

BHIMSARIA'S

SIESTO

S Y S T E M S



HIGHLY
INNOVATIVE
PRODUCTS



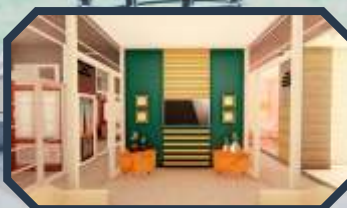
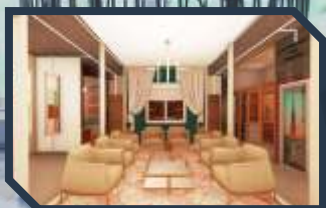
ATTRACTIVE
MARGINS &
COMMISSIONS



COMPLETE
OPERATIONAL
SUPPORT

Master Franchisee

SIESTO EMPORIUM



www.siestosystems.com

FENESTRATION SOLUTIONS | INTERIOR-EXTERIOR SOLUTIONS | FAVS | OTHER PRODUCT RANGE

COMMERCIALS OF MASTER FRANCHISEE

Expense head	Details	Tier-1 (fig in lacks)	Tier-2 (fig in lacks)	Tier-3 (fig in lacks)
Franchise fee	Fees for transfer of rights	5.00	5.00	5.00
Interior and Merchandising	Display centre interior designing as per brand norms, placing of samples for display, internal branding, external branding signage, designer fees, furniture fixed, electrical fittings, lights,	20.00	19.00	18.00
Equipment	Computer, display tv, installation team equipments, delivery van, mobile phones, wi firouters, furniture movable, canopy, standees,	9.00	9.00	8.00
Working Capital	3 month salary backup, 3 month rent backup, local marketing/promotion fund, electric bills, etc	15.00	12.00	10.00
Deposit/legal Fees	Display centre deposit(if rented), GST registration fees, other fees and duties if any.	6.00	5.00	4.0
Total Investment Provisions		55.00	50.00	45

Note – figures mentioned are on assumption basis, they may change subject to location, terms and condition, property type, etc

OPPORTUNITIES FOR MASTER FRANCHISEE

- Smart city initiative by central govt.
- Increase in retail construction industry due to rera norms
- Ever developing standard of living expectations of society
- People awareness for smart and green products usage
- End to end solution benefits
- Multiple sales approaches to increase market reach
- Availability of world class product before competitors even know

“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.”



SIESTO EMPORIA

REQUIREMENTS FOR BEING MASTER FRANCHISEE

- ⌚ Investment - 40 to 50 Lakh subject to Location
- ⌚ Franchise Fee - 5 Lakh (Introductory offer)
- ⌚ Display center - 1500 sft display center (subject to requisite)
- ⌚ Sales team - sales team of 3 or more (as per norms)
- ⌚ Installation & After sales team - 3 or more installation persons subject to turnover & standards (as per norms)
- ⌚ Godown - 500 sft godown outside city limits (as per norms)

KEY USP'S OF MASTER FRANCHISEE'S

- ⌚ Access to all product range of franchisor
- ⌚ ROI - 1 to 1.5 year
- ⌚ Only sales sales sales model
- ⌚ State/national/international promotion benefits
- ⌚ Low cost high return model
- ⌚ Training for all team members on regular basis
- ⌚ Rights to sell new launched products
- ⌚ Unit/sub franchisee model to help and excellerate sales reach
- ⌚ Tried and tested promotion techniques for better returns



SIESTO EMPORIA

SIESTO SUPPORT TO MASTER FRANCHISEE'S

- ⌚ REGULAR training and upliftment of all team members according to their duties and responsibilities
- ⌚ Support in recruitment, contracting, retaining, training of manpower for various levels
- ⌚ Complete production/stocking/supply responsibility of Master Franchisee.
- ⌚ Master franchisee's partner need not worry for any purchasing/stocking etc
- ⌚ Introduction/knowledge sharing of new and advanced techniques and ideas of sales and product development
- ⌚ Introducing new product range every six months and discontinue low/dead product series
- ⌚ Regular quality support and quality enhancement guidelines
- ⌚ Technical and preventive support for sales/installation
- ⌚ Cost reduction methods and techniques knowledge sharing
- ⌚ Regular and uninterrupted supply of products
- ⌚ Complete software based reporting and data management
- ⌚ Centralized designing and quotation support
- ⌚ National/international/state level marketing and promotion activities
- ⌚ Local promotion activities guideline.



MASTER FRANCHISEE

MASTER franchisee will have rights and authorities to sell, install, service all products and services in their allotted region. They will be single point to dealing with company in the region. Agreement period will be for 5 years.

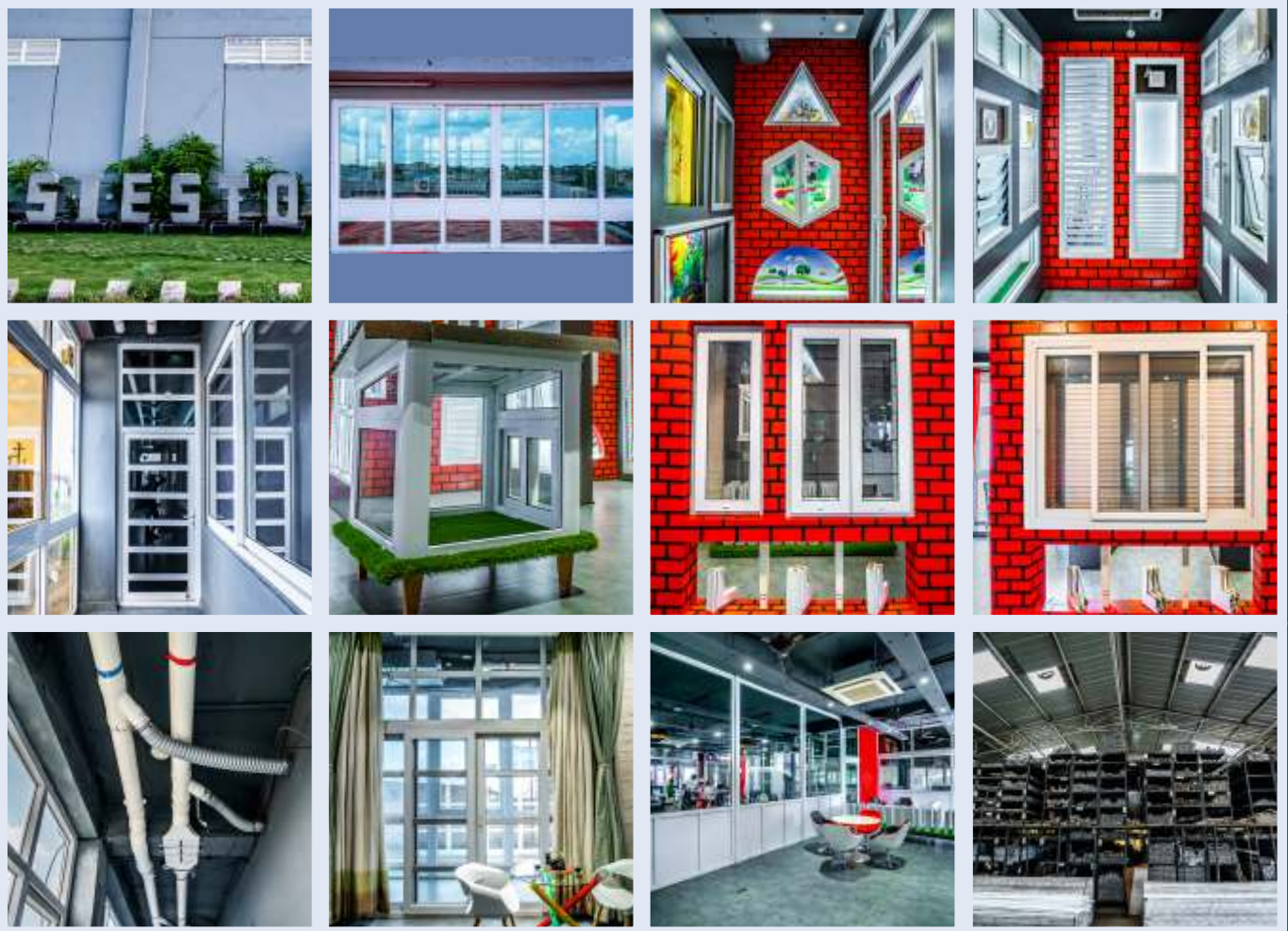
RESPONSIBILITIES OF MASTER FRANCHISEE

- ⌚ Maintaining good relation(PR) with Architects and Interiors of allotted region in coordination with Siesto.
- ⌚ Assuring best installation services and maintenance services in region.
- ⌚ Assuring touch and feel for major products for better customer experience.
- ⌚ Prompt and continues customer support and service.
- ⌚ Lead management and sales follow up.
- ⌚ Builders and projects liasioning and order pitching.
- ⌚ Local government liasioning and order processing.
- ⌚ Supporting Sub Franchisee, Unit-Sub franchisee & Business Associates with desired supports as per guideline
- ⌚ Maintaining sales team as per company standards to add value and sales.
- ⌚ Maintaining Installation and after sales support for products sold by yourself and linked unit franchisee's/Business associates.
- ⌚ Local level Marketing and promotion expenses to be meet.
- ⌚ Ready to develop & Invest in display/team as per new product launches demand.



AUTHORITIES OF MASTER FRANCHISEE

- ⌚ District/city/region rights subject to Area/city type.
- ⌚ Rights for specific region/area on company behalf for all leads and sales.
- ⌚ Installation and after sales service rights for region.
- ⌚ Margins in Product sales as per norms.
- ⌚ All sales of Sub/unit /business associates of region to be routed through Master.
- ⌚ Govt orders of the region to be routed through master (as per norms).
- ⌚ Builders/Projects order to be routed through Master (as per norms).
- ⌚ Leads generated through national/state promotional activities to be forwarded to master
- ⌚ All new products launched by siesto in future to be routed through Master in assigned region



SIESTO STUDIO

PRODUCT RANGE OF MASTER FRANCHISEE

INTERIOR- EXTERIOR SOLUTIONS

- ② WPC based product which can fulfill any interior and exteriors designing and beautification needs like wall panels, cladding, decking, fencing, pergolas, false ceiling etc.
- ② PVC Based Products for wall paneling, moulding etc
- ② Wood based products like wall paneling, beading, skirting, architraves etc

FENESTRATION SOLUTIONS (doors, windows, ventilators, partitions etc)

- ② Wooden doors, windows, partitions, both traditions type and modern type. Ready to fit wooden door system including frame panel with hardware.
- ② uPVC doors. Windows, partition, ventilator, etc complete range in multiple color, price, type to meet all architectural requirements
- ② Aluminium doors windows, partition etc in various range and type
- ② Pvc toilet doors & STEEL MAIN DOORS
- ② Glass work for bath cubicles, partitions, doors, etc,

OTHER PRODUCT RANGE

- ② Invisible grill – modern day multi storey building requirement for various purposes.
- ② Pu foam Silicon – Various construction work requirement.
- ② Hardware and accessories - some special works.

FRESH AIR VENTILATION SYSTEMS (FAVS)

- ② In door ventilators(single room)
- ② Fresh air Ventilators(single room)
- ② Fresh air Ventilators (multi room & PROJECTS)
- ② Car purifiers
- ② Bathroom ventilation systems

MORE UNIQUE AND DESIRED PRODUCTS TO BE ADDED EVERY 6 MONTH TO REMAIN AHEAD OF THE MARKET IN FUTURE LIKE

- ② Water Harvesting system
- ② Alu wood WinDoor series
- ② Radiant Cooling system
- ② And many more are under Research and development
- ② Pre-Fabricated structures: uPVC, Wood, WPC

Ambitious plan

EXPANDING FOOTPRINT

THROUGH PARTNERSHIPS

OTHER FRANCHISEE

Expansion Format	Manufacturing
Area Required	20,000 sq ft
Approx Investment	180-200 lakh(INR)
Franchise Fee	10 lakh(INR)
Gross Profit Margin	16%
Average Payback	3 Years, 2months
Agreement Term	5 Years

Expansion Format	Sub-Franchisee
Area Required	400-600 sq ft
Approx Investment	10-15 lakh(INR)
Franchise Fee	1 lakh(INR)
Gross Profit Margin	8%
Average Payback	5months
Agreement Term	5 Years

Expansion Format	Unit Sub-Franchisee
Area Required	50 sq ft
Approx Investment	3-3.5 lakh(INR)
Franchise Fee	10,000/unit(INR)
Gross Profit Margin	8%
Average Payback	5months
Agreement Term	5 Years

PHASE-1 LOCATIONS / MASTER FRANCHISEE

CHHATTISGARH

RAIPUR(ZONE-1)
RAIPUR(ZONE-2)
BILASPUR
RAIGARH
KORBA

JANJIR-CHAMPA
AMBIKAPUR
JAGDALPUR
DHAMTARI
DURG-BHILAI

RAJNANDGAON
KAWARDHA
SARAIPALI-BASNA
SURAJPUR
BHATAPARA

VIDHARBH

NAGPUR(ZONE -1)
NAGPUR(ZONE-2)
GONDIA
AMRAVATI

AKOLA
CHANDRAPUR
WARDHA
WASHIM

YAVATMAL
BHANDARA
OTHERS

ORISSA

BHUNESHWAR(ZONE-1)
BHUNESHWAR(ZONE-2)
CUTTACK
PURI
SAMBALPUR/BARGARH

ROURKELA
JHARSGUDA
NAYAGARH
BHADRAK
BALASOR

BRAHMAPUR
BALANGIR
BHAWANIPATNA/
RAYAGADA
NAVRANGPUR

MADHYA PRADESH (SOUTH-EAST)

JABALPUR
KATNI
BALAGHAT

REWA
SEONI
SHAHDOL

CHINDWARA
MANDLA
NARSINGHPUR

NEPAL

LALITPUR
KATHMANDU
BHAKTPUR
BIRGANJ
BHARATPUR

POKHARA
NEPALGANJ/
BIRENDRANAGAR
HETAUDA

JANAKPUR
SIDDHARTHANAGAR/
KAPILVASTU
BIRATNAGAR

PHASE-2 to be declared.



www.siestosystems.com

siestosystems@gmail.com

+91-97555-04848