



THE DETAILING MAFIA

PERFECTION IS IN THE DETAIL

MA MACHINE
CAR CARE



**FRANCHISE
PROPOSAL**

WHO WE ARE

The Lineage: Being the progeny of a 33-year-old Manmachine Group, The Detailing Mafia is a high end car cleaning and detailing studio, with experience of decades and a portfolio of 30+ Studios Pan India, providing services with unmatched quality, reliability, durability and an attention to the details like no other. The Detailing Mafia is focussed and en route on creating platforms that herald the boom of the automotive detailing industry in the Indian market, creating endless opportunities and realize the true potential. We strive harder to bring the best services to form awe-inspiring results any car owner and enthusiasts can be proud of.

WHAT ARE WE PROUD OF

Our Obsession with Quality: Our belief is that each and every vehicle needs to be treated with utmost care, to deliver the finest possible outcome for the vehicle and thus for our brand. With intricate details and a keen eye for perfection, Detailing Mafia strives to outperform the rest. Be it a Chevy or a BMW or a Mercedes, trust us on uncompromised and superior treatment in every aspect of our product and service.

WHAT WE SPECIALIZE IN

At the epitome of detailing industry Detailing Mafia brings you a wide range of car care products from the best companies across globe. We closely work with the companies that focuses on manufacturing the products without compromising the quality. Blending the experience with innovation and technology, our products goes beyond just ultimate presentation and superior protection. It's a competitive world out there and creating a never lasting impression is vital for building long term business relationship, so our main focus revolves around bringing best car care methods in Indian market.

WHY DETAILING MAFIA?



PEDIGREE

We are a 33 year old company and an ISO 9001:2008 compliant firm. Cleaning is our core business and we bring experience!



SINGLE WINDOW SUPPORT

We provide all detailing business operating solutions under one umbrella, be it detailing equipment, chemicals, machinery or soft skills.



EXCLUSIVITY

Manmachine is exclusive distributor in sub-continent of all products used in "The Detailing Mafia" These products are approved by leading companies such as : Mahindra & Mahindra, TATA Motors, Renault, BMW, Jaguar, Land Rover & Honda to name a few.



SALES LEAD GENERATION

Centralized digital marketing support to build your online campaigns and generate leads.



ONLINE CRM TOOL

We provide complete billing (Point Of Sales), CRM and Loyalty Card Support to increase mileage of customer engagement, experience and satisfaction.



LAYOUT AND ARCHITECTURE

We provide complete guidance in site pursuit, location, designing and architecture of your detailing studio and set up!



TRAINING

We provide periodic training to our franchise and free soft skill upgrades every 6 months at your location.



WORLD CLASS PRODUCTS

We import in International standards of car detailing to the India automotive market. Products like #Labocosmetica, Lake Country and many more products that help to make the art of detailing, easy.



DIGITAL MARKETING SUPPORT

Our Digital Team of experts provide complete support in setting up new social media campaigns, promoting it forward & capturing the targeted audience.



COMPREHENSIVE MARKETING SUPPORT

Ready designs of all advertising material, stationary and maintenance checklists provided to you.



SELF OPERATED CONCEPT

The Detailing Mafia have 5 company owned company operated stores, to substantiate the viability and productivity of its business model.



MAINTENANCE SUPPORT

Our Annual Maintenance Contract (AMC) provides comprehensive support for smooth running of the operating equipment.

THE DETAILING MAFIA FRANCHISE REQUIRMENTS

- ▶ Space Requirement : 1800 - 5000 sq. ft.
- ▶ Height Requirement : 12 ft.
- ▶ Front Fascia : 30 feet minimum
- ▶ Project Investment : 35 – 50 lacs
- ▶ Location : Commercial or Semi-Commercial space ground floor
- ▶ Electricity : 3 phase electricity

Full commitment with the project and complete time devotion as it is service and quality business.

Not More than 3 Partners

Firm name (Proprietorship/Partnership/Pvt Ltd)



PROJECT COST

FRANCHISE FEES	₹ 700,000
MACHINE & EQUIPMENT	₹ 700,000
CAR WASH & DETAILING	₹ 150,000
LABOCOSMETICA KIT	₹ 500,000
PPF KIT	₹ 275,000
SECURITY FEES (Refundable)	₹ 250,000
NET PAYABLE TO MMCC <small>**Excluding GST</small>	₹ 25,75,000**



Interiors and other civil works for 1800 sqft will approximate Cost @₹ 800* per sqft

1800X800 = ₹14,40,000*

*Conditions Apply



- ▶ Civil+Electrical & plumbing jobs
- ▶ Flooring : White & black vitrified tiles
- ▶ ACP LED front facade
- ▶ 5 Hp compressor
- ▶ Electrical connection
- ▶ LED lights & MS structure
- ▶ I.P cameras
- ▶ Furniture, AC, Glass work
- ▶ Experience room
- ▶ Tea/Coffee maker
- ▶ Computer, Printer, POS
- ▶ Branding
- ▶ Graffiti
- ▶ Minimum 5 years lease

OUR PARTNERS



**LABORATORIO ITALIANO
COSMETICI AUTO
DAL 1965**

Labocosmetica, from Ma-Fra, offers reliable, thoroughly tested wide range of car care products that satisfies the demand of every enthusiast of detailing industries and well suits the requirements of professionals. The history of this brand has its deep roots in the distant half of the sixties. With the famous slogan "cosmetics for your car," Ma-Fra have given rise to the Labocosmetica. A line of products manufactured in-house with innovation, technology and traditional dedicated to those who look for best for the car care, Labocosmetica has a range of new form of coatings with amazing self-fast curing technology delivering unique silk-mirror effect and form a physical and chemical barrier to the surface.

- ▶ 9H Scratch resistance
- ▶ Resistant to chemical etching & Environmental impact
- ▶ Hydrophobic effect with water beading
- ▶ Maintains the shine & superior gloss level
- ▶ Patented 3pH Wash System Ceramic Wash
- ▶ SiO2 Technology
- ▶ UV-RAYS Resistant
- ▶ Permanent coating
- ▶ 2-3 thickness

ULTRASHIELDX PAINT PROTECTION FILM is a thermoplastic urethane with amazing stain resistance, self-healing and optical clarity as its feature. A quality product for paint protection which is value for money. This film is meticulously tested and proven to deliver the best protection even under the harshest condition. It delivers an amazing defence level that fits a detailer's need with its advanced features at price competitive quality. A nearly undetectable protective shield is the best protection mechanism for your all segment cars irrespective of their age. Ultrashieldx brings you best-in quality paint protection film and window tints.

- ▶ Virtually invisible
- ▶ Counter Everyday Environmental Damages
- ▶ Protection against stone chips marks, scratches, rocks salt and sand.
- ▶ Protect Your Ride Against vandalism
- ▶ Match The Factory Paint Finish
- ▶ Delivers Stain, Mar and Chemical Resistance
- ▶ Adds Durability to Exterior Surface
- ▶ Self-Healing Technology
- ▶ Demands Less Maintenance
- ▶ Backed With 5 years of Warranty



Windshield Protection Film is a highly functional window film specially manufactured based on ULTRASHIELDX's outstanding Optical Design Technology and advanced Coating Technology.



Grit Guard, Inc brings a product that easily fits in the bottom of its bucket and acts as a settling filter for preventing wash mitts from getting contaminated with dirt and grits while washing process. It is a paint-saving tool which prevents swirl marks, for ultimate cleaning of the automobiles. It is a patented system of mitt and pad washing that requires no maintenance and no energy.



Sprayable paint protection system (SPPS) that not just looks and feels like regular factory paint, but the one that delivers unrivalled protection from everyday road debris. Using Clarity Coat, colour change and customization is easy while protecting the Factory OEM finish.



With 40 years of rich history, Lake country Manufacturing has grown to offer a complete line of buffing and polishing products to different industries across the globe. It is a very popular brand for buffing pads which is a blend of premium material and excellent design.



Zentool brings one of the latest and advanced paint correction tools and accessories of the best quality which delivers incredible results at ease. Compared to the polishers of other brands, rotary and Dual Action Polisher delivers superior finish with no holograms.



Detail factory brings you a complete line of premium detailing brushes. You can avail any sort of brushes including ultra-soft brushes, boar or cervices brushes, Detail Factory has them all!



The BUFF Brite LED Flamethrower Light attachment allows getting the perfect results in paint correction, easier than you ever could have hoped. By projecting 800 lumen lights onto the surface of your paint from multiple different angles.

GLIMPSE



TDM CHENNAI



TDM MALVIYA NAGAR



TDM HYDERABAD



TDM VIZAG



TDM KOCHI

OUR PRESENCE

AGRA | BANGALORE | CALICUT | CHENNAI (ANNA NAGAR | NANDANAM) | DEHRADUN | SHIVAMOGGA | TRIVANDRUM | HYDERABAD
MADHAPUR | JAIPUR | KAKINADA | KANNUR | KOLKATA | KOCHI | LUDHIANA | MUMBAI (SANTACRUZ | CHEMBUR)
DELHI NCR (INDIRAPURAM | JANAK PURI | MALVIYA NAGAR | PITAMPURA | PREET VIHAR | NOIDA) | MADURAI
NAGERCOIL | PATNA | PRODDATUR | RAJAHMUNDRY | RANCHI | SALEM | VIJAYAWADA | VIZAG

FRANCHISE STARTUP KIT

S. No.	ARTICLE	QUANTITY
1	PPF Standee	1
2	The Detailing Mafia branded Paper Mats	500
3	Visitng cards for franchisees	200
4	Letter heads (Franchisee name)	100
5	Cerficate of authorization (framed)	1
6	Architectural Layout	1
7	Canopy	2
8	Value Cards	50
9	Pamphlets	5000
10	Uniforms	10
11	Manager's Shirt	2
12	Daily Report Booklet	5
13	CRM Billing soware (cloud based)	1
14	Apron	2



CONTACT US

For franchise proposal opportunities, Please write to us at info@thedetailingmafia.com or call **+91-80-100-44000**,
For further details, please visit our website www.thedetailingmafia.com



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