

Hello!

Happy to see your interest in the 3M Car Care Franchise!, a franchise that is going to change the way India keeps its cars

An already matured and evolved business in the USA, Europe and Australia, this is known as “CAR DETAILING”. After extensive market research that started in 2005, 3M is confident that “Car Detailing” is the next big thing to happen in automotive space in India

...let us step back for a moment and think - have we not often wished our car upholstery and interiors could look and feel fresh again. Or maybe get those stubborn scratches on the car surface removed and car body made to look like a 2 month old beauty again.

Yes, we all have at some point of time thought that way...and more often when someone we value sits in our car. However, we rarely find an authentic place for getting our car care needs addressed. 3M India Ltd. sees this as a big opportunity in the ever growing Indian car market.

3M is now entering the car care business through a nation wide network of franchisee run stores. These stores would address most car related needs of a car owner,

This presentation would give you a glimpse of the very detailed work that is happening at 3M in making this business a success and how you can be a part of it.

Read on!

Truly,

Vishesh Nigam
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3M CAR CARE
Keep your car looking new

3M Company Overview

Headquarters:	St. Paul, USA
Employees:	74,000
Operations in:	200 countries
Sales:	\$25 billion
Net income:	\$3.2 billion

3M's R&D Footprint across the Globe

Creating Powerful products



Brazil



France



Canada



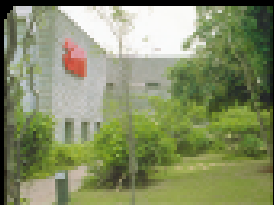
Germany



Japan



China



India



Mexico



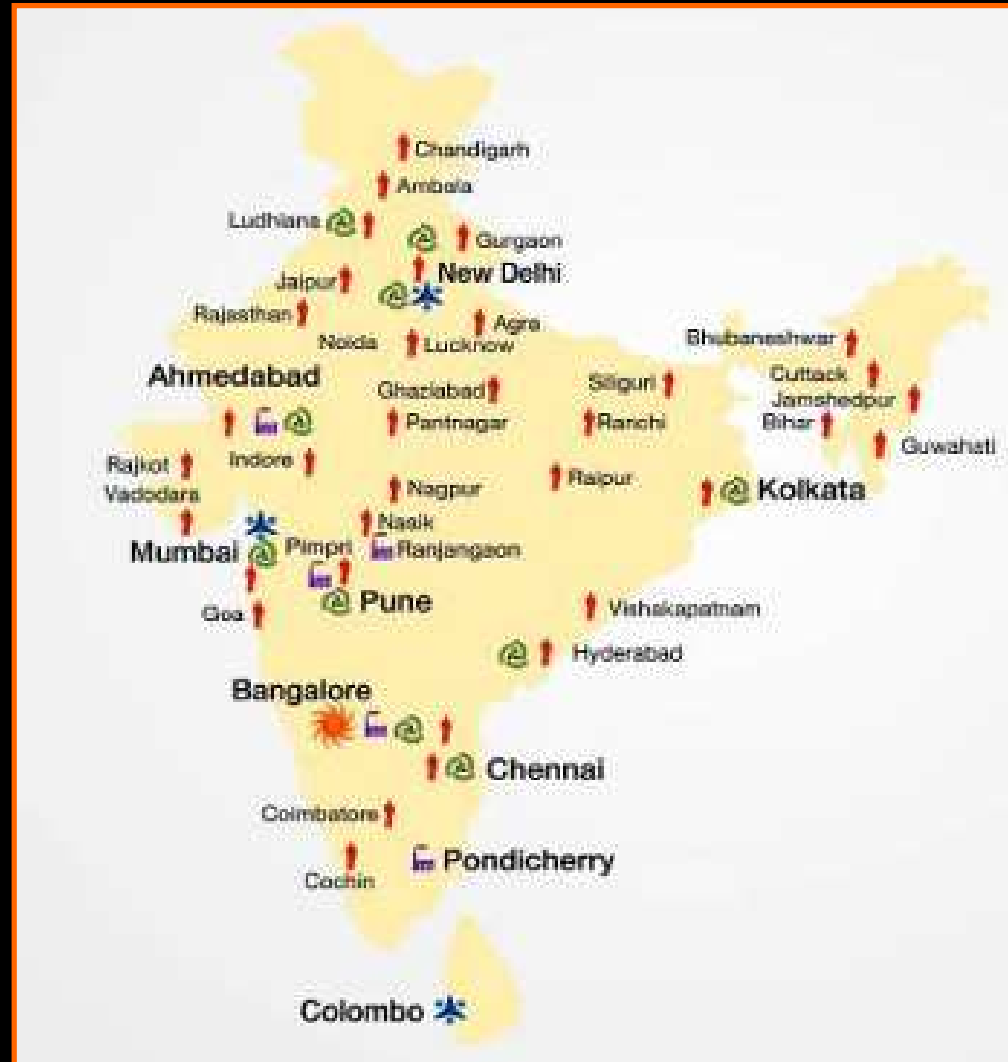
Singapore



United Kingdom

65 subsidiaries,
more than 35 with
laboratories

3M in INDIA: Engaging the customers since 1988



3M India Manufacturing Facilities



Ranjangaon Plant



Pimpri Plant



Ahmedabad Plant



Innovation Center, Bangalore



Pondicherry Plant

3M's Strong Brands & Market Position



Car Care



Car Graphics



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3M in the AUTOMOTIVE Business

3M in BMW 5 series:

You can find us EVERYWHERE



3M Approved OEM Vendor for “Who is Who” of the Auto world



3M

car care

... Multi Brand Car Care Centers



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REF: J-00007185-0

3M Car Care Portfolio of offerings

- Car Exterior treatment
- Car Interior treatment
- Corrosion treatment
- Car Window Films
- Car graphics
- Car Care Products

Interior Treatment



Exterior Treatment



3M Car Graphics



3M Window Films



3M Product Range



3M CAR CARE

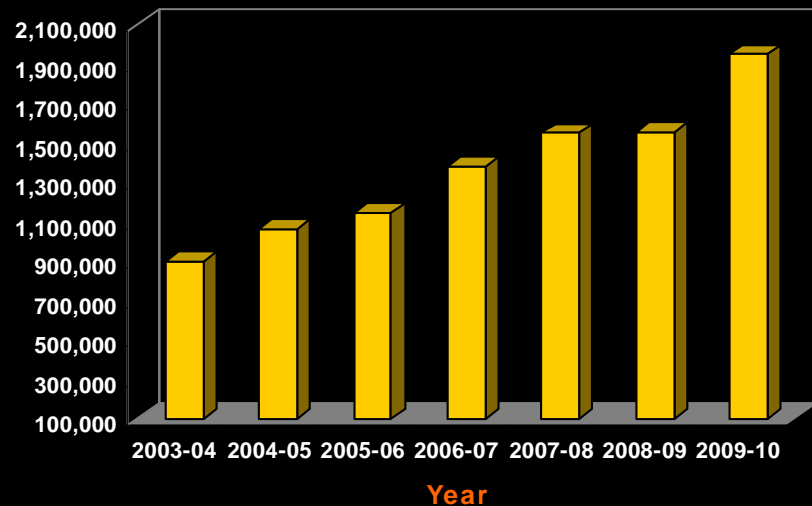
Opening a **3M** Franchisee Store

1. Opportunity
2. Tapping the Potential Benefits
3. Joining hands with 3M: What you get
4. Economics of the Business
5. Who can become a Franchisee

Opportunity

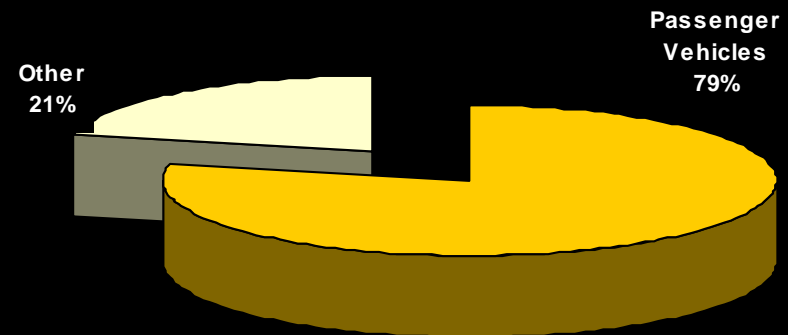
India – Fast becoming Car Capital of the World

Passenger Vehicles
(Units sold)



upwards spiraling
car sales growth

Four Wheelers on the Road



The Business Opportunity

An ever **growing** car population

...a **fast reducing** car owners age

...Fast **rising income** levels

...a desire for **clean cars and new looks**

...**NO** authentic Car Care Specialists

...Rs. **1000 cr.** Car Care market

A market **untapped** by the organized players... **till now!**

Also...Consumer Research Shows -

Authorized Dealerships

- ❑ Restricted product offerings
- ❑ Detailing not visible to the customer
- ❑ Primary focus is on servicing

Unorganized Sector

- ❑ Lack of product knowledge
- ❑ Imperfect technique
- ❑ Low cost appearance
- ❑ Use products that may be low quality
- ❑ Lack of infrastructure and equipments

**Customer is actively looking for
better alternatives**

Tapping the Potential

With **3M** **CAR CARE**

Keep your car looking new

3M Works With You

1. 3M Managers Guide you through the process
2. From the Application stage
3. To Site Selection
4. From helping you set up the store
5. To training the staff
6. And...finally help you build a customer base



**What you can expect
when you work with 3M**

You get the power of... “The **3M** Brand”



3M CAR CARE
Keep your car looking new

You get a Dedicated Organization

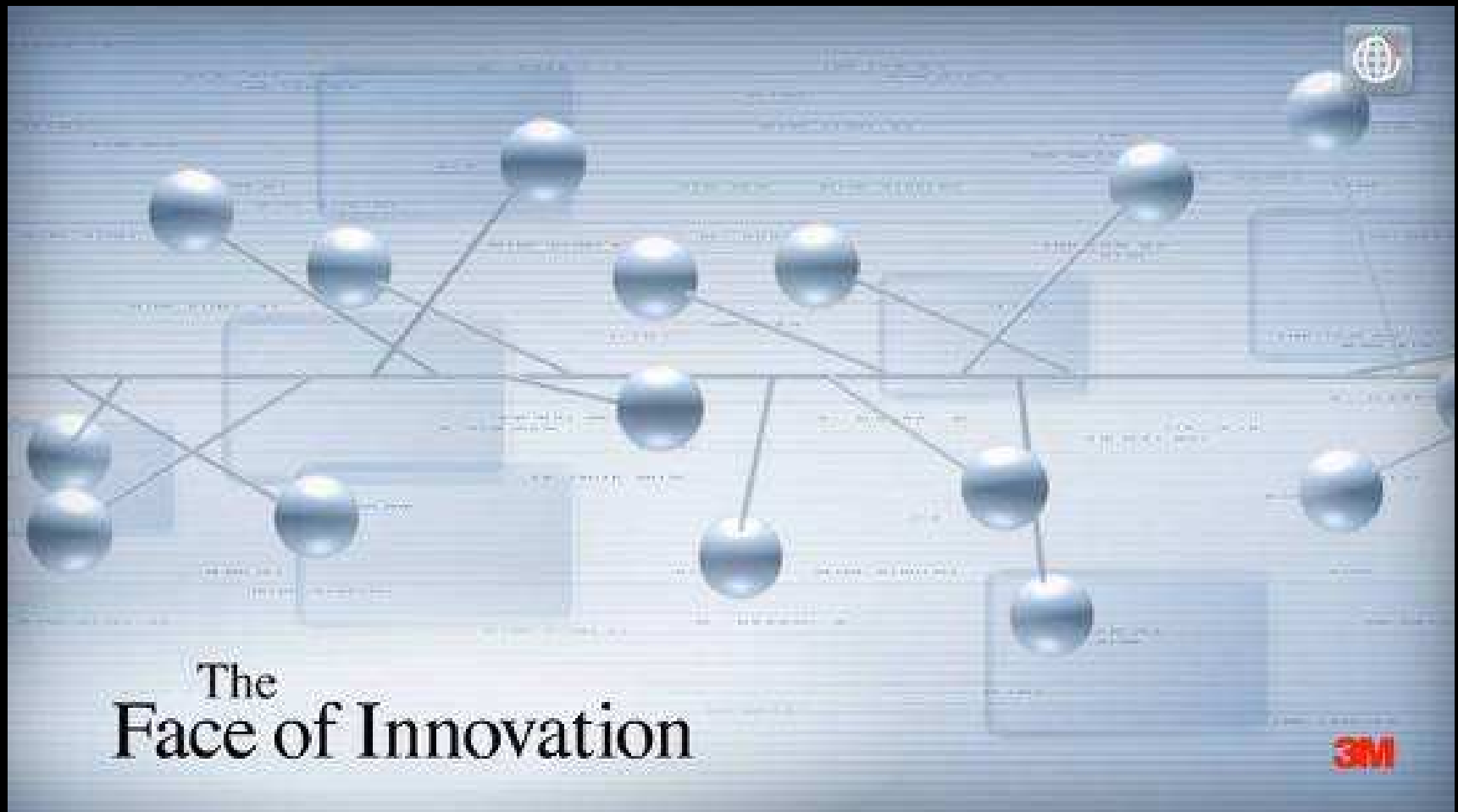
...For support and growth of
franchisee stores

Right skilled team with diverse
franchising and retail experience

A team that believes that
3M Wins if YOU Win



You Get...100 Years of Product Innovation Expertise



You Get...Business Support

Powerful business processes for high productivity

Our managers in field for helping you make the business
successful

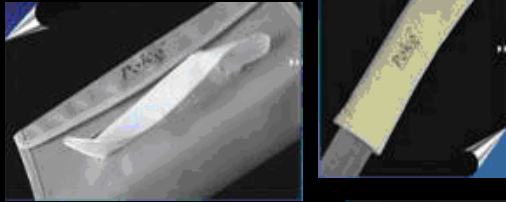
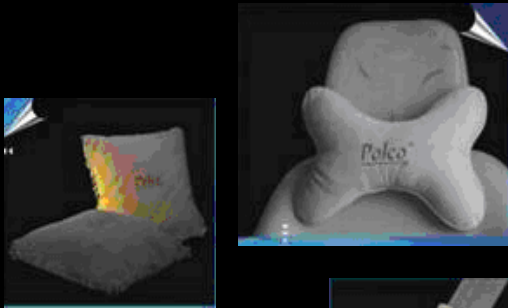
Marketing programs for helping you drive traffic to the stores

Strategy team to understand the business and give it the right
direction

You get...More Opportunities to Earn

Car Accessories

PILLOW / SEAT BELT PAD / NECK REST



TISSUE BOX COVER / TRUNK ORGANISER



3M Car Mats



3M Car Graphics



3M CAR CARE
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You Get...Training on Keeping Your Customers Happy!

3M believes that you can keep a customer for life if your people are trained to thrill customers

3M has tied up with one of the best training companies for training the store staff

We teach your staff what keeps the customer coming back to you

Return on Investment

Investment	Rs. 20 -50 lacs
ROI	30- 40 %

You do Business in Cash!

The Formats

Solution

Area: 1400-1800 Sqft

2-3 ramps

Washing Area

Manpower: 6-7

Revenue Streams-

> Car Detailing

- Interior/ Exterior
- Corrosion treatment
- Films

> Retailing of Car Care products

Crossover

Area – 1800- 2500 Sqft

3-5 ramps

Washing Area

Manpower: 8- 12

Revenue Streams-

> Car Detailing

- Interior/ Exterior
- Corrosion treatment
- Films

> Car Care products retailing

> Car Graphics

> Customer engagement area

Experiential

Area – 2500 - 4000 Sqft

6-8 ramps

Washing Area

Manpower: 12-16

Revenue Streams

> Car Detailing

- Interior/ Exterior
- Corrosion treatment
- Films

> Car Care products retailing

> Car graphics

> Customer engagement area

> Bays for DIY activities

What we look for in a Franchisee

- Enthusiasm and hands on involvement
- Aptitude and a will to start a new business
- Strong customer focus
- Regard for business processes
- Experience of having handled B2C business
- Strong people orientation for managing store staff
- Strong financials with a net worth of 25 lacs

3M Stores in Bangalore and Pune



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Advisory

- The information provided in this presentation is for the purpose of demonstration only and is not binding on 3M India Limited.
- The intention of the document is to guide the prospective franchisee on the various aspects of the business. The actual project, if any, will be governed by appropriate agreements defining the Terms & Conditions applicable for the final project.
- The information provided in the document is the property of 3M India Limited and is only for the use and guidance of the person mentioned in the email
- The information provided is based on certain business requirements and these requirements may vary as a result of -
 - Changing market conditions or business practices
 - Changes in the regulatory, governmental or other statutory requirements
- The success of the franchising program is largely dependent on the effort of the franchisee. Any deviations and / or deficiencies on the part of the prospective franchisee may significantly vary the final outcomes of the proposal
- 3M India Limited reserves the right to change / modify or delete any program or any aspect of the program in this proposal, at anytime without giving prior notice

For more enquiries, write to vnigam@mmm.com

Thank-you

