

Indian Two-Wheeler Landscape

Current TW Population

25 Crores



Expected by 2025

40 Crores



Reasons for Growth

- Growth in metros due to **traffic congestion**
- Growth in **Gig Economy** (Expected Delivery riders by 2025): 4 Crores
- **'Smart City'** campaign & **Economic Development** in Tier 2 & 3 locations
- **Covid-19 Effect:** Switch towards personal vehicle from public transport

The Market Problem

High Charges at all Authorized Outlets PAN INDIA because of Overheads.

Because of this, all local mechanics and garages also charge a BOMB to the customer.

Customer visits Authorized channels till warranty period and majority then start visiting local network for bike service. Less than 20% Service Redemption at Authorized Channels

Genuinely is always a question. Parts

Quality and Availability

Lack of transparency and Trust factor

Type	Authorised Workshops	Local Garages
Charges	Very High	High
Genuinely	Somewhat Trustworthy	Not at all Trustworthy
Originality of Parts	Close to 100% Original	No Assurity at all
Convenience	Not convenient	Somewhat convenient
Warranty Issues	Can be solved	Not at all
Free Services	Yes	NO
Transparency	No	No
Customer Preferences	Uptil Free Services	Post free service without choice

- So as there is a Gap Between this 2 formats, the growth Opportunities are Huge in between formats.



- Best part is, you need not be from Automobile Background to be in this Business. Its Business management.



India's smartest two-wheeler services



Introducing



A tech-enabled network of two-wheeler workshops delivering best-in-class services to customers



A service delivery model where technology enables standardized service experience & 360° two-wheeler management











Parent Company:



India's largest two-wheeler doorstep service provider

- ✓ **98,000+** Services delivered in 4.5 years
- ✓ Present in **Pune, Mumbai & Bengaluru**
- ✓ Tie-up with **~15 brands** across segments for B2B business
- ✓ Developed **India's first** non-OBD diagnostic tool for 2W segment
- ✓ Strong supply chain of spares & consumables through brand alliances



B2B Customer Affiliations



Spares Brand Affiliations



Management Team



Dhaval Sheth

Director

- Family owned business interest in 2W
- Serial Entrepreneur; Business Strategist
- Automobile Engineer (M.U) with 10+ years of experience

Ravishankar Krishnamurthy

Director

- Previous: KPIT, GE Global, Ramco Systems
- Operations & Process Setup
- MBA with 25+ years of International experience



Shishir Gandhi

Board Member

- CEO – GarageWorks, Previous: ICICI Lombard,
- Operations & Technology
- Chemical Engineer (IIT Delhi) with 14+ years of experience

Prabudh Kakkar

Board Member

- CMO - GarageWorks, Previous: KPIT (USA)
- Sales, Go-to-market Strategies
- MBA (SIMS) with 14+ years of experience



*Combined experience of 62
years in Auto Space*

Founding Team

New Initiatives | Differentiated Approach

- **Technology** for productized service protocols to achieve higher customer satisfaction rates
- Automated & pro-active **customer engagements** to provide holistic solutions & enable lock-ins
- **Brand affiliations** across segments to generate customer footfalls
- **Supply chain** of quality spares through tie-up with reputed brands
- **Multiple sources of Income** through 360° customer engagement



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- 1) Honest and Hardworking Individual with Entrepreneur Mindset
 - 2) Ethically and Principally Bounded
 - 3) Basic Academic Qualifications
 - 4) Investment of 10-12 Lakhs
 - 5) Area of Options (i) 250 Sq Ft (ii) 400-600 Sq Ft
 - 6) Passionate for Business with active interest in Auto Business. One who Embraces Technology.
 - 7) Learning and Adaptive Attitude
 - 7) Follows all Systems and Process
 - 8) Reasonable Financial Background & Back up
 - 9) “Customer First” Attitude
- Our intension is how fast you start earning 1Lakh from your outlet. For that we need extremely like minded people.

CP Requirements

Setting up a BikeDost Outlet: Initial Overview

Initial Paper Work	Partner & BikeDost
Spot Identification	Partner
Site Setup (Interiors, Civil)	Partner (or) BikeDost
Tools & Machinery Setup	BikeDost
Manpower Recruitment	BikeDost
Agreement & Go-Live	Partner & BikeDost

- Go-Live: ~30-35 days from the date of Lol
- Spot Identification: Newly developed residential area or established office area



- Ethical and Principal Team with Huge Experience
- Quick ROI and Profitable business
- More Gross Margins and Net Margins
- Huge potential
- Everything we will do. (Start to End)
- Sales and Marketing Support
- Continuous Hand Holding
- Corporate Networking and Tie ups



Why *“BIKEDOST.”*

Company Support

- Location Identification.
- Entire Interior Set Up/Branding and Board Set up/ Tools and Machinery set up
- Marketing support with Marketing Calendars
- IT Support
- Best in Class Training Support Through Out
- Troubleshooting and Hand Holding
- Spares/Oil/VAS Tie Ups-Supply & New Bike/Used Bike Dealer Tie Ups Support
- 24*7 Assistance
- Corporate Tie Ups-Insurance Co Tie Ups
- Multiple Future Collaborations and Income sources for Franchisees
- **Our whole intension will be How fast you start earning at Least 1,00,000/- from your Franchisee outlet.**



Marketing Ideas



- **SMS Blasts/ WhatsApp Marketing**
- **Facebook ads/ Google AD Words**
- **Lead Generation companies**
- **Insurance companies/PUC Vans/Oil Companies-Dealers/Multi Bike sale dealers/Used Bike Dealers/Petrol Pumps activities/Parking Lots.**
- **Creating a team of CRE/Field executives**
- **Gift Card tie ups, Cross promotion schemes.**
- **Corporate tie ups/Institutes/SME's tie up for their fleet maintenance**

- **And many more...**



Let's begin...

- How many of you have a Mind Set to go ahead with Bike Dost?

Take Action

Setting up a BikeDost Outlet: Cost Overview

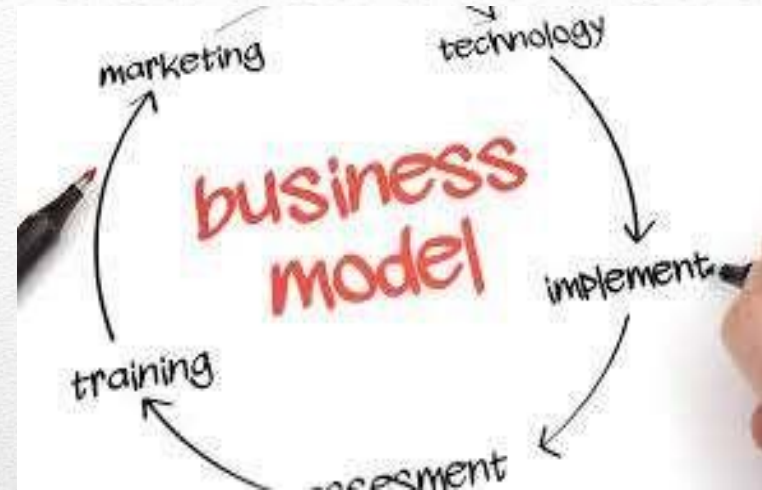
	Option 1 – Prime (Area: 400 sq.ft & above)	Option 2 – Access (Area: 400 sq.ft & above)	Option 3 – Basic (Area: 200-250 sq.ft)
Tools & Equipment	₹3,60,000/-	₹2,50,000/-	₹2,50,000/-
Branding	₹85,000/-	₹50,000/-	₹50,000/-
Collaterals & Stationery	₹35,000/-	₹30,000/-	₹30,000/-
Sales Support	₹50,000/-	₹30,000/-	₹30,000/-
Manpower T&D	₹50,000/-	₹30,000/-	₹30,000/-
Spares Kit	₹20,000/-	₹10,000/-	₹10,000/-
Franchisee Fees	₹1,00,000/-	₹1,00,000/-	₹1,00,000/-
Total	₹7,00,000/-	₹5,00,000/-	₹5,00,000/-

- The above 'Total' amount to be paid to BikeDost in tranches
- **Declaration:** Except for Franchisee Fees, BikeDost **does not have financial incentives** in any of the other overheads provided
- Cost of interiors, civil works of the setup, deposit of the outlet and working capital to be managed by brand partner as per actuals
- BikeDost offers Brand Partners to avail support for Site Setup through our preferred partner (<http://spaceintegration.com/>)
- **Marketing Support/Full Fledge Training/Team Audits/Business Hand Holding is similar for all the formats**

- Per Month Expenses
- Rent- 35,000/-
- Salaries
- 2 Technicians 18,000/-
- 1 Sales cum Service Advisor 13,000/-
- 1 Billing cum cashier 9,000/-
- Misc- 15000/- (Loan EMI/Tea/Coffee/Electricity/Marketing)
- Total 90,000/-
- Total 50,000/- if

Your own outlet/Involvement will Save
Another 38-40,000/-

Business Model



Services	200	300
Labor (400Rs)	80000	120000
Parts/Oil Margin (200Rs)	40000	60000
Waste Oil/Scrap	4000	6000
Value Added Services (100Rs)	20000	30000
Expenses	90000	100000
<i>Profit/Loss</i>	<i>54,000/-</i>	<i>1,16,000/-</i>
NewBike (10) (3000Avg)	30000	30000
Used Bike (5) (4000Avg)	20000	20000
RTO/Insu/Accessories/Warranty	7000	7000
<i>Profit/Loss</i>	<i>1,11,000/-</i>	<i>1,73,000/-</i>
Your own Outlet/Involvement	-30000	-30000
<i>Profit/Loss</i>	<i>1,41,000/-</i>	<i>2,03,000/-</i>

These are Indicative figures of potential earnings of the business and we, in no condition, assure or guarantee the above figures. They may vary from location to location and many other parameters



Intension is not FF, it's a dream to create 2000 Franchisees till 2025, and help make 2000 Entrepreneurs earn a Good Amount

- Oil/Spares/VAS/Brand Integration Supply
 - RSA/EW/AMC/Accessories will be through us.
 - 5,000/- Rs IT Charges
 - Marketing Contribution
 - Used Bike/New Bike Margin are yours
 - RTO/Insurance Margins are yours
 - No management fees for a Lifetime.
-
- Against average 10,000/- Rs you paying to us, you should get 1,00,000/- Revenue. So for your mindset, you can think you have kept an additional tie up at 10k who supports and ensures your increased revenues.
-
- We are selling a Dream, Not a Business Idea



BikeDost Commercials

Let's Start



SIGN-UP

- 1) Submit Application Form
- 2) Pay 1st Tranche



LOI

- 1) Site Identification
- 2) Site Agreement
- 3) Pay 2nd Tranche
- 4) Lol Issued



SITE SETUP

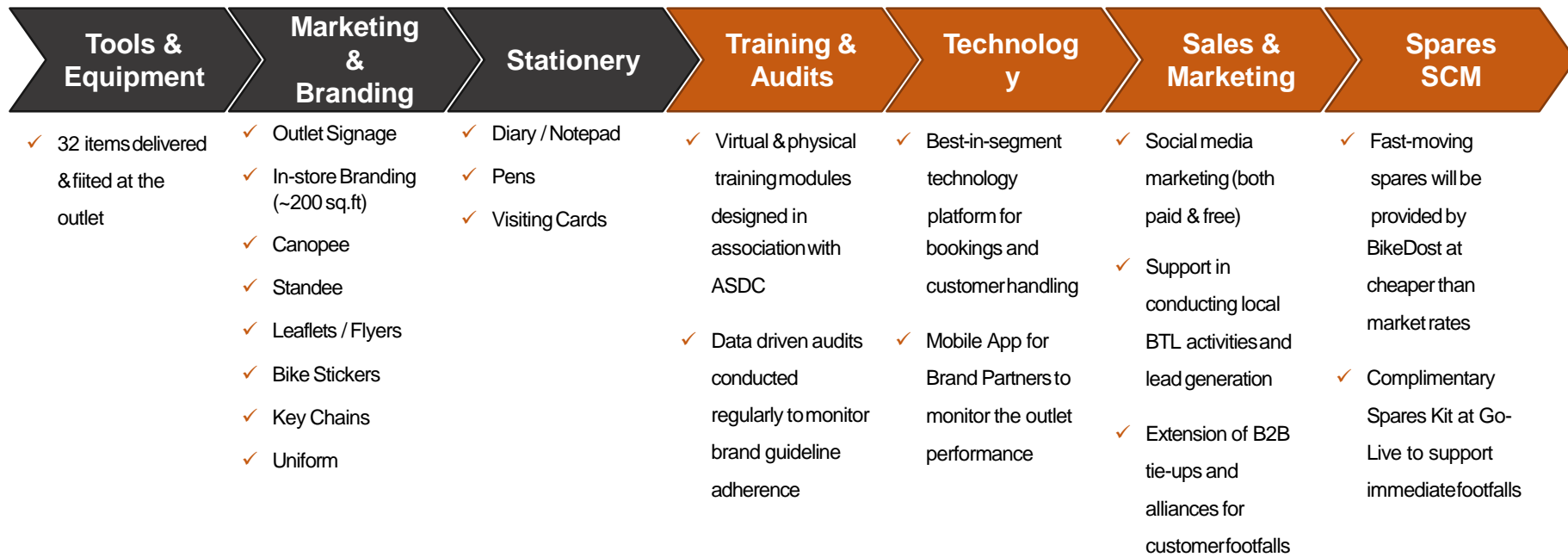
- 1) Initiate Site Setup
- 2) Material Dispatch from BD
- 3) Manpower Recruitment
- 4) Pre-launch promotion



GO-LIVE

- 1) Setup Web-portal
- 2) Team Training
- 3) Inauguration Ceremony
- 4) Go-Live

Setup Support: Details





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