

# HINDEJA AUTOMOTIVE SERVICE

*FRANCHISE OPPORTUNITY*

**From Equipment Leadership to Organized Service Network**

A manufacturer-backed automotive franchise built for scale, quality, and long-term profitability.



# HINDEJA AUTOMOTIVE SERVICE

## FRANCHISE OPPORTUNITY

### WHY PARTNER WITH HINDEJA?



#### **EQUIPMENT & WORKSPACE SETUP**

Complete infrastructure: tools, lifts, bays setup, and branded workstations.



#### **TECHNICIAN TRAINING & RECRUITMENT**

Skilled manpower: thorough training and assistance in hiring certified technicians.



#### **OPERATIONAL SOFTWARE**

Streamline management: sophisticated software for inventory management, invoicing and CRM,



#### **MARKETING & BRAND RECOGNITION**

Strong brand identity: nationally recognized branding and extensive marketing support.



#### **ONGOING BUSINESS ASSISTANCE**

Continuous growth: strategic guidance, bulk supply deals, and insurance partnerships.



**YOUR SUCCESS IS OUR SUCCESS—WE PROVIDE EVERYTHING YOU NEED TO THRIVE IN THE AUTOMOTIVE SERVICE INDUSTRY.**

# THE MARKET

## PROBLEM



### LACK OF PROPER INFRASTRUCTURE & MODERN EQUIPMENT

- No standardized processes or workflow discipline
- Limited training and skill development for technicians
- Inconsistent and unreliable customer experience
- Wide gap between customer expectations and actual service delivery

## GAP



### STANDARDIZED WORKSHOP INFRASTRUCTURE

- Process-led operations
- Skilled workforce development
- Insurance-enabled repair capability



**HINDEJA**  
AUTOMOTIVE SERVICE

## SOLUTION



### A SMART, ORGANIZED & SCALABLE WORKSHOP SYSTEM

- ✓ Streamlined, end-to-end service management
- ✓ Certified training and regular skill development
- ✓ Consistent processes and superior customer experience
- ✓ Scalable model designed for long-term growth

TURN GAPS INTO OPPORTUNITIES WITH A SCALABLE, STANDARDIZED, AND ORGANIZED FRANCHISE SOLUTION.

# PROBLEM WE SOLVE

## CUSTOMERS WANT:

- ✓ Transparent Pricing
- ✓ Standardized Quality Service
- ✓ Fast & Reliable Turnaround

## FRANCHISE PARTNERS WANT:

- ✓ Proven Business Model
- ✓ Complete Operational Support
- 📈 Predictable Revenue Growth

Hindeja solves both sides of the market.

We bring structure, standardization, and scalability to automotive service — creating value for both customers and franchise partners.

**WE CONVERT UNORGANIZED GARAGES INTO SCALABLE AUTOMOTIVE BUSINESSES.**

# OUR POSITIONING

In a market where other players are known, Hindeja takes a differentiated position

We are building a model around:

-  **Workshop creation capability**  
Building exceptional capacity
-  **Machine and equipment understanding**  
Advanced resource expertise
-  **Process-led service operations**  
Streamlined workflows
-  **Insurance-enabled business opportunity**  
Leveraging financing support
-  **Partner growth through structured support**  
Sustained expansion strategies

## Our Position

**Hindeja = Equipment + Workshop Setup + Service System + Franchise Growth.**

That differentiator is stronger than a generic service pitch because it gives the investor a tangible reason to trust the model.



**A PROVEN FORMULA FOR EXTRAORDINARY FRANCHISE SUCCESS**

# CORE ADVANTAGE

## Why this matters

A successful automotive service business depends on:



### Workshop Setup

Optimized layout for efficiency



### Equipment Mix

Right tools for every job



### Service Process

Standardized workflow



### Bay Utilization

Maximum productivity per bay



### Technician Workflow

Faster turnaround time



**TURN GAPS INTO OPPORTUNITIES WITH A SCALABLE, STANDARDIZED, AND ORGANIZED FRANCHISE SOLUTION.**

# HOW A WORKSHOP SHOULD BE **DESIGNED**

We come from garage equipment and workshop setup expertise

## OUR STRENGTH



Workshop Design Expertise



Workflow Optimization



Equipment Selection Knowledge



Scalable Workshop Planning



# OUR JOURNEY

## This is our brand philosophy

Hindeja's journey into franchise is natural. We built professional automotive service centers where most service brands do not.

### WHERE WE STARTED



Machine



Workshop



Infrastructure

### WHERE WE ARE HEADING



Organized Service  
Delivery



Insurance-Enabled  
Workshop Systems



Franchise Network  
Development



Franchise Network  
Development



Strong Brand  
Creation

TRANSITIONING GARAGES INTO PROFESSIONAL FRANCHISE OPERATIONS

# FRANCHISE FORMATS

## Flexible formats for different market sizes

One brand. Multiple scalable formats. Hindeja can so position its franchise structure across diverse formats to suit market opportunity and investment potential.



**STANDARD  
WORKSHOP**



**ADVANCED  
WORKSHOP**



**INSURANCE-  
FOCUSED  
WORKSHOP**



**PREMIUM  
MULTI-BAY  
SERVICE CENTER**

**ONE BRAND. MULTIPLE SCALABLE FORMATS.**



# INSURANCE-LED GROWTH

## Insurance

- Major Revenue Driver
- Higher Ticket Size Jobs
- Continuous Workflow
- Better Profitability



Insurance-enabled  
repair processes



Better  
documentation  
discipline



Faster coordination  
workflow



More structured  
repair opportunity

This echoes the value used in your theme slides and in the reference material's emphasis on cashless tie-ups and insurer alignment.

**Hindeja workshops are being built not only for servicing—  
but for stronger job flow and higher-value repair business.**



# INSURANCE

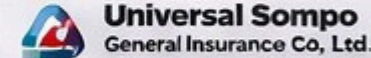
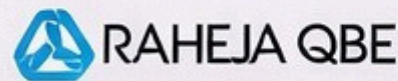


## INSURANCE BROKER



# INSURANCE

## PARTNERS



and Many More....

PARTNERING WITH TRUSTED BROKERS & INSURANCE PROVIDERS  
FOR COMPREHENSIVE COVERAGE AND SUPPORT.



# WORKFORCE & TRAINING

**Machines alone do not build a successful garage. People do.**

That is why training is central to the Hindeja model.

## Our Workforce Philosophy



### Skill Development

We build job-ready technicians through structured, hands-on training.



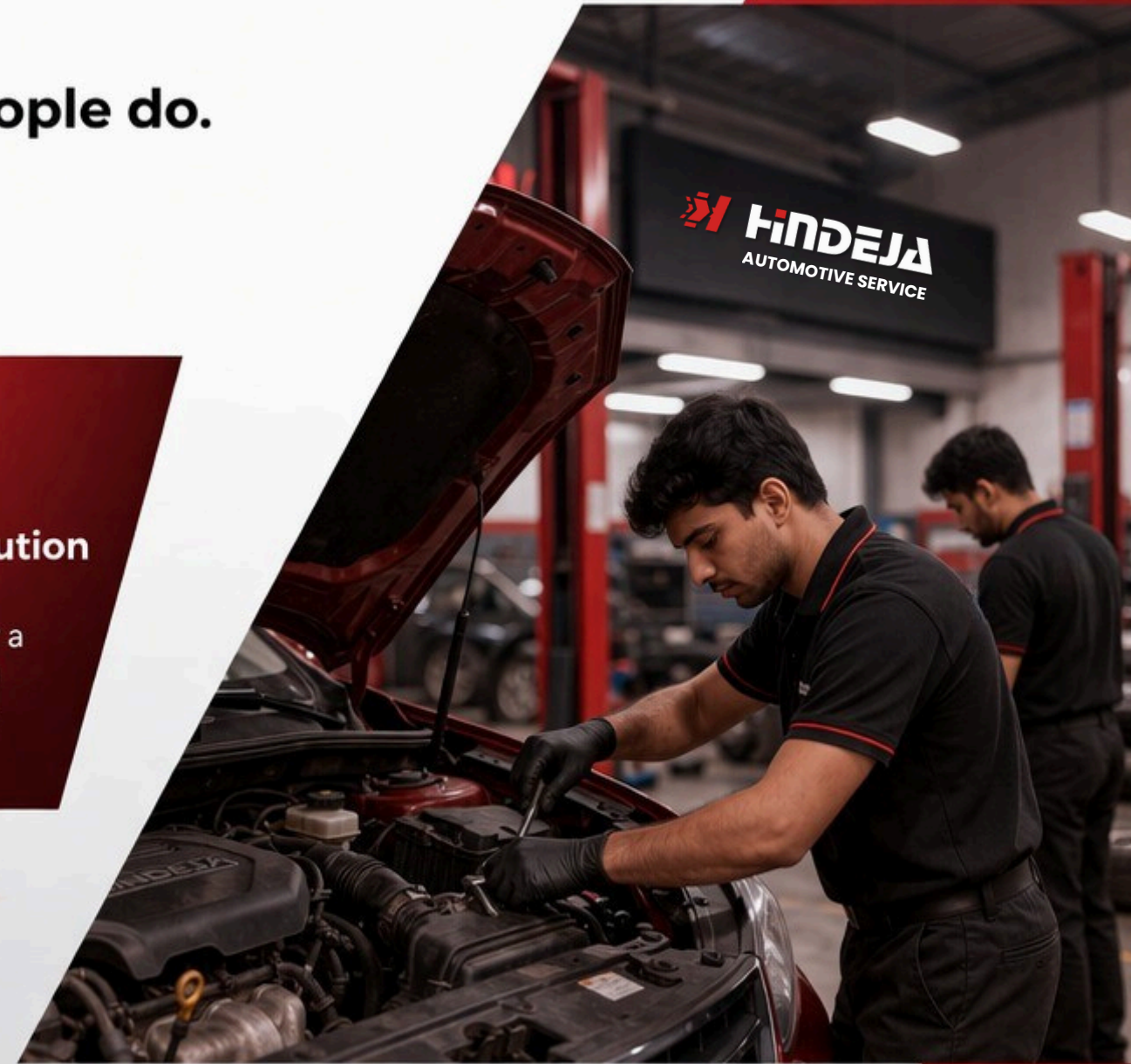
### Process Discipline

Standardized methods ensure quality, safety, and efficiency at every bay.



### Consistent Execution

Trained teams deliver a reliable and premium customer experience.



## OUR TRAINING JOURNEY



Talent Selection



Technical & Soft Skills Training



Standardized Certification



Continuous Upskilling



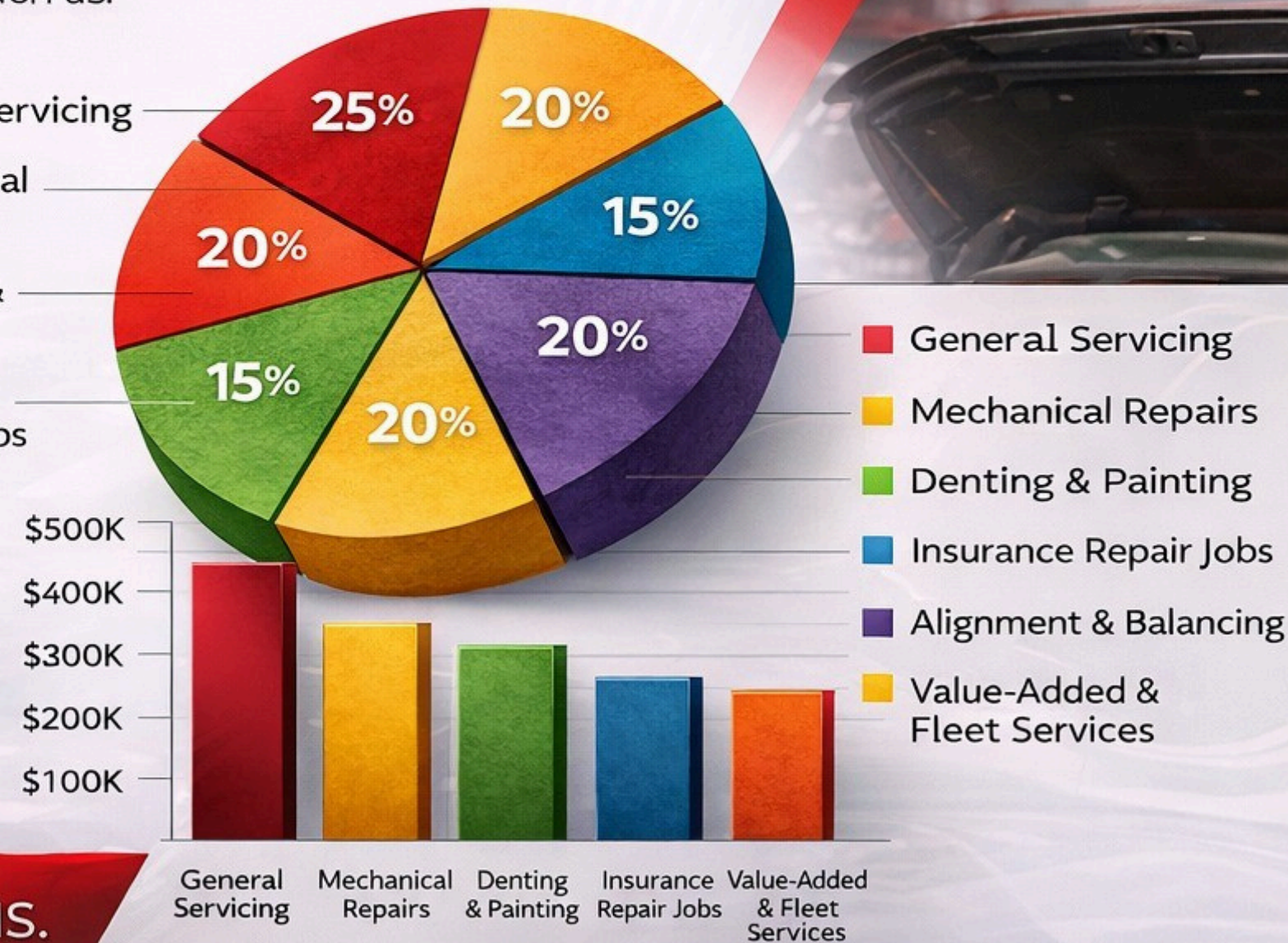
# REVENUE STREAMS

A stronger workshop model creates multiple revenue opportunities

A Hindeja workshop can target multiple income channels such as:

- General Servicing
- Mechanical repairs
- Denting and painting
- Insurance repair jobs
- Alignment and balancing
- Value-added & Fleet Services

- General Servicing
- Mechanical Repairs
- Denting & Painting
- Insurance Repair Jobs



**DIVERSE JOBS. HIGHER REVENUE STREAMS.**

## **IDEAL PARTNER**



**EXISTING GARAGE  
OWNERS**



**INVESTORS**



**PROPERTY OWNERS**



**AUTO  
ENTREPRENEURS**

If you want to move from local garage thinking to organized workshop business, Hindeja is the right platform.

## ROI & BUSINESS POTENTIAL

Clear upgrade path from **₹15 Lakhs** to **₹70 Lakhs** automotive business scale.



**STARTUP  
GARAGE**  
ENTRY MODEL

Area: 3000 – 4000 sq.ft.

**₹15 – 20 Lakhs**

- ✓ Fast setup
- ✓ Low-risk entry
- ✓ High local demand



**URBAN  
WORKSHOP**  
GROWTH MODEL

Area: 4000 – 5000 sq.ft.

**₹20 – 35 Lakhs**

- ✓ Higher ticket size
- ✓ Better margins
- ✓ Strong repeat business



**PRO  
WORKSHOP**  
ADVANCED MODEL

Area: 5000 – 8000 sq.ft.

**₹35 – 50 Lakhs**

- ✓ Full-service capability
- ✓ Expand denting, painting
- ✓ Strong repeat business



**ELITE  
AUTO HUB**  
FLAGSHIP MODEL

Area: 8000 – 12,000 sq.ft.

**₹50 – 70 Lakhs**

- ✓ Complete sales + service
- ✓ Lifetime comfort
- ✓ 6 Lifts + 10 Gen

Clear upgrade path from **₹15 Lakhs** to **₹70 Lakhs** automotive business scale.

# FRANCHISE SUPPORT

## Hindeja support does not end at setup

We believe a partner should not feel alone after launch. This mirrors the strong support-storytelling used in the reference catalogue.

**Our goal is not just to open workshops. Our goal is to help partners build stable businesses.**



Workshop Setup



Operations



Branding



Business Growth  
Guidance



## CONTACT US

Let's build your automotive business together

Reach out for franchise opportunities and business consultation.



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### COMPANY DETAILS

- Manufacturer-backed automotive solutions
- Proven franchise business model
- Strong operational and training support
- Multi-revenue automotive service system
- Focused on scalable and profitable workshops

Start your journey from ₹15 Lakhs  
and scale up to ₹70 Lakhs automotive business. →

Start your journey from ₹15 Lakhs and scale up to  
₹70 Lakhs automotive business.

Book a consultation call today →



# WE DON'T JUST OPEN GARAGES. WE BUILD AUTOMOTIVE BUSINESSES.


## Your journey starts here


From ₹15 Lakhs to ₹70 Lakhs scalable automotive business, Hindeja provides the system, structure and support to grow.


### WHY HINDEJA

- ✓ Structured business model
- ✓ Proven operational system
- ✓ Multi-revenue workshop setup
- ✓ Insurance-led growth opportunity
- ✓ End-to-end franchise support

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Book Your Consultation →

