

Performance  
Accessories  
Auto Lighting  
Dent - Paint  
Modifications  
Paint Protection Film

**FILMSHOPPEÉ**  
CAR FACELIFT STUDIO

Your car needs more

***KICK YOUR DREAMS  
INTO GEARS***

***With***

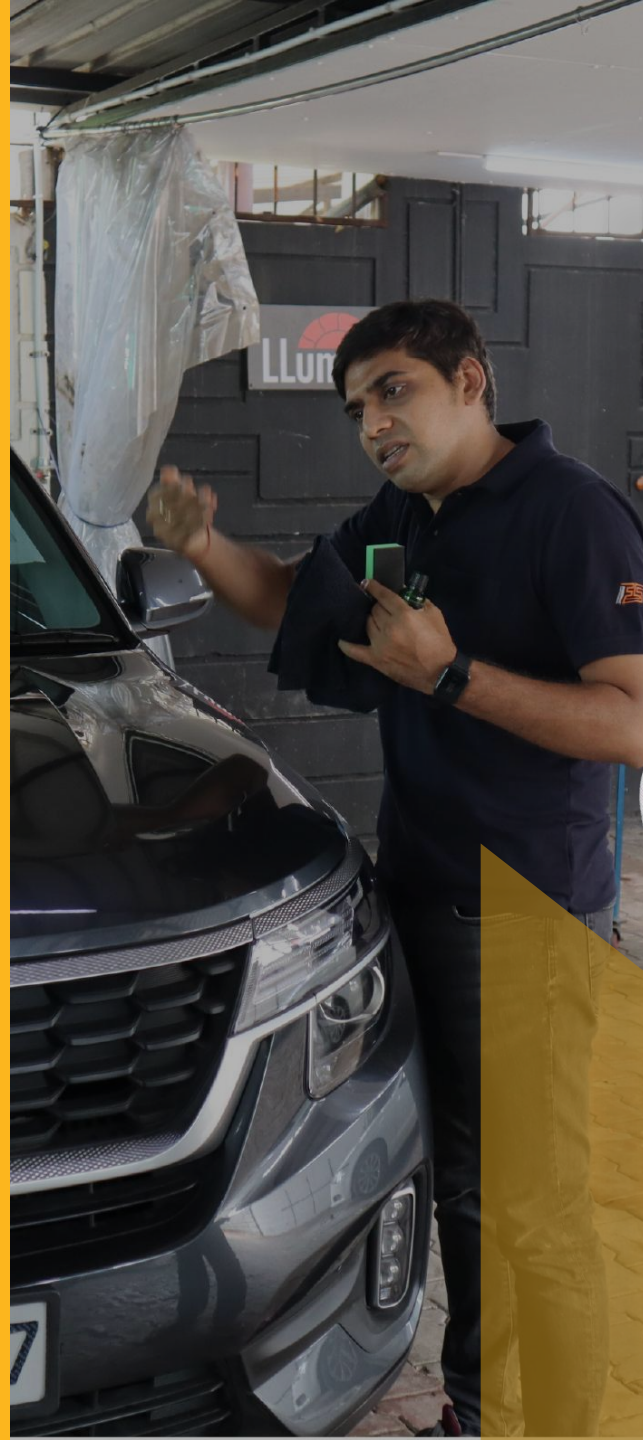
***FILMSHOPPEÉ***  
CAR FACELIFT STUDIO

## About the **Founder**

*Mr. Ravi Shah, the founder of Filmshoppee, embarked on his entrepreneurial journey in 2006 with a focus on direct marketing of sun films for cars. His deep passion for the automotive aftermarket industry and a desire to excel led him to establish his first studio in Surat, a city renowned as the Diamond Capital of the World.*

*As time progressed, Mr. Shah's expertise expanded into various specialized areas within the industry. He delved into sunroofs, mobile audios, car wrapping, paint protection film (PPF), customized interiors, car detailing, and auto lighting, among other services. Through his continuous efforts and dedication, Mr. Shah honed his skills and knowledge in these fields, becoming an authority in the evolving market.*

*Over the course of 15 years, Mr. Shah's hands-on experience and comprehensive understanding of the industry*



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**RAVI SHAH**



# About **Filmshoppee**

*The discovery of the highly unorganized nature of the industry has revealed immense growth potential for those aligned with filmshoppee.*

*With a focus on offering quality products and state-of-the-art workmanship, filmshoppee aims to create a platform for car enthusiasts who are interested in entering the industry but struggle with knowledge and technical know-how.*

## **Key Brand Highlights:**

- *Awarded for Best Car Audio Installation Centre in Gujarat*
- *Awarded Best Car Customization Centre in Gujarat by CM of Gujarat Mr. Bhupendra Patel*
- *First in the Industry to provide Franchisee in the segment of Complete Aftermarket Automobile Services*
- *We are authorized fitment center for Garware & Llumar Brands*
- *First in the Industry providing Career & Succession planning*



**FILMSHOPPEE**  
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**Vision:** *To establish 100 profitable franchise partners with a turnover of 115 CR per annum by 2027.*

**Mission:** *To update and organize aftermarket automobile industry*

**Values:** *Quality, Ethics, Learnability, Creativity, and Passion*

*Know More: [www.filmshoppee.com](http://www.filmshoppee.com)*

## About the **Industry**

**India is recognized as the 7th largest passenger car market in Asia and the 10th largest globally.**

**According to industry estimates, the Indian car servicing industry generates annual revenue ranging from Rs 20,000 to 30,000 crore.**

**The global Automotive Aftermarket industry size is projected to reach USD 1286250 million by 2028**

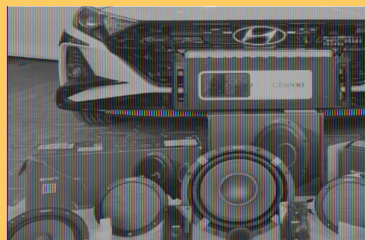
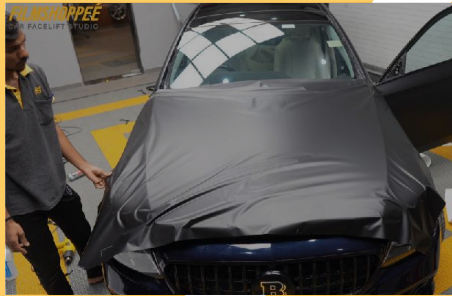
Statistic source from Authentic websites



# ***Our Services***

- ✓ *Car Facelift*
- ✓ *Car Sunroof*
- ✓ *Paint Protection*
- ✓ *Sun Control Film*
- ✓ *Detailing Services*
- ✓ *Wrapping*
- ✓ *Light Upgradation*
- ✓ *Audio Upgradation*
- ✓ *Sound Proofing*
- ✓ *Custom Interiors*
- ✓ *Car Accessories*
- ✓ *Cosmetic Restoration (SRS)*

Know more: [www.filmshoppee.com](http://www.filmshoppee.com)



# Franchise Selection Process

## Steps



- 1 Detailed INTRODUCTION AND BACKGROUND UNDERSTANDING
- 2 Proposal AND FURTHER DISCUSSIONS
- 3 Confirmation AND RECEIVING THE FIRST PAYMENT
- 4 Training FOR ONE MONTH
- 5 Receiving THE SECOND PAYMENT
- 6 Location SELECTION
- 7 Architect VISIT AND 2d/3d FLOOR PLAN
- 8 Team HIRING AND TRAINING
- 9 Receiving THE BALANCE PAYMENT
- 10 Tools, CONSUMABLE AND INVERNTORY Purchase
- 11 Pre OPENING PROCEDURE ALONG WITH OPENING SOON ANNOUNCEMENT
- 12 SITE Set Up
- 13 Inaugration



## ***Why Franchise with Filmshoppee***

***Start your own automobile franchise business and become a pro leader in aftermarket automobile services!***

***Our services includes Car Protection, Customization & Restoration. Our USP lies in Customization where in we offer wide range of products that gives the car a standout look. We provide complete care for variety of precious vehicles, inclusive brand new as well as aged cars.***

***Our Model is based on 80:20 Rules where 20% team will give 80% revenue with the 95% satisfaction ratio***

“

***Filmshoppee is an exclusive Automobile Franchise Business chain of Car Protection, Customization & Restoration Services***



# Projected Investment Breakout

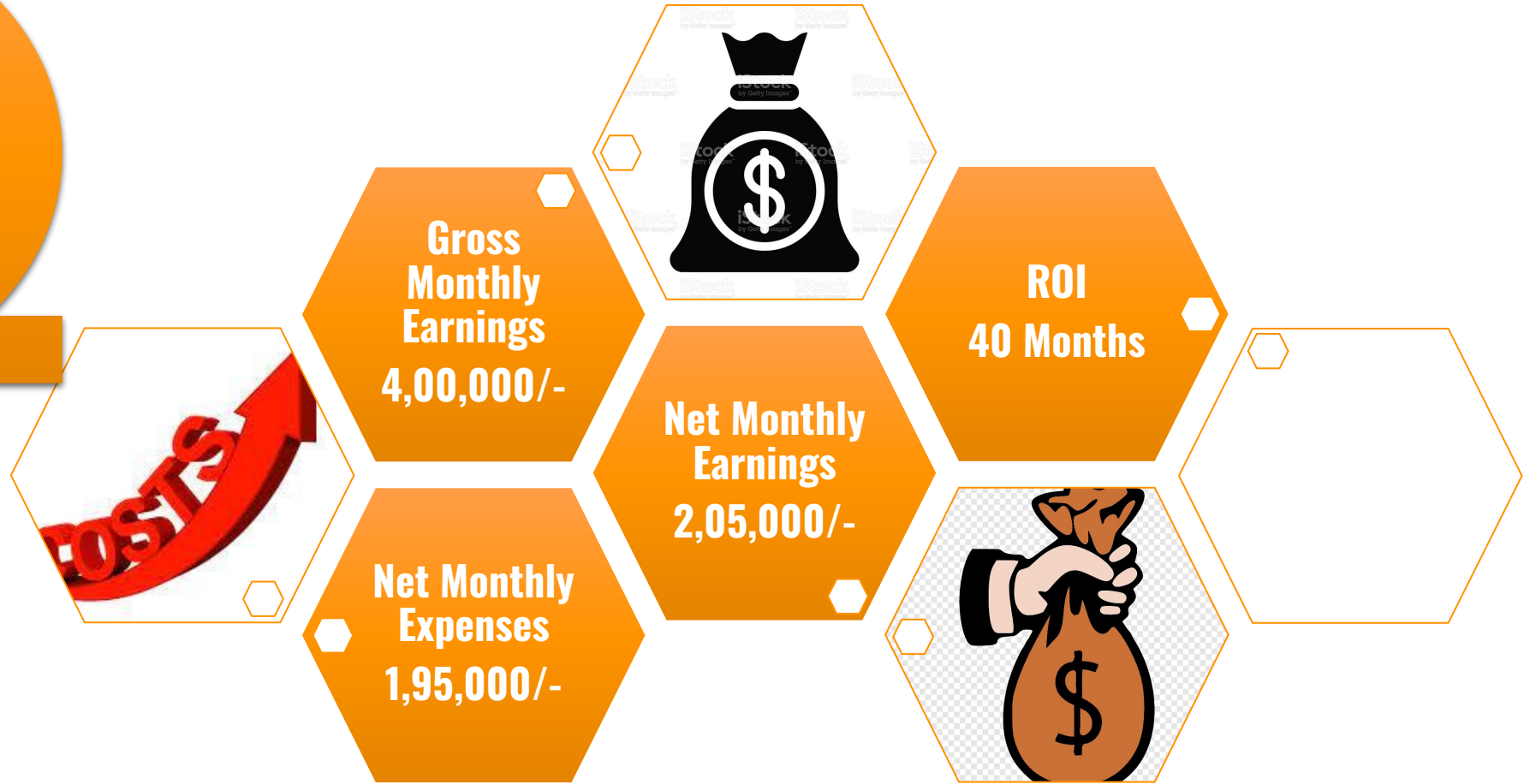
<b>Outlet Setup - Investment</b>	<b>Amount</b>	<b>Business Establishment &amp; Other</b>	<b>Amount</b>
Lease Hold Deposit if any	Franchisee	Initial Stock & Consumables (for COFO model)	Company
Roof Shed Fit-out	20,00,000	Working Capital	5,00,00
Furniture / Fixtures / Woodwork - Display Area	4,00,000	<b>Sub Total (C)</b>	<b>5,00,000</b>
Electrical Equipments & Fittings & Lightings	4,50,000		
Signage (Interior / Exterior)	1,00,000	<b>Franchise Fee (D)</b>	<b>5,00,000</b>
<b>Sub Total (A)</b>	<b>29,50,000</b>		
		<b>GRAND TOTAL (A+B+C+D)</b>	<b>58,60,000</b>
<b>Equipments - Investment</b>			
Technical Equipments	18,50,000		
Non Technical Equipment (POS with Printer & Scanner)	50,000		
Misc. (Stationery, Uniform, etc.)	10,000		
<b>Sub Total (B)</b>	<b>19,10,000</b>		

Investment may have variations up to 15%, For FOCO model deposit for Initial stock will be 20,00,000/-



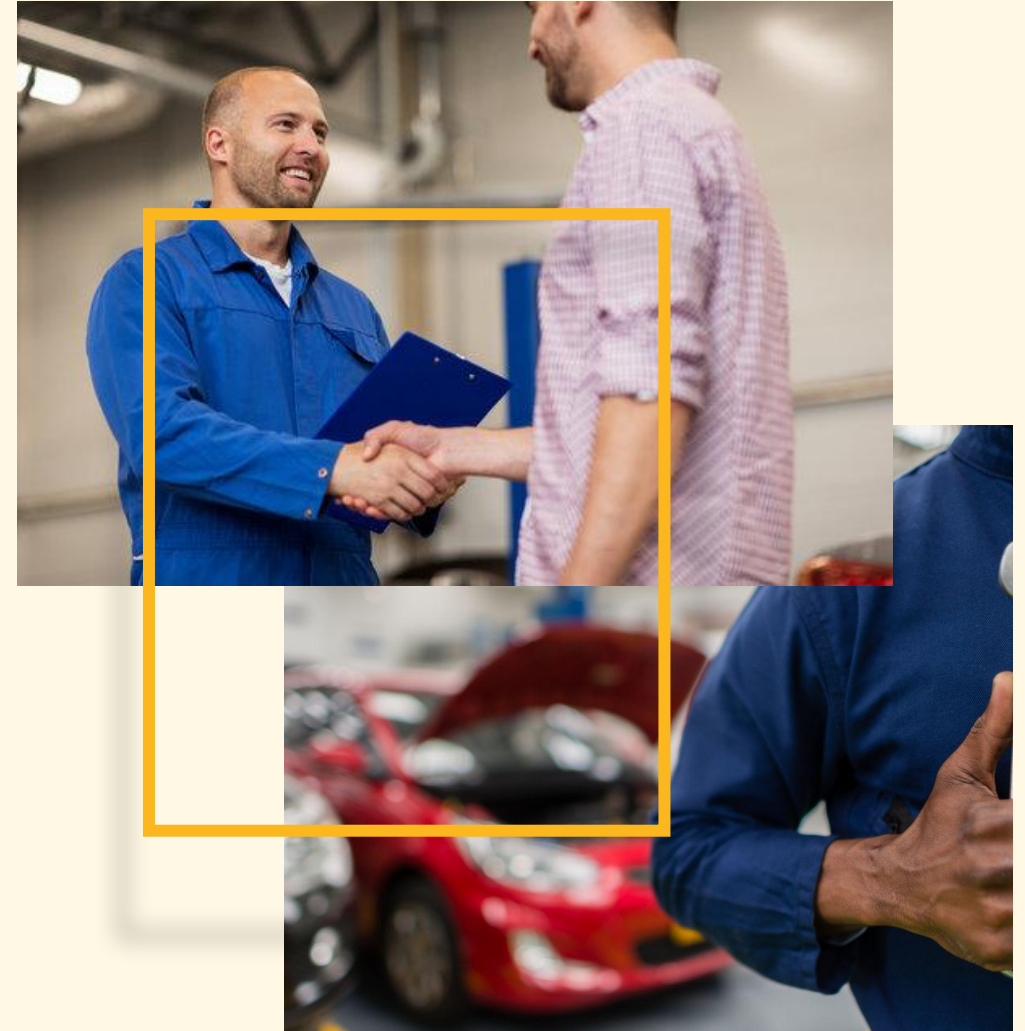
# Projected ROI Calculation (FOFO)

**Total  
Investment  
:  
58,60,000/  
-**



# Ongoing Support

- Location Selection
- Training offline/online with Practice
- 2d/3d Layout of the Studio
- Studio Build UP
- Procuring Tools/Consumables/Initial Inventory
- Opening Ceremony
- Onsite Support for 3 months up to 10 successful projects
- Collaborations with locals
- Tie Ups with Agents
- Studio Ambassador Program Execution
- Marketing/Branding ongoing support
- New developments ongoing Support







## Marketing Support

- *Creation and installation of marketing merchandise*
- *Provision of informative materials and presentations*
- *Assistance in organizing local promotional activities and events*
- *Printed materials like brochures, pamphlets, and flex banners on a cost basis*
- *Frequent official visits and advice on local promotions*
- *Structured marketing ideas tailored to your location*
- *PR support for regional brand coverage*
- *Brand building through various media channels*
- *Assistance in organizing launch promotions*
- *Digital Marketing Funnel with whatsapp API*



# Training Support

*We provide a comprehensive training program to all franchisees, covering service operations, standard check-up procedures, accounting, inventory control, and more. This training ensures that franchisees and their employees are well-equipped to deliver exceptional service and maintain operational efficiency.*

*We believe in continuous growth and enhancement of operating efficiencies. Therefore, we provide regular training sessions to employees from all verticals. This ongoing training helps to groom and improve the skills of the employees, contributing to the overall success of the franchise.*





# Associated Brands





# *Layout & Design*

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***Thank You***

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