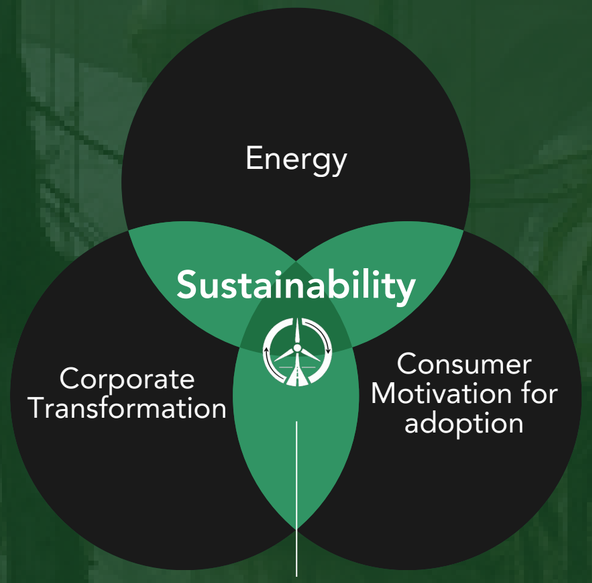
ZERO WAY

One ecosystem. Energy × Technology × Culture.

Everything Begins at Zero.

Our economy is interconnected. Our sustainability system is not.

Stakeholder	Regulator	Business	Consumer
Factors of Resistance	Policy push is strong, but compliance and traceability for biomass co-firing are far behind mandated targets.	Supply chains face rising ESG & carbon reporting pressure but data, reporting and verification are still manual, siloed and expensive	People want guilt-free choices, but sustainable products still feel hard to trust, hard to access, and rarely stay top-of-mind in daily life.
Zero Way Lever of Change	Energy	Corporate Transformation	Culture
Rationale on Selection	• In Bioenergy, there is a strong national mandate (7% co-firing) but execution severely lags. • Pellet demand (~50 MT/year) far exceeds organized supply. • Only 0.32% of required biomass currently co-fired → large compliance gap. • Clear need for traceable, consistent, high-quality bioenergy supply across states. • 8 powerful entities joined hands to form National SAMARTH mission and Multiple schemes create policy certainty and long-term demand visibility	• 322/500 global buyers now demand certified carbon, ESG, and supply-chain intelligence — companies cannot meet this with spreadsheets and manpower • Cross-border regulations (CSRD, CBAM, BRSR) require unified digital systems for form-filling, emissions measurement, route optimization, and audit-ready documentation	• Most consumer decisions are influenced by cues, repetition, and cultural visibility, not by sustainability information. • Sustainable products rarely stay top-of-mind without repeated cultural exposure. • Low-involvement products (wipes, beverages, accessories) require memorable identity cues to remain top-of-mind in a crowded market. • Brand adoption in India is driven more by cultural cues than functional claims, making culture the most effective lever



Sustainability is the unifying force.

It ensures long-term environmental, economic, and social viability — powering:

- Regulatory Compliance in Energy
- Business Innovation in Corporate Transformation
- Cultural Shifts in Consumer Motivation

A unified sustainability layer enables impactful, future-ready systems across various sectors.

Zero Way
Bioenergy

- Zero Pellets

Explore Bioenergy Solutions

Zero Way
Technologies

- ZeroFleet
- FormZero
- LabZero

Explore Zero Way Technology Solutions

Zero Way
ZeroKart

- GutZero
- Zero Wipe

Explore ZeroKart Solutions

If you want to experience sustainability, you must experience Zero Way: One brand, multiple industries, one ethos

Issue

Our economy is built on interconnected industries – and sustainability cuts across all of them.

That's why, **Zero isn't nothing, It is everything**
It connects energy, technology, and consumer life through one ethos.

Zero Way

Rationale

Cross-Industry Reality

- Carbon emissions and climate impact do not respect industry boundaries.
- From shipping routes to soda cans, every sector connects back to Zero.
- Zero Way unifies what the market treats as fragmented.

Brand Halo Across Verticals

- If you trust Virgin for music, flights, and finance, you'll trust Zero Way for energy, tech, and consumer goods.
- One identity = trust that travels across industries.
- Every customer interaction is also a culture-facing touchpoint.

Ecosystem Marketing

- Every product becomes a billboard for the ecosystem

1.Discover (Consumer), 2. Adopt (Tech), 3. Scale (Energy), 4.Reinforce (Culture: Digital/Physical experiences).

- The wheel spins faster with every new user or partner.

Financial Hedge & Execution Power

- Bioenergy pellets → policy-backed infrastructure + industrial demand.
- SaaS (FormZero, ZeroFleet, LabZero) → high-margin recurring revenue.
- Consumer (Gut Zero, Zero Wipe) → mass cultural visibility.
- Different verticals reinforce each other, de-risking the group.

Cultural Capital

- Compliance is boring. Culture makes sustainability aspirational.
- Gatherings, ZeroLogue, and partnerships transform Zero Way into a movement, not a product line.

Reduced CAC, Increased LTV

We are inspired by Playbooks!
Same brand, multiple industries, one ethos
Remind you of someone?

The Zero Way brand

Identity System

Verified Trust Stack

ZeroLogue

Zero Way Gatherings

Narrative

AI and Data Infrastructure

ZeroKart

Commerce and Culture (D2C)

- Essentials (Gut Zero,Zero Wipe, etc.)
- Editions (Collaborations with top brands)
- Marketplace and Loyalty

Technologies

AI and Compliance Stack

- FormZero (B2B2C Form Filling AI)
- ZeroFleet (B2B Climate Logistics AI)
- LabZero (B2B Lab testing AI)

Bioenergy

Industrial Decarbonization

- Pellets Co-firing
- Industrial Offtake
- Waste to Energy (B2B)

Culture Layer

Narrative and Community

- Social Media and ZeroLogue (Stories)
- Gatherings and Installations
- Collaborations
- Social and Youth Channels

System Effects

- Culture and Products bring attention to the Zero Way Brand
- The Data Collected empowers technologies
- Narrative feeds back into culture and commerce

Everything Begins at Zero

Recall Assets

- Unifying Symbol
- World Building Characters
- 0 ZERO travels across

Emotional Truth

- Guilt-Free Choices
- Made in India Pride
- Kind to the Planet

Repeated Contexts

- Everyday items
- Billboards
- Experiential HORECA

Zero Way Brand Power Intersection

- Easier Recall
- Lower Customer Acquisition Cost (CAC)
- High Organic Pull

Brand and Culture

Zero Way Identity travels across all
Everything Begins at Zero

Zero Way

Platforms

- ZeroKart (Commerce gateway)
- ZeroLogue (Media voice of climate)
- Zeroway Gatherings (Cultural and experiential engagement)

Verticals

- Bioenergy (Infrastructure + regulation)
- Technologies (AI SaaS + compliance)
- Kart (Products + cultural adoption)

India-first
Export-ready design
Cultural halo

Ecosystem marketing

Products cross-promote
Every touchpoint compounds

One ethos unifies multiple industries

Every customer interaction is also a culture-facing touchpoint.

Culture Feed

Where modern brands win attention before performance

Community

- Zerologue
- ZeroCard
- Whatsapp Hives
- Micro-Creators

Pop Ups

- Gatherings
- Installations
- Cinematic Touch points

Content Formats

- Cinematic Ads
- Meme/ Wit Copy
- Characters
- Editorial Style

Collarboations that travel across sectors

- Hotels/Airports
- Eg. Sancturies (Vantara), Cars 24 (Reusability)

Brand World

- Zero Symbol
- Characters with Lores
- Made in India Climate Culture Narrative

Behavior Shift

- **Try the soda/Use the Wipe**
- **Scan/Share**
- **Join the Community**
- **Inbound Interest for SaaS services and pellets**

$$ Impact

- Culture Lowers paid acquisition
- Increase lifetime value through cross vertical pull
- Increased pipeline through B2B intros and deals
- Optionality extentions cost way less

External Triggers

- Installations
- Gatherings/Raves
- Hotel Receptions
- Social Moments

Paid and organic (Ads/OOH/Events)

Action

- Try Gut Zero Can
- Use Zero Wipe

Low Friction effort from consumer

Variable Reward

- Taste/Comfort/Humor
- Relate to podcasts and playlists on ZeroLogue
- Connect to good and sustainable products
- Being a part of the World of Zero Way

Investment

- Scan QR/ Follow on Social Media
- Purchase Products and connect with experiences on ZeroKart
- Loyalty on ZeroCard
- Share and Talk about brand
- Render other services in Zero Way ecosystem

Data and Identity stored in Zero Way Ecosystem

Result

Effect on Metrics

Customer Acquisition Cost (CAC)	↓	Reusable Triggers
Lifetime Value (LTV)	↑	Leverage Cross selling
Referral %	↑	Social Signaling

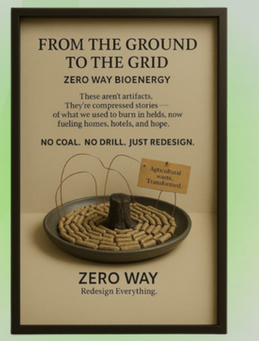
One Symbol. Many Lives.The ZeroWay Mark Travels Where Culture Lives.

LOVE IT
Accessories

FEEL IT
Experiences

WANT IT
Editions

Not owned by a category.
Recognized across culture.

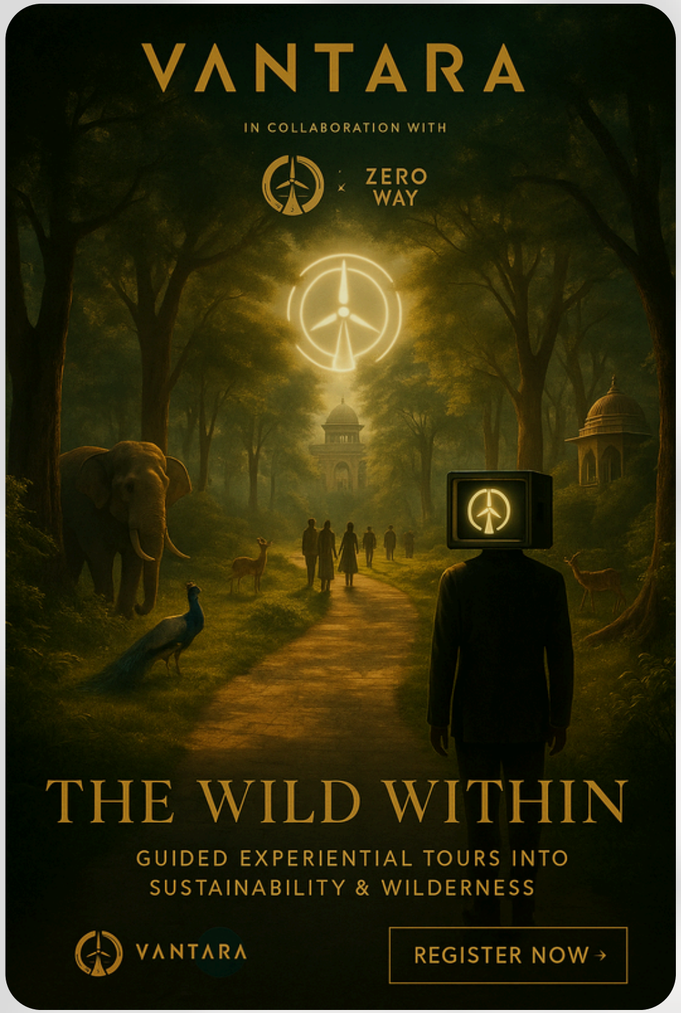


LIVE WITH IT
Art · Music

Permeable IP means the ZeroWay symbol moves fluidly across products, accessories, experiences, and media, acting as a hallmark for sustainability wherever it appears.

ZeroWay's permeable IP enables sustainability to travel across industries — without changing how partners operate.

"Gaadi Zero Se Shuru"
Cars24 Initiative concept
A cultural narrative that makes reuse aspirational inside everyday India.



"The Wild Within Tour"
Vantara Campaign concept
The ZeroWay symbol acts as a guide into nature, awareness, and responsibility.

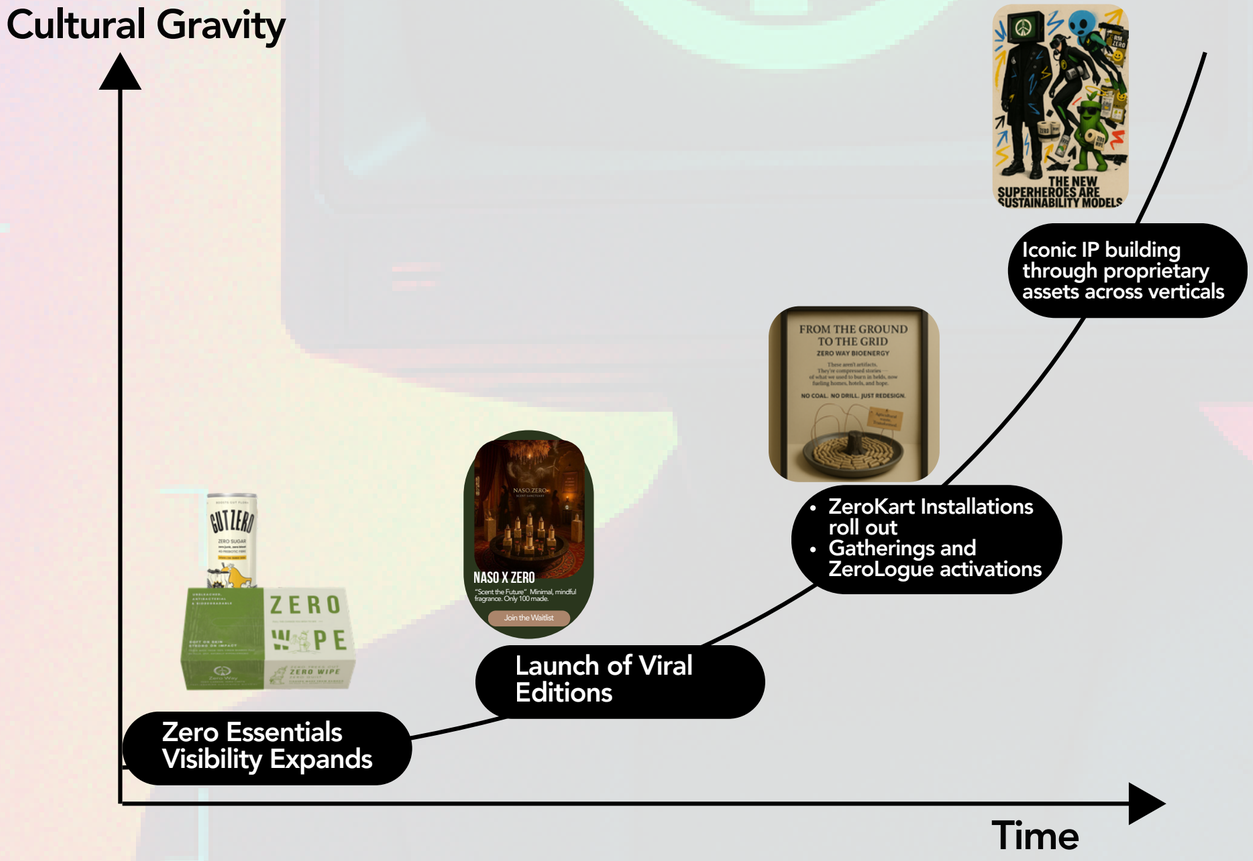
Illustrative Concept*

Non-core initiatives create disproportionate visibility & cultural legitimacy

Non-core initiatives create disproportionate cultural legitimacy.

- ZeroWay's IP allows brands to participate in sustainability without friction no operational overhaul, no compliance theater.
- By embedding the ZeroWay symbol into storytelling, campaigns, and experiences, partners unlock emotional visibility across mobility, wildlife, culture, and tourism while their core business stays untouched.

In India, sustainability is emotion-first. By shaping narratives early, ZeroWay builds durable brand equity beyond products, beyond CSR.



Community

Engage users through pop-ups, WhatsApp hives, and micro-creators.

Formats

Create high-recall assets like characters, cinematic ads, and memes.

Collaborations

Extend brand reach through strategic partnerships in hospitality, mobility, and lifestyle.

Behavior Shift

Drive adoption through trial (soda, wipes) and engagement (scanning QR codes).

$$ Impact

Lower paid acquisition, increase LTV through cross-vertical pull, and generate a B2B deal pipeline.