

MAKE HANDSOME MONEY,
WHILE SAVING NATURE



FRANCHISE INFORMATION KIT



Save Money



Save Nature

Refilled Cartridges give high quality prints &
saves up to 75% on print cost



Make Money



Save Nature

Vision

Be a pace setter in the adoption of quality, professionally recycled cartridges across India.

Mission

To be the largest professional cartridge recycling chain in the country by:

- *Always putting our franchise partners and customers first*
- *Obsessing about quality and cost savings*
- *Building a culture of innovation and technical strength*
- *Never forgetting about our environment*



Re-feel is a Printer cartridge refilling and recycling chain with its head Office at Kolkata, West Bengal.

The company was started after extensive research of over 3 years in February 2007 and now has its presence over 120 locations across 85 cities in India.



About

Re-feel Stores in Lens



THE BUSINESS OVERVIEW

WHAT IS REFILLING/REMANUFACTURING ?

Very simply it is a process that enables the reuse of printer cartridges and toners multiple times. Rather than throw out a cartridge when it runs out of ink, it can be remanufactured and refilled for use again.

Once used cartridges are collected from consumers and businesses, they are disassembled and cleaned. The next step in the process requires the replacement of any worn out components within the cartridges. Finally high-quality toner or ink is added, and the cartridges are tested and packaged for distribution. Professionally remanufactured cartridges contain top-quality components and give excellent print yields.

More than 5 million companies around the world already rely on these quality products for their printing needs- whether for their day-to-day requirements or their most important projects



WHY REFILLING & REMANUFACTURING



LARGE MARKET

This is a \$500m/year industry with a current annual growth rate of over 20% in India. As our corporate sector and economy grow, we can expect printing demands to increase exponentially. This is an opportunity to be at the forefront of this growth.

WIDE CONSUMER BASE

Unlike a lot of other franchise business opportunities like food where the target market is just retail consumers, an opportunity like Refeel can be targeted at Retail, SMEs, Corporates, Government and Educational institutions

HIGH PROFIT POTENTIAL

Even by selling refilled cartridges for 50-70% less than the price of original cartridges there is a considerable profit margin for franchisees. While helping consumers save significantly on their printing costs, we are in a position to retain a very healthy margin for ourselves. A true win-win!

CONSUMABLE PRODUCT

The consumable nature of printer cartridges ensures ongoing demand and repeat customers. Because of this a franchise partner enjoys repeat business from each new client, an ideal situation when you are trying to grow your business.

ECO FRIENDLY

Even if we are guided by business principles in entering this business, the healthy environmental impact of recycling cartridges is something we can all feel good about.

INDUSTRY FACTS & FIGURES



Average price of Ink cartridges is going down but price per page is increasing.

Remanufacturing is an organised industry worldwide with the players like Xerox, Office depot, Depot America etc.

Experts see the Indian Digital Imaging Market growing at the rate of over 20% for next three years .

Lyra predicts, Retail Refill Shops will raise the visibility of aftermarket in near future.

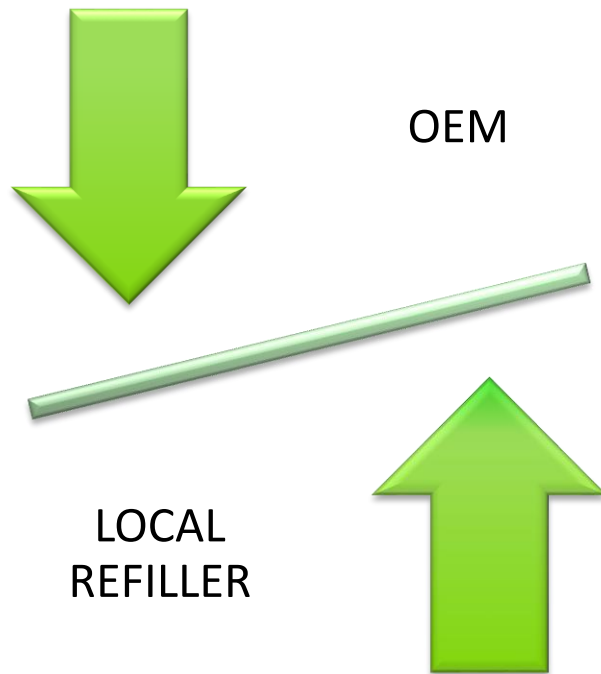
The CAGR of refill market can be estimated at over 50% over 5 years in a developing economy.

Retail refill market grew from 8 million cartridges in 2005 to over 40 million annually by 2009, or \$101.1M to \$546.1M in revenue.

Retail Refill Stores market grows from 1103 stores to projected 7190 locations in 2009 in North America .

Big Market Gap

DISINTEGRATION



OEM CARTRIDGES

- Cost is high

LOCAL REFILLERS

- Are unskilled & untrained
- No Cartridge testing is done
- Refilling is just somehow putting ink in the cartridges
- No concern for quality, quality is very poor
- Not updated with the changing technology
- Usage of Universal Ink for all Cartridges
- Can be refilled only 2-3 times that too at the cost of printer life
- Unorganized Marketing
- Use of inferior quality raw materials
- No Packaging, which is essential for product safety

RE-FEEL OVERVIEW

Products & Services



- ✓ Inkjet Cartridge Refilling
- ✓ Laser Cartridge Reconditioning
- ✓ Re-manufactured Inkjet/Laser Cartridges
- ✓ Compatible Inkjet/Laser Cartridges
- ✓ OEM Inkjet/Laser Cartridges
- ✓ High Quality Specialty Paper
- ✓ Printer Consultancy



RE-FEEL STRENGTH

RE-FEEL STRENGTH



- ✓ Usage of Latest Automated Equipments
- ✓ Implementation of International refilling techniques
- ✓ Trained manpower at par International standards
- ✓ Use of specific technology for each Cartridge
- ✓ Training & guidance from the experts
- ✓ Use of specific & high quality raw materials
- ✓ Refilling cleanly without damaging the cartridge
- ✓ Quality equal to OEM
- ✓ Properly packed as in the case of OEM
- ✓ Insignificant failure rates
- ✓ Inside Market Analysis
- ✓ Saving over 75% on print costs

RE-FEEL MASTER FRANCHISEE ADVANTAGE

FRANCHISEE ADVANTAGE



- ✓ Array of program, systems and tools to capitalize on a growing industry
- ✓ Brand Sharing & Identification
- ✓ Proven marketing and business development methods
- ✓ Exhaustive technical & operational training
- ✓ Unique equipments & tools to run the business
- ✓ Hassle free start to your business
- ✓ Point of sale system
- ✓ Continuous R & D Support system to stay technically updated
- ✓ Quality Management System
- ✓ Complete Training Manuals
- ✓ Marketing Formats & Manuals

TRAINING & SUPPORT

You will be given a complete business model and technical training for 10 days on refilling industry covering technical, marketing, administration, accounts, etc. Once we sign up, we will help you at every step to duplicate our successful business model. The training will again be ably supported by all the manuals.

The training and support for Master Franchisors will also be dictated by strength of the team assembled locally with up to one month of on the job training

Pre-operational manuals

Startup Manual will guide you through the initial store implementation process.

Interior manual designed specifically for you as per the lay out of your store.

Operational Manuals

Technical Manual:

Inkjet Manual

Laser toner Manual

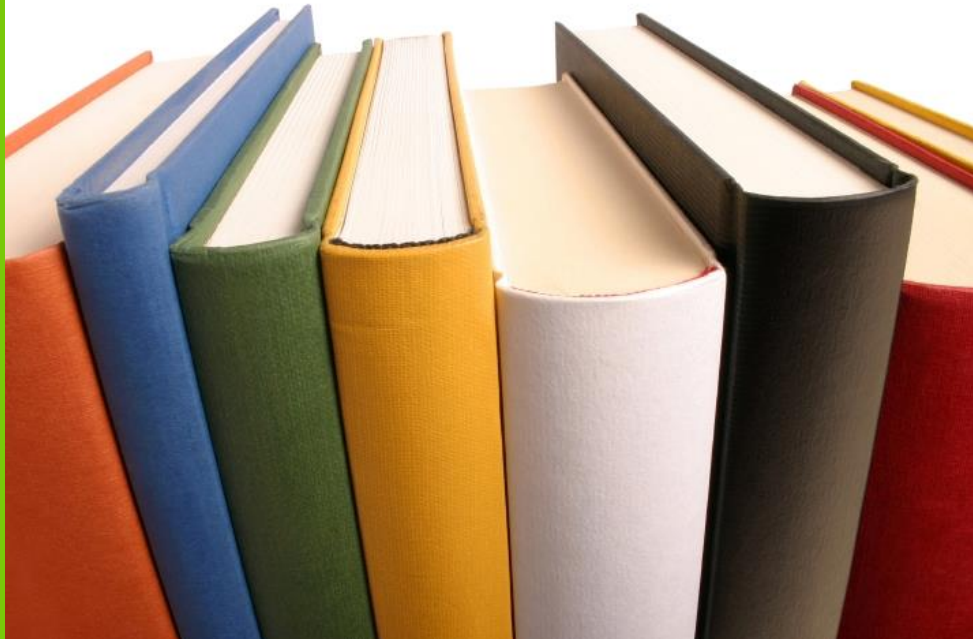
Marketing Manual

Franchise Development

Administration Manual

Accounts Manual

Reception Manual and more...





Above All...Together we will
Save Nature !

Save Nature !



Reduce E-waste

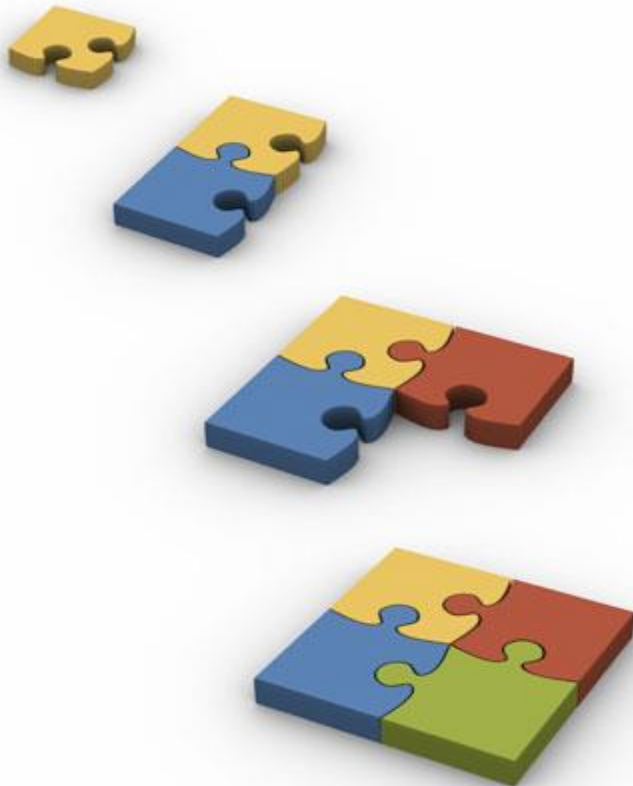
- ✓ In 2007, 3 billion cartridges dumped in the landfills
- ✓ Cartridges are hazardous to nature
- ✓ Cartridges take more than 400 years to biodegrade
- ✓ Refilling helps reducing e-waste

Conserve Natural Resources

- ✓ Reusing saves electricity
- ✓ Reusing saves petroleum
- ✓ Also saves other scarce natural resources



Franchising Facts



- Franchising is one of the fastest growing business in the world today
- Franchising is duplicating company's proven business system and sharing of valuable resources
- Franchisee need not spend time, money and energy on research and development activities.
- Sharing of a common brand by all the franchisees
- There are 1.5 million Franchised outlets in US
- Franchising share on the US economy now accounts for over 40 percent of all retail sales.
- Franchising industry is now showing growth in developing economies .
- Franchising is a TEAM work. TEAM is an acronym for Together Everyone Accomplishes More!

Awards & Achievements



- Won The **CIO Choice 2016** Honor & Recognition Title For Category - Print & Cartridge Solutions
- Awarded as “**India’s Leading Printer Cartridge Recycling Chain**”, 2011 by NCN Magazine.
- Awarded as “**Best Customer Support Company**” in 2010, by India’s leading aftermarket imaging industries magazine NCN
- Awarded as “**The Emerging Company of The Year**”, 2009, at the Annual Franchise & Star Retailer Awards, India
- Adjudged amongst “**Top 30 emerging Franchisors**” for 2010,2011 & 2012 in the annual ranking of best franchise companies by The Franchising World.
- Featured in the “**Top 100 franchise opportunities**” in India consecutively for 5 years.
- Featured as “**Cover story in The Franchising World**” – India’s largest selling franchise magazine
- Featured by “**CNBC** on its show Young Turks”.

Investors



TLG Capital is a leading private equity investor in emerging markets based out of London. TLG invests in companies with strong management teams that are well placed to benefit from the rising middle class in emerging markets. TLG's focus sectors are healthcare, real estate, food processing, retail and consumer goods.

TLG Capital has invested in Re-feel with a near-term goal of expanding its nationwide presence and improving franchisee performance. TLG's long-term vision is to transform Re-feel into a world class brand and expand internationally.



The Team Always raring to go..



Alkesh Agarwal
Co-founder CEO



Samit Lakhotia
Co-founder Director Strategy & Business Development

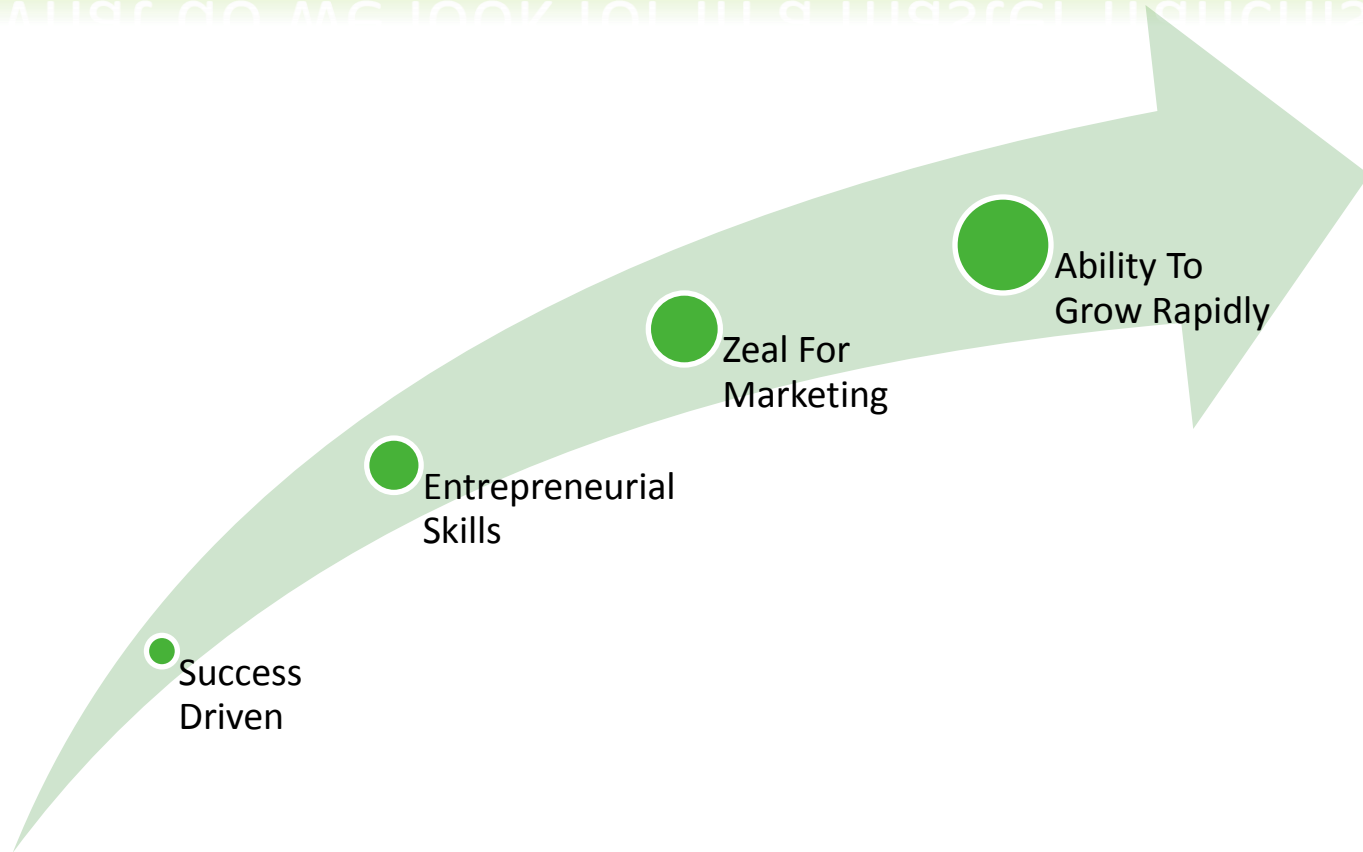


Amit Barmecha
Co-founder Director Operations



Rajesh Agarwal
Co-founder Director IT

What do we look for in a master franchisee?



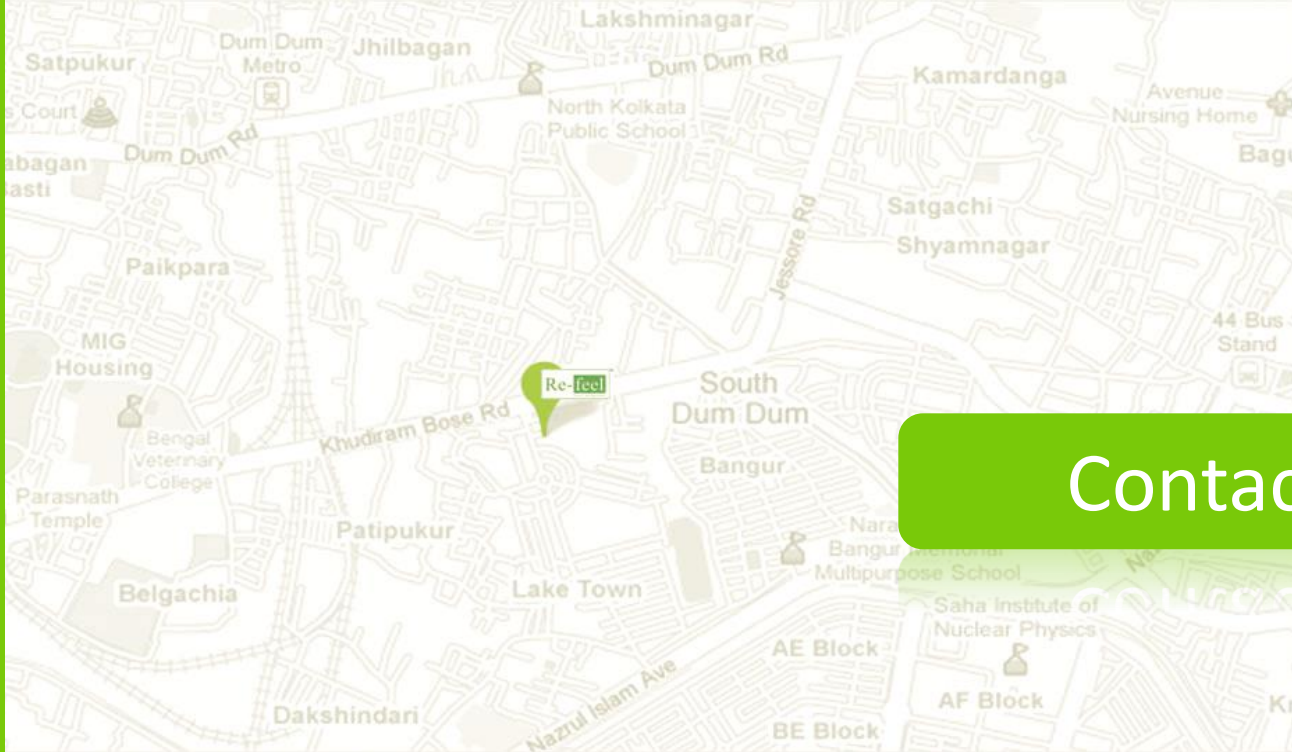
What we look in the guy is the right attitude to perform & excel.
Age, business knowledge & experience is not a limiting factor.

Next Steps

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- ✓ Contact us for prospective Master Franchise Disclosure Form
- ✓ Submit the form, along with letter of Interest
- ✓ We would Conduct business (All your queries will be answered and franchise relationship will be explained in detail)
- ✓ With Mutual Consent Master Franchise Agreement will be signed
- ✓ You will be awarded Re-feel Master Franchise license



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