



**Serviceforce**

an automobile clinic

**India's Largest Multi Brand 2 Wheeler Service Network**

# Market Potential



India is the **second largest producer and manufacturer of two-wheelers** in the world. Indian two-wheeler industry has grown spectacularly in the last few years.



# GAP



## Local Garages

- ▲ Unprofessional approach
- ▲ Weak Infrastructure
- ▲ Poor house keeping
- ▲ Only verbal communication, No record keeping
- ▲ Lack of special tools
- ▲ One Man show

## Dealers Workshop

- ▲ Time Consuming
- ▲ Bookings, Long queue
- ▲ Heavy charges compared to local market
- ▲ No time for minor jobs
- ▲ No value added facilities
- ▲ Less attention

# Solution : Serviceforce



## Customer Service

- ▲ Professional approach
- ▲ Break down assistance facility
- ▲ Pick up and drop
- ▲ Live streaming of service
- ▲ Tailor made solutions
- ▲ Advice on technical problems
- ▲ Reminders
- ▲ Insurance assistance
- ▲ AMC and Prepaid

## Vehicle Service

- ▲ Hi tech Machineries Usage
- ▲ Quality Service with 21 check points
- ▲ Express service
- ▲ Additional warranty on major jobs
- ▲ Genuine Spares
- ▲ Accidental job
- ▲ PUC



# Service Portfolio

All your 2 wheeler needs end here.



Home Service



Quick Response



Pickup & Drop



Accidental Support



Discount



Reminder



PUC



Mobile Application

# Serviceforce Profile

- A dream seen in the year 1996 with open eyes, materialized and took form as a company in the year 2011, with office in a small room of the size 8x10 and single workshop to operate with, has grown in strength with presence pan India, having 215+ operating franchise workshops, managed by a dedicated team of over 2500+ employees & associates.
- Pioneer & exclusive in providing home service to two wheeler users on a call.
- Pioneer & exclusive to provide break down assistance to two wheeler users.
- Pioneer to provide home service of lube change in a pick up van named as Oil on call.
- Pioneer & exclusive to provide live streaming of service/repairs to consumers using android application.
- A brand with two core values – Trust & Relationship.



# Products



- Lubricants
- Filters
- Plugs
- Brake Pads
- Cables
- Lamps
- Other Allied Products

# Our Footprint



Our Presence Across INDIA



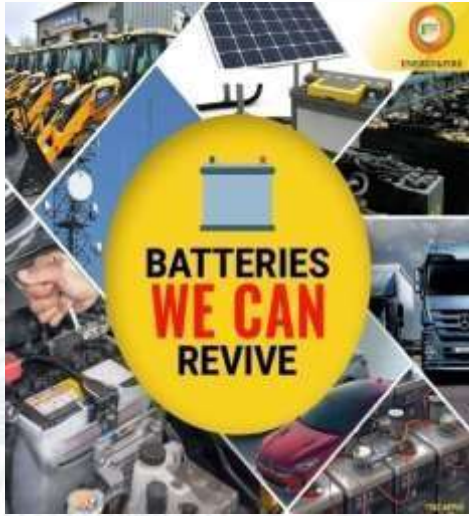
# Strategic Alliance with Indian Oil



Serviceforce has made a strategic alliance with Indian Oil Corporation Ltd (IOCL), India's largest Enterprise for setting up service centers at its Petrol Stations, With the high footfalls at the Petrol pumps.



# Enterprise Partnership With Tesla Power USA



**3 in 1 Machine**

## ✓ Key Feature of the Technology & Profits

- It's a 3 in 1 Machine which includes the Diagnostic, De-Sulphator and Boost Charger as the key features.
- The revival cost of a battery is about 5% of the cost of the new battery.
- The customer is happy to pay 15% - 20%.
- This machine has the capacity of reviving 16 batteries of 12 Volts and 72 batteries of 2 Volts in series.
- It takes around 48 hours to revive 16 batteries.
- So this way a maximum of 250 batteries can be revived in a month.
- All mechanically and physically intact batteries can be revived.



# Requirement from Franchisee

- ✓ Good Management ability
- ✓ Keen interest in service industry
- ✓ Investment Capacity – 8 to 13 Lacs
- ✓ Space Requirement (Rented / Owned) for Standalone Model - 400 to 600 sq. ft.



# Company Supports to Partners

- ✓ Machineries and Tools
- ✓ Safety Equipments
- ✓ CCTV Cameras
- ✓ Branding  
(Indoor & Outdoor)
- ✓ Stationeries  
(Job cards, Invoice books, Report Book, Visiting Cards)
- ✓ Uniforms & I cards
- ✓ Marketing Materials
- ✓ Manpower Recruitment
- ✓ Business Training
- ✓ Manpower Training
- ✓ Software System
- ✓ Visits & Audit
- ✓ Customer Care Assistance
- ✓ Technical Supports
- ✓ Marketing Support



# Investment Break-up

Investment Type	Description	Cost
CAPEX	Serviceforce Standalone Model	900000
	Tesla Power Model {3 in 1 Machine + Tool Kit (28 No.)}	700000
<b>Sub Total</b>		1600000
<b>SUBSIDY</b>	Subsidy from Tesla Power USA INC.	-350000
	Subsidy from Serviceforce	-150000
<b>Total Capital Investment</b>		1100000

\* Tax & Transportation Extra

# Investment Break up

Particular	Investment
Franchise Fee	200000
Marketing & Development	100000
Tools, Equipments & Machineries with installation	350000
Front Facia & Indoor-Outdoor Branding with Layout Designing	100000
Uniforms/Printing Stationery kit & Marketing Materials	50000
Camera/Software/ Initial Workforce & Training/Reward & Recognition Programm	50000
Business Training, Audit & Monitoring	50000
<b>Total</b>	<b>900000</b>

\* Tax & Transportation Extra

\* Container (Porta Cabin) Cost Extra in IOCL Model only



# Standalone Income Projections



Direct Income					Extra Income					Estimated Expenses/ Monthly	Amount
Details		Avg. Rate	Avg. Margin	Gross Income	Details		Avg. Rate	Per Annum	Avg. Margin		
Per Vehicle	Service	300	100%	300	AMC	1260	100	70%	88,200	Rent	25000
	Spares	300	30%	90	Major Jobs	5000	60	40%	1,20,000	Salary	40000
	Lube	280	35%	98	Waste Lube	20	3600	100%	72,000	Electricity & Misc. Exp.	5000
	<b>Total</b>	<b>880</b>		<b>488</b>	Scrap	60000			60000	Employee Incentives	4000
Daily Vehicle (10)				4880						Monthly Royalty of SF	5000
Monthly				1,46,400						<b>Total Monthly Expenses</b>	<b>79000</b>
<b>Annual Direct Income [A]</b>				<b>17,56,800</b>	<b>Annual Extra Income [B]</b>				<b>3,40,200</b>	<b>Total Annual Expenses [C]</b>	<b>948000</b>

<b>Annual Net Profit [A+B-C]</b>	<b>11,49,000</b>
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- \* The above calculation is taken at 10 vehicles a day for ease of calculation and data understanding
- \* The above figures are indicative towards the potential earnings of the business.
- \*The above figures are not assured by Serviceforce.

# Tesla Model Additional Projected Income

Details	Units	Avg. Rate	Value	Margin	Gross Income
New battery Sales	30	6500	195000	25%	48750
AMC/Service Charges	30	300	9000	100%	9000
Revival of UPS batteries (B2B)	20	1200	24000	100%	24000
Revival of Inverter batteries (B2C)	30	1800	54000	100%	54000
<b>Average Monthly Income</b>					135750
<b>Annual Income</b>					<b>16,29,000</b>

\* The above figures are indicative towards the potential earnings of the business.

\* The above figures are not assured by Serviceforce nor by Tesla Power USA.

# Franchise Process Flow





# Serviceforce Accreditations



BBC Coverage in 2012



Case Study in HARVARD BUSINESS SCHOOL



CNBC AWAAZ awarded in 2015

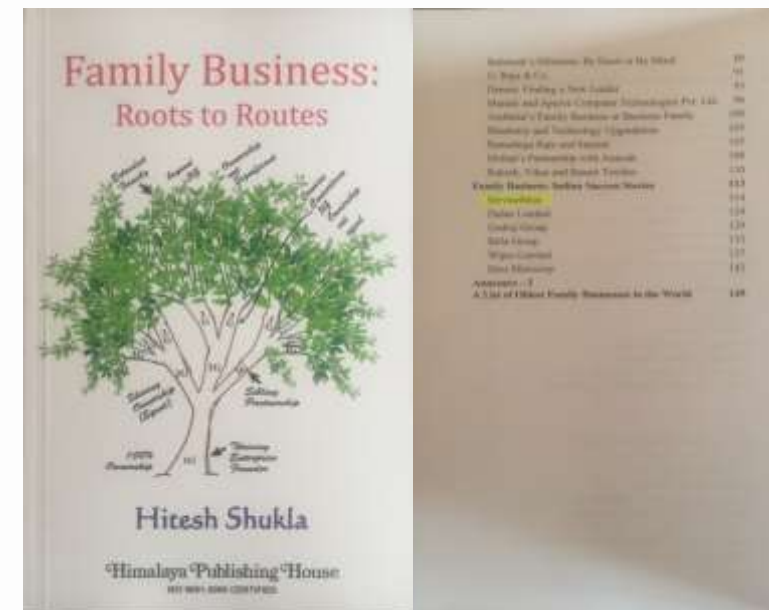


IndianOil



Alliance

# Other Credentials









# Franchise Training & Upgradation



# Technicians Training



**Overseas Seminar**





# Serviceforce Outlets (Indoor)





# Serviceforce Outlets (Outdoor)





# Opening Ceremonies





# Exhibitions





# Camps & Other Activities









# FM Promotions



**I AM ON AIR**

**STAY TUNED** only on **91.1 FM**  
Sunday 1st Jan 2017  
Between 3 to 5 PM



 **Serviceforce**

Only Brand in India that provides HOME SERVICE to all types of 2 wheeler.





# Hoardings





# Team Activities





# Testimonials

- [Indian Oil made Video Film on ServoXpress Serviceforce](#)
- [Coverage in BBC News Channel](#)
- Recommendations from Executive Director, GSO/Indian Oil
- Recommendation from Executive Director, Retail Sales/HO/Indian Oil
- Recommendations from Ex Director, Lubes/ HO/Indian Oil
- Indian Oil has been Awarded “Excellence in Society Contribution” for ServoXpress Serviceforce

## LUBES

- Recorded 0.8% growth in overall finished lubricants, with 3.2 thousand metric tonnes (MT) volume gains and registered highest-ever sale volume in Institutional Lubes segment. SERVO performance in overseas markets witnessed a stellar growth of 18.2%.
- New products launched for the fast-growing personal mobility segment – a premium dual-use Engine Oil ‘SERVO Futura G Plus’ for use in both MS and HSD-driven passenger cars and ‘SERVO 4T Bullet’ for motorcycles.
- As an environment-friendly green initiative, developed and launched ‘SERVO Green Pumpset Oil 20W-40’ – an engine oil blended with re-refined base oils.
- Tied up with M/s. Tata Motors (Commercial Vehicle Business Unit) for aftermarket service till requirement of lubricants on exclusive supplier basis, and supply commenced from January 2018.
- Tied up with M/s. Auto Digtech Pvt. Ltd., a subsidiary of M/s. Mahindra First Choice Services, for operation of ServoXpert garages in open bazaar segment.
- The first Multi-Brand 2-Wheeler Service Sales Workshop, was commissioned in August 2017 at M/s. Kalpataru Filling Station, Ahmedabad under the brand name SERVOPRESS Serviceforce. The average 4T sales performance at the RO has improved 15 times as a result of this initiative.

**This has come as Indian Oil Marketing Performance Highlights for FY-17-18**

## Awards & Recognitions

IndianOil awarded by My FM during the “Entrepreneur & Excellence Awards 2018 for Saurashtra and Kutchh”

By: Darshan Keshari, SRSM, GSO



Mr. Parushottam Ruparel, Minister of State for Panchayat Raj, Agriculture and Farmers Welfare handing the award to Mr. Darshan Keshari, SRSM, GSO.



The coveted MYFM award.

IndianOil was awarded by My FM during the “Entrepreneur & Excellence Awards 2018 for Saurashtra and Kutchh” on October 28, 2018 at Rajkot, Gujarat. The award was presented to the Corporation by Mr. Parushottam Ruparel, Minister of State for Panchayat Raj, Agriculture and Farmers Welfare in the Category of “Excellence in Society Contribution” for its innovative concept of SERVOPRESS Serviceforce, a unique concept of 2-Wheeler Servicing and Breakdown Assistance facility provided at IndianOil ROs in Gujarat.

The award was received by Mr. Darshan Keshari, SRSM, GSO on behalf of Mr. S-S Lamba, ED, GSO.

**Indianoilxpress News Coverage on 30.10.2018**



**Shri Sanjeev K. Jain**

ED (Retail Sales)  
Indian Oil Corporation Limited, Head Office

**Shri Sanjiv Jain/ ED-RS (HO) on SXSF**



**Thank You**

**Call For Franchise :- 7827719099**

