



**Where Expertise
Meets Excellence**

Two-wheeler (JustAuto Bikes) Business Presentation & Plan for Franchise Development

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About JustAuto Solutions



JustAuto Solutions Pvt. Ltd. firmly believes in the spirit of entrepreneurship and is founded on the principles of innovation and a passion for the automotive industry. We empower individuals with a deep interest in automobiles and are dedicated to fostering a culture of self-reliance and skill development. We excel at providing comprehensive automotive training courses. These courses are designed to equip aspiring technicians, students and entrepreneurs with the knowledge and skills required to thrive in the ever-evolving automotive landscape.

At the core of our mission, we are establishing a robust workshop franchise network. By creating a vast franchise network under our banner, we promote small business ownership and ensure access to top-notch automotive services for communities far and wide. Through our dedication to entrepreneurship and commitment to training, we are driving forward a future where every individual with a passion for automobiles can find their path to success.

Mission and Vision



Our Mission

JustAuto Solutions Pvt. Ltd. is on a mission to empower individuals with a passion for automobiles by providing them with the knowledge, skills, and opportunities they need to thrive in the automotive industry. We are committed to fostering entrepreneurship through the creation of a widespread workshop franchise network, thereby supporting small business ownership and expanding access to high-quality automotive services in communities across the globe.

Our Vision

Our vision at JustAuto Solutions Pvt. Ltd. is to be a global leader in automotive education and entrepreneurship. We aim to create a future where anyone, regardless of their background, can turn their love for automobiles into a successful and fulfilling career. Through our innovative training courses and extensive workshop network, we envision a world where automotive enthusiasts can not only realize their dreams but also contribute to the growth and excellence of the automotive industry. We are driven by the belief that by nurturing entrepreneurship and providing top-tier automotive training, we can shape a brighter and more self-reliant future for individuals and communities alike.



Objectives



Our primary objective is to create a network of successful Two-wheeler franchises which will uphold our brand's values and standards. Our success is built on a foundation of trust, reliability, and a deep understanding of customer needs. By offering franchise opportunities, we aim to.

- Facilitate entrepreneurship by empowering the technical skill set of youth.
- Upskills automotive technicians with our expert training courses.
- Promote ethical practices in the automotive service and repair industry.
- Develop and enforce strict quality standards and guidelines to ensure all franchise locations deliver consistent service.
- Provide complete support to franchise owners, including training, marketing assistance, and operational guidance to ensure their success.
- Build a strong and recognizable brand identity that franchisees can use to attract and retain customers.

Two-wheeler Franchise Practical Training Details

30 Days Full Practical Training

Introduction to Auto Industry

- Basic of Automotive Industry and Tools
- Using latest tools and equipment's
- Details of periodic maintenance & servicing
- Safety and waste disposal
- Workshop documentation
- About automobile industry

Basic Two-Wheeler Training

- About two -wheeler industry
- Various parts of two-wheeler
- Difference between 2 stroke & 4 stroke
- Understanding Chassis, Engine,
- Transmission, Suspension, Electric/ Electronic
- About electrical vehicles

Breakdown & Trouble Shooting

- Battery checking
- Starting trouble
- Sensor problem
- Vehicle speed problem
- Chassis & transmission problems
- Electrical & Electronics problems
- Wheels & Brakes issues

Service & Repairing

- Overhauling details
- Cleaning filters, tank etc.
- Resolving starting issues and checking electrical , electronic parts
- Engine dismantling & reassembling
- Adjusting gears, clutch, brakes etc.

Electrical & Electronics

- Understanding AC/DC & laws
- BS6, ECM / ECU , Electronic sensors
- Battery and wiring basics and details
- Electrical accessories and parts
- Repairs of electric vehicles

Grooming/Etiquettes + Test

- Handling customers & CRM
- Communication skills
- Self-development
- Final Test
- Bike restoration training

Our Franchise Training Module USP



• Experienced Trainers

• Hand-on Experience

• Modern and Live Workshop

• Training to Workshop Owner

• Certification

Franchise Development Roadmap



1

Training

Practical Training to Technician - 30 Days

2

Site Approval

Workshop Location Approval

3

Workshop Setup

Setup of all Equipment's and Tools

4

Business Start

Launch of App and Reaching Customer

Lifts & Pneumatic Tools

| |
|-------------------------|
| Ramp |
| Pneumatic tools sockets |
| Pneumatic Guns Set |
| Fitment accessories |

Machine & Others

| |
|----------------------------|
| Bench Grinder |
| Bench Vice |
| Spark Plug Cleaner |
| Air Compressor |
| M.F. Charger with Trolley |
| High Pressure Washing Pump |
| Tools Trolley |
| General Work Bench |

Complete Tool Set

| |
|-------------------------------|
| Ring Spanner Set |
| Combination Spanner Set |
| Adjustable Wrench |
| Double Ended Open Spanner Set |
| Plier Set |
| T Bar Socket Set |
| 2-way handle Hex Key Set |
| Hammer |
| Screwdriver set |
| Allen key set |
| Engine Jig Universal |
| Funnel / Measuring jug |
| Mileage testing kit |
| Filler Gauge |
| Hydrometer |
| Tachometer |

Workshop Equipment and Tools Details

Note - The tools that workshop owners buy should depend on availability of Tools, the market conditions, and their personal preferences. This means the tools they choose can change based on what they need at the time.

Equipment and Tools Images



Ramp



Bench Grinder



Bench Vice



Spark Plug Cleaner



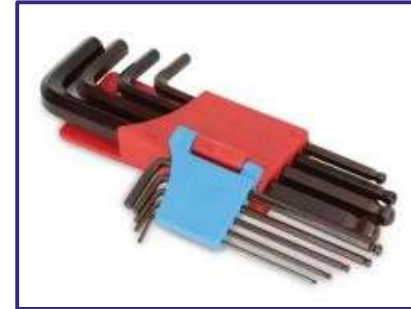
Ring Spanner Set



Pneumatic Gun Set



Screwdriver Set



Allen Key Set



Air Compressor



**Heavy Duty
Transmission Jack**



Filler Guage



**High Pressure
Washing Pump**

Requirement and Expectation from Franchise



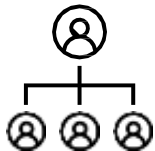
Required Area for Workshop

- 300 sq. ft. to 700 sq. ft.



Expectation from Franchise

- Your Personal Involvement
- Progressive & Adaptive Approach
- Customer first Attitude
- Follow the Process and System
- Local connect with community
- Site convenient to customer
- Investment as per schedule
- Energetic team



Premier Support and Training Package for Franchise



- Full Technical Training including BS6 to one person.
- Franchise Owner Training
 - ❖ Workshop Management and entrepreneurship Development
 - ❖ Inventory control
 - ❖ Customer Retention and feedback
- Technical support on phone
- Social Media Campaign – Our own SM Team
 - ❖ Creation of SM Accounts of Franchise
 - Google (Location Finder) & YouTube
 - Facebook & Instagram
 - ❖ Hosting of an exclusive page of Franchise on Justauto Website
 - ❖ Specific targeted local Social Media campaign of Franchisee
 - ❖ General year-round awareness SM campaign of JustAuto
- Workshop
 - ❖ Floor Plan and design assistance
 - ❖ Signboard
 - ❖ Interior display
- JustAuto T-Shirts (5 Nos.)
- Visiting Cards (200 Nos.)
- Job Cards (500 Nos.)
- Pamphlet for Promotion (2000 Nos)
- Standard oil and Spare parts
- Mobile App for Job Card creation, billing and purchase
- Facilitate to Buy/Renew Motor Vehicle General Insurance for Customers (POS)
- Customer Assistance Call Center



Our Franchise USP

- BS6 / EV Vehicle Technical Training
- Call Center -Technician Backup & Support
- Low Investment – High Returns
- Business Apps For Workshop and Customer
- Digital Marketing Support – Own SM Team
- High Quality Equipment & Tools

Cost for Owning Franchise



Workshop

Fees

Franchise Management

Digital Marketing

Workshop & Self Development Cost

Workshop Equipment Complete Set

Spares Startup Kit
(Running Spare Parts, Lubricants)

Mandatory Technician Training 30 Days

**All this at Rs. 5.50* Lacs of
Investment**

***Excluding GST**

**Infrastructure, Interior cost to be managed by owner as per standard
specification**

Franchisee outside Ahmedabad have to bear the actual cost of transportation on
Equipment / Spares & other branding material

Cost for Owning Franchise

| Particulars | Amount (INR) |
|---|-----------------------|
| Franchise management Fee, Training, Workshop Signage, Internal Branding, Job Cards, Mechanic Uniform (One time) | INR 1,30,000 |
| Franchise Renewal Fees, SM/Digital Marketing Fees, Tele-Calling Support, Technical Support (Every Year)* | INR 60,000 |
| Workshop Equipment Complete Set | INR 2,90,000 |
| Spares startup kit (Running Spare Parts, Lubricants) | INR 70,000 |
| Overall Cost (excluding GST) | INR 5,50,000 * |

Infrastructure, Interior cost: To be managed by owner as per standard specification

***SM/Digital Marketing/Tele-support Fees will be waived off if the annual purchase of Oil, Spares, Parts from Justauto exceeds INR 6,00,000/-**

Workshop Equipment Complete Set price shall be based on current market price.

Franchisee outside Ahmedabad have to bear the actual cost of transportation on Equipment / Spares & other branding material

Franchise Set-Up Payment Schedule



Note – Payment for the Tools and Equipment may vary depending on owner's preference and market conditions, thus amount of 3rd payment may be different for different owners.

INR 1,00,000/-

Franchisee Booking Amount

INR 90,000/-

On Workshop Location Approval and Start of Training

***INR 2,90,000/-**

For Equipment and Tools – 10 Days Before Furnishing of Workshop

INR 70,000/-

For Spares – 10 Days Before Inauguration

Revenue Model

| Particulars | Number of Footfalls (Per Month) | Rate per Unit | Amount |
|--|------------------------------------|---------------|-----------------|
| Revenue: | | | |
| Labour from Vehicle Service | 250 | 250.00 | 62,500 |
| Oil, Spares and Consumables | 230 | 300.00 | 69,000 |
| Labour from Major Job / Accident | 25 | 3,000.00 | 75,000 |
| Labour from Minor Job | 50 | 100.00 | 5,000 |
| Used Oil & Scrap from Vehicle serviced | 175 | 40.00 | 7,000 |
| Total Revenue (A) | | | 2,18,500 |
| Expenses: | | | |
| Rent | | | 15,000 |
| Maintenance | | | 2,000 |
| Mechanic / Helper Salary | | | 40,000 |
| Electricity | | | 2,000 |
| Internet - Mobile | | | 500 |
| Miscellaneous | | | 1,000 |
| Oil, Spares and Consumables | | | 60,000 |
| Total Expenses (B) | | | 1,20,500 |
| Gross Profit (C) = (A-B) | | | 98,000 |

Note - This is Ideal Revenue Model, Numbers are shown considering Business is properly setup and operating smoothly. These Numbers can change as per the Market and Business Conditions.



Revenue Model - Multiple Scenarios

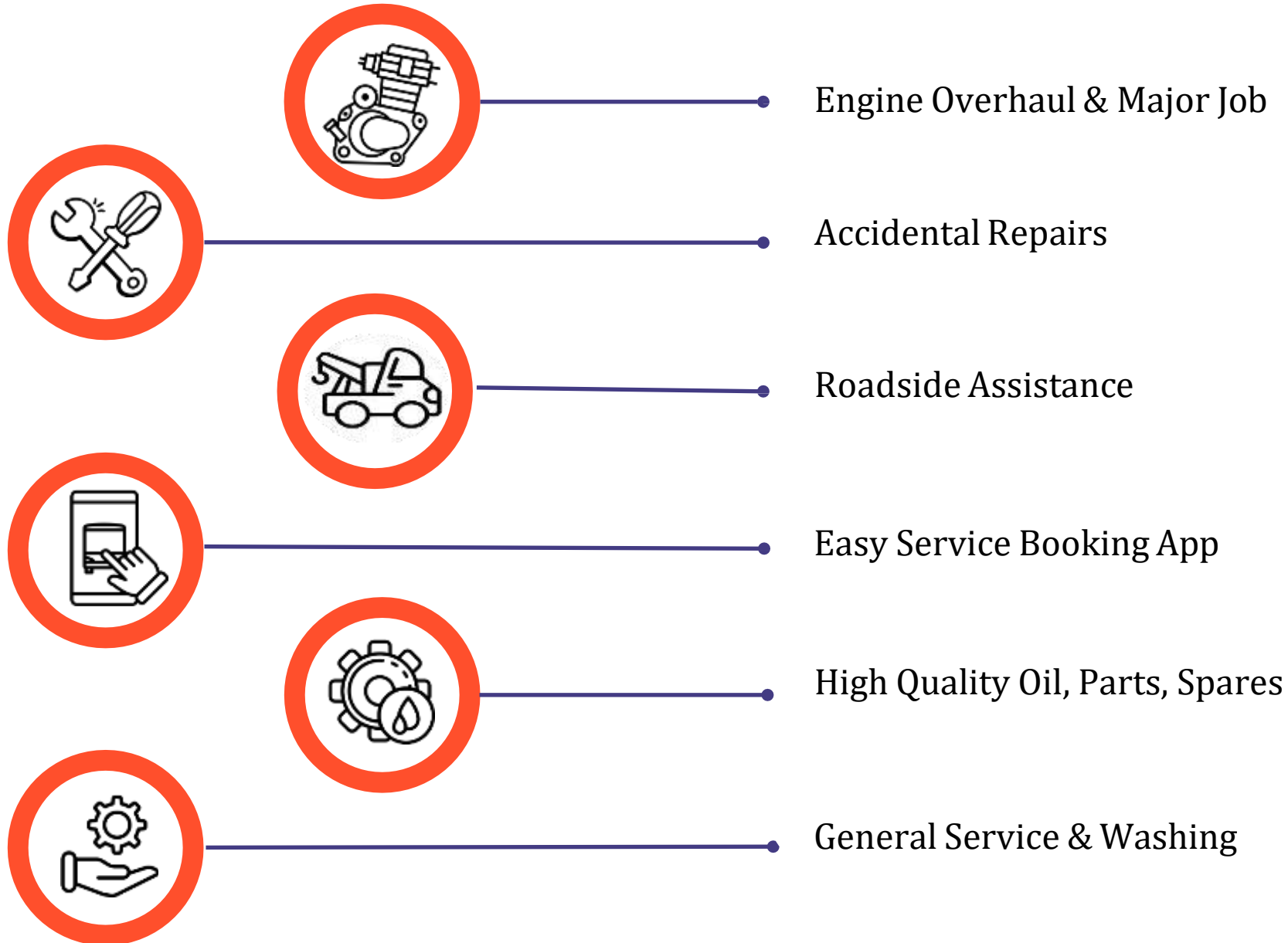
| Particulars | Scenario 1 | Scenario 2 | Scenario 3 | Scenario 4 |
|--|-----------------|-----------------|-----------------|-----------------|
| General Service Vehicles Per Month | 150 | 200 | 250 | 300 |
| Oil, Spares Vehicles per Month | 130 | 180 | 230 | 280 |
| Major Job / Accident (Per Month) | 15 | 20 | 25 | 30 |
| Minor Job | 30 | 40 | 50 | 60 |
| Revenue: | | | | |
| Labour from Vehicle Service | 37,500 | 50,000 | 62,500 | 75,000 |
| Oil, Spares and Consumables (20% Margin) | 39,000 | 54,000 | 69,000 | 84,000 |
| Labour from Major Job / Accident Major Job | 45,000 | 60,000 | 75,000 | 90,000 |
| Minor Job | 3,000 | 4,000 | 5,000 | 6,000 |
| Used Oil & Scrap from Vehicle serviced # | 4,200 | 5,600 | 7,000 | 8,400 |
| Total Revenue (A) | 1,28,700 | 1,73,600 | 2,18,500 | 2,63,400 |
| Expenses: | | | | |
| Rent | 12,000 | 15,000 | 15,000 | 15,000 |
| Maintenance | 1,500 | 2,000 | 2,000 | 2,000 |
| Mechanic / Helper Salary* | 30,000 | 30,000 | 40,000 | 40,000 |
| Electricity | 1,500 | 2,000 | 2,000 | 2,000 |
| Internet - Mobile | 500 | 500 | 500 | 500 |
| Miscellaneous | 1,000 | 1,000 | 1,000 | 1,000 |
| Oil, Spares and Consumables | 36,000 | 48,000 | 60,000 | 72,000 |
| Total Expenses (B) | 82,500 | 98,500 | 1,20,500 | 1,32,500 |
| Gross Profit (C) = (A-B) | 46,200 | 75,100 | 98,000 | 1,30,900 |

| | |
|---|--------|
| Labour from Vehicle Service (Per Vehicle) | 250 |
| Oil, Spares and Consumables (Per Vehicle) | 300 |
| Labour from Major Job / Accident (Per Vehicle) | 3,000 |
| Used Oil & scrap (Per Vehicle) | 40 |
| Minor Labour (Per Vehicle) | 100 |
| Mechanic Salary (Per Month) | 20,000 |
| Helper Salary (Per Month) | 10,000 |

Note – These are multiple revenue model scenarios. The business can fall into one of these, considering market conditions and its Business circumstances.



Types of Services at JustAuto Franchise



Two-Wheeler Franchise Photos



Multi Brand Services at JustAuto Franchise

JUSTAUTO[®]
SOLUTIONS



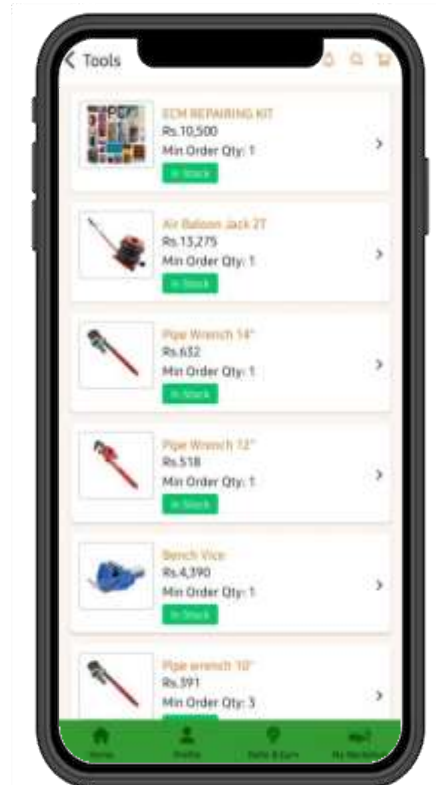
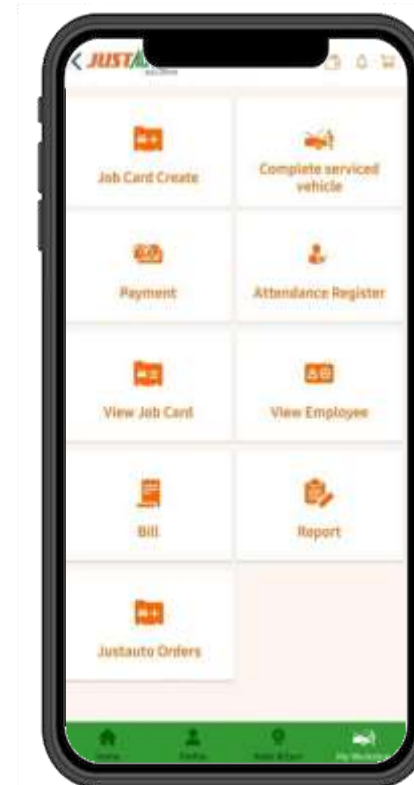
Electric Vehicles

Features of JustAuto Mobile Application



Mobile Application Features:

- Job Card Creation from Mobile App
- Purchase of Tools and Equipment
- Registration for JustAuto Training Courses
- Manage Your Workshop
- View Profile and More



<https://play.google.com/store/apps/details?id=com.justauto>

Connect With Us



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