



petrometer

all-in-one software for petrol pumps



Hecto Networks Pvt Ltd
www.hectonetworks.com

About company & team

Founded Date & month: 16th January 2020



Ajith Edayilliam
Founder CEO



Sreenidhi S
Cofounder



Sreerag C
Cofounder



Unni Korothe
Advisor (ex Founder CEO)

About the software - Petrometer

Features : Petrometer designed to do all accounting at retail outlets in petrol pump and gas station, gives accurate data of sales (Fuel wise/ Cashier wise sales), Credit customer accounts, Stock/ Inventory, Dip status, Lubes report, Purchase, Salary, Profit & Loss/ Balance sheet, GST report etc.

Mobile apps available for the dealer, cashier & credit customer.

Software price Rs. 20,000/- + GST (In India)

Web Application

petrometer Dashboard Search User

Fuel Price 06:26 PM 23 Feb, 2021 + Add Fuel

Petrol ₹ 100.34 Cancel Edit Price	Diesel ₹ 94.88 Cancel Edit Price	Power ₹ 96.65 Cancel Edit Price
LPG ₹ 63.27 Edit Price	Jet A-1 ₹ 847.83 Edit Price	

Cashiers on Duty 06:26 PM 23 Feb, 2021 + Add Cashier + Add Gun

Cashier	Shift	Gun
Cashier	Shift	Assign Gun
Cashier	Shift	Gun 2
Cashier	Shift	Gun 3
Cashier	Shift	Gun 1
Cashier	Shift	Assign Gun
Cashier	Shift	Gun 4
Cashier	Shift	Assign Gun
Cashier	Shift	Gun 5
Cashier	Shift	Assign Gun
Cashier	Shift	Gun 6

DSP 06:26 PM 23 Feb, 2021

Fuel Type	Date	Date	Date	Date	Date	Date	Date
Petrol	Data	Data	Data	Data	Data	Data	Data
Diesel	Data	Data	Data	Data	Data	Data	Data
Power	Data	Data	Data	Data	Data	Data	Data
LPG	Data	Data	Data	Data	Data	Data	Data
Jet A-1	Data	Data	Data	Data	Data	Data	Data

Charts

18393 LTR

Tank Details **Wallet Details** Bank Details

Add New Wallet

Paytm UPI/Phone Check Confirm

Google Pay Link Wallet

PhonePe Link Wallet

Amazon Pay Link Wallet

Done

Credit Customers Credit Slips Reports

Credit Customers + Add Customer

Customer	Outstanding Amt	Credit Limit	Miscellaneous
Liam Neeson	₹ 232839	₹ 232839	Data
Scarlett Johansson	₹ 874859	₹ 874859	Data
Bradley Cooper	₹ 36484	₹ 36484	Data
Disha Pathani	₹ 19283	₹ 19283	Data
Gel Gadot	₹ 9823	₹ 9823	Data
Liam Neeson	₹ 232839	₹ 232839	Data
Scarlett Johansson	₹ 874859	₹ 874859	Data
Bradley Cooper	₹ 36484	₹ 36484	Data
Disha Pathani	₹ 19283	₹ 19283	Data
Gel Gadot	₹ 9823	₹ 9823	Data
Liam Neeson	₹ 232839	₹ 232839	Data
Scarlett Johansson	₹ 874859	₹ 874859	Data

Tank Details Wallet Details **Bank Details**

New Bank Details

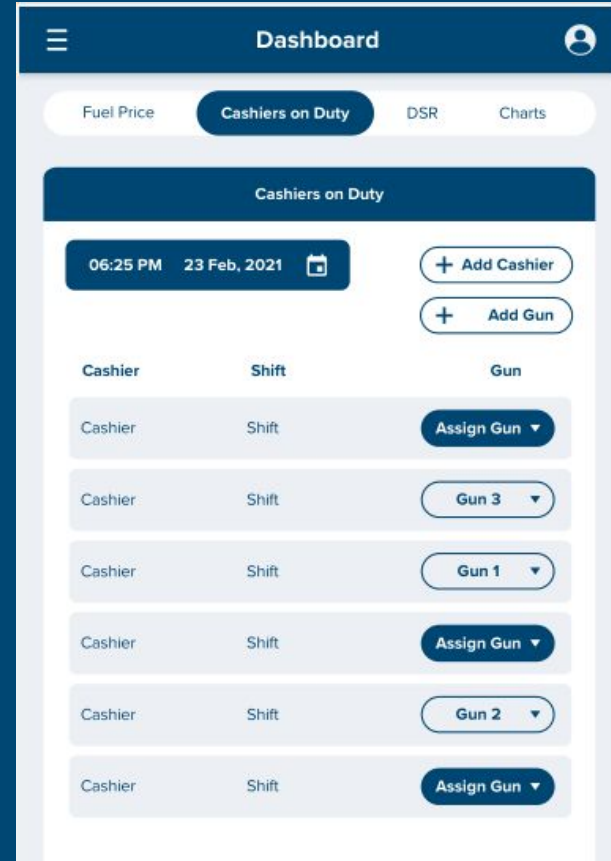
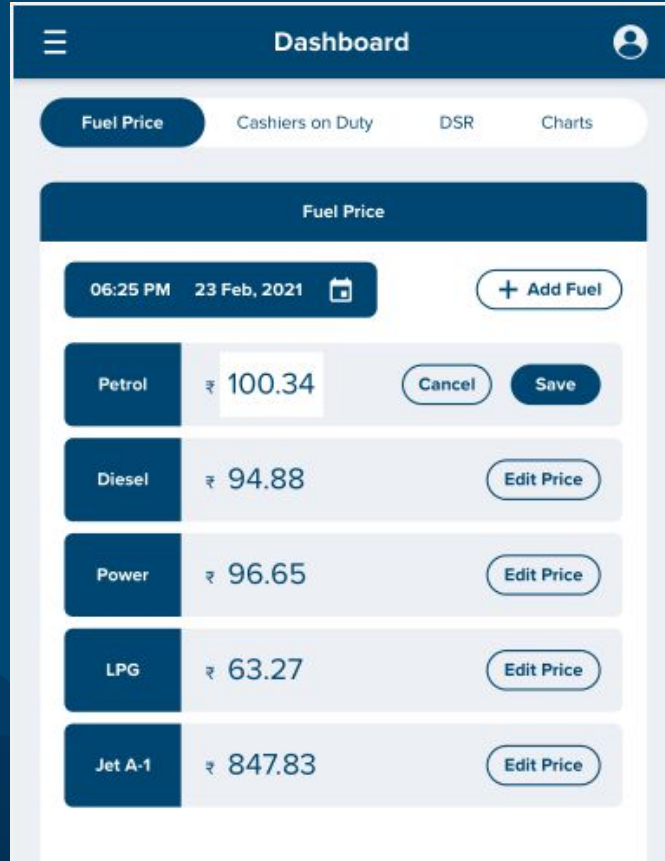
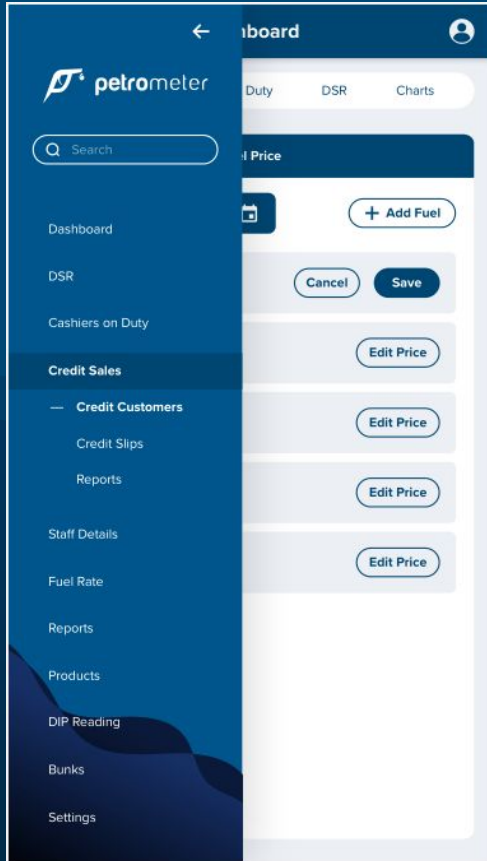
Bank ▼

Acc No.

Bank Accounts

<p>Bank 1 Acc No. 92888 48884 83883 Details Location</p> <p>🗑</p>	<p>Bank 2 Acc No. 92888 48884 83883 Details Location</p> <p>🗑</p>
<p>Bank 3 Acc No. 92888 48884 83883 Details Location</p> <p>🗑</p>	

Mobile Application



Opportunity

60,000 petrol pumps in India as of 2020

78,000 more planned by Government of India

Source 1: https://en.wikipedia.org/wiki/Oil_and_gas_industry_in_India#Petrol_stations_in_India

Source 2:

https://www.business-standard.com/article/pti-stories/adding-over-78-000-petrol-pumps-is-uneconomical-says-crisil-119062000616_1.html

Competitors and their market reach

- **SoftGun**
more than 10 years (4000 customers)
- **Petrogenius**
3 years in industry (2000 Customers)
- **Petrosoft**
5 years in industry (1000 customers)
- **MyLuckyMeter**
2 years in industry (300+ customers)

Unique Value Proposition

How our software is different from competitors and how we will keep it innovative in coming years.

1. Mobile Apps for dealer, cashier, credit customer. (iOS and android version)
2. GST reports available
3. Proper track of evaporation loss from tank.
4. Built to use for the petrol pumps in multiple countries.
5. User friendly. Users who doesn't have accounting knowledge can use.
6. Data backup in cloud & disaster recovery backup.
7. Both online and offline softwares available.
8. Customisable as per requirement from customer.

Numbers (As the reseller of MyLuckyMeter)

Since Feb 2021, in 10 months

- Total petrol pumps approached/called : 7000 Leads 1 closure in every 35 calls
- Total petrol pumps shown interest : 2000 Opportunities 2.8% Leads to Closure ratio
- Total petrol pumps purchased: 200 Closures
- Total revenue: Rs.36 Lakhs, Collection

Per month

- 700 Leads, 200 Opportunities, 20 Closures, Rs.3.6Lakhs Collection
- By 6 Marketing Executives

Per marketing executive per month

- 117 leads, 33 opportunities, 3 closures, 0.60 Lakhs collections

Projected Numbers (Next 3 years)

Projected Sales numbers

From April 2022 till March 2025 > 5742

2022 > 654

2023 > 1836

2024 > 3252

Projection - 3 years

	2022-23	2023-24	2024-25
Cash outflow	171	293.5	598.3
- Capex	40	15	15
- Opex	131	278.5	583.3
-- <i>Number of employees</i>	34	54	70
Cash inflow	162.72	390.28	690.26
- Software sales	117.72	330.48	552.96
AMC	0	9.8	37.3
-- <i>Number of Sales</i>	654	1836	3072
-- <i>Price per sale</i>	0.18	0.18	0.18
- Other Software sales	0	50	100
- Funding	45	0	0
Cash Balance	-8.28	88.5	180.46

Ask & dilution

Required fund:

45 Lakhs - 15% shares



Hecto Networks Pvt Ltd

KKR complex, Kaggadasapura Main Rd,
Kondappa Layout, Malleshpalya,
Kaggadasapura, Bengaluru, Karnataka 560075

Contact

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