

# **Energy & Fire Franchise Opportunity**







# ACHIEVE YOUR DREAMS

WITH

**ENERGY AND FIRE** TECH INDIA PVT. LTD. UNIQUE, INNOVATIVE & VALUE FOR MONEY **PRODUCTS** 



LOWESTINVESTMENT **WITH MAXIMUM PROFIT** 



**SUCCESSFUL BUSINESS OPPORTUNITY** 



**NATIONAL FOOTPRINT OFFRANCHISE NETWORK** 



# **E&F- Energy and Fire**

Conserve Energy and Save Life



## Leaders

#### Mr. Kavinder Khurana

20 years of diverse experience in distribution and retail with companies like Nestle, Vishal Retail Ltd., Phoenix Mills Ltd. Co-Founded www.yebhl.com and www.easyrewardz.com.

#### Mr Robit 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

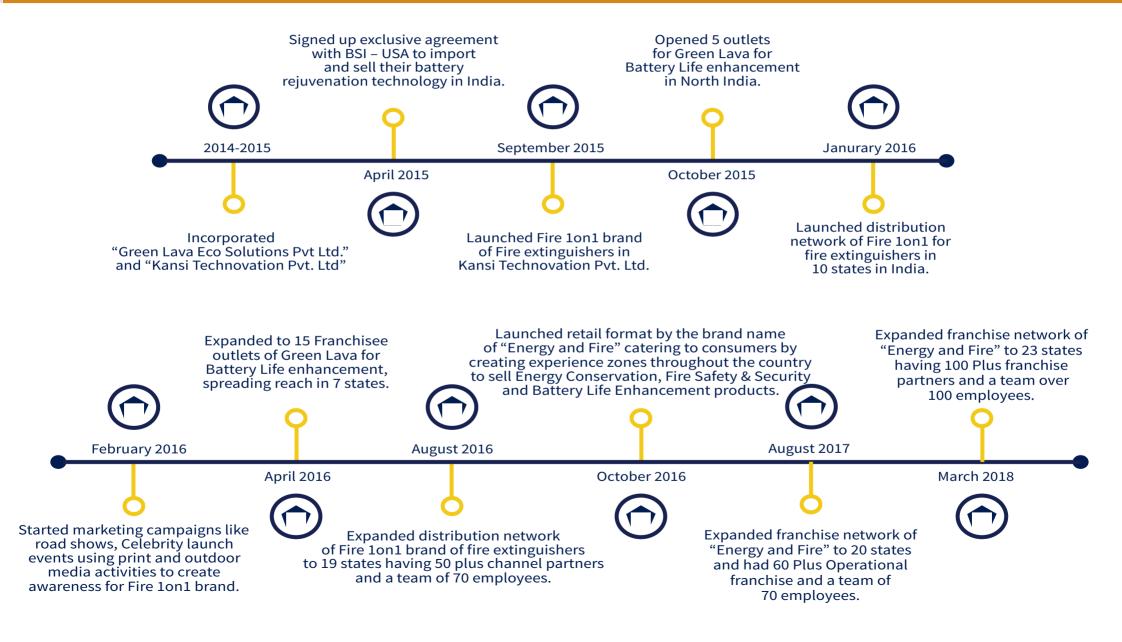
25 years of illustrious career in Consumer durables, DTH and Automobile industries. Notable positions held in his career are COO with Airtel DTH & CMO of Videocon Group. National sales head at LG Electronics.

### BRIG Ram Chillar 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.

# Successful journey so far





# **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?



### What is Franchising?

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

### 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 catagories.
- 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 conferencest 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 experince zone.
- Highly skilled technical support team.

# **Our Mascots**







# **Target Customer Segments**

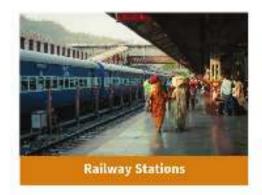


























# **Experience Zone**





# Wide Range of Products & Market Opportunity









> Manual Extinguishers



> Fire hose reels



> Fire Safety Kit





> Batteries



> LEDS



> Battery OTC Products





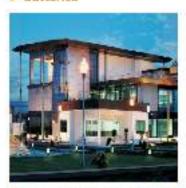




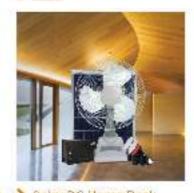




Solar Panels



➤ Solar Home lighting system → Solar DC Home Pack





Consultancy

# **Energy & Fire Support**



### **Traning 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 adwords 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**























































































# E&F- Energy and Fire Conserve Energy and Save Life





E&F Aggressive squad

# Get in touch with us

Our current presence is across the country



### Corporate Office

#### Gurugram, India

Energy and Fire Tech India Pvt. Ltd 513, Udyog Vihar, Phase V Gurugram- 122016 Haryana, India

- **1800 419 5010**
- franchise@energyandfire.com
- mww.energyandfire.com

## "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

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 - Banglore, Ilkal
Madhya pradesh - Bhopal, Guna, Satna, Jabalpur
Andhra Pradesh - Vizag
Kerala - Pallakad, Mallapuram

Assam - Guwhati, Ranaia

& many more..