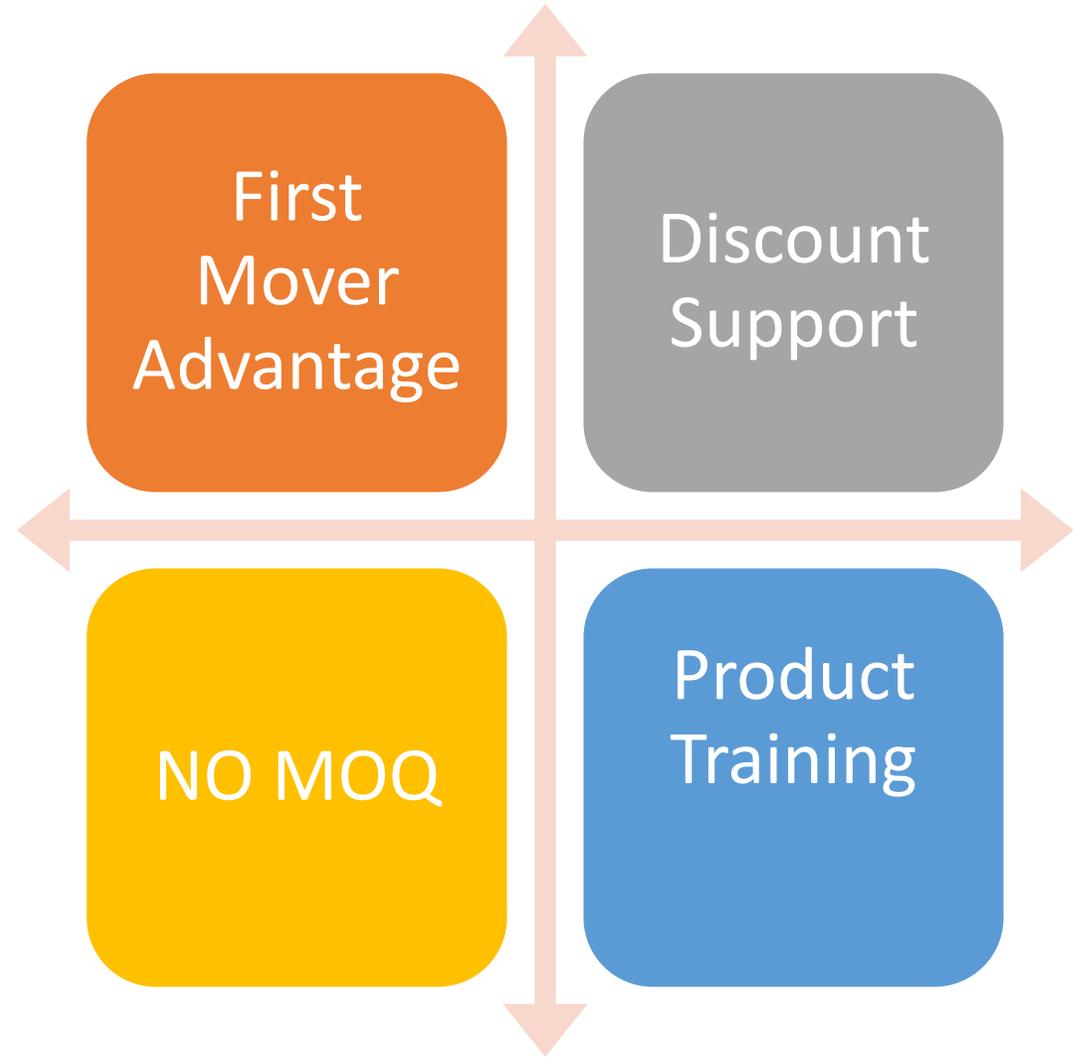
OUR VALUE PROPOSITION

- High Quality premium product at affordable price to our distributors with timely delivery.
- Pluss is investing heavily in marketing activities – LinkedIn Ads, Participations in Safety Industry meet-ups, Branding, Social Media Ads to generate the leads and spread visibility of product in the Market.
- Pluss is conducting Safety Awareness programs by asking industry experts to share insights and help us develop market and relationships.
- Pluss has a dedicated Sales Team responsible to drive the sales and marketing activities for distributors to develop their market.
- Supporting our distributors to achieve their goals and producing high valued business opportunities.

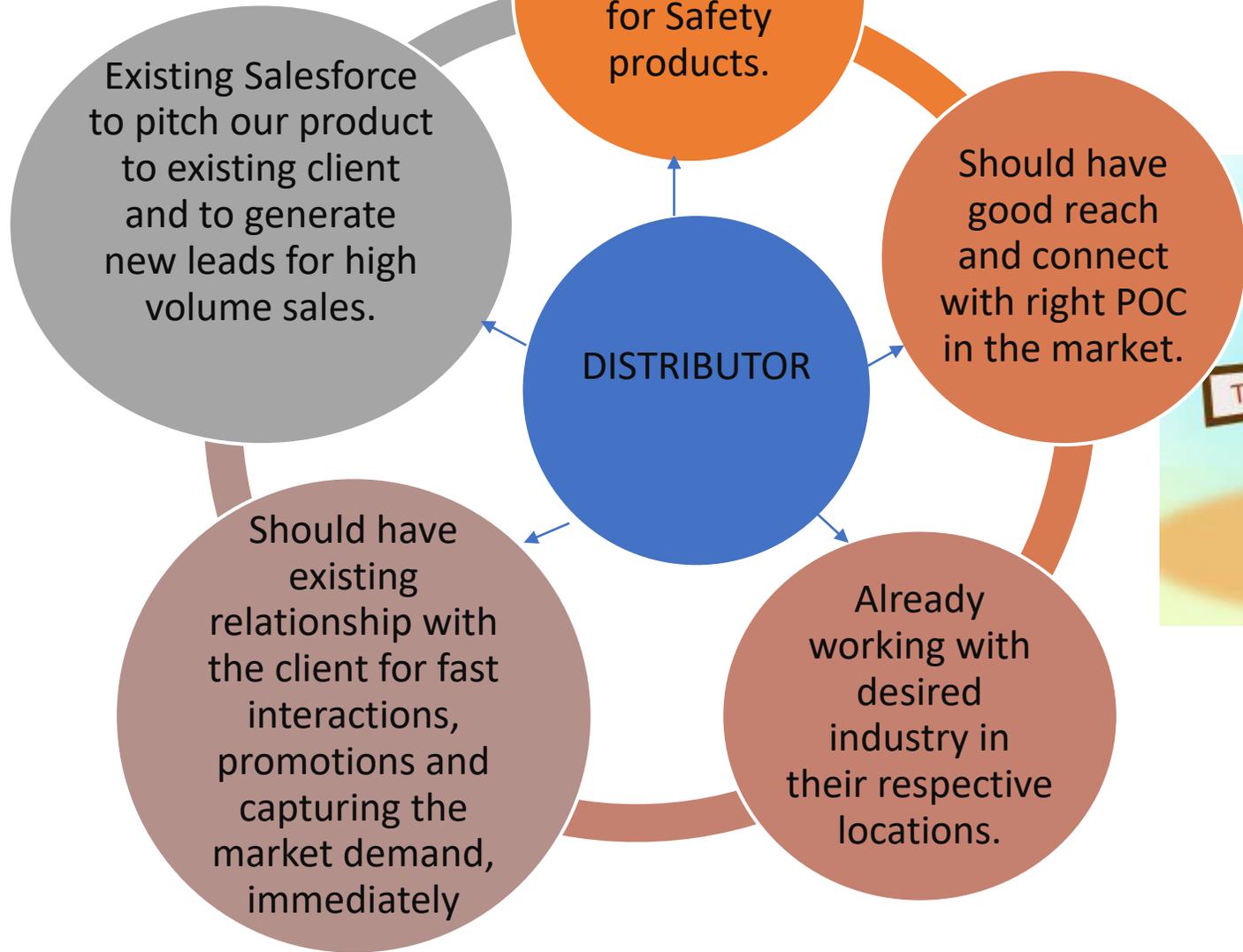


COMMERCIAL PROPOSITION

- First mover advantage in the market with good margins to our distributors.
- Discount support for high volume business to allow our distributor gain maximum market share and increase the revenue.
- NO MOQ. or Stocking. Minimum 10-20 samples for marketing activities needs to be purchased by distributor for demo and sales.
- We will train the existing team with product presentations and support on closing the deals through our regular visits.



OUR REQUIREMENTS



Manufacturing and R&D Facilities

Manufacturing facility: 78,000 sqft of manufacturing facility combining two locations – Hyderabad and Bawal, 14,000 sqft of R&D facility, 9000 sqft of corporate office space. 220 employees.

TUV Certified Manufacturing Facility



- ISO 9001:2018
- ISO 13485:2003

DSIR approved state-of-art R&D Facility



Clientele



Key Recognition



प्रौद्योगिकी विकास बोर्ड
TECHNOLOGY DEVELOPMENT BOARD
DEPARTMENT OF SCIENCE & TECHNOLOGY



Pluss Products and Sustainable Development Goals



Pluss develops products with the idea of impacting Sustainable Development Goals

PLUSSTAINABLE

— /plʌs'steɪnəb(ə)l/ —

adjective: able to maintain the optimal rate or level to meet the needs of the present without compromising the needs of future generations, the **e PLUSS way**.

Regards

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