Energy & Fire Franchise Opportunity

ACHIEVE YOUR DREAMS

WITH

ENERGY AND FIRE TECH INDIA PVT. LTD.

UNIQUE, INNOVATIVE & VALUE FOR MONEY PRODUCTS

SUCCESSFUL BUSINESS OPPORTUNITY

LOWEST INVESTMENT WITH MAXIMUM PROFIT

EXCLUSIVE DETAILED BUSINESS PLAN TO ACHIEVE TARGETS

NATIONAL FOOTPRINT OF FRANCHISE NETWORK
Leaders

Mr. Kavinder Khurana

Mr. Rohit Vishal
21 years of rich experience in Banking, Automobiles and Telecom industries. Notable positions held in his career are Regional Director (North and East) for Webstores in Reliance Communications Ltd. and Director at Systema Shyam Telecom Services India Ltd. (MTS)

Mr. Subhash Arya
25 years of experience in Telecom & Office Automation. Notable positions as CEO of ETISALAT in South India, CEO with Tata Teleservices (Punjab), Circle Head Tata Teleservices Rajasthan, Circle Head Essar Cellphone (Erstwhile HUTCH- Rajasthan).

Lt. Sandhya Suri (IN Retd.)
An Ex-Naval officer and a cross functional professional with domestic and international experience of over two decades in HR, Administration, Training, Customer Care and Process Management and worked in International Organizations such as Tolaram Group, Artee Group, Dana Group, Emel Group etc.

Mr. HS Bhatia
25 years of illustrious career in Consumer durables, DTH and Automobile industries. Notable positions held in his career are COO with Airtel DTH & CMO of Videocon Group. National sales head at LG Electronics.

BRIG Ram Chilari SM**, VSM (Retd.)
A decorated soldier and an expert in safety and security, with a career in Indian Army for more than 25 years, Last assignment held as head of Military Intelligence.
Expanded distribution network of Fire 1on1 brand of fire extinguishers to 19 states having 50 plus channel partners and a team of 70 employees.

Launched retail format by the brand name of “Energy and Fire” catering to consumers by creating experience zones throughout the country to sell Energy Conservation, Fire Safety & Security and Battery Life Enhancement products.

Started marketing campaigns like road shows, Celebrity launch events using print and outdoor media activities to create awareness for Fire 1on1 brand.
Vision and Mission

Our Vision
To create experience zones through Energy & Fire stores to enable the consumers to make the right buying decisions in the technology driven products of Energy Conservation, Fire safety and Battery Life Enhancement.

Our Mission

† To create a trusted national footprint of E&F franchise stores

† To introduce innovations in Energy and Fire safety domains

† To continuously enhance customer satisfaction
What is Franchising?

Franchising is the replication of a successful business model, wherein the franchisor gives rights to the franchisee to sell products and services under franchisor’s brand name in a specified territory.

The Benefits of the Franchise Model

+ A higher chance of success than in a sole proprietorship.
+ Shorter time to opening with initial training support.
+ Single window purchase of all products and categories.
+ Rights to use an established business model under a popular brand name.
+ Customer lead generation through websites and centralized call centers.
+ Network of peers to provide advice and moral support through a company intranet.
+ Annual conferences and sharing of best practices.
Why Energy & Fire?

Gaps

+ There is no retail outlet in the country where a customer can get experience and complete range of Energy conservation, Battery Life Enhancement, and Fire safety products.
+ There is scattered presence online but there is no dedicated portal or Store offering these products and services especially to an individual customer.

Opportunity

+ E&F stores will provide complete knowledge and experience to the customer who is interested in buying these products.
+ “Free battery Health Check-up”, “Free Fire safety survey” and “Free Solar Consultancy” will create pull factor for the consumers.
+ Unique, innovative and value for money products will boost the trust of the customer on E&F stores.
+ National footprint of retail chain will also enhance the consumer’s confidence.
+ Online platform offering products and services will support the footfall in the retail store.
+ Mix of product and services being offered from a single outlet will increase the RETURNS ON INVESTMENT of the franchisee.

Strengths

+ Innovative and affordable product range.
+ New Technology imported from USA to rejuvenate Old/Used Batteries in India.
+ Complete knowledge sharing with customers in E&F experience zone.
+ Highly skilled technical support team.
Our Mascots
Target Customer Segments

- Hospitals
- Hotels
- Shopping Malls
- Airports
- Railway Stations
- Buses
- Schools
- Offices
- Telecom
- Factories
- Shops
- Banks
Experience Zone
Wide Range of Products & Market Opportunity

- **Market Size** - India's retail market is expected to nearly double to US$ 1 trillion by 2020 from US$ 600 billion in 2015.

- India's re safety equipment Industry is currently at 40,000 cr per annum and growing at 8% CAGR.

- Indian LED Lighting Industry is expected to touch Rs 21,600 cr by 2020.

- Solar Market by 2020 expected to cross 20 billion dollars (Roof top Installations)

- Lead Acid Batteries Market is estimated at US$ 7 billion annually in India.

- There is no company working on life enhancement of old lead acid batteries in India.
Energy & Fire Support

Training Support
- Company shall provide complete technical & sales training to franchise
- Trained engineers to support for any technical challenges during the course of time.
- Training programs for store’s team for sales, customer service, and technical training

Marketing Support
- Online portal to generate leads and passing on such leads to franchisees.
- Facebook, Twitter, Google adswords and other social media support
- Execution of Government and corporate orders through franchisees
- BTL Marketing Campaign
- Telesales support from backend
- Marketing material for BTL Activities
- Awareness programs to create walk-ins
Requirements from Potential Business Partner

CRITERIA

+ Partner should contribute sufficient time and dedicate passionate efforts to run the business.
+ Partner can start the Operation with Investment as low as 5 Lakhs
+ Minimum area - 350-700 sq.ft. owned/leased space
+ Partner should have local Connects & Network Contacts for business generation
+ Partner should have ability to build and manage a team.
+ Partner should have integrity and ethics to run the business progressively.
+ Partner should have customer oriented approach and be willing to go the extra mile for customer satisfaction.
Events Organized Time to Time
Our Esteemed Corporate Clients

- Airtel
- Vodafone
- Connect Broadband
- Lava
- Haldiram's
- DS Group
- NHPC
- Ashok Leyland
- Toyota
- Honeywell
- DCM
- Voltas
- Pantaloons
- BSNL
- Lovely Professional University
- Symbiosis International University
- Apeejay Surrendra
- Army Public School
- Delhivery
- Frank Ross
- BKT
- Indian Navy
- PEC Ltd.
- Pune Municipal Corporation
- AMRI Hospitals
- BARC
- Nestle
- Daawat
- Sarovar Hotels & Resorts
- Maha Band
- Vehicle Factory
- ISRO
- Ansal University
- Cambata Aviation
- Stellar
- Global Helicore
- Yes Bank
- Magma
- ETC Agro
- Century Ply
E&F - Energy and Fire
Conserve Energy and Save Life

E&F Aggressive squad
Corporate Office
Gurugram, India
Energy and Fire Tech India Pvt. Ltd
513, Udyog Vihar, Phase V
Gurugram- 122016
Haryana, India

Get in touch with us
Our current presence is across the country

“Operational E&F store”

Punjab - Patiala, Ludhiana, Chandigarh, Mohali
Rajasthan - Jaipur, Kota
UP - Lucknow, Mainpuri
WB - Kolkata
Tamilnadu - Rajapalayam, Chennai, Coimbatore
Meghalaya - Shillong
Maharashtra - Mumbai, Pune, Nashik, Sangli, Satara, Kolapur
Telangana - Hyderabad, Mahabubnagar
Bihar - Banka, Bhagalpur
Himachal Pradesh - Mandi, Baddi
Nagaland - Dimapur

Assam - Guwhati, Rangia
Chattisgarh - Raipur, Korba
Delhi/NCR - Krishan Vihar, Patparganj, Gurugram, Faridabad
Gujrat - Ahmedabad, Bhuj, Kachchh
Haryana - Ambala
Jammu & Kashmir - Jammu, Srinagar, Sunderbani, Avantipora
Jharkhand - Ranchi, Jamshedpur, Bokaro, Dhanbad
Karnataka - Bangalore, Ilkal
Madhya pradesh - Bhopal, Guna, Satna, Jabalpur
Andhra Pradesh - Vizag
Kerala - Pallakkad, Malappuram
& many more..