

I deal Franchisee Profile Factory

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|---|---|---|--|
| Existing people in the laundry business | People with interest, space and capital | Pure investors looking for a profitable venture | Space owners looking for a business set up |
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I deal Franchisee Profile Retail Outlet

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| Passion for consumer services with business ethics | Exceptional marketing skills and know-how to acquire customers | Ability to run and manage the business |
| Having great network strength | Experience in consumer services business | Existing people in the laundry business |



Frequently Asked Questions

- Q. How long does it take to open Deluxe franchise?**
A. After signing the formal agreement, it normally takes 5-6 months to start the entire operations.
- Q. Do I need a license to open Deluxe franchise?**
A. No. However, you need to sign the formal legal agreement.
- Q. What is the term of the franchise agreement?**
A. The initial agreement is for 5 years, with an option for further renewal, subject to mutual agreement of both the parties.
- Q. Do I need to be currently from cleaning services background?**
A. Prior experience in cleaning services is desirable but not mandatory. Deluxe franchise program is designed in such a manner that it assists a new franchisee in all the areas of operations.
- Q. How will advertising be handled?**
A. Local advertisement will be done by the franchisee and national level advertisement/promotions shall be carried out by Deluxe.

Extensive Franchisor Support

In view of achieving a smooth and well aligned support system, Deluxe has devised a systematic assistance program providing the following services:



Site & Set up

From choosing the best location for factory/outlet to assisting in store architecture, exterior, signage, etc. and its set up, all help would be offered.

Training Module

In-depth training support and material covering quality checks, accounting, reporting, point of sales & customer service would be provided.

Equipment

Support in sourcing equipment for the factory at reasonable price from trusted vendors would be provided.

Manpower Motivation

Experience sharing with regard to motivating staff thereby equipping franchisee with tools to build a quality team would be offered.

Manual

Operations manual containing mandatory and suggested specifications, standards, operating procedures and rules for running the business would be provided.

Marketing Knowledge

Support on ongoing R&D, marketing development activities, initiation of creative programs, customer service etc. would be provided.

Administration Assistance

Advice on how to efficiently administer the set up, control and manage the factory/outlet would be offered.

For more info, please contact:

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De-Luxe

DYERS, DRY CLEANERS & SPECIAL WASHERS

डि-लक्स

डायर्स, ड्रायक्लिनर्स अण्ड स्पेशल वाशर्स

Over 5 decades of laundry experience

High quality service standards

Proven success with 12 outlets

Dear Partners,

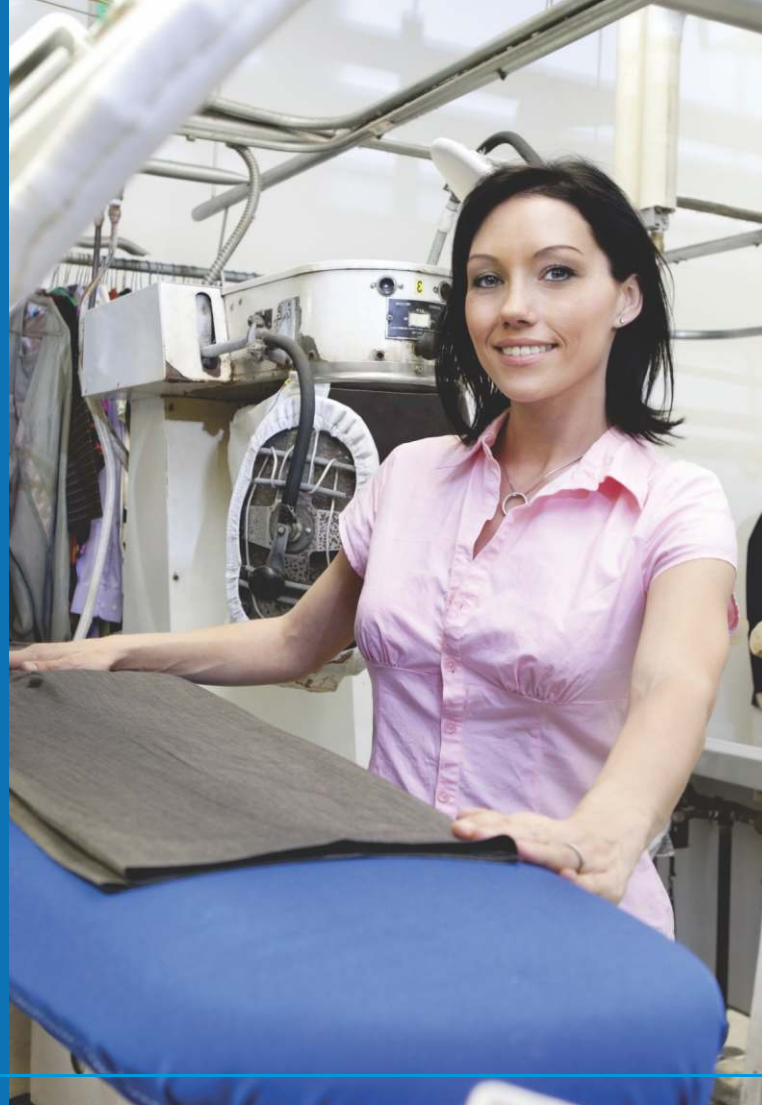
We started Deluxe in 1960 to provide people with complete laundry solutions. Presently, we serve through 12 outlets in and around Pune. Our factory is equipped with state-of-the-art equipment to handle large loads of work efficiently.

In fact, our solid base for service, ethical business practices, quest for customer satisfaction and quality equipment has made us one of the well-known laundry services providers in Pune.

Seeing the growing demand and opportunity, we are planning to expand like never before by opening Deluxe outlets across India. For this, we invite enterprising souls hungry for growth.

We assure full support and guidance to all our prospective partners.

Sincerely,
Manoj Kacker | Managing Director



The key growth drivers for the Laundry Industry in India are:

Economic

India registered an economic growth of 8.1% in 2011

Hospitality

There will be an addition of around 45,000 – 50,000 new rooms in hotels in the country by 2013-14 with over 6.8 mn tourists visiting India every year.

Organized Retail

The retail sector is around USD 435 bn and the organized retail is around 9%, growing at more than 15% YoY.

Making Laundry Business Truly Profitable

Cashing on its vast knowledge and over five decades of rich experience in the laundry segment, Deluxe is all set to expand its operations in different cities of India through franchising.



Single Destination for Complete

Laundry Solution



Cleaning & Laundry Market in India

The Indian Cleaning and Laundry market is over Rs 5,200 Cr and is growing at the rate of over 30% per annum. However, it is highly unorganized. The organized players constitute around 4-6% of the total retail market. Out of the organized market, 70% demand comes from the Metro cities and 30% from the tier I & II cities. Overall, there are over 4,500 laundry services providers in India with a large number of individuals (dhobis, maids etc.).

The penetration of the service providers in Metro is around 1.9 outlets per 10,000 households, whereas in tier-I cities is around 0.9 per 10,000 households. Average penetration in India is around 0.2 outlets per 10,000 households or 1 outlet for every 50,000 households. Among metro cities, Chennai and Kolkata lead the penetration whereas Thane leads in tier-I cities.

Deluxe is a leading laundry services provider based in Pune. The company offers laundry and dry cleaning services at competitive prices to the middle to upper middle class households. Established in 1960, presently, the company operates 12 outlets (collection centers) in Pune being serviced by their own factory.

Deluxe employs superior management utilises its vast experience in the washing processes and implements knowledge acquired through in-depth study of the laundry segment to meet the twin demands of speedy service and quality cleaning. Company's high quality and exceptional service is the secret behind satisfied and happy customers.



Why Go with Deluxe?

- Over 5 decades of laundry experience
- High quality service standards
- Competitive pricing strategy
- Proven success with 12 outlets

Franchise Stats

| | | |
|-----------------|------------------|------------------|
| Model | ▼ Factory | ▼ Retail Outlet |
| Investment | ▼ INR 1.5-1.6 Cr | ▼ INR 9-10 Lakhs |
| Franchise Fee | ▼ INR 7.5 Lakhs | ▼ INR 0.5 Lakh |
| Royalty | ▼ 5% | ▼ 5% |
| Break-even | ▼ 3.8 years | ▼ 2.7 years |
| Target Location | ▼ Pan India | ▼ Pan India |

