



[www.my-carwash.co.in](http://www.my-carwash.co.in) | [info@my-carwash.co.in](mailto:info@my-carwash.co.in)

## Overview

Introducing

# India's Most Promising Car Wash Studio Franchise Business



PAGE 2

## Our Journey



One Stop Solution for  
all type of cleaning



Experienced  
Team to Train



Centralized  
Purchase Team



2004

JOIN US TO EXPLORE THE WORLD OF OPPORTUNITIES

2024



Marketing Team for  
Customer Engagement



IT Support



Technology Driven  
Operations

## Why To Choose Us?



Economical  
Options

Professionally  
Run, Branded  
Franchise  
Outlet

Marketing Team  
that help you to  
engage the  
customers

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

Low cost  
Franchise  
Option

Always **Future** Ready

## Big Opportunity

2-4%

2-4%  
Organized  
Players  
Exist in India



Total Market  
**07,000**  
Crore

Major  
Opportunity  
for Tier 2/3  
Cities



Big Opportunity  
With Organized  
Player



Off-warranty cars

**3** Crore



Low Investment  
High Value With  
Organize  
Player



## Existing Problems

### LOCAL CAR WASHING STATIONS



Quality Issue



No Timely  
reminder for  
Car Service/Spare  
part change



No Pre-Booking  
for Customer  
Convenience



No Pickup  
and Drop  
Service

## Investment Model

INVESTMENT  
INR 9,00,000/-\*

Standard Model

INVESTMENT  
INR 6,00,000/-\*

Economical Model

	Standard Model	Economical Model		Standard Model	Economical Model
HRC – Single Phase Car Washer	✓	✓	Dashboard Shiner (5 KG)	2	1
Vacuum Cleaner Dual Motor	Dual Motor	Single Motor	Upholstery Shampoo (5 KG)	1	1
Spray Extension Single Motor	✓	✓	Windshield Glass Cleaner (5 KG)	2	1
Foam Bottle	✓	✓	Tyre Glaze (5 KG)	2	1
Rotating Underbody Lance Cleaner	✓	✓	De-greaser (5 KG)	2	1
L Shape Holder (L Square Pipe)	✓	✓	Mafra carlux (250 ML)	4	1
Lance Holder SS	✓	✓	Polish All in One Total 2.0	2	1
Air Blower	✓	✓	Maniac iron remover	1	1
Dual Action Polisher (DA)	✓	✓	Super Dryer 60*80	2	1
Rotary Polisher	✓	✗	Microfiber Body Cloth 15*15	10	10
Nano Steam Wash	✓	✗	Microfiber Wax Removal Towel Orange	2	1
Boom	✓	✗	Guanto Double Face Premium Microfibre	2	1
Trolley	✓	✗	Tire & Carpet Scrub Brush Heavy Duty	2	1
Super Foam (20 KG)	2	1	Plastic And Leather Cleaner (5 KG)	1	1
Super Wax (5 KG)	2	1	Shiner detailing Brush	2	1

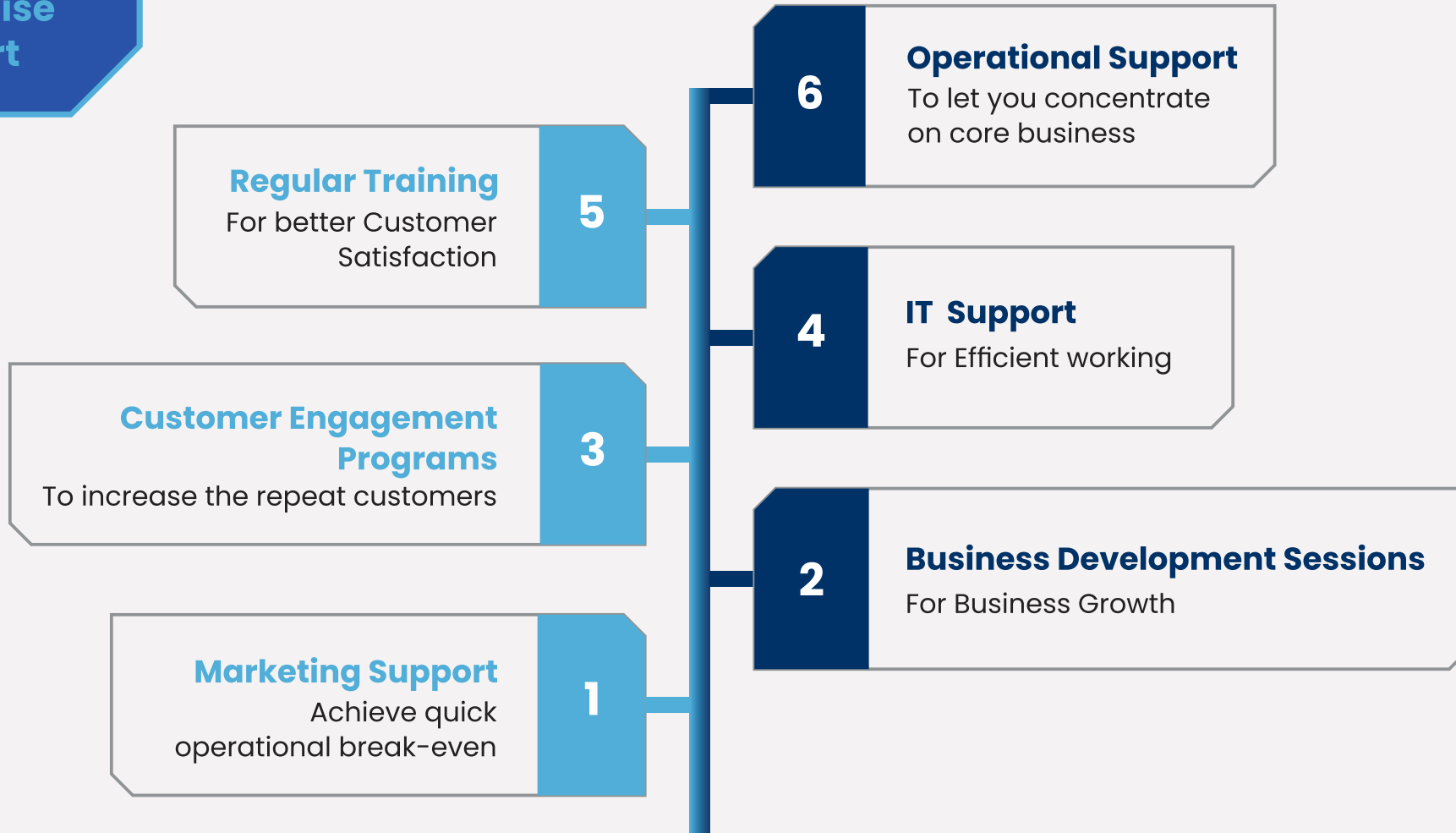
Note: ● 18% GST EXTRA

## Investment Model

	Standard Model	Economical Model		Standard Model	Economical Model
High Pro Green Foam Cutting Pad 6.2"	2	1	Certificate & Gift Kit	✓	✓
High Pro Blue Foam Cutting Pad 6.2"	2	1	Mobile Tablet	✓	✗
High Pro Yellow Foam Polishing Pad 6.2"	2	1	Leaflet	✓	✓
High Pro Red Foam Finishing Pad 6.2"	2	1	Car Dicky Stickers	✓	✓
Premium Wool Cutting Pad 6"	2	1	Digital Marketing	5x	3x
Shiner Tyre Brush	2	1	Main LED Board	80 Sq.ft	30 Sq.ft
Spray Bottle And Trigger (100 ml)	10	10	Lollipop Standee	✓	✓
Dashboard Applicator Blue	10	10	T-Shirt	✓	✓
Yellow Foam Applicator Sponge	10	10	No Parking Board	✓	✓
Machine Polisher Wall Holder - Single	1	1	Acrylic Transparent Sheet 18*18 Inch	✓	✓
Foot Mat paper	1000	1000	Other Branding	✓	✓
Headlight buffing kit	1	1	Training, Development & Monitoring	✓	✓
Invitation Card	✓	✓	Marketing	✓	✓
Visiting Card	✓	✓	Franchise Fees	1,50,000	1,20,000



## Franchise Support



## Role Of Franchise & MCW

### Role of Franchise Partner

- Capex Investment
- My Car Wash Payment
- Business Management as per SOP
- Buying material from My Car Wash
- Customer Acquisition



### Role of My Car Wash

- Branding & Marketing
- Material Supply
- Information Technology
- 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 MCW



Inventory



Branding



Stationary



Franchise Training



IT Software



Marketing Support



Tools & Equipment

## Marketing Support



Membership  
Drive Campaign



Business Review  
Meeting Quarterly



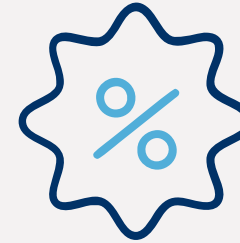
City wise Customer  
Data Provided For  
Customer Approach.



Introductory  
Banner/ Newspaper Ads



Digital Promotion  
Through Social Media



Timely/ Festive Offer  
As Per Marketing Plan



## Training & Support



Technical Training



Franchise Management Session



Business Mentorship Session

## Model List



Volkswagen



TOYOTA



RENAULT



MITSUBISHI



HONDA



CHEVROLET



Jeep

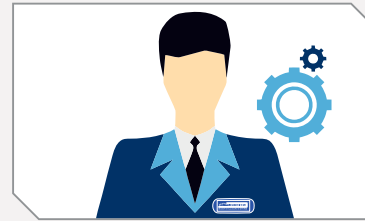


Mercedes-Benz



## Manpower Workshop Team

### Model



Franchise Owner



My Car Wash  
(Central Team)



Detailing  
Employee



Car Wash  
Employee



Car Wash  
Employee

## Monthly Expense & Revenue

### MONTHLY EXPENSES

Particular	Total Expense
Shop Rent	50,000
Staff Salary	45,000
Light Bill	6,000
Tea Expenses	3,000
Mobile Bill & Wifi	1,000
Royalty	5,000
	<b>Total 1,10,000</b>

### MONTHLY REVENUE

Particular	INR	Car Per Month	Total
Average Ticket Size	1,200	300	3,60,000

**Note:** City-to-city variations in the revenue and income sheet.  
The provided details of income and expenses are approximate.



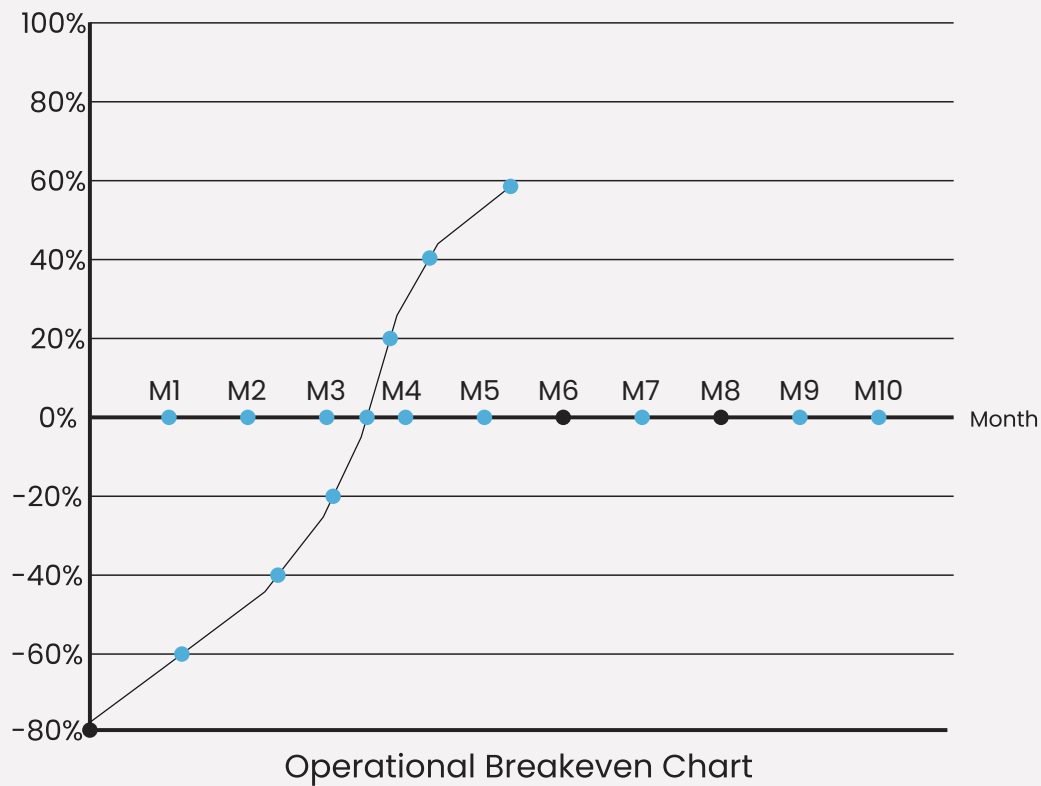
## Process of Franchise Appointment



Note:

– Civil work and changes in premises shall be done by franchise owner itself.

## Timeline



## Return on Investment & Operational Break-Even

	Operational Break Even	Return On Investment
● Model	03 - 04 Months	15 - 18 Months

## Company Details

### Bank Account Details

#### Company Name

Hetvi Enterprise Private Limited

#### Account Number

244205500577

#### IFSC Code

ICIC0002442

#### Branch

Adipur

THANK YOU!

&

Join Us In Our Success Journey...



Click on Click to Open Individual Pages

Company Name

Hetvi Enterprise Private Limited

Brand Name

My Car Wash