

**WOODMAN**  
INDIA KA APNA BRAND

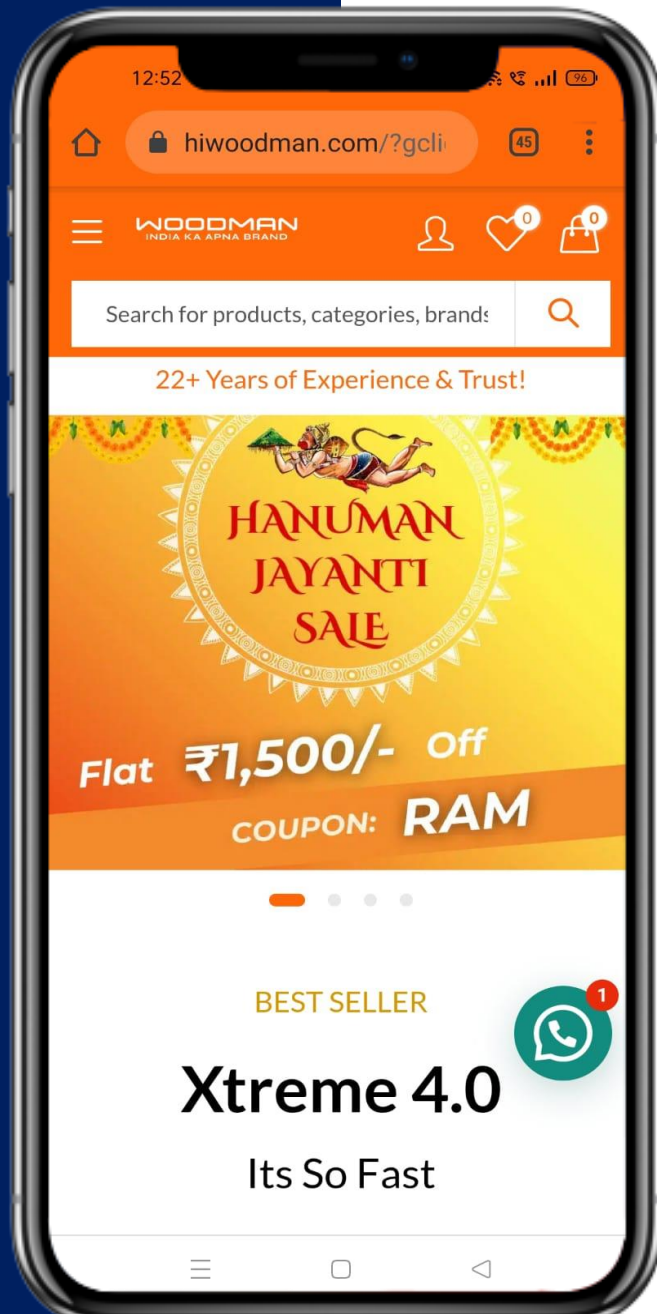
**BUSINESS**  
**OPPORTUNITY**



**“Enhance your driving experience with our car accessories.”**

# About Woodman

- ❖ Woodman Electronics India Pvt. Ltd. (Woodman) was founded in **2001** and started its journey by manufacturing car speakers and tweeters.
- ❖ In **2011**, the company expanded its product line and started selling Double Din stereos.
- ❖ In **2015**, Woodman started selling its products online through e-commerce platforms like Flipkart and Amazon, supplied to Cloudbtail and WH Retail. This helped the company to expand its reach to a wider audience and increase its sales.
- ❖ In **2018**, Woodman launched its Android Stereos and also launched its own website [hiwoodman.com](http://hiwoodman.com), where customers can directly purchase its products. This move helped the company to establish its brand identity and increase its visibility among customers.
- ❖ In **2019**, Woodman launched a new range of car-specific Android Stereos and became the best-selling Android Stereo on Amazon during the 'Diwali Big Indian Festival Sale'.





Overall, Woodman has come a long way since its inception and has established itself as a well-known brand in the car audio and entertainment industry in India.

With its focus on innovation and customer satisfaction, the company has been able to stay ahead of the competition and expand its business.

# Meet the Directors



Vikas Goel is the founder of Woodman, a company that specializes in car audio systems and accessories. He started the company 20 years ago with a vision to provide high-quality car audio systems at affordable prices. Goel's commitment to innovation and staying at the forefront of new technologies has been a key factor in the brand's success.

*Founder*

**Vikas Goel**

Rahul Goel is the Managing Director of Woodman, a leading car audio brand. He played a pivotal role in taking Woodman online seven years ago and establishing a strong online presence for the brand. His expertise in digital marketing has helped Woodman reach a wider audience and grow its customer base.

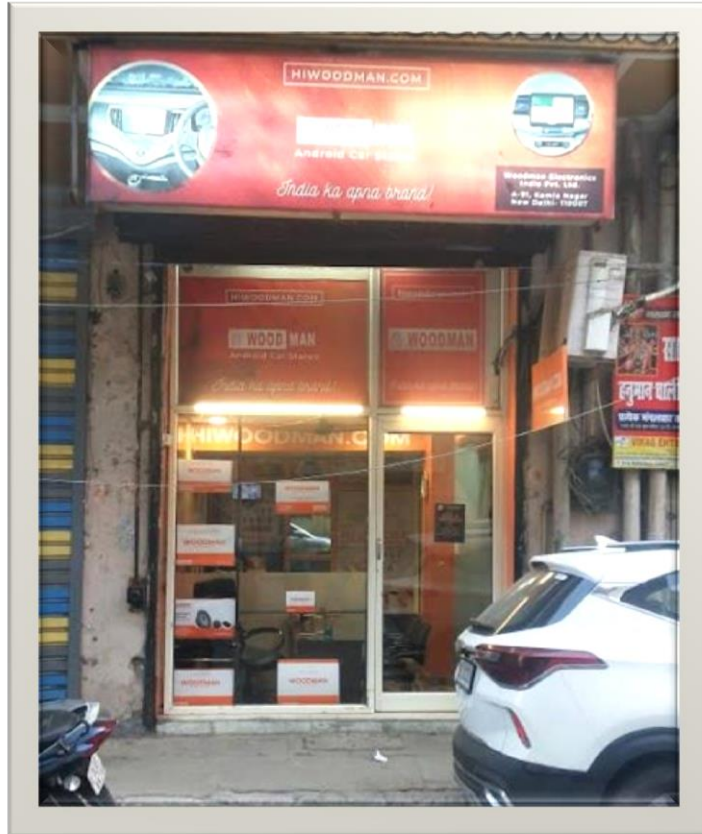
*Managing Director*

**Rahul Goel**





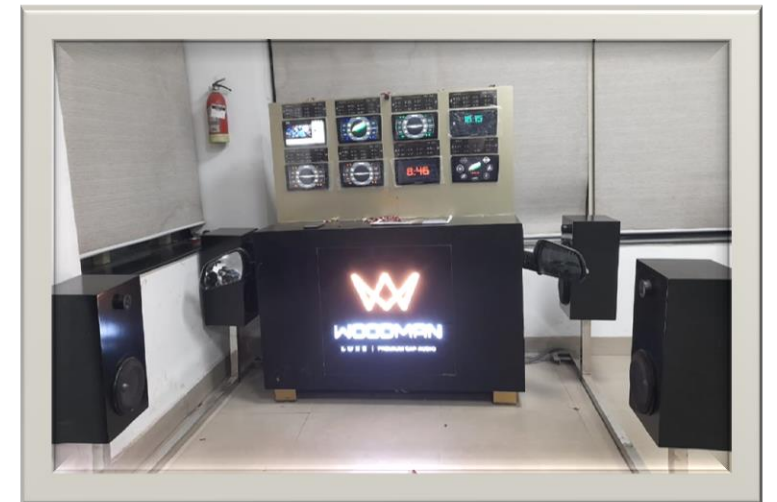
# Our Stores



**Gurugram, Haryana**



**Bengaluru, Karnataka**



**Kamla Nagar, Delhi**

“

**Upgrade your ride with crystal-clear sound and ambient lighting in a car.**

**Experience the ultimate driving pleasure with top-quality speakers and custom lighting options.**



# WHY CHOOSE US



- ❖ People want creative car accessories in cars because it allows them to express their personality and make their car unique.
- ❖ Customizing the car with creative elements can also make the driving experience more enjoyable and comfortable. Moreover, adding creative features to the car, such as unique designs or custom lighting, can enhance the overall aesthetics and make the car more visually appealing.
- ❖ For many people, their car is more than just a means of transportation; it's an extension of their personality and lifestyle, and customizing it with creative elements allows them to fully enjoy and embrace this aspect of car ownership.
- ❖ People want speakers and lights in their cars for various reasons. Speakers can provide a better audio experience while driving, whether it's listening to music, podcasts, or audiobooks. Lights can improve visibility inside the car and create a more comfortable and inviting atmosphere.

# ANDROID CAR MUSIC SYSTEM

Woodman offers a range of Android-based car music systems that are designed to provide an immersive audio and entertainment experience while driving.





# CAR SPEAKERS

The brand offers a wide range of car speakers, including coaxial speakers, component speakers, and subwoofers, that are designed to fit different types of vehicles and sound preferences.



**1** Best in series



- 6.5 inch
- 60 Watts

**Component**

\*Representational Image

**WOODMAN**



- 6.5 inch
- 45 Watts

**Component**

# BEAST LED

See Beyond



## CAR LIGHTING

Woodman offers a range of car lighting solutions that are designed to enhance the driving experience and provide better visibility while driving. These car lighting solutions include LED headlights, Interior lighting, Exterior lighting, and Underbody lighting.





# DASH CAMERA

Woodman offers a range of car lighting solutions that are designed to enhance the driving experience and provide better visibility while driving. These car lighting solutions include LED headlights, Interior lighting, Exterior lighting, and Underbody lighting.



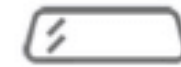
## 10" Screen Dash Camera



Dual Lens



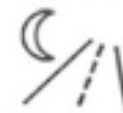
1080P+1080P



10" Touch Screen



Anti-glare



Night Vision



Reverse Image



G-sensor



Parking Monitor



- ❖ **High-quality sound:** Woodman products are designed to provide an immersive audio experience while driving, with a focus on high-quality sound and powerful bass.
- ❖ **User-friendly interface:** The brand offers products with user-friendly interfaces, such as touchscreen displays and advanced audio controls, making them easy to operate and customize.
- ❖ **Durability and reliability:** Woodman products are built to last, with a focus on durability and reliability, ensuring that they can withstand the wear and tear of daily use.
- ❖ **Competitive pricing:** Woodman products are priced competitively, making them an affordable option for consumers who want quality car audio and infotainment systems without breaking the bank.
- ❖ **Excellent customer support:** The company offers excellent customer support and after-sales service, ensuring that customers receive assistance and guidance whenever needed.
- ❖ **Innovative features:** Woodman products are known for their innovative features, such as Bluetooth connectivity, navigation systems, and compatibility with a wide range of audio formats, making them a popular choice among car enthusiasts and audio enthusiasts alike.

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# YOUR CAR DESERVES THE BEST CHOOSE OUR ACCESSORIES

JOIN US





# FRANCHISE OPPORTUNITY

Become A Franchisee Of Woodman





**WOODMAN**  
INDIA KA APNA BRAND

# **FRANCHISE MODEL**

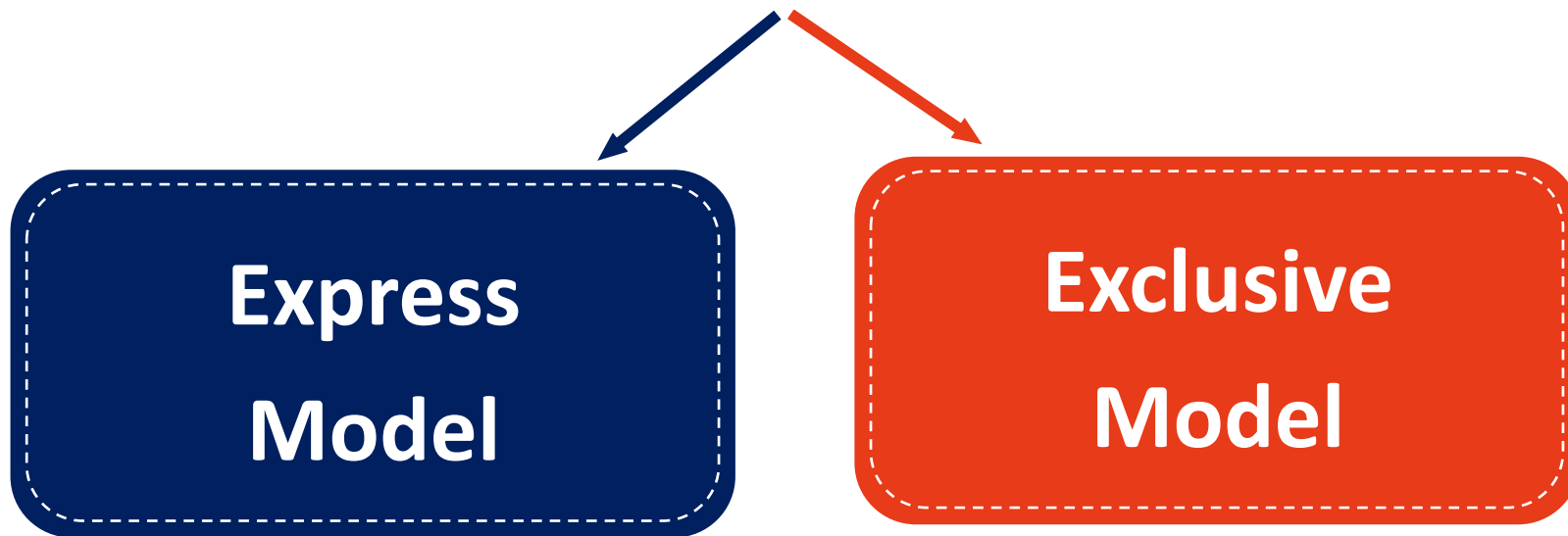
**An Opportunity to Join the Woodman  
recognised by the India.**

**An Opportunity of Increase your Financial  
Power and Business Intelligence with  
Woodman.**



# FRANCHISE MODEL

Check our complete 2 franchise business models where we have considered an affordable investment in a car studio franchise.





**WOODMAN**  
INDIA KA APNA BRAND



**EXPRESS MODEL**



**Shop in Shop Business Model**  
**Earn from the Existing Customer Base of the Shop**





# EXPRESS MODEL

- Investment:- 8 -10 Lac
- Franchise Fee:- 1.5 Lac
- Interior Fee:- 1.5 Lac
- stock:- 5 -7 lac
- Margin:- 35-40% on products



# EXPENSE SHEET



Expense Sheet		Total
1 Sales Executives	15,000/- per person	15000
1 Mechanic	20,000/- per person	20000
Electricity+ Misc	10,000/- per Month	15000
Shop Rent	20,000/- per month	20000
Total Expense		70,000/-

# INCOME SHEET

Average Ticket Size of the Product is 30,000

We are Sharing two scenarios with 1 sales Per day and 2 Sales per day

	Scenario 1	Scenario 2
<b>Expected Sale Per Month</b>	<b>9,00,000/-</b>	<b>18,00,000/-</b>
<b>Profit Margin 20% on Sales (A)</b>	<b>1,80,000/-</b>	<b>3,60,000/-</b>
<b>Expenses (B)</b>	<b>70,000/-</b>	<b>70,000/-</b>
<b>Employee Incentive 2% of Sales(C )</b>	<b>18,000/-</b>	<b>36,000/-</b>
<b>Net Income A – (B+C)</b>	<b>92,000/-</b>	<b>2,54,000/-</b>

\* All the Figures only for calculation Purpose





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**EXCLUSIVE MODEL**

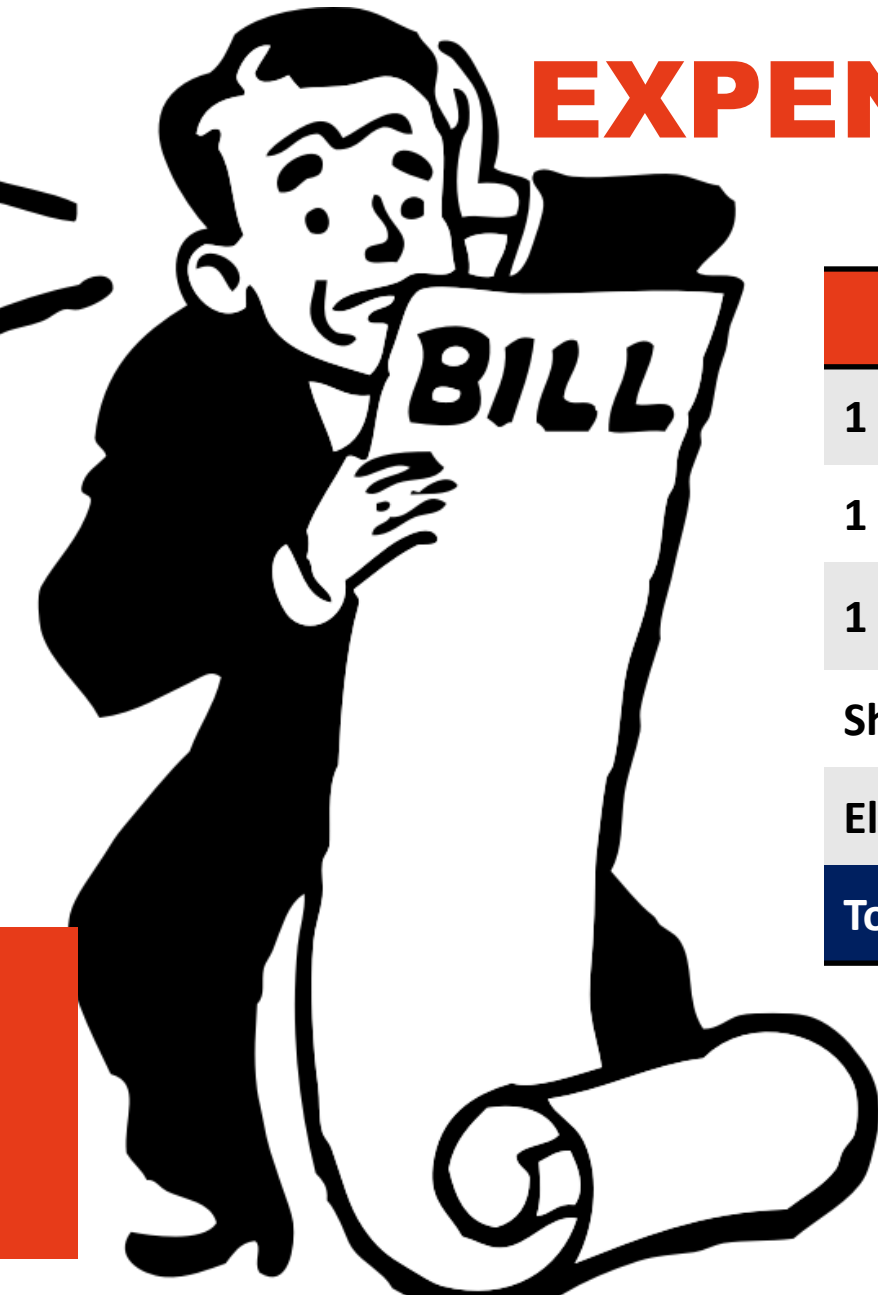
**One Pin code One Franchise  
Exclusive Outlet and Can appoint the Sub sellers  
under them**

# EXCLUSIVE MODEL

- Investment:- 15 -20 Lacs
- Franchise Fee:- 2 Lacs
- Interior Fee:- 3 Lacs
- stock:- 10 – 15 Lacs
- Margin:- 40-45% on Products



# EXPENSE SHEET



Expense Sheet		Total
1 Sales Executives	15,000/- per person	15000
1 Mechanic	20,000/- per person	20000
1 Helper	10,000/- per person	10000
Shop Rent	40,000/- per month	40000
Electricity+ Misc	20,000/- per month	20000
<b>Total Expense</b>		<b>1,05,000/-</b>



# INCOME SHEET

Average Ticket Size of the Product is 30,000

We are Sharing two scenarios with 1 sales Per day and 2 Sales per day

	Scenario 1	Scenario 2
<b>Expected Sale Per Month</b>	<b>9,00,000/-</b>	<b>18,00,000/-</b>
<b>Profit Margin 25% on Sales (A)</b>	2,25,000/-	4,50,000/-
<b>Expenses (B)</b>	1,05,000/-	1,05,000/-
<b>Employee Incentive 2% of Sales(C )</b>	18,000/-	36,000/-
<b>Net Income A – (B+C)</b>	<b>1,02,000/-</b>	<b>3,09,000/-</b>

\* All the Figures only for calculation Purpose

# HUMAN RESOURCE REQUIREMENT

- 1 Sales Executives
- 1 Mechanic
- 1 Helper



# FRANCHISE BENEFITS

- Start your Business with Renown Brand Name
- Growing Business in India
- Training and support from the franchisor
- Access to national marketing campaigns and advertising programs
- Buying power and negotiated deals with suppliers
- Proven business model
- Support network of other franchisees
- Exclusive territory to avoid direct competition

These benefits can help you attract more customers, save money on overhead costs, and increase your chances of success as a business owner.





# BOOSTER SUPPORT FROM TEAM WOODMAN

- Training
- Marketing and Advertising
- Operations Support
- Branding and Identity
- Research and Development



# OUR TESTIMONIALS

**I** Irshad Ali  
2 reviews

★★★★★ a month ago

Bought 4.0 along with beast 2.0 OEM steering buttons & LED bulbs for my carens(Base model).

From order till installation the process was so easy & tension free.

Got home installation as well in Bangalore.

Very good service & product.  
Definitely recommend👍

**V** Vidyasgar Kamate  
3 reviews

★★★★★ a month ago

Woodman 4.0 extreme is the best android system currently in the market...initially I was skeptical . However once it was installed in my Duster car by professional, Since then I am enjoying every bit of it. Clear fm reception in Bangalore city. Smooth UI, quick touch response and Apple play works great .. thank Woodman team .. just a suggestion please improve customer care after sales service experience

**P** Pulkit Agarwal  
Local Guide · 44 reviews

★★★★★ 8 months ago

Before purchasing I was a little hesitant to go with Woodman, but after reviewing it thoroughly and checking the reviews, I bought Xtreme 3 model. Finally, I can say it's all worth it even compared to any big reputed brand in terms of quality, finish & service. From the beginning, the sales support was awesome and Installation support was extraordinary as the person was well trained and experienced.

**T** Tholkappiyan N  
Local Guide · 10 reviews

★★★★★ a month ago

I recently purchased woodman android system with 360 degree camera for my new dzire car. Its performance compare to other android system is sooo amazing. System purchase time shop keeper Mr sunil explained me lot that's only motivate to purchase me. System installation done by Mr Imanan is so carefully and nicely.without any single scartch and damage he done the installation. I thank the whole team woodman shop in banglore. More overly I recommend my friends circle to purchase this system.

**G** Glamwiz  
2 reviews

★★★★★ 3 months ago

Using xtreme series in my creta . Working falwless , no lag at all. Compared to even blaupunkt Santa Rosa 4gb , xtreme is so must faster and have better features like dsp sound and 4g sim . Sound output enhanced lot in my car after installing woodman

👍 Like    ➦ Share

**M** Modern Gurukul  
1 review

★★★★★ a year ago

I own Tiago 2019 xm model.Come to know abt woodman from google and after seeing youtube videos I decided to buy there dsp model @21999 with rear camera. Overall happy with product and service. woodman user interface is very good . I bought this to support Indian brand

👍 4    ➦ Share

**Don't Miss the  
Opportunity  
to be a Part of  
our Woodman**





**WOODMAN**  
INDIA KA APNA BRAND

**THANKS**

**Telephone:- 7827719099**

