

This Automotive Wellness Start-up from Jharkhand aims to reduce the Petrol/Diesel woos of Indians

Numoto Scuderia has launched its business activities from Dhoni's city Ranchi in Jharkhand State of India, and is targeting to provide reasonable solutions to vehicle owners and fleet owners to cut down their fuel consumption by up to 25%.



Ranchi, Jharkhand May 27, 2022 ([Issuewire.com](https://www.issuewire.com)) - Numoto's offerings include an HHO [Decarbonization Service for cars](#), bikes, and trucks. It uses innovative German technology to disseminate pure hydrogen gas from distilled water using a portable machine. The gas is inserted into an idle running engine through the air intake valve and takes about 30 to 60 minutes to completely burn and clean all carbon deposits in the entire engine system including fuel injectors. This is a non-invasive technology and is 100% safe.

Apart from increasing the fuel efficiency by up to 25%, decarbonization reduces vehicle emissions by more than 60% thereby contributing to a greener and cleaner earth. A healthy engine also assists in reduced repair costs for vehicle and fleet owners.

Apart from services, Numoto is also bringing the world's best vehicle health and care products which comprise fuel additives from Liqui Moly and STP, Lubricants and Engine Oils from Veedol, Valvoline, [Motul Engine Oil](#), Castrol, ExxonMobil, Petronas, and more, Vehicle care products from Gunk, Liquid Wrench, Armor All, Turtle Wax, and more. These luxury car care products will be sold online via their eCommerce channel and also via their mobile door service vans.

The service is being piloted in Ranchi and delivered to the customer's location in a mobile

van.

Technology is the backbone of this start-up which has for the first time built an automated end-to-end sales automation on WhatsApp. Customers can place an order, book their services, and even make payments directly on WhatsApp. Successful bookings are automatically routed to a nearby delivery van location, and the engineers receive notifications for the service delivery, quite similar to booking a cab from Ola and Uber. All GST-compliant invoices and receipts are also automatically delivered to customers on WhatsApp.

The IIMC alumni founders' team of Numoto considers that customer acquisition becomes easier since most Indians are so accustomed to using WhatsApp.

The online payment backbone is currently being tested on RazorPay and Instamojo as the company predicts the extremely high number of transactions for these payment networks. A distribution of online payments load based on purchase platform is being considered by their technology team.

Jharkhand's start-up ecosystem

With the able leadership of Sri Hemant Soren, Jharkhand is progressing towards creating an amicable start-up ecosystem. The founders claimed that it was a breeze to work with Jharkhand State Govt. bodies, and it took effectively 24 hours to acquire a business license using the Single Window Clearance System of Jharkhand. Even the GST staff were supportive and took personal interest to validate the business and issue GST Certificates within 2 to 3 days.

Company's future plans and operating model

Numoto would be launching additional services of Computerized Diagnostics for vehicles and provide expert consulting services and advisory on trouble codes so that the customer cannot be misguided by their mechanics. The core team has been hired from Bajaj, Tata Motors, Maruti Suzuki, and Mahindra, who would be working in customer advisory roles. The vision is to grow into the likes of Dekra and provide independent and neutral 3rd party vehicle roadworthiness scoring. This scoring will be made available through APIs for other companies like Carwale, Cartrade, and OLX to consume and display on their used car listings, which would create transparency for consumers to decide and buy used vehicles online.

Established business houses from Nigeria and Indonesia are also in talks with Numoto for countrywide expansion on a franchise model, more info on [Partners](#). As reported to journalists from [AutomobilePost](#).

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