

CARJAX

FRANCHISE BUSINESS

**A GOLDEN
OPPORTUNITY**



CARJAX AUTO CARE

AN ULTRA-SHINE & PREMIUM
AUTOMOBILE
DETAILING STUDIO



BUSINESS
PROPOSAL

MAY 2021

CARJAX



ABOUT COMPANY

CARJAX AUTO CARE PRIVATE LIMITED is a reputed company which sowed its seed in 2017 as a startup with a Vision of "KEEP SHINING" & are the masters of grooming & detailing and successfully delivering its result oriented services since March 2017, with a mission to spread Pan-India by 2023.

We offer Premium Exterior and Interior Detailing services for the Cars and MotorBikes at affordable and economic prices across various segments while contributing to a true global sustainable development through environmental protection corporate & social responsibility.

We are DRIVEN through PASSION & INSPIRED by our RESULTS.

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EXPLORE PERFECTION

THE



OTHERS

CLEAN WE MAKE IT

NEW

OUR

VISION

Our vision is to revolutionise the door step detailing and provide world class premium detailing services & accessories at affordable rates for both domestic and commercial segment of vehicles. To build a long term self sustaining model in which corporate social responsibilities and environment conservation is an integral part through our innovative procedures.

To become a household name when it comes to grooming your vehicle and delivering excellence and customer satisfaction.

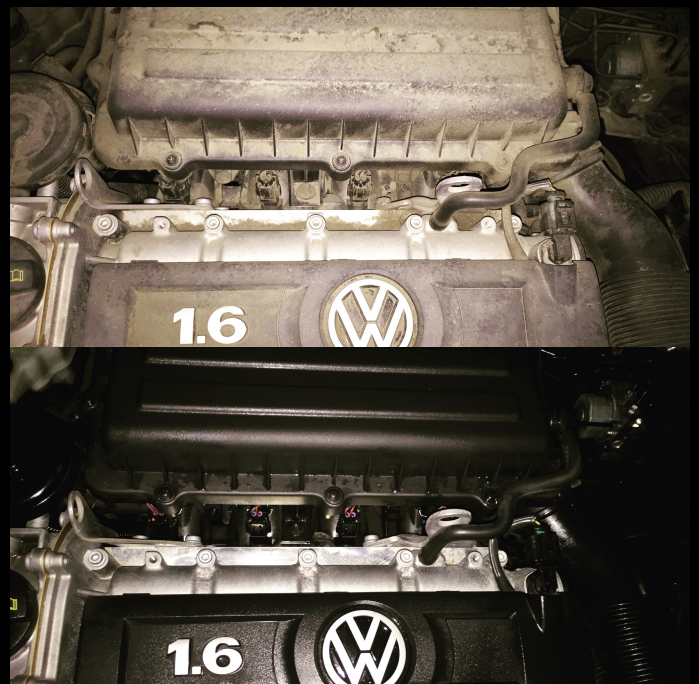


KEEP SHINING

INSPIRED BY

We are passionate about understanding the needs of a true automotive enthusiast and every individual who owns an automobile. We are proud to say that we have been rated "5 stars" for our services since past 3 years.

True to the mantra "make in India - made in India" **CARJAX** provides a firsthand experience of the best car cosmetics solution developed and tested purely within India. After a thorough research and the response & appreciation received from our esteemed customers, **CARJAX** is proud to announce that we established it under "**CARJAX** Auto Care Pvt Ltd", and will be launching our own auto-care products shortly.



RESULTS

UNDERSTANDING DETAILING



PROTECT YOUR INVESTMENT

Auto detailing is the holistic approach to cleaning, renovation and maintenance of the vehicle. It can be carried out inside and outside of the vehicle. The purpose of auto detailing is to increase the aesthetic and utility values of the vehicle, as well as to extend its years of service, and thus maintain high value even on resale.

Interior detailing is usually cleaning, regeneration and maintenance of the passenger compartment and the trunk. Main elements to refresh are; cockpit, headliners, upholstery elements, plastic or metal accessories. Detailing aims at re-establishing the car's interior to mint condition, as if it has just rolled out of the production line.

Exterior detailing focuses on paint coating regeneration along with windows, chrome-plated components and wheels. Particular attention is paid to covering the car body with protective layers, which form a buffer against harmful effects of external conditions.

It is an undeniable fact that your car is like a member of your family. Thus it is advisable to go for vehicle detailing at least twice a year because your car deserves to get the best treatments that include protection from dust, chemical residues, rust & other harmful elements. **CARJAX** DETAILING involves deep cleaning & reconditioning of a car & for this purpose, only quality products are used.

WHY DETAILING?

METALS ARE THE BUILDING BLOCKS OF ANY VEHICLE. ALTHOUGH WITH ADVANCES IN TECHNOLOGY, SUPERIOR, STRONGER, LIGHTER METALS AND THEIR ALLOYS ARE BEING USED IN VEHICLE MANUFACTURING TO ADD MORE LIFE TO VEHICLES, EXPOSURE TO ELEMENTS LIKE MOISTURE, UV RAYS, HARMFUL CHEMICALS LIKE TAR, ACID RAINS AND DUST FORM A LAYER OF DUST ON THE OUTER LAYER OF PAINTS, DOOR LININGS, LOGOS, WHEELS, ENGINE, VEHICLE COSMETICS WHICH LEAD TO THEIR GRADUAL DETERIORATION OVER A PERIOD OF TIME THUS LEADING TO DISCOLOURATION AND WEAKENING OF THESE COMPONENTS.

DETAILING INVOLVES TREATMENT OF THESE SURFACES WITH A CAREFULLY DESIGNED MIXTURE OF CHEMICALS AND A TRAINED HAND TO ENSURE THAT THE VEHICLE IS RETURNED TO ITS PAST GLORY (ALMOST 95% SHOW ROOM LOOK) AND THUS EXTENDING THE LIFE OF THE VEHICLE.

Our detailing helps in removal of this layering upto 95% which diminishes the chances of the breakdown of metals and plastics and thus provide a long lasting life and NEAR TO SHOWROOM LOOK after detailing just like a brand new car.

Our target is to satisfy this need of a customer who loves his car or bike and is interested in enhancing the look of his vehicle throughout.

MARKET SIZE

India is expected to be the world's third-largest automotive market in terms of volume by 2026. The industry currently manufactures 26 mn vehicles including Passenger Vehicles, Commercial Vehicles, Three Wheelers, Two Wheelers and Quadricycles in April-March 2020, of which 4.7 mn are exported.

AUTOMOBILE FUTURE

Growing Demand

- Rise in middle class income and young population will result in strong growth.



Opportunities

- India could be a leader in shared mobility by 2030, providing opportunities for electric and autonomous vehicles.
- Focus is shifting to electric vehicles to reduce emissions.



Rising Investment

- FDI inflow in the automobile sector stood at US\$ 24.62 billion between April 2000-September 2020.
- The Government of India expects automobile sector to attract US\$ 8-10 billion in local and foreign investments by 2023.



Policy Support

- Automotive Mission Plan 2016-26 is a mutual initiative by the Government of India and Indian Automotive Industry to lay down the roadmap for development of the industry.
- Announcement of the voluntary vehicle scrappage policy to phase out old and unfit vehicles.



MARKET

GRAPH

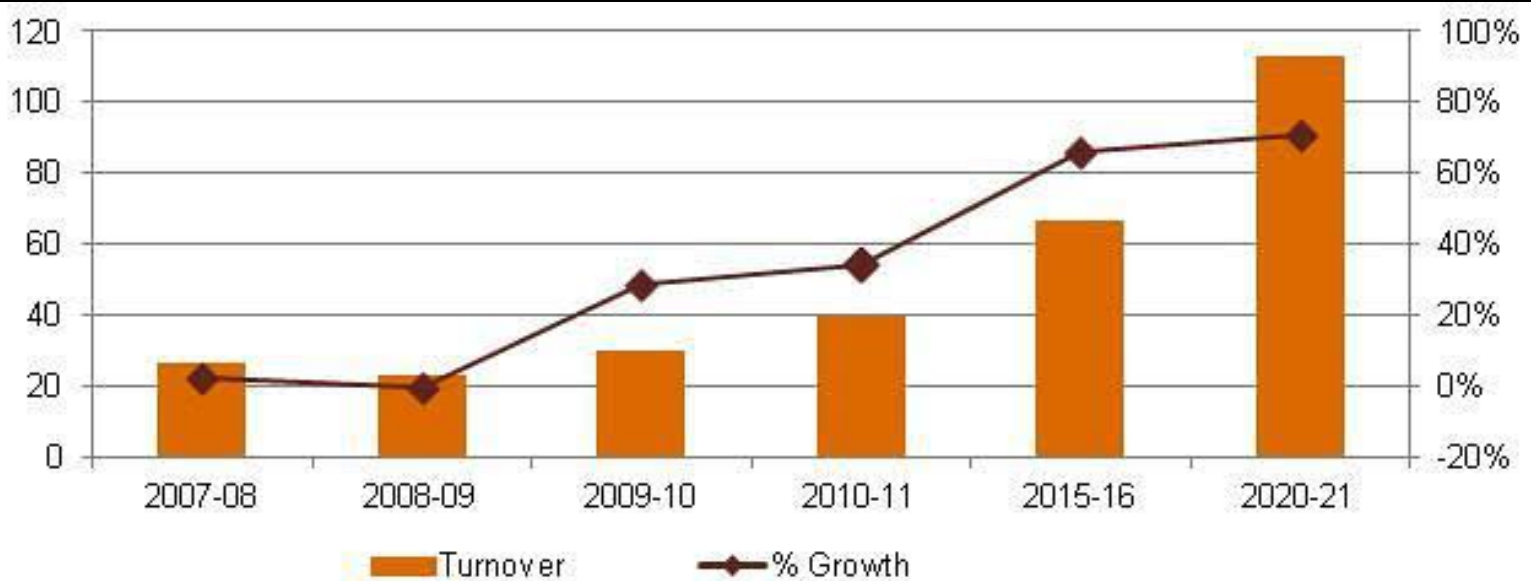
ROAD AHEAD

The automobile industry is supported by various factors such as availability of skilled labour at low cost, robust R&D centres, and low-cost steel production. The industry also provides great opportunities for investment and direct and indirect employment to skilled and unskilled labour.

Indian automotive industry (including component manufacturing) is expected to reach Rs. 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026.

The Indian auto industry is expected to record strong growth in 2021-22, post recovering from effects of COVID-19 pandemic. Electric vehicles, especially two-wheelers, are likely to witness positive sales in 2021-22.

A study by CEEW Centre for Energy Finance recognised US\$ 206 billion opportunity for electric vehicles in India by 2030



OUR

SERVICES

- **WASHING**

CARJAX provides premium tried and tested methods of washing a vehicle that delivers the super results.

- **CLEANING**

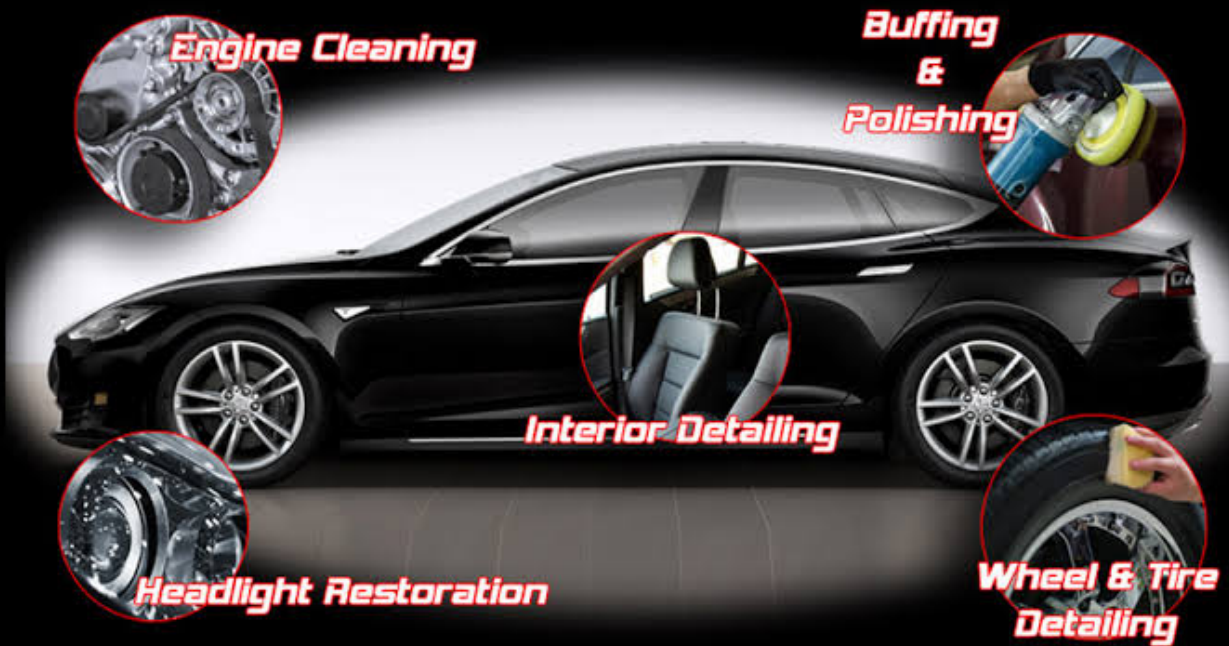
Automobile cleaning at CARJAX is done by ultra soft Microfibre towel cloth.

- **DETAILING**

CARJAX detailing results in a flawless Diamond Shine finish to the exterior surface of a vehicle including the restoration, decontamination and foreign material removal. Implementation of each process is to cover individual parts of a vehicle to achieve a near to showroom look.

DETAILING

35+ SERVICES



- EXTERIOR RESTORATION
- CHROME & PLASTICS RESTORATION
- WHEEL DETAILING
- ENGINE DETAILING
- TRIM DETAILING
- HEADLIGHT RESTORATION
- LEATHER/FABRIC RESTORATION

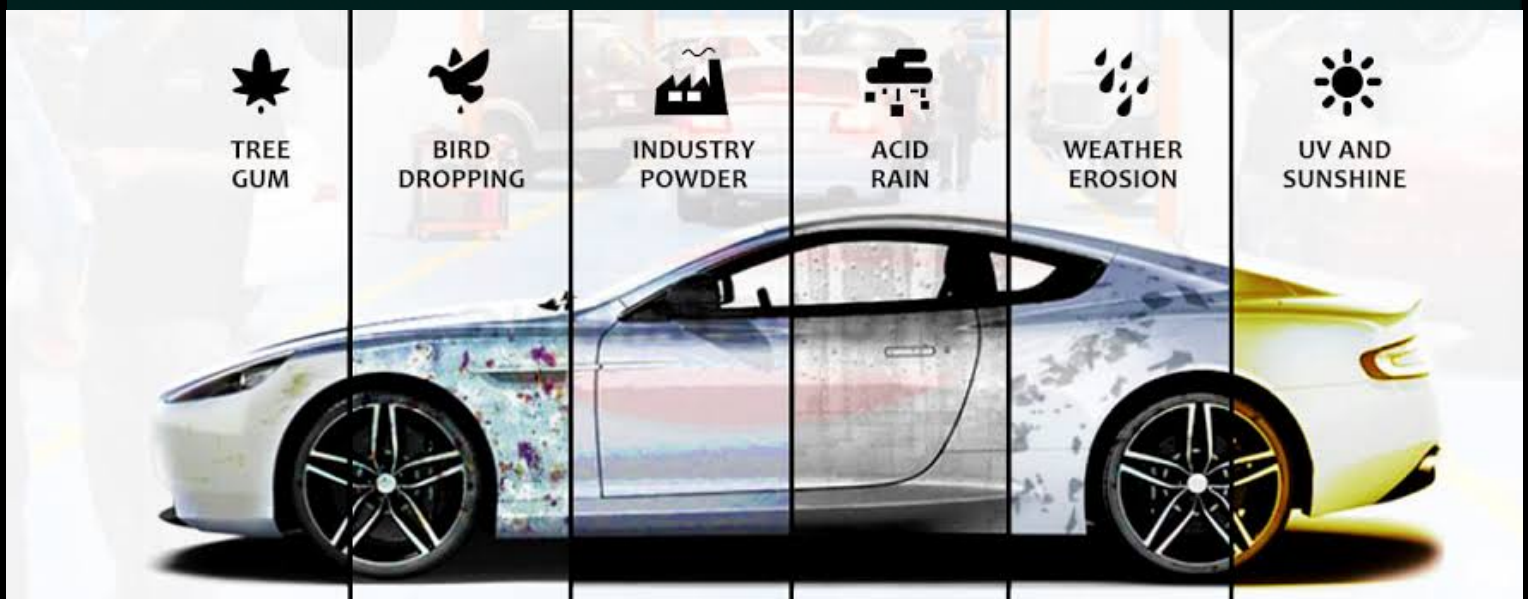
CERAMIC COATING

Industry-grade ceramic coating is a chemical polymer solution that is applied to the exterior of a vehicle to protect it from external paint damage. Typically applied by hand, it blends with the paint of your car and creates an additional hydrophobic layer of protection.

Due to this chemical bonding and creation of a new layer, the car's factory paint job remains untouched.

The main idea is to prevent dirt, grime, and stain marks from appearing on the paint job and ruining the clear coat.

Ceramic coating, also sometimes called nano-ceramic coating. Due to its chemically intrinsic properties, it does not break down in normal atmospheric conditions like rain or summer.



BENEFITS OF

DETAILING

- PROTECTION FROM HARMFUL UV RAYS
- PROTECTION FROM CHEMICAL STAINS
- HYDROPHOBIC NATURE, EASE OF CLEANING
- CANDY-LIKE GLOSS
- MUD REPELLENCE
- RESISTANCE TO SWIRL MARKS & WATER SPOTS
- RESISTANCE FROM MINOR SCRATCHES
- PROTECTION FROM ACID RAIN
- UPTO 5 YEARS OF PAINT PROTECTION (IF REGULARLY MAINTAINED)
- PROTECTION AGAINST CHEMICALS
- PROTECTION AGAINST ACIDIC TREES AND BIRD DROPPINGS
- THERMAL RESISTANCE

BUSINESS PROPOSAL



WHY CARJAX

We just not offer Quality, we deliver Excellence every time

- Wide range of Services(35+) to choose from.
- More than 850 satisfied customers since 2017 in SILICON CITY, BENGALURU.
- We have a vision to spread Pan India with an excellence in world class detailing services
- We have the Most Economic & Affordable pricing for Premium doorstep/in-house Detailing. No hidden charges.
- We strive to achieve perfection with quality as we are driven by passion and inspired by our results.
- The proof is here - We provide the customers with Before/After Images to see the spectacular results.
- Trained professionals, prompt service, use of Eco friendly chemicals.
- We care for our environment - We use eco friendly chemicals and techniques like waterless washing to save water.

OUR

PRODUCTS

PREMIUM AUTO DETAILING PRODUCTS



CARJAX

Masters of Grooming & Detailing

TYRE GLOSS

Antidust Tyre Polish

Helps Prevent Fading & Cracking Of Tyres
Dust Resistant
Gives A Glossy Life To The Tyres For A Long Time

GIVES NEAR TO SHOWROOM LOOK

If all the products of CARJAX are used as per Directions



PREMIUM AUTO DETAILING PRODUCTS

CARJAX

Masters of Grooming & Detailing

DECONTAMINATE

Detail in Minutes

Ready To Spray Exterior Detailer
Restores Engine, Wheels, Plastics
Removes Years Old Hard Dust/mud Layering
Effective For Degreasing And Decontamination

GIVES NEAR TO SHOWROOM LOOK

If all the products of CARJAX are used as per Directions



OUR

PRODUCTS



CARJAX™

Masters of Grooming & Detailing

REFLECTION

Carnauba WaxPolish

Dust resistant WAX Base polish
Ultra Shine & Longevity
UV protection
Works well on Glass & Mirrors too
Water resistant

GIVES NEAR TO SHOWROOM LOOK

If all the products of CARJAX are
used as per Directions



PREMIUM AUTO DETAILING PRODUCTS

PREMIUM AUTO DETAILING PRODUCTS

CARJAX

Masters of Grooming & Detailing

DOMINATE

Waterless Wash

Spray & Wipe For Fast Waterless
Cleaning | Restores Shine
GIVES WET LOOK Glossy Finish To All
The Painted Surface | UV Protection
Removes Dirt/Dust/Spots, Instantly

GIVES NEAR TO SHOWROOM LOOK

If all the products of CARJAX are
used as per Directions



OUR

PRODUCTS



CARJAX™
Masters of Grooming & Detailing

BLACK BEAUTY

Leather/Plastic Restorer

Glossy Dust Resistant Polish And Restorer
Applicable For Dull Black/grey Plastics
Leather Shiner/vinyl Restorer
Suitable For Both Interiors & Exteriors
Plastics Of The Vehicle

GIVES NEAR TO SHOWROOM LOOK
If all the products of CARJAX are
used as per Directions

2W ALSO

PREMIUM AUTO DETAILING PRODUCTS



CARJAX™
Masters of Grooming & Detailing

FOAMER

Premium Shampoo

Dual power Showroom shine
Easy rinse off
Removes toughest dirt & road grime
Safe & effective wash with hard & soft
water with rich foaming

GIVES NEAR TO SHOWROOM LOOK
If all the products of CARJAX are
used as per Directions

2W ALSO

PREMIUM AUTO DETAILING PRODUCTS

OUR

PRODUCTS



PREMIUM AUTO DETAILING PRODUCTS

CARJAX

Masters of Grooming & Detailing

ONE SHOT A-Z Interior Detailer

One Shot Is An A-z Interiors Detailing Solution For Your Car Suitable For All The Interior Parts Spray, Brush A Little & Detail Your Car Interiors Yourself Clean Matt Finish for Matt look Lovers

GIVES NEAR TO SHOWROOM LOOK

If all the products of CARJAX are used as per Directions



A BUSINESS PROPOSAL WITH A
LIFE - CHANGING OPPORTUNITY

CARJAX AUTO CARE
BUSINESS
OPPORTUNITY

STAIRS TO THE GROWING & LUCRATIVE
VENTURE

TIME TO

SHINE

BUSINESS

OPPORTUNITY

CARJAX Auto Care Pvt Ltd have created a Franchise Option so that you can easily enter into the erupting automotive care industry smoothly and effortlessly.

(Please note that the franchise shall share 7% of the gross sales after 3 months of the business)

REQUIREMENT

COMMERCIAL SPACE. ~ 1000 -1500 SQ.FT.

OWNERSHIP ~ SELF OWNED / LEASE / RENT

OTHER SERVICES

PPF / BODY WRAP

PPF (Clear Bra) or Paint Protection Film :

Paint protection film (PPF, also called clear bra, clear film or clear paint film) is a thermoplastic urethane often self healing film applied to painted surfaces of a new or used car in order to protect the paint from stone splatters, and bug chips, minor abrasions. This film is also used on airplanes, screens, electronics, motorcycles and many other areas. Paint protection film is OEM approved by virtually all car manufacturers.

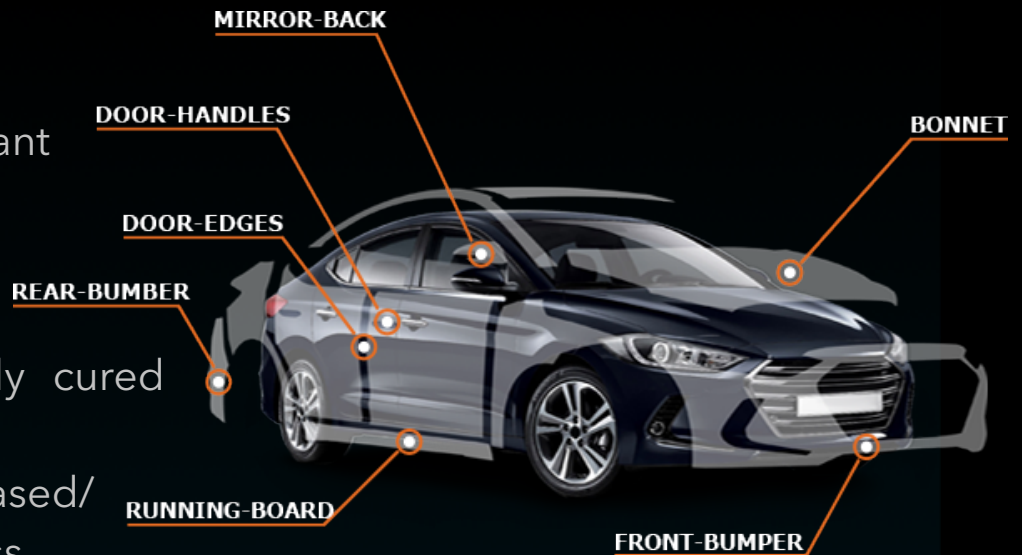


healing film applied to new or used car protect the paint chips, bug minor film is also used electronics, motorcycles and areas. Paint approved by virtually all car

This film is most commonly applied to high impact areas of vehicles. The film is generally installed by certified trained professionals who receive supplies from outside distributors and dealers.

BENEFITS OF PPF

- Maintenance free
- Stain and fade resistant
- Excellent durability
- Can be removed safely
- Won't damage fully cured paint finishes
- Great choice for leased/rented vehicle business



SELF HEALING

Should your paint become scratched, the **CARJAX** paint protective film will regenerate with the help of heat from the sun or hot water.

CHIPPING RESISTANT

There are a million causes of paint damage from stones and gravel to road debris. Resist the impact from these every day road hazards with PPF.

SELF CLEANING

The paint protective film contains an anti-adhesion component. Thus, dust and dirt will adhere much less to the car body. Cleaning will be less frequent and significantly easier.

ULTRA TRANSPARENT

The paint protective film is a highly transparent film developed to protect the vehicle without altering its appearance.

BODY WRAP



CAR WRAPPING / VEHICLE VINYL FILM

A vehicle vinyl wrap describes the automotive aftermarket practice of completely or partially covering a vehicle's original paint with a vinyl wrap of a different colour, and sometimes the same colour with a differing finish like a gloss, matte or clear protective layer. Other terms used to refer to vehicle vinyl wrap are car wrap, paint wrap, colour change wrap, vehicle graphics, and paint protection film.

It is the process of applying a film to the exterior of a car's body in order to change the way it looks. Car wrapping can be done in just certain sections of the car, like the bonnet or roof, or the entire car itself. In either case it is used advertisement purposes or as a way to change the colour of your car without actually touching the paint underneath.

Car wrap is a vinyl material & withstands the impact from minor road debris, is resistant to scratching, and can handle intense heat and sunlight. As a matter of fact, when you wrap an entire car from bumper-to-bumper it protects the paint underneath from any harm, essentially increasing the resale value of the vehicle.

BENEFITS OF WRAP



- Provides complete protection from scratches, stone projection and paint fading.
- 100% removable, keeping the original paintwork intact.
- Affordable customisation of your vehicle.
- Cost is far lower than re-painting.
- Maintains good resale value of the vehicle.
- Colours are durable and long-lasting.
- Guaranteed to last 7-10 years (3 years warranty).
- Quality and appearance is almost identical to painting.
- Transforms the appearance of your car.
- Faster and cheaper than repainting the vehicle..

EQUIPMENTS

After a meticulous research and experiments we have put together world's best equipments to get the best results thus enhancing the belief of our customers. These equipments are of premium quality and will also be provided to the franchise. Here are the equipments:



- DA RANDOM POLISHER
- VACCUM CLEANER
- PRESSURE WASHER
- DETAILING BRUSHES
- UNDERBODY LANCE

- DETAILING TOOL KITS
- DETAILING TROLLEY
- HOSE REEL
- PAD WASHER
- CAR CREEPER SEATS

EXTERIOR RESTORATION SYSTEM

ERS or Exterior Restoration System implies to Restoration of cars/bikes' originality be it the paint, plastics, glass, headlights etc. which gives it a showroom new look and "**CARJAX** Exterior Restoration System" makes it happen in few hours. Our offerings include as follows:

- DECONTAMINATE FLUID
- ONE SHOT FLUID
- REFLECTION FLUID
- PRE COAT FLUIDS
- RUBBING PADS
- POLISHING PADS
- CUTTING PADS
- SANDING DISCS (MULTIPLE GRITS)
- CUTTING COMPOUNDS
- RUBBING COMPOUNDS
- MICROFIBRE CLOTH & TOWELS
- CLEANERS
- APPLICATORS
- MASKING TAPES
- GLOVES
- MASKS

TRAINING

Training is one of the most important factor which decides the amplification of any business. No matter you Invest in lacs or crores, or you keep numbers of employees and stake holders a venture cannot propel itself in a stipulated efficient way until an effective training module with various flow chart, steps and protocols has been introduced to the employees.

The do's & don't of any process has to be known beforehand.

To ensure that quality is being delivered, **CARJAX** make sure that everyone goes through a proper & regular training sessions to reach maximum level of perfection, expertise & professionalism. A one month on site training which can also be increased as per requirement is conducted in which we train the team, be it Marketing, sales or operations each trainee goes through a systematic session with a certificate at the end awarded to each employee only after they pass it. Our MD personally takes care the training part as its the most important

THE TRAINING INVOLVES:

- THEORY OF DETAILING
- IN DEPTH DETAILS OF USES OF EQUIPMENTS
- PRACTICING EQUIPMENTS
- DO's & DON't
- TECHNIQUES & PROCEDURES
- PRACTICAL TRAINING OF CERAMIC COATING
- SALES TECHNIQUES
- CUSTOMERS RELATIONSHIP

MARKETING & ADVERTISING

Marketing & Advertising are again one of the most important pillars for any venture without which it may lose its presence or it can become a black hole in itself. We aim to spark by capturing the Indian market keeping in mind the consistent growth in the automotive market.

Our Marketing & Advertising strategy includes Initiation with digital marketing, SEO, web marketing right from social media(Facebook, WhatsApp, Instagram, Twitter) to YouTube videos and later with print media. We use extensive marketing to create an impression of our brand name in people's mind. Our marketing program will offer franchise with:

- LEAD GENERATION
- BACKEND SUPPORT
- PROMOTION OF OUR BEFORE & AFTER IMAGES OF DETAILING ON SOCIAL PLATFORMS
- VIDEO & IMAGE UPLOADS
- ONLINE SUPPORT
- ONLINE ADVERTISING
- DESIGNING
- SEARCH ENGINE OPTIMISATION
- OFFERS & DISCOUNTS

To make the outlets remain in sync with each other CARJAX Auto Care provides the marketing material & stationery to each and every franchise.



**FOR FINANCIALS,
CONTACT US AND OUR
FRANCHISE TEAM WILL
GET IN TOUCH WITH
YOU.**

EXPERIENCE CENTRE :

Master Franchise CARJAX Auto Care Pvt Ltd
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