FILMSHOPPEÉ

CAR FACELIFT STUDIO

YOUR CAR NEEDS MORE



India's first complete aftermarket automobile franchise —
15 services, 4 categories, one roof

WHO WE ARE

Filmshoppee At A Glance

India's first automobile aftermarket brand to bring Protection, Restoration, Customisation and Upgrade services under a single studio roof — turning one customer visit into multiple revenue lines.

10
Studios running across India

15
Services delivered under one roof

22+
Years of industry experience

04
Profit categories in every studio



A Walkthrough of Our Studio

Every Filmshoppee studio is built to the same standard —
clean, organised, and equipped for every service in the catalogue.



Studio Frontage & Lounge

Warm, branded welcome area where every customer visit begins



Dust-Free PPF Bay

Controlled, contamination-free bay for flawless PPF installation



Waterborne Paint Booth

Full booth for waterborne paint jobs and precise colour matching



Paint Mixing Room

Precision colour-matching using genuine, branded paint systems



Two-Post Lift Customisation Bay

Dedicated bay for customisation work



Product & Accessories Display

Showcase wall for genuine, branded accessories & upgrades

ABOUT THE FOUNDER

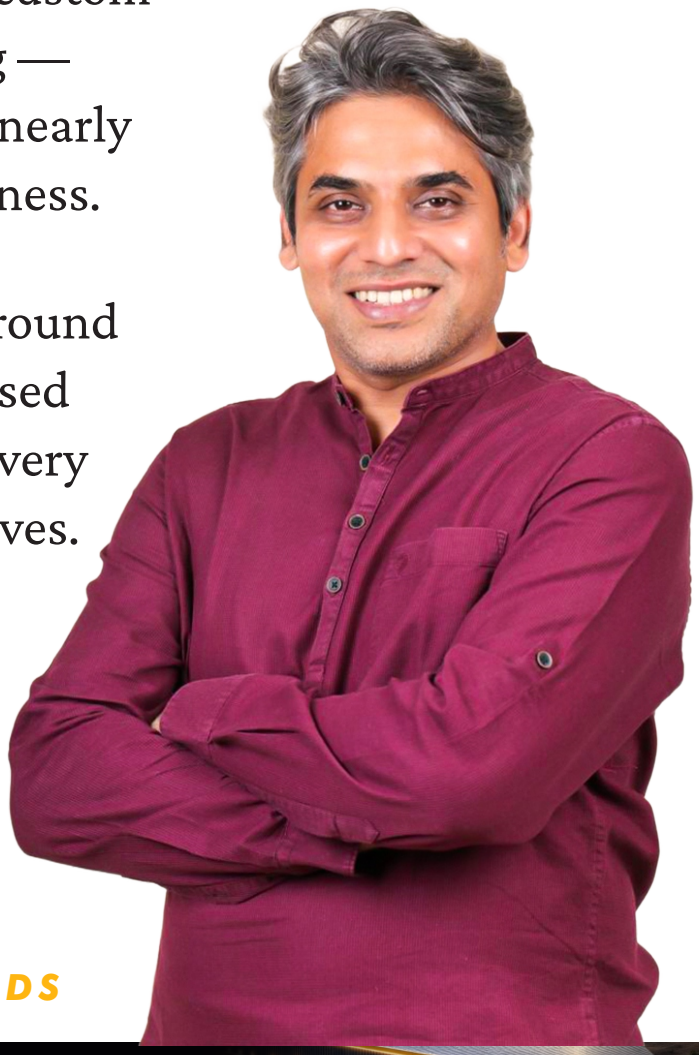
Ravi Shah

22+ YEARS OF HANDS-ON EXPERIENCE

Ravi Shah founded Filmshoppee in 2006, starting out with direct marketing of sun films for cars. Driven by a deep passion for the automotive aftermarket industry, he set up his first studio in Surat — India's Diamond City.

Over the years his expertise expanded into sunroofs, mobile audio, car wrapping, paint protection film,custom interiors, detailing and auto lighting — building hands-on authority across nearly every corner of the aftermarket business.

Across 22+ years, his practical, on-ground understanding of a largely unorganised industry now anchors the training every Filmshoppee franchise partner receives.



- 22+ YEARS IN INDUSTRY
- 10 STUDIOS RUNNING
- 25,000+ CARS WORKED ON
- MULTIPLE STATE-LEVEL AWARDS

FROM EXPERIENCE TO FILMSHOPPEE

What Started with automotive glass films evolved into Filmshoppee - Car Facelift Studio, A Complete Automotive Customization Ecosystem.



A Brand Built to Organise an Unorganised Industry

MISSION

Update and organise India's highly fragmented aftermarket automobile industry.

VALUES

Quality • Ethics • Learnability • Creativity • Passion

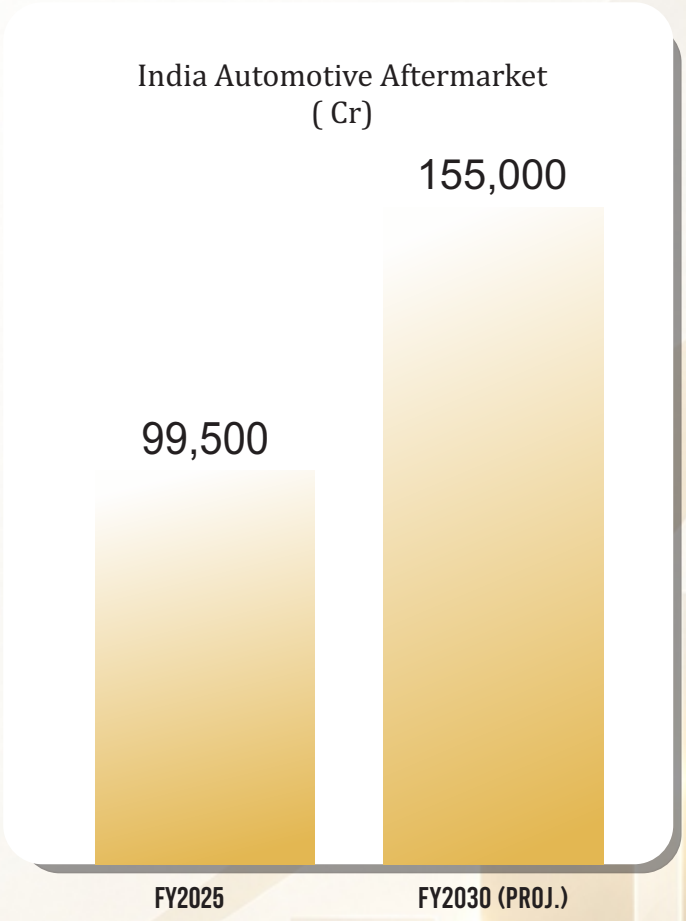
KEY BRAND HIGHLIGHTS

- Awarded Best Car Audio Installation Centre in Gujarat
- Awarded Best Car Customisation Centre in Gujarat by CM Shri Bhupendra Patel
- First in the industry to franchise complete aftermarket automobile services
- Associated with established global brands — no white-labelled products
- First to offer Career & Succession Planning, from technician to studio partner

THE OPPORTUNITY

A 99,500 Cr INDUSTRY RACING TOWARD 1,55,000 Cr

- India is the 7th largest passenger car market in Asia and the 10th largest globally.
- India's automotive aftermarket has grown at a steady ~8% CAGR over the last decade and is on track to nearly double by Fy2030.
- A rapidly ageing vehicle parc, rising SUV ownership and a growing customisation culture mean structurally rising, recurring demand — not a one-time trend.
- The market remains highly unorganised, which is exactly the gap an organised, multi-service franchise brand like Filmshoppee is built to fill.



OUR SERVICE ARCHITECTURE

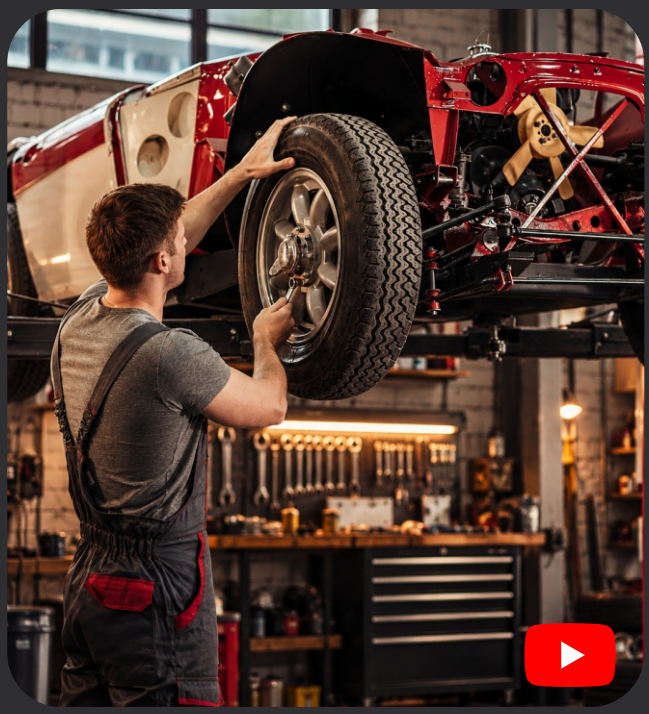
ONE ROOF. FOUR CATEGORIES. FIFTEEN PROFIT CENTRES

Filmshoppee is the first brand in the industry to combine all four categories under one roof – customers no longer need four different vendors, and one visit can generate four times the revenue.



01 PROTECTION

Car PPF • Detailing • Sun Control Film



02 RESTORATION

Cosmetic Restoration (SRS) • Car Paint



03 CUSTOMISATION

Audio • Lighting • Facelift • Sunroof • Wrapping • Interior • Sound Proofing • VIP Lounge



04 UPGRADES

Car Performance • Car Mods

SERVICE - WISE MARKET OPPORTUNITY

High Demand. Strong Margins.

SERVICE	CROSS-SELL / PROFIT POTENTIAL
Car PPF	High - flagship protection upsell
Detailing	High - recurring, repeat-visit service
Sun Control Film	Medium-High - near-universal add-on
Cosmetic Restoration	High - built-in used-car demand
Car Paint	High - high-ticket, pairs with restoration
Audio Upgradation	Medium-High - rising infotainment demand
Car Lighting	Medium-High - fastest-growing interior line
Car Facelift	High-flagship. multi-category ticket
Car Sunroof	Medium-High-rising retrofit penetration
Car Wrapping	Medium-High - ~25% CAGR, low competition
Custom Interior	Medium-High - high-CAGR accessories line
Sound Proofing	High - premium, low-competition upsell
VIP Lounge	High - high-ticket luxury niche
Car Performance	High - enthusiast-driven, low price-sensitivity
Car Mods	High - community & social-media led demand

CATEGORY - 01

Protection

Paint Protection Film (PPF)

The single fastest-growing line inside detailing — rising luxury & SUV ownership plus resale-value focus keep pushing PPF demand up every year.

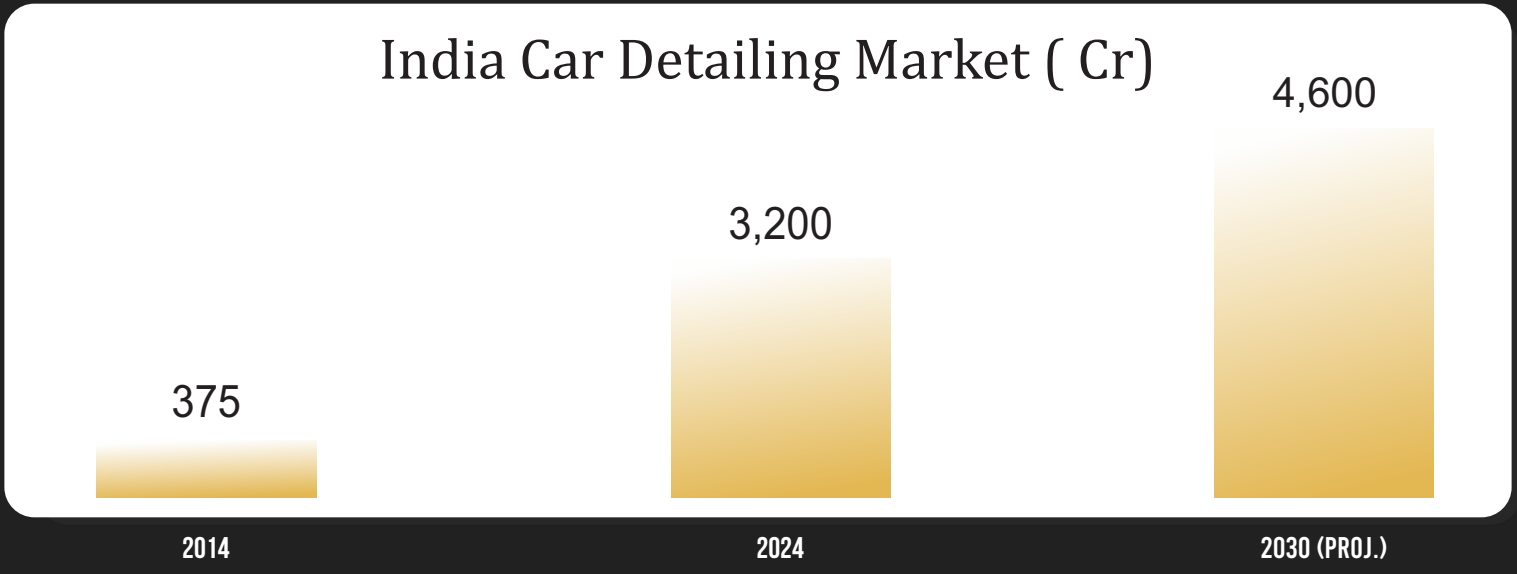
Car Detailing

Exterior detailing (paint correction, ceramic & graphene coatings) already accounts for ~64% of category revenue in India.

Sun Control Film

A near-universal add-on fitted on almost every car sold — a small-ticket, high-frequency, repeatrevenue service.

3,200 Cr India's car detailing market (2024) — growing at 6.4% CAGR through 2030, driven mainly by PPF & coatings.



CATEGORY - 02

Restoration

Cosmetic Restoration (SRS)

Dent, scratch and panel restoration that brings accident-hit or ageing cars back to a like-new finish — without a full repaint.

Car Paint

Full and spot repainting using waterborne paint systems — a high-ticket service that pairs naturally with restoration and PPF.

Why it prints money

India's used-car market crossed roughly 5.4 million units sold in a single year — and used-car sales now outnumber new-car sales.Nearly every one of those vehicles passes through cosmetic touchup or restoration before resale, giving restoration a steady, built-in demand pipeline independent of new-car sales cycles.

Restoration Demand Drivers

5.4M+
Used cars sold in a single recent year in India

#1
Used-car sales now outsell new-car sales nationally

6–12 mo
Typical repeat-service interval for premium & SUV owners

Sunroof, Audio, Lighting & Facelift

Car Sunroof

Sunroof penetration in new cars jumped from 12.7% to 27.5% in just five years — every 4th car sold now needs sunroof-related service or retrofit.

Audio Upgradation

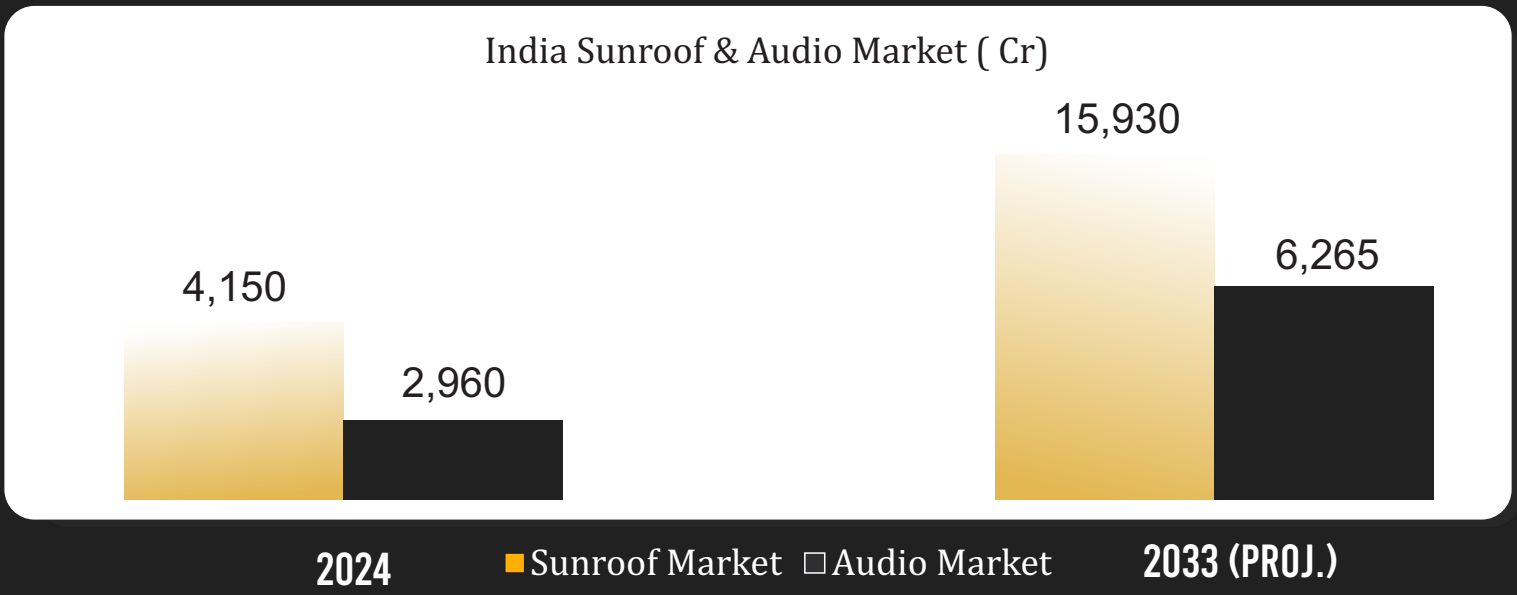
Rising in-car entertainment expectations — Bluetooth, touchscreens, premium sound — are pushing upgrades even in mid-range and budget cars.

Car Lighting

Ambient and auto-lighting upgrades are the highest-growth line inside India's interior accessories segment

Car Facelift

Filmshoppee's flagship service — a complete cosmetic transformation combining several categories into one high-ticket project.



CATEGORY - 03 — CUSTOMISATION (PART - B)

Wrapping, Interiors, Sound Proofing & VIP Lounge

Car Wrapping

India's fastest-growing customisation line — reversible, paint-protecting, and highly shareable on social media.

Custom Interior

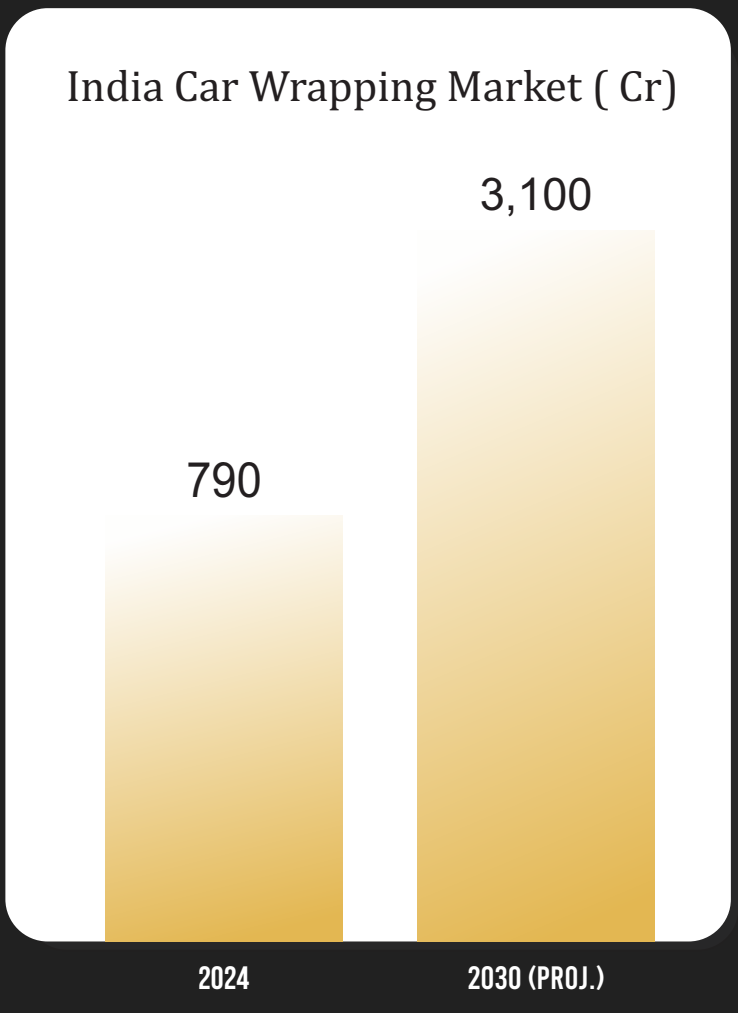
Seat upholstery, dashboard trims and interior kits — one of the highest-CAGR lines inside India's ~1,39,000 Cr auto accessories market.

Sound Proofing

A premium, low-competition upsell that pairs naturally with every audio and interior project.

VIP Lounge

Premium captain-seat and lounge conversions — a high-ticket, low-competition niche for luxury SUV owners.



~25% projected CAGR — among the fastest-growing services in the entire portfolio.

CATEGORY-04

Upgrades

Car Performance

Tuning, exhaust and drivetrain upgrades for enthusiast owners who prioritise experience over price — low price-sensitivity, high loyalty.

Car Mods

Body kits, alloy wheels and visual modifications that turn cars into rolling advertisements — driven by car-meet and social-media culture.



Why it matters:

Upgrades is the smallest-volume but highest-margin category — enthusiast -driven demand, community-led marketing (car meets, Instagram reels) and near-zero price sensitivity make it the most profitable line per job in the studio.

Customer Journey = Business Growth

ONE CUSTOMER. MULTIPLE SERVICES. HIGHER LIFETIME VALUE.

Buys a New Car
The relationship begins

Protects the Car
PPF, Sun Control Film

Enhances Experience
Audio, Lighting

Personalises the Car
Wrapping, Interiors

Upgrades Performance
Performance, Mods

Long-Term Relationship
Repeat services

Our Goal: Turn One-Time Customers Into Lifetime Customers

15 Services, One Visit, Multiple Revenue Lines

A single-service detailing shop or PPF studio earns once per visit. A Filmshoppee studio is built to cross-sell across all four categories from the same car, the same customer, the same day



Protection

PPF + Detailing on arrival

Restoration

Paint touch-up flagged during detailing





Customisation

Interior, lighting & wrapping upsell

Upgrades

Performance add-on for the enthusiast owner



80 : 20 Operating Model

Filmshoppee studios are built around the 80:20 rule — 20% of the team drives 80% of studio revenue, and the model is designed to run at a 95% customer satisfaction ratio.

WHY PARTNER WITH US

Why Franchise With Filmshoppee

01 Less Investment, High Profit

A leaner setup than a single brand detailing or PPF studio, spread across four profit categories.



02 Professional & Innovative Approach

Constantly updated products, tools and techniques — not a static, one-time franchise package.



03 Lower Risk, Established Brand

22+ years of brand Reputation and awards reduce the uncertainty of a new market entry.



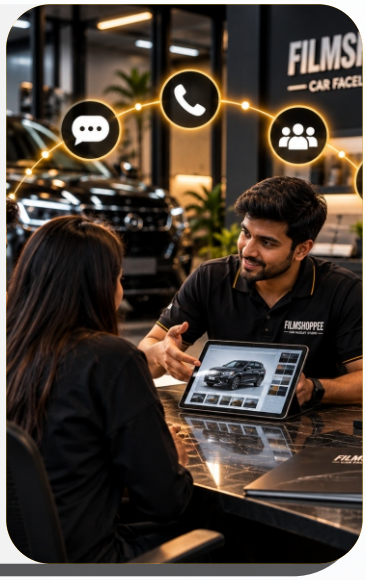
04 End-to-End Support System

From location scouting to layout, training, marketing and sourcing — support at every stage.



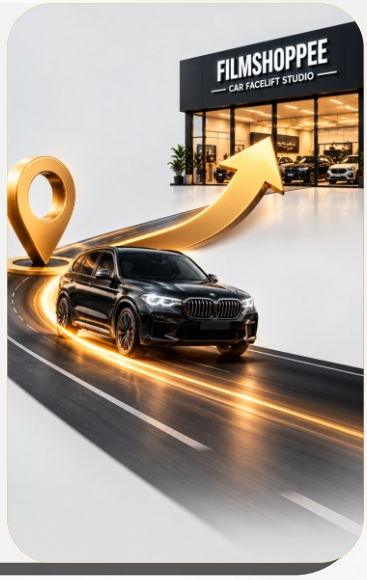
05 Smooth Customer Coordination

A proven, unique operating concept built specifically for customer trust and retention.



06 Faster Market Entry

A ready brand, ready systems and ready training mean a shorter runway to your first revenue.



OUR USP

Two Layers of Support — Not Just One

Because Filmshoppee studios run on genuine, branded tools and consumables — never white-labelled — every franchise partner is backed by two independent support systems at once.

Filmshoppee Support

- 20 - day comprehensive training program for every partner & team
- Marketing & Branding Support
- Location selection, layout design & pre-opening setup support
- Ongoing hiring, team training & studio operations guidance

Brand & Product Partner Support

-Direct, manufacturer-backed training on the PPF, paint, audio & coating systems installed

- Product warranty and replacement support straight from the brand — not routed through us
- Technical troubleshooting support from the same global brands used in-studio
- No white-labelling — customers see and trust the real, established brand names

Result: whenever a question comes up, you're never on your own — you're backed by Filmshoppee AND every brand whose products you use in you

INVESTMENT & ROI

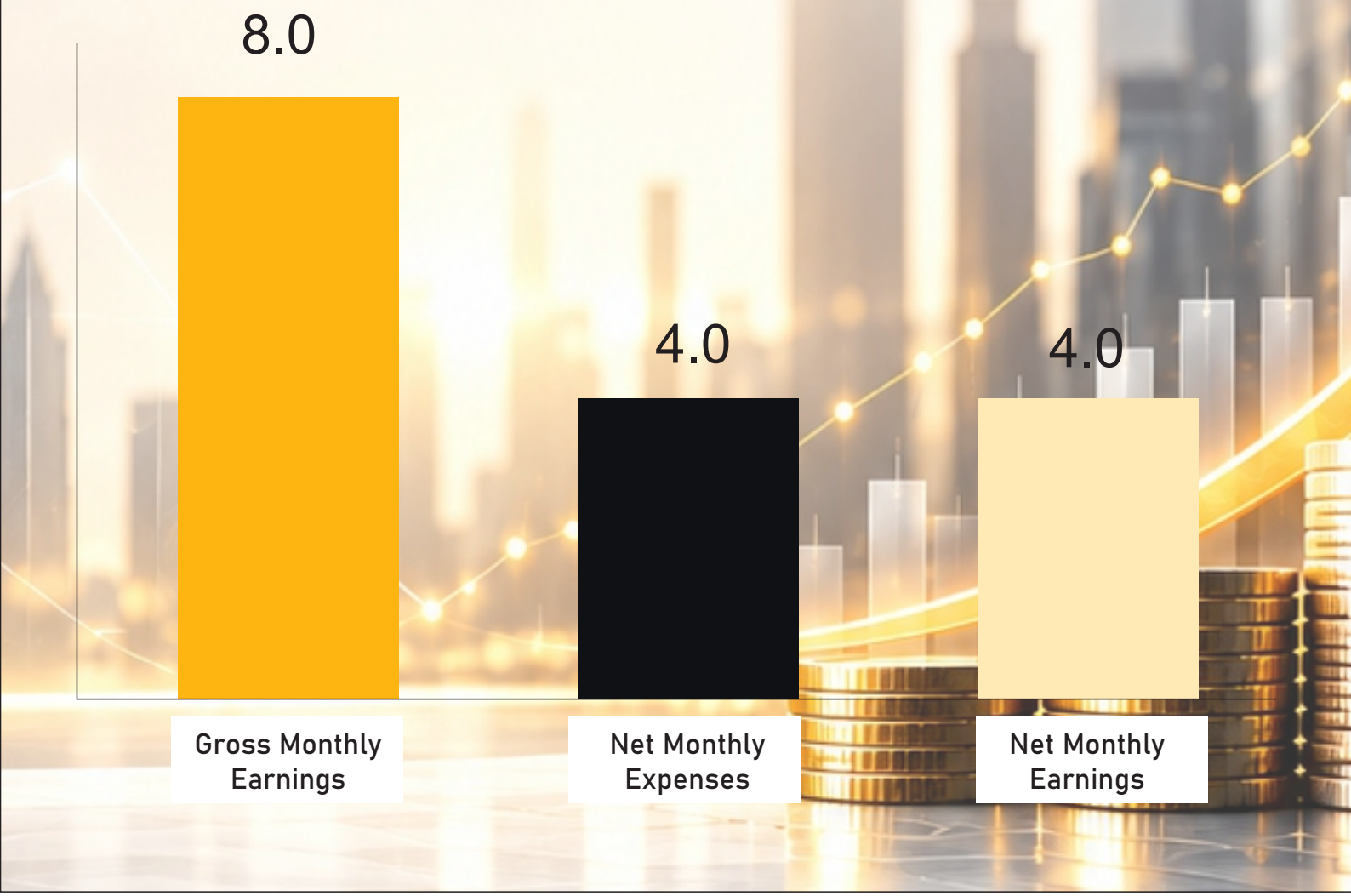
A PROFITABLE PARTENERSHIP.

₹ 1.10 Cr*
Total Investment (FOFO)

6,500 sq.ft
Area Required

40 Months*
Projected ROI Payback Period

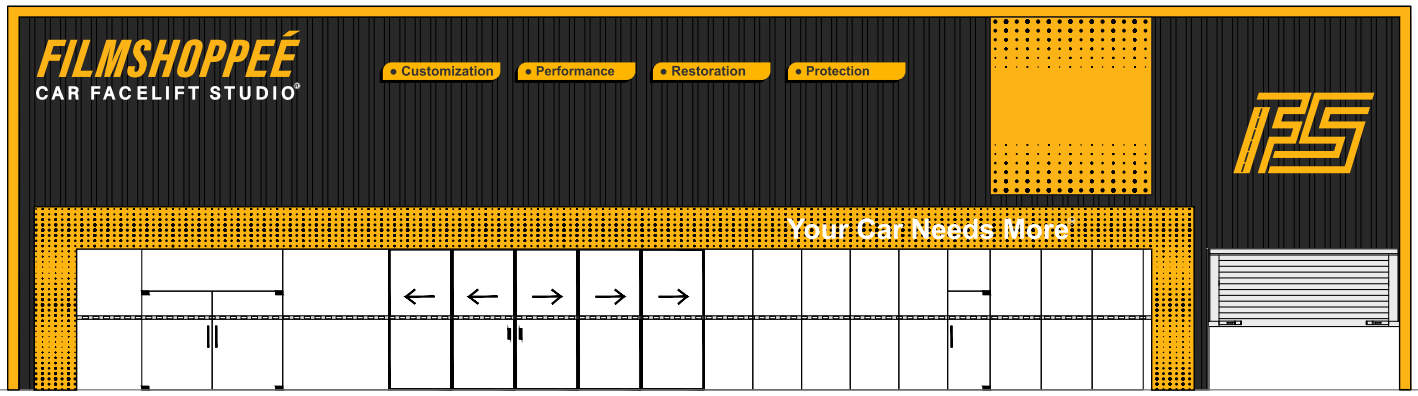
12 Months*
Break-Even Period



DATA VERIFIED BY FILMSHOPPEE

Standard Studio

(Balanced)



₹ 1.10 Cr*
Total Investment (FOFO)

6,500 sq.ft
Area Required

40 Months*
PROJECTED ROI

12 Months*
Break-Even Period

TIER 1 & TIER 2 CITIES, PRIME LOCATIONS

MINI STUDIO

(Compact)

₹ 41.50 L*
Total Investment (FOFO)

1,500 sq.ft
Area Required

30 Months*
PROJECTED ROI

8 Months*
Break-Even Period

TIER 2 / TIER 3 CITIES, HIGH-FOOTFALL AREAS

MINI MODEL MOCKUP





Franchise
Setup Process

01



Understanding Requirement

We understand each other's expectations to build clarity for a long-term partnership.

02



Agreement

Finalising all terms and policies of the company in a transparent 5-year agreement.

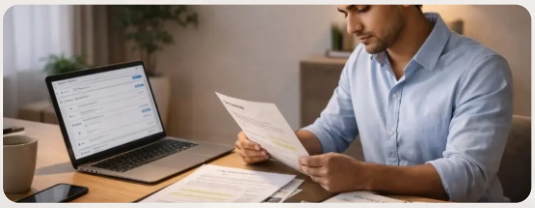
03



Training

A comprehensive 45-day training program — service ops, checkups, accounting & inventory.

04



Internship for Fresher

Hands-on internship is compulsory before independently running a studio.

05



Location Selection

Filmshoppee helps identify the right location for the right operating economics (OPEX).

06



Layout Design

Professional layout design that enables quality, efficient studio operations.

07



Studio Launch

Grand opening of your Filmshoppee studio, fully set up and ready to serve customers

08



3-Month Marketing & Sales Support

Dedicated marketing support and sales closure assistance for your studio's first 3 months.

PARTNER ENABLEMENT

Training, Marketing & Ongoing Support

Training Support

- Comprehensive program covering service operations, checkups, accounting & inventory control

- Regular refresher sessions for employees across all verticals

- Continuous upskilling that grooms technicians toward studio-partner readiness



Marketing Support

- Marketing merchandise, informative materials & presentations

- Local promotional activities, brochures, pamphlets & flex banners

- PR support, brand building & a WhatsApp-API digital marketing funnel





Ongoing Support

- Location selection, architecture layout & preopening setup

- Hiring, team training & collaborations with local partners

- Sourcing, high-end project support & ERP / cloud catalogue access



License Structure & Our Growing Network

LICENSE STRUCTURE & FORMALITIES	
License Fees	FOCO / FOFO
Comprehensive Training	20 Days
Technical Support Online	✓
Company Email (@filmshoppee.com)	✓
Studio Displayed on Map	✓
Branding & Instagram Account	✓
Agreement Period	5 Years
Brochures	✓
Area Exclusivity	✓
Management Fees (Per Month)	₹15K – ₹20K (model-dependent)
Royalty (Per Annum)	₹1.80 L – ₹2.40 L



Journey

2006
Our First Studio
Filmshopee, Varachha

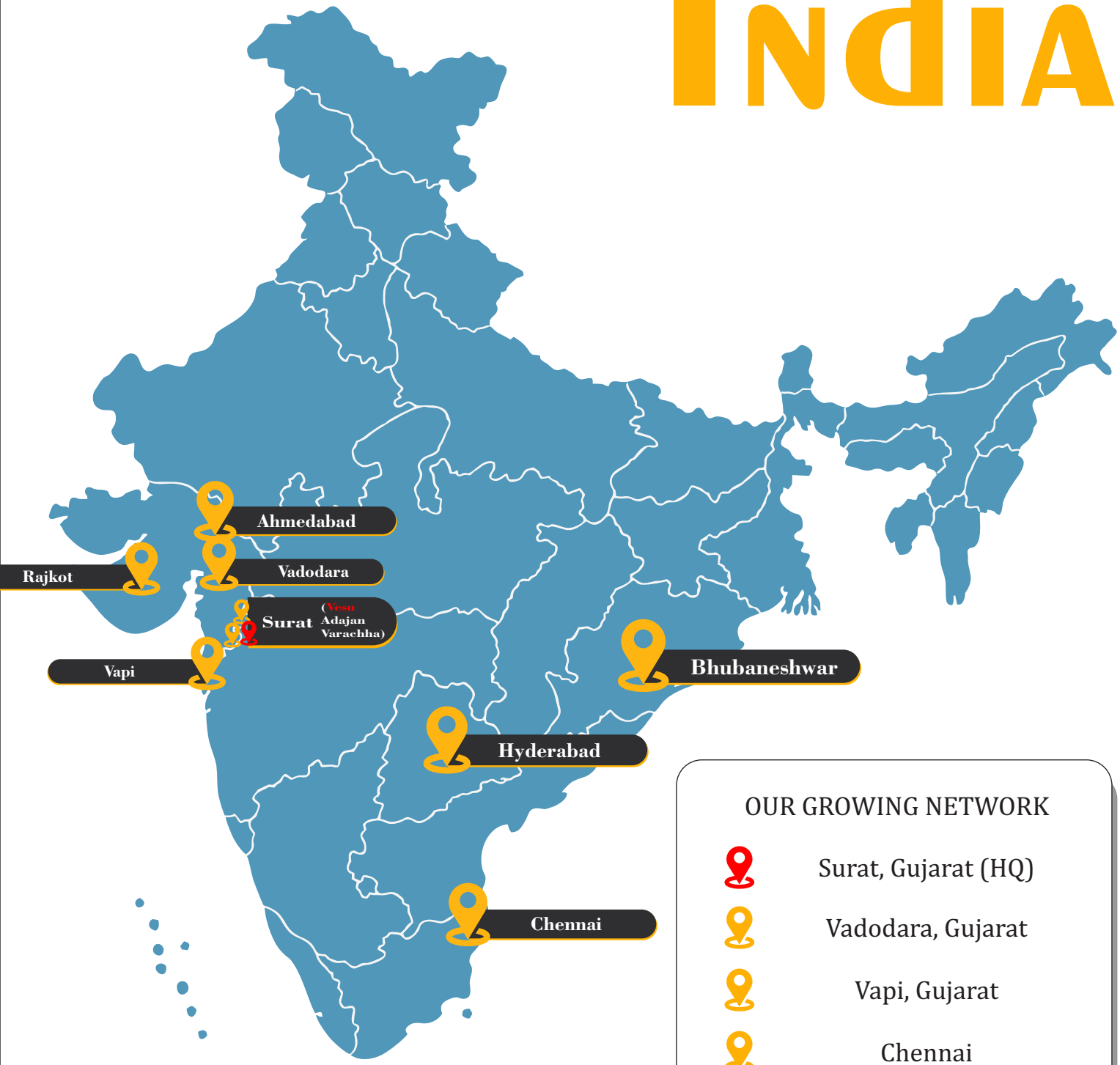
2023
2 Studios
Filmshopee, Vesu
Adajan

2024
4 Studios
Filmshopee, Rajkot, Hyderabad
Vapi, Ahmedabad

2025
3 Studios
Filmshopee, Bhubaneshwar
Chennai
Vadodra

OUR STUDIO LOCATIONS

India



OUR GROWING NETWORK

- Surat, Gujarat (HQ)
- Vadodara, Gujarat
- Vapi, Gujarat
- Chennai
- Ahmedabad, Gujarat
- Rajkot, Gujarat
- Bhubaneswar
- Hyderabad

10 STUDIOS LIVE TODAY –

WITH MORE OPENING ACROSS INDIA EVERY QUARTER

What Our Franchise Partners Say

Real experiences from partners already running Filmshoppee studios across India.

“ Vadodara Studio Partner





Abhay Wadhwa

“ Chennai Studio Partner





Atul Ranka

Real experiences from partners already running Filmshoppee studios across India.

“ Ahmedabad Studio Partner





Sumit Keswani

“ Rajkot Studio Partner





Bhavik Parmar

YOUR CAR NEEDS MORE.

So Does Your Business.

Join Filmshoppee's growing network of franchise partners and bring India's only complete aftermarket automobile studio to your city.



+91 97260 19911

Franchise@filmshoppee.com

www.filmshoppee.com