



SCALE UP PROGRAM

Cohort 2017

EBW is India's first and fastest automatic motorcycle wash machine that is capable of washing the dirtiest of motorcycle within 5 minutes. Mumbai-based engineering technology start-up established in 2013 by a team of IIT and IIM alumni. The product being environment-friendly design recycles and reuses water and is energy also efficient. Major OEMs have tested the machine's recycled water quality and certified it as fit-for-use.



Impact of the innovation:

EBW has so far serviced over 2.8 lakh bikes and saved over 12.53 million Liters of water

- **Business Challenge faced:** Reworking the distribution model thereby creating larger footfalls and repeat subscriptions
- **Mentor:** Alok Tibrewala, Director at Beyond & More

