

FRANCHISE PARTNERS INVITED



INDIA'S LEADING BRAND FOR
NEW-AGE LIVING
solutions

FOR RESIDENTIAL & COMMERCIAL SPACES



HIGHLY
INNOVATIVE
PRODUCTS



ATTRACTIVE
MARGINS &
COMMISSIONS



COMPLETE
OPERATIONAL
SUPPORT

Enhancing
BEAUTY
OF EVERY LIVING SPACE



Siesto, a pioneering initiative of Bhimsaria Polymers Pvt Ltd, is India's leading brand for new-age living solutions for enhancing beauty and utility of every living space.



As a brand, Siesto offers energy-efficient and aesthetically designed products & solutions to make urban living better and healthier. Its wide product range includes **Windows & Doors Solutions (Wooden, uPVC, Aluminum, PVC and Steel), Aluminium Shutter & Roller Mesh, Wood Polymer Composite (WPC) and Fresh Air Ventilation System (FAVS)** among others.

Siesto is committed towards environmental conservation and is focused on the unique Green Tech and PuF-Tech, which keep systems features alive. This green systems technology allows not only to save the environment but also to create a healthy and sustainable lifestyle.

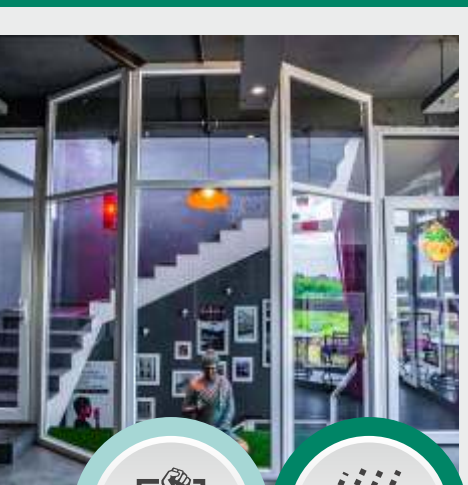
UTILITY



01 UN-PLASTICIZED POLYVINYLCHLORIDE (uPVC) SYSTEM

Siesto is a pioneer of uPVC - a multipurpose material that finds application in various types of buildings for windows, doors, ventilators and partitions due to its resistance to ultraviolet rays, and hence has enhanced durability. More than 50% doors & windows globally use uPVC.

KEY BENEFITS



Stronger than traditional doors and windows



Weatherproof system



Maintains indoor temperature and prevents cold/hot air from entering



Very low maintenance



High level of insulation against noise wind and dust



Has an underlying layer of galvanized steel and hence very safe and secured



Environment friendly



Corrosion-proof, and hence more durable



02 WOOD POLYMER COMPOSITE (WPC) SYSTEM

Siesto WPC is a highly durable and secure material. It is a blend of wood fiber/wood flour and thermoplastics. WPC boards are also prepared from inorganic fillers and plastic composites. It is used as a strong and high-end building decor. It is also used for flooring, decking, railings, fences, paneling, landscaping and indoor cladding/paneling.

KEY BENEFITS



Looks & feels like natural wood



Durable, anti-impact & waterproof with high density



High capacity of UV resistant and color stability



High resistant to moisture, termites and corrosion



Easy installation and low labour cost



Required no painting, no glue, low maintenance



100% recycled, environment friendly, forest saving resource



Barefoot friendly, anti slip, no crackling



Weather resistant suitable from 40–60 degree



03 ROLLER SHUTTER

Siesto Roller Shutter not only looks elegant but also is extremely secure with high quality and low maintenance. It provides an extra element of insulation in the building, helping to keep it at a more comfortable temperature year around, all while saving money on electricity. Further, there is no chance of peep-in from windows as shutters are fully covered ensuring privacy.

KEY BENEFITS



Dimensions customized to fit the sizes of windows



Slat option: 45mm*



Tubular motor driving system or manual strap control system



Maximum width/height: 2400mm



Maximum coverage: 50 ft²



Aluminium alloy material



Motor 6~ 20Nm (tubular motor)



Wind / cold / dust-proof



Ventilation and dimming

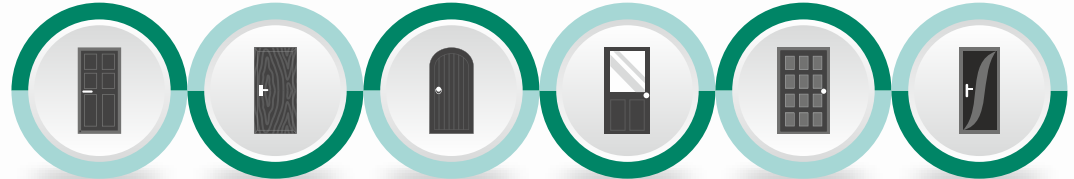
* Slat is aluminium profile with PU foam inside, which not only helps in sunshade but also in heat insulation and noise reduction



04 WOODEN DOORS & WINDOWS



Siesto offers a dedicated one-stop solution for wooden doors & windows called Lakadee.com. The company has been manufacturing wooden doors for over five decades. It offers different solutions for different needs:



Interior panel door

Interior single wood door

Interior curved door

Glass and wood panel doors

Wood inlay doors

Ply inlay doors

05 INSECT SCREEN SYSTEM

Siesto Insect Screen Systems in association with Effeze systems (Italy) protect from unnecessary interventions by keeping the flying pests out while allowing fresh air to circulate around the rooms. It is extensively used in windows, doors and balcony to offer protection against all types of insects like mosquito and others.



KEY BENEFITS



Premium & Good Quality

Good Visibility

Easy to install on Wooden, Aluminium & uPVC frames

Easy Maintenance

Long-lasting aluminium frame (choice in colour)

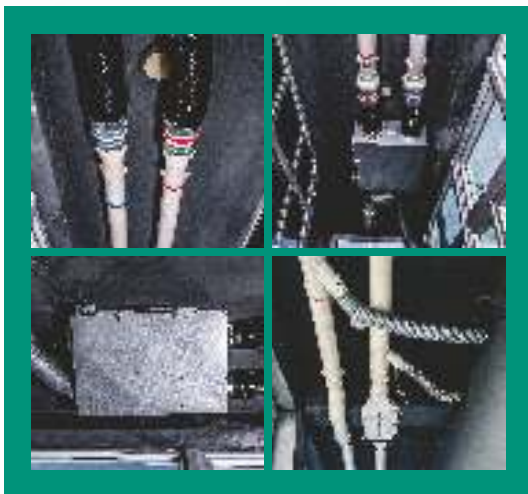
Fiber glass mesh metal (Grey & Black)

Prevents from Insects, pollen etc.

Multiple design options

06 INVISIBLE GRILL

Siesto Invisible Grill is an advanced grill system that provides security to the whole family, especially children. It doesn't affect the overall appearance of the home. It is made of high-quality glass fiber cable (304 or 316 GRADE) and it does not need regular maintenance.



07 FRESH AIR VENTILATION SYSTEM

Keeping its culture of innovation alive, Siesto has introduced a revolutionary product called Fresh Air Ventilation System (FAVS) that enables fresh air to come in and polluted air to go out.



Why FAVS?

With more & more families opting for modern living, proper ventilation is becoming a necessity in closed spaces. With the industrial automobile revolution, huge volumes of dust, carbon dioxide and sulphur dioxide from outside are decreasing air purity leading to massive pollution and several respiratory diseases.



KEY HIGHLIGHTS



DELIVERS FRESH AND PURE AIR

FAVS takes fresh air, purify and distribute it in all rooms and takes out the foul air outside.



MAINTAINS UNIFORM HUMIDITY

FAVS draws air & moisture and prevents humidity from spreading in room. It also removes contaminates from air.



REDUCES HUMIDITY

FAVS maintains humidity between 60-70 percentiles to keep dust, mites and allergens under control.



REDUCES HEATING & COOLING COSTS

FAVS outlet and inlet are placed on the top of the room, so it sucks hot air from the top of room and reduces load on the AC.



KEEPS RESIDENTS HEALTHY

FAVS helps to protect respiratory health and prevent Asthma, as it provides cleaner and purer air inside always.

“The key specialty of Siesto as a brand is that it introduces an innovative product every six months, which keeps the curiosity of its partners as well as customers alive.”

INTERNATIONAL COMPLIANCE

What differentiates Siesto from others is their ethics and compliance to international standards. For example, in installation of uPVC systems, Puftech technology is used globally in which the gaps between the door or window and the wall is filled with PU Foam for best results. While many companies compromise this step with the use of low-grade materials, Siesto follows norms and provides the best quality so that the installations are up to global standards.



ABOUT THE COMPANY

Based in Raipur, Chhattisgarh, **Bhimsaria Polymers Pvt Ltd** is well known for its commitment towards quality and environmental sustainability. Established in **1997**, the company is into manufacturing doors, windows, and other ventilation systems with the use of the latest technology to create effective solutions of utmost aesthetic value.

An **ISO certified** company, Bhimsaria Polymers has a state-of-the-art manufacturing facility in Raipur, spread across a massive area of **30,000 sq ft**, with capacity to produce **50–60** UPVC systems and **500** roller systems and meshes per day. The manufacturing facility is equipped with modern automated machinery from Germany and other parts of Europe to produce quality and durable products. The facility is backed by a highly specialized team of professionals with rich industry experience.

Post manufacturing, the company employs special testing procedures to check every product for reliability, performance and durability. The company follows stringent measures to assure the quality of its products at all levels of manufacturing and delivery.

The company has **5,000 sq ft** area having space for office and studio, besides dedicated system for storing **200 tons** of raw materials. Further, the company has also setup two beautifully designed studios in India for displaying the entire range of Siesto products.



Ambitious plan

EXPANDING FOOTPRINT THROUGH PARTNERSHIPS

Moving ahead with ambitious plan, Bhimsaria Polymers Pvt Ltd is all set to expand the presence of Siesto across India through partnership in different formats:



Manufacturing Partner will set up a manufacturing plant and warehousing facility to cater to a 500 km zone or a state. All the technologies would be supplied & supported by the company. They will work on fixed and variable margin sharing basis.



Master Franchise Partner will cater to the product & service requirements of clients in cities/districts in their assigned region. They will source from the Manufacturing Franchise Partner. They will have to appoint Sub-franchisees and Agents in association with the company. They will also provide installation services and maintenance support to the clients.



Sub-franchise (Unit) Partner will market and supply products & services to walk-in and own pitched clients. They would be able to appoint team for marketing.



The Agent will be in the field marketing & selling Siesto products and solutions to the prospective clients and customers. They would be appointed by Siesto's Master Franchise Partner in the area and would earn commission on their sales.

FINANCIAL FACTS

Expansion Format	Manufacturing
Area Required	15,000 sq ft
Approx Investment	INR 1.7 Crore
Franchise Fee	INR 10 Lakh
Gross Profit Margin	16%
Average Payback	3 Years, 2 Months
Agreement Term	5 Years

Expansion Format	Master Franchisee*
Area Required	2,000 sq ft
Approx Investment	INR 40 Lakh
Franchise Fee	INR 5 Lakh
Gross Margin	10%
Average Payback	6 Months
Agreement Term	5 Years

Expansion Format	Unit Franchisee
Area Required	50 sq ft
Approx Investment	INR 3.3 Lakh
Franchise Fee	INR 1 Lakh
Gross Margin	8%
Average Payback	6 Months
Agreement Term	5 Years

* Revenue Sources: Retail Sales | Sub Franchise Sales | Agent Sales | Builder | Government | Installation | AMC

IDEAL PARTNER PROFILE

- Aspirants with suitable location and capital for investment
- Investors with the right attitude and knowledge of home solutions
- Unutilized or partially utilized facility in best/appropriate locations

GREAT REASONS TO PARTNER WITH SIESTO

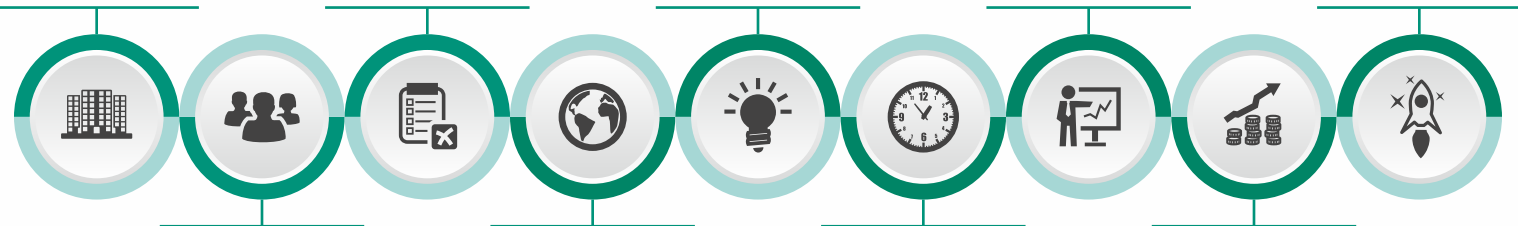
Multiple product range without stock – the only investment is in showroom

No need to maintain the stock – all products are made to order

Commercial & technical knowledge of the products provided by the brand

Initial and refresher training of franchisee staff to be conducted by the brand

Opportunity to work on new products launched by the company in existing setup



Better retention of staff with backup provided by the brand in case of emergency

International brand image with products conforming to global standards

Enhanced product portfolio due to launch of innovative products every six months

More sales adding to franchisee's revenues due to monopoly of products

COMPREHENSIVE COMPANY SUPPORT

Bhimsaria Polymers Pvt Ltd will continuously assist its partners in monitoring and managing the business to make sure that the best business practices get implemented to run it on profit as well as have satisfied customers.

Assistance in selection of best location, layout, design & architecture of the showroom

Organizing events specific to advertising, marketing and branding at the national level

Display support in showroom for proper visibility to the clients

After sales service support provided by the company

Technical knowledge & support provided by the company

Technical training & guidelines provided by the company

Assistance in recruitment & training of manpower for different functions

Zero stock sales support provided by the company

Training and access to new & smart product range

Assistance in government registration & liaisoning related to business

Dedicated software for smooth business management and communication

Installation support to be provided by the company to the clients

Promotion of partners through social media campaigns

Mar-com and local market guideline for ensuring uniform brand image

Assistance in handling tenders and online market





For partnership queries, please contact:



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