



real  
motors®  
A MULTI BRAND CAR WORKSHOP

## Overview

Introducing  
The Most  
Economical  
Multi-brand Car  
Workshop In Its  
Class

SERVING SINCE 2004

# CAR WORKSHOP



real  
motors®  
A MULTI-BRAND CAR WORKSHOP



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## Our Journey



One Stop Solution  
for all type of service



Experienced  
Team to Train



Centralised  
Purchase Team



2004

JOIN US TO EXPLORE THE WORLD OF OPPORTUNITIES

2019



Marketing Team for  
Customer Engagement

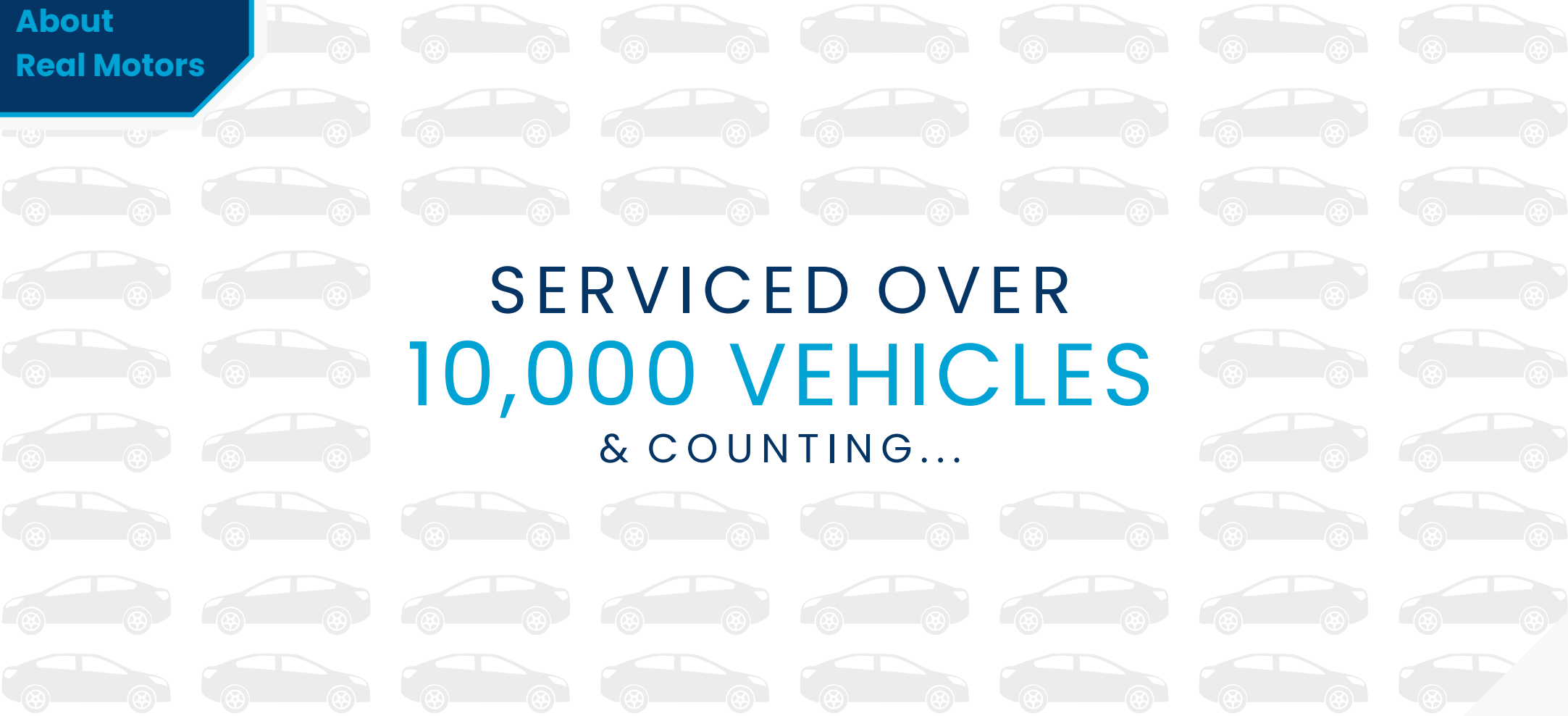


IT Support



Technology Driven  
Operations

About  
Real Motors



## Why Real Motors



real  
motors®  
A MULTI BRAND CAR WORKSHOP

Economical  
Options

Professionally  
Run Branded  
Workshop

Marketing Team  
to help you  
engage the  
customers

Consultants  
to take care of  
Individual Work-  
shop business  
in case of issue.

Low cost option  
franchise option

Always **Future** Ready

## Big Opportunity

2-4%

2-4%  
Multi-Brand  
Workshop  
Exist in India



Total Market  
**30,000**  
Crore

Major  
Opportunity  
for Tier 2/3  
Cities



Big Opportunity  
for Economical  
Multi-Brand  
Workshop



Off-warranty cars

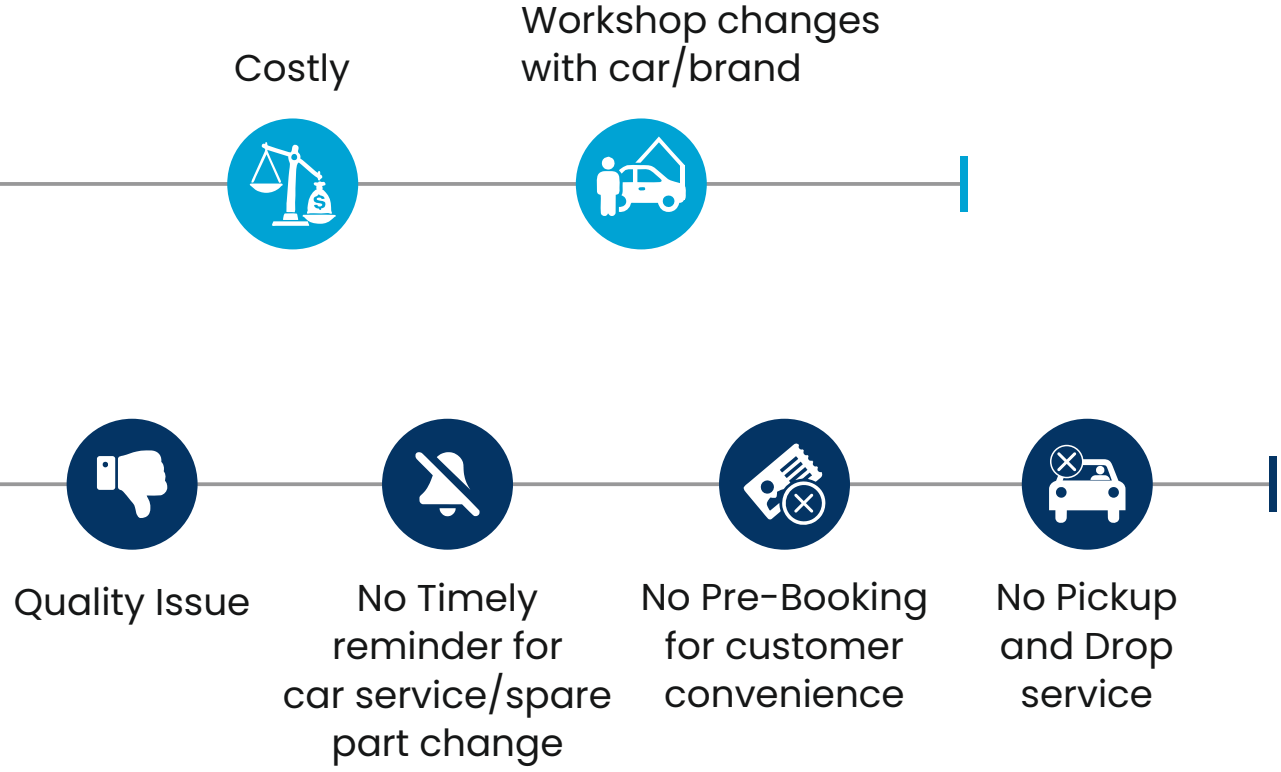
**3** Crore



Multi-Brand /  
Single Brand  
Workshop is  
Costly



**Existing Problems**



## Investment Model

### Model A

6000 sqft

- ✓ Car Repairing
- ✓ Car Care
- ✓ AC & Electrical work
- ✓ Wheel Alignment
- ✓ Wheel Balancing
- ✓ Denting
- ✓ Painting
- ✓ Accident Job

INVESTMENT  
**INR 45,00,000/-**

### Model B

4000 sqft

- ✓ Car Repairing
- ✓ Car Care
- ✓ AC & Electrical work
- ✓ Wheel Alignment
- ✓ Wheel Balancing

INVESTMENT  
**INR 25,00,000/-**

### Model C

3000 sqft

- ✓ Car Repairing
- ✓ Car Care
- ✓ AC & Electrical work

INVESTMENT  
**INR 16,00,000/-**

**Note:**

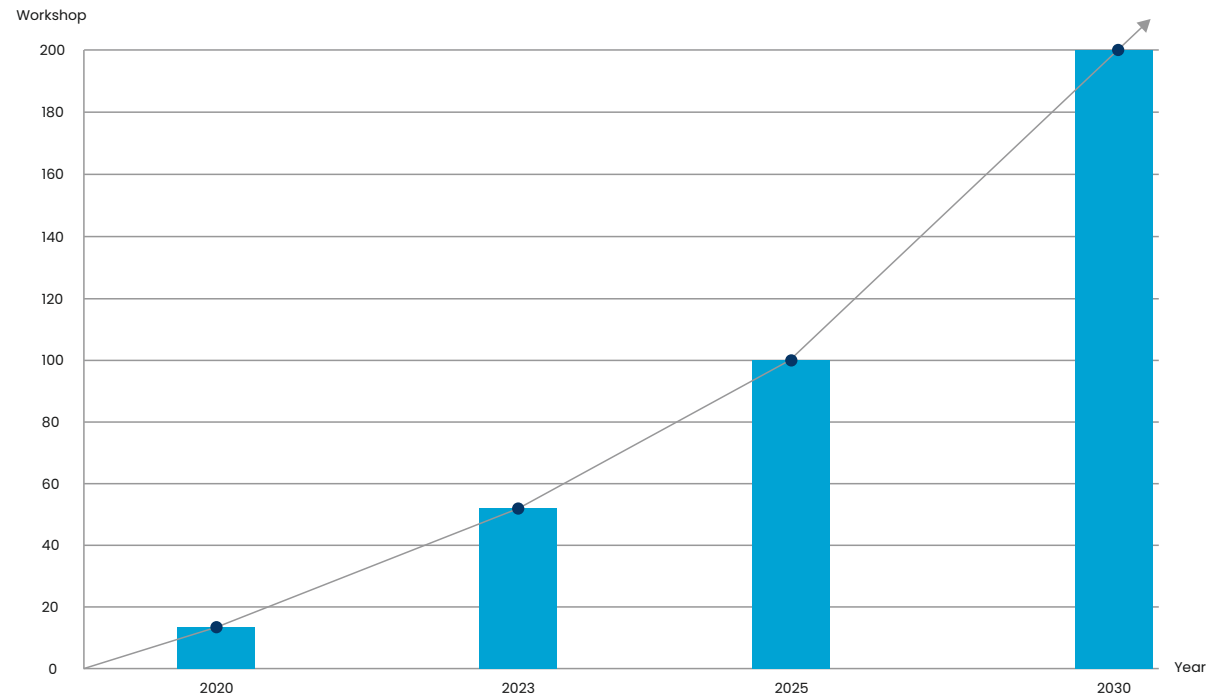
- Land construction cost - 10-20 lakhs depending on type of city
- Real Motors proposed construction layout is mandatory
- Real motors inspection mandatory for Rented place
- Bank Balance to run business for atleast 6 months
- Office should include - Owner's cabin, Waiting area with Reception desk



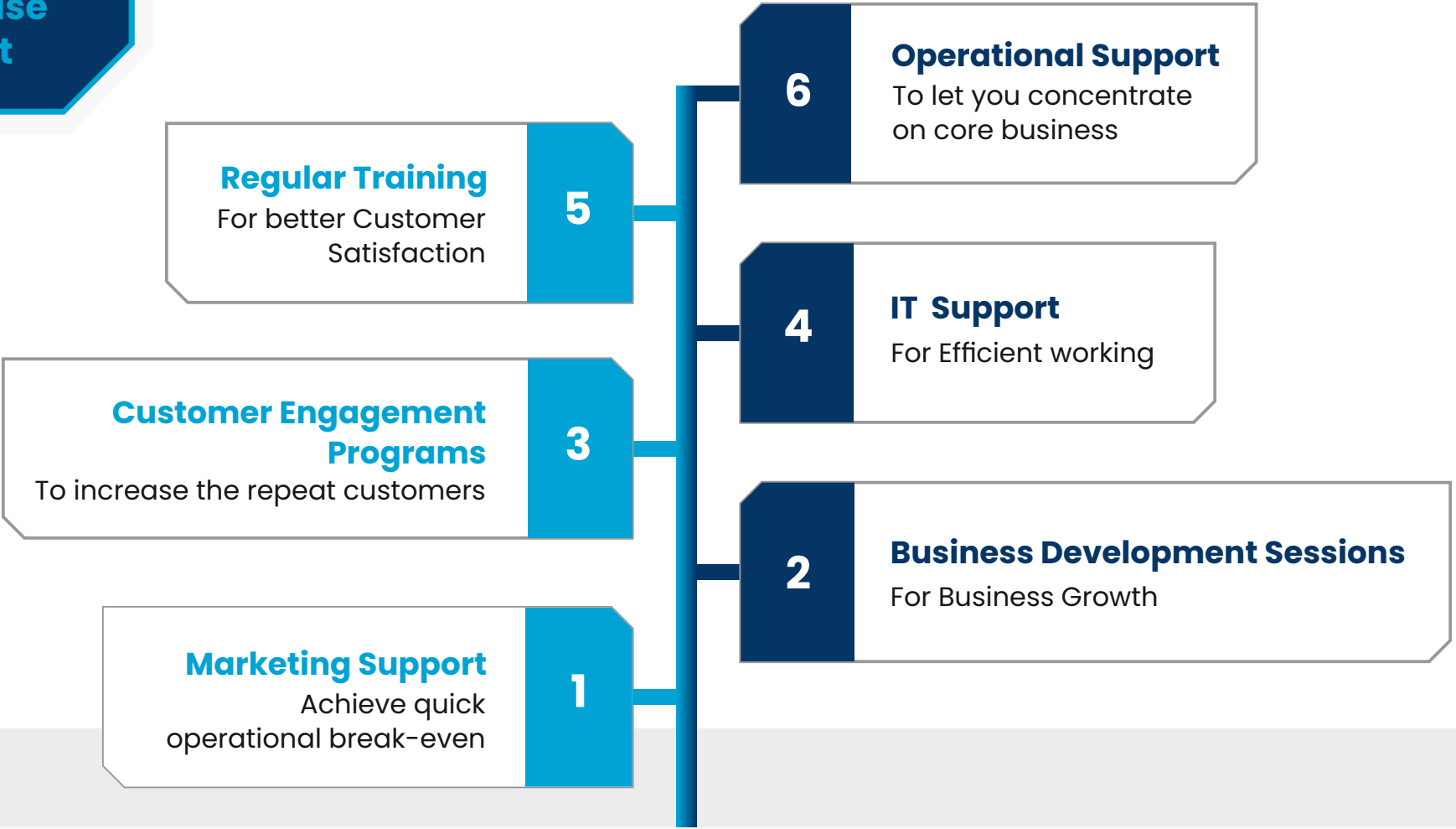
## Forecast

# Future Expansion Plan

Workshop



# Franchise Support



## Role Of Franchise & Real Motors

### Role of Franchise Partner

- Capex Investment
- Real Motors Payments
- Business Management as per SOP
- Buying Spares from Real Motors
- Customer Acquisition



### Role of Real Motors

- Brand & Marketing
- Spares Supply
- IT
- Manpower Training
- Support in Customer Acquisition

Terms and policy for services is for reference and company holds full right to change/update according to management.

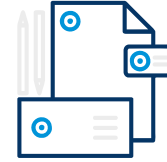
# Scope of Real Motors



Inventory



Branding



Stationary



Franchise Training



IT Software



Marketing Support



Tools & Equipment

## Inventory Control

### Vector Flow

- It is used for automatic replenishment of norm parts (20% part lines which contribute to 80% revenue)
- Managing spare parts present or to be kept in the franchisee workshop
- No human intervention required
- Optimum Inventory -> Optimum Working Capital
- Reduced emergency purchase

Presently Manual Ordering ●  
( In process of shifting towards Online ordering through software )

### PO Tracker

### SAP

- Data maintenance
- It is used to maintain the data of all the parts in-warded, out-warded. Various reports can be generated which can help for reviewing.

# Marketing Support



Membership Drive Campaign



Business Review Meeting Quarterly



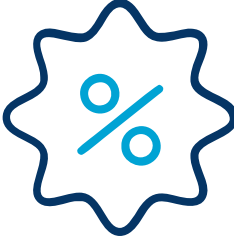
City wise Customer Data Provided For Customer Approach.



Introductory Banner/ Newspaper Ads



Digital Promotion Through Social Media



Timely/ Festive Offer As Per Marketing Plan



# Training & Support



Technical Training



Workshop Management Session



Business Mentorship Session

## Model List



Volkswagen



TOYOTA



RENAULT



MITSUBISHI



HONDA

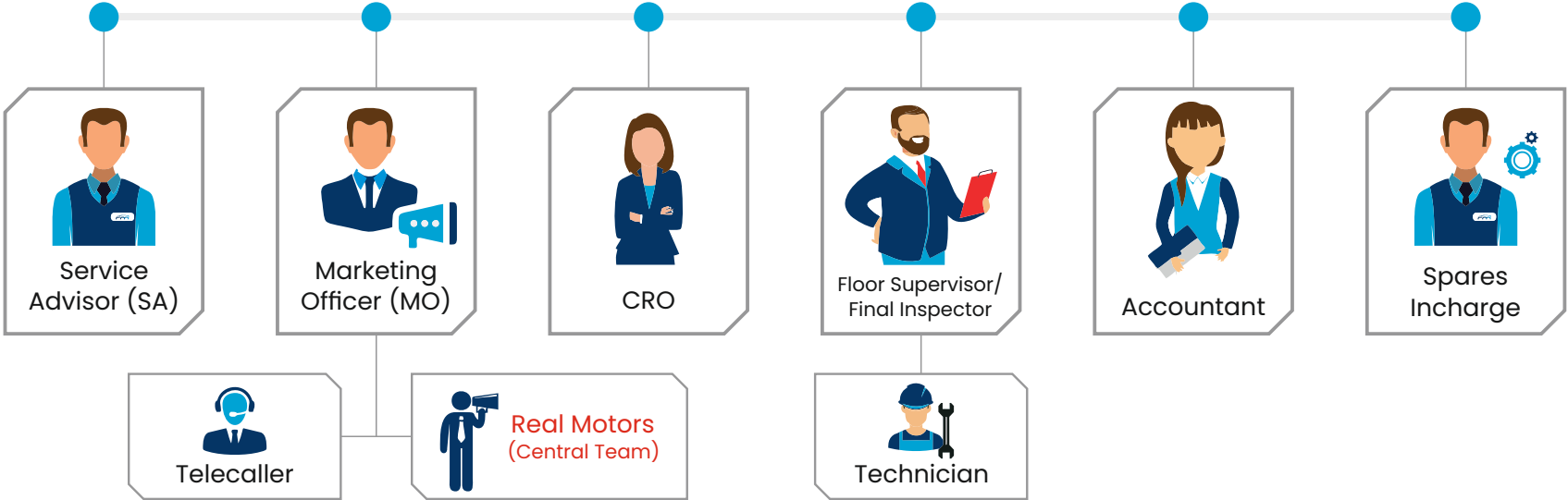


# Manpower Workshop Team

## Model A



Workshop Manager

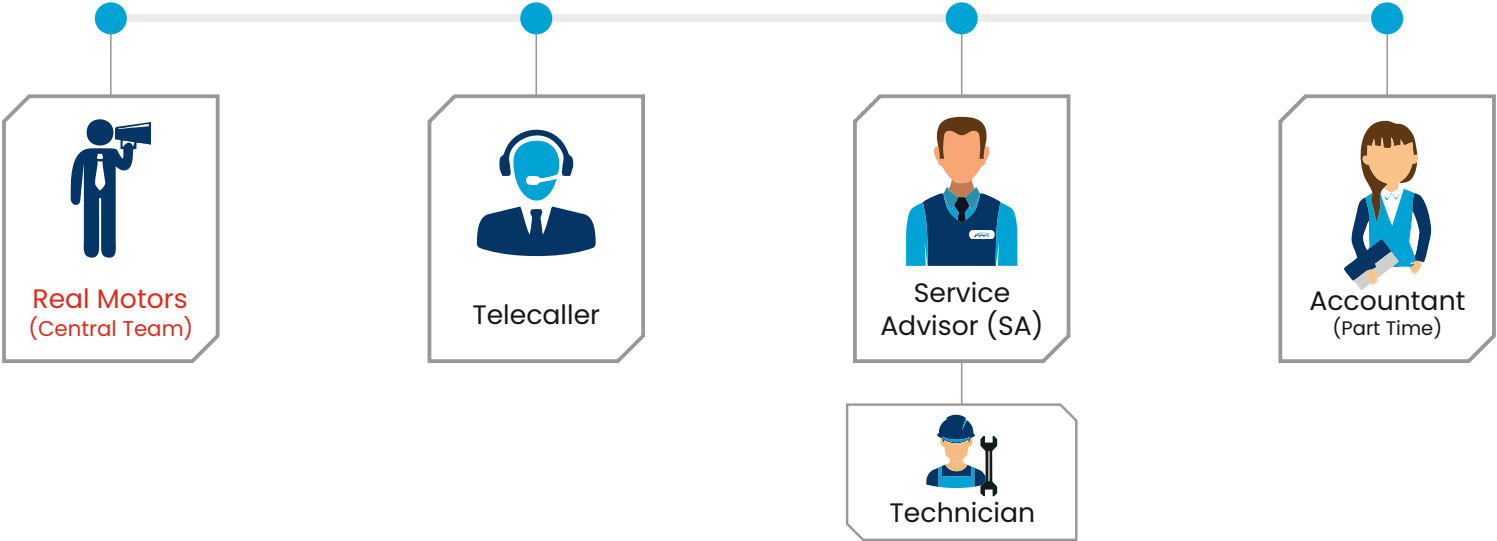


**Manpower  
Workshop  
Team**

**Model B & C**



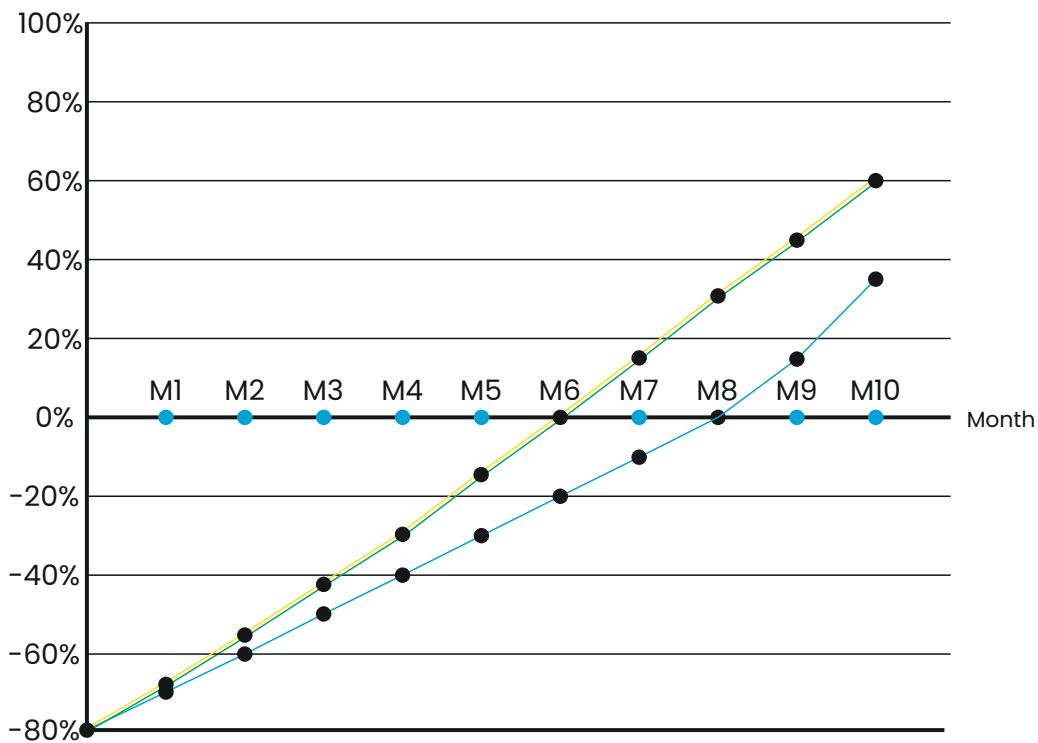
Workshop Manager + Spare Incharge



## Process of Franchise Appointment



# Timeline



Operational Breakeven Chart

## Return on Investment & Operational Break-Even

	Operational Break Even	Return On Investment
● Model A	8 Month	24 Month
● Model B	6 Month	24 Month
● Model C	6 Month	24 Month

THANK YOU!  
&  
Join Us In Our **Success Journey...**



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