

# FRANCHISE MODULE



**CERAMIC PRO**<sup>®</sup>  
INDIA

## Address:

### Ceramic Pro India Hedquarters

Road No. 92, beside Federal  
Bank, MLA Colony, Jubilee  
Hills, Hyderabad, Telangana  
500096



### Kavaca

Mathur Road Film Nagar,  
beside Auto Pride, Jubilee  
Hills, Hyderabad, Telangana  
500096

### Multi Brand Car Workshop

5/2/185, Distillery Road,  
Ranigunj, Secunderabad -  
500003





# Index

**04**

Introduction

**05**

Journey

**06**

Ceramic Pro -  
Global

**07**

Ceramic Pro -  
India

**08**

Team Ceramic  
Pro India

**09**

Mission &  
Vision

**10**

About  
Ceramic Pro

**11**

About Kavaca

**12**

Why  
Ceramic Pro

**13**

Competitive  
Advantage

**14**

Certifications

**15**

Product  
Portfolio

**16**

Social Media

**17**

Business  
Module

**18**

Franchise -  
Terms

**19**

Franchisor -  
Terms

**20**

Contact Us





## Introduction of the Company

**SABOO** has been a leading Automobile Dealership in the Twin Cities of Hyderabad and Secunderabad providing an International Standard of Service and Experience for more than 40 years today having served a customer base of more than 1 million and growing. M/s. Saboo Automotive Pvt Ltd is a Pvt. Ltd, started on 29th of April, 1983 with a dealership for Kinetic Eng Ltd. With immensely high sales and their best-in-class service, Kinetic emerged as a leading two-wheeler vehicle in the twin cities.

Thereafter, we expanded operations and got into the four-wheeler vertical and since then we have been running a Multi brand Car Workshop and Car Accessories Showroom, with Mr. Nishant Saboo and Mrs. Vandana Saboo who are its current Directors. We provide all kinds of services to repair and retain your vehicle from denting, painting, & other accidents. Our work speaks of the quality and the trust of our customers speaks volumes about what and how we serve. We also do Paint Jobs on one of the biggest brands like Lamborghini, Ferrari, Rolls Royce, and Bentley to name a few, and other brands as well.

With young and eager entrepreneurs joining the Ceramic Pro India Family, we have brought a revolution to the four-wheeler automobile lifestyle and accessories sector. Ceramic Pro provides an unequivocal result that is impervious to challenges or match in quality. Our genuine love and passion for automobiles and our efforts in keeping up with the high standard of precision and accuracy in our service has penetrated through the market with more and more automobile owners aspiring to have their premium possessions protected and stylised with Ceramic Pro Products. Ceramic Pro India has expanded the business with 50+ franchises Pan India.

# Our Journey

2004

SABOO AUTOMOTIVE PVT LTD ESTABLISHES A MULTI-BRAND CAR WORKSHOP IN HYDERABAD.

2010

DEVELOPMENT AND TESTING OF NANOCERAMIC COATING TECHNOLOGY BASED ON ADVANCED SEMICONDUCTOR AND POLYMER COMPOUND TECHNOLOGY.

2011

CERAMIC PRO LAUNCHES A LINE OF MULTIFUNCTIONAL PROTECTIVE NANOCERAMIC COATINGS FOR THE AUTOMOTIVE DETAILING MARKET, WITH CERAMIC PRO 9H BECOMING THE INDUSTRY STANDARD OVER THE NEXT DECADE. ALL CERAMIC PRO PRODUCTS RECEIVE SGS CERTIFICATION, CONFIRMING THEIR QUALITY AND PROPERTIES.

2015

NISHANT SABOO ATTENDED THE SEMA SHOW IN THE USA AND RECEIVED TRAINING FOR ESTABLISHING CERAMIC PRO.

2016

CERAMIC PRO INDIA OFFICIALLY LAUNCHES ITS FIRST SHOWROOM IN THE CITY OF NAWABS, HYDERABAD.

2017

CERAMIC PRO UNVEILS ITS SHOWROOM IN BANJARA HILLS, HYDERABAD WITH 15 CENTERS ESTABLISHED ACROSS INDIA WITHIN JUST A YEAR.

2018

CERAMIC PRO'S DISTRIBUTOR NETWORK GROWS TO PRESENT THE POWER OF CERAMIC COATINGS IN 80+ COUNTRIES WORLDWIDE.

2019

LAUNCH OF THE ORIGINAL KAVACA CERAMIC COATED AND KAVACA INSTANT HEALING POLYURETHANE FILMS UNDER THE KAVACA BRAND ESTABLISHED BY NANOSHINE LTD.

2021

THE FIRST KAVACA EXCLUSIVE SHOWROOM IN THE WORLD LAUNCHED AT JUBILEE HILLS, HYDERABAD.

2022

SABOO AUTOMOTIVE PVT LTD SUCCESSFULLY LAUNCHES 50+ KAVACA AND CERAMIC PRO CENTERS ALL ACROSS INDIA

2023

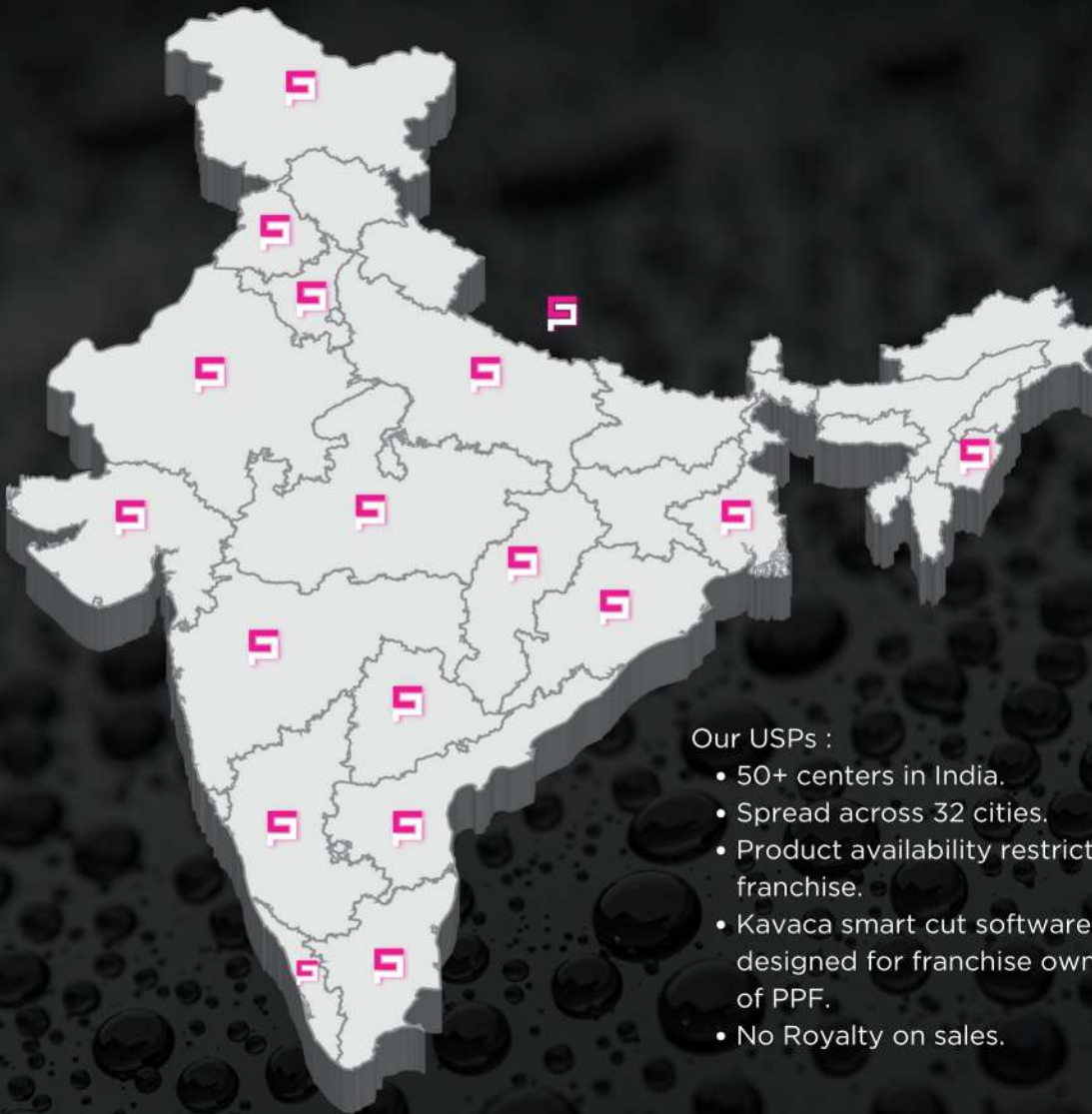
SABOO AUTOMOTIVE PVT LTD CONTINUES TO GROW THE KAVACA AND CERAMIC PRO BRAND ACROSS INDIA, WITH SATISFIED CUSTOMERS WHO MAKE IT KNOWN THAT CERAMIC PRO IS THE BEST IN THE INDUSTRY.



# World Map

The Ceramic Pro and Kavaca network currently has distributors in over 92+ countries, with over 5000 approved installers worldwide. Our products are used in the Automotive, Marine, Aviation, Home, Construction, Heavy and Oil industries. The network has expanded rapidly with expectations of exponential growth in the upcoming years.





#### Our USPs :

- 50+ centers in India.
- Spread across 32 cities.
- Product availability restricted only to franchise.
- Kavaca smart cut software exclusively designed for franchise owners for precut of PPF.
- No Royalty on sales.

## Presence in India

We are a widely recognized franchise network in the car care industry, with a presence in over 50+ franchises in 32 cities and growing.

- |                            |                             |                    |                          |
|----------------------------|-----------------------------|--------------------|--------------------------|
| ● Aurangabad               | ● Delhi - MG Road           | ● Kutch            | ● Pune - Baner           |
| ● Bangalore - Indira Nagar | ● Faridabad                 | ● Lucknow          | ● Raipur                 |
| ● Bangalore - JP Nagar     | ● Gurugram                  | ● Madurai          | ● Rajahmundry            |
| ● Bangalore - Kengeri      | ● Secunderabad              | ● Mangalore        | ● Salem                  |
| ● Bangalore - Rajaji Nagar | ● Hyderabad - Jubilee Hills | ● Mumbai-Vasai     | ● Srinagar               |
| ● Bangalore - Whitefield   | ● Imphal                    | ● Mumbai - Andheri | ● Trichy                 |
| ● Bhopal                   | ● Jaipur                    | ● Mahalaxmi        | ● Trissur                |
| ● Bhubaneswar              | ● Jammu                     | ● Nagercoil        | ● Vadodara               |
| ● Calicut                  | ● Kannur                    | ● Nashik           | ● Vellore                |
| ● Chennai- Injambakkam     | ● Kathmandu                 | ● Nellore          | ● Vijayawada             |
| ● Coimbatore               | ● Kochi                     | ● Pondicherry      | ● Vijayawada - M.G. Road |
| ● Delhi - Greater Kailash  | ● Kolkata                   | ● Pune - Yerwada   | ● Vishakapatnam          |



## Team Ceramic Pro India

Ceramic Pro India, led by the dynamic trio of Nishant Saboo, Vandana Saboo, and Gautam Popli, has emerged as an industry leader in automotive care. With a robust network of over 50+ franchises nationwide, Ceramic Pro India's headquarters in Hyderabad serves as the epicenter of innovation and support.

Under the visionary guidance of its leadership, Ceramic Pro India provides franchises with a continuous stream of leads and cutting-edge tools, including the official Ceramic Pro App and the advanced KAVACA Smart Cut software. The app streamlines operations, while the Smart Cut technology enhances efficiency by up to 30%, ensuring a competitive edge for franchises.

Ceramic Pro India's commitment to excellence extends to its annual conferences, where the brand recognizes and rewards the outstanding achievements of franchises. These conferences not only inspire a sense of community but also offer a platform for knowledge exchange and strategic planning.

In addition to the technological support, Ceramic Pro India equips franchises with detailed marketing materials, empowering them to scale their operations successfully. The leadership team remains readily available to provide ongoing support and guidance, fostering a collaborative and growth-oriented environment within the Ceramic Pro franchise network.

## The Mission & Vision

Our mission is to change the concept of surface operation, maintenance and protection as well as improving the efficiency of many processes throughout various industries and spheres of human activity by introducing innovative technology of coatings and paint protective films with advanced properties. Our technology is meant for optimization, decrease of environmental pollution and natural resources consumption.

Ceramic Pro boasts a vast network of over 50+ franchises across India, catering to the discerning tastes of car enthusiasts with premium protection and style. Committed to meeting customer needs and achieving satisfaction, Ceramic Pro envisions expanding its presence in every city, ensuring high-quality service through a highly trained and efficient team nationwide.

Our Vision is to :

- Target 100+ franchises by 2024.
- Foraying in international market of UAE and Bangladesh.
- Constant R&D on product development and introducing new line of products.
- With intense focus on creating a world class user experience through technology, data science and product.

## ABOUT

# The New Face of Coating Technologies

Ceramic Pro and its manufacturer Nanoshine Ltd are changing the dynamics of the coating industry. The company has for years worked on industrial multifunctional protective coatings for all surfaces and strives to continuously improve their products.

In 2010 Nanoshine Ltd introduced Ceramic Pro - a series of products for the automotive, air and marine markets suited for surfaces such as paint, glass, alloy, fabric, leather, plastic and rubber. What makes Ceramic Pro different is the cutting edge technology based on ceramic molecular compounds (nanoceramics). The formula is world patented and it has taken ten years of research and testing to bring a product that provides ultimate protection.

Today, Ceramic Pro is trusted by detailing and car care professionals around the world. Ceramic Pro are trusted by ecurie25 in Australia to protect their \$8+ million dollar exotic Super car Collection. Ceramic Pro is also the official Paint Protection for Carlsson Cars, tuners for Mercedes-Benz.

All Ceramic Pro products have been tested by SGS, the world 's leading inspection, verification and certification entity. Ceramic Pro achieved the highest possible result in each test; no other automobile paint protection product to date has been officially tested. All products within the Ceramic Pro range have been tested and certified as non-toxic.



ABOUT

## Kavaca PPF

Blending two of the most progressive surface protection products results in an extraordinary cosmetic effect & improves the overall protection of the surface, which makes the installation a smooth process. Kavaca Instant-healing is a film which emphasises on self-healing properties and can be installed on top of an existing Ceramic Pro coating. The film is used to improve visual appearance by adding gloss and hydrophobic effect to the installed surface.

Kavaca is a cutting-edge Paint Protection Film, designed and developed by internationally celebrated Ceramic Pro manufacturers NanoShine LTD. The high-performing aliphatic polyurethane film is specifically designed to protect painted surfaces from abrasion, corrosion, chemicals and other physical damage while enhancing the overall visual appearance. The perfect PPF that is used along with Ceramic Pro coatings was created with many years of expertise & research in the industry of surface protection. It can be used in combination with Ceramic Pro protective coatings or as a stand-alone product to maximise the performance of surface protection systems.

Kavaca also offers Smart Cut software with a wide range of patterns for precise, perfect-fitting paint protection film (PPF) that doesn't require cutting on the car. Their Instant Healing PPF protects cars from scratches and is available in various forms, including 60" rolls and pre-cut templates.

## THE BEST

- Our USPs :

- The original Ceramic Coating and Industries best PPF
- Includes Kavaca PPF and window films
- Global presence in 92+countries
- 50+centers in India, spread across 32 cities
- Product availability restricted only to franchise
- Multiple surface applications like marine, aviation, home lifestyle and industries
- Kavaca smart cut software exclusively designed for franchise owners for precut of PPF

- Brand awareness :

- Facilitates the sale of the service. Powerful marketing
- Allows you to attract new customers
- Low investment, low stock holding + High Margin = High Return

Why?



CERAMIC PRO<sup>®</sup>

- Quality of materials :

- Long service life
- Don't have to blush in front of the client

- Trained specialists :

- The highest quality service delivery in a timely manner Warranty and responsibility for completed work

- Certified materials :

- Safe and healthy
- Official supplier
- Confirmation of the declared properties of materials

# Competitive Advantage

Liquid glass, as experts and manufacturers say, is applied and coated over varnish. Ceramic Pro is absorbed into the structure of the varnish and becomes one with it. The maximum thickness of compounds like Ceramic Pro is 12 microns, with intense friction on the sink, this thickness is erased, no matter how strong the protective compound is.

Even if Ceramic Pro is damaged somewhere, since it has become one with the varnish, the working protective surface remains forever. Long-term water-repellent effect. Which acts, unlike competitors, 2-3 times longer, 12-18 months. Ceramic Pro 9H is applied in conjunction with Ceramic Pro Top Coat.



**Ceramic Pro** has a **multi layering** property. It is a clear, liquid **nano-ceramic coating** that can be applied in multiple layers.



**Ceramic Pro** provides multiple surface protection with unique products designed for each varied surface inside and outside your **home, car, boat, airplane** etc.



The **Kavaca PPF** comes along with self-healing properties, i.e. you apply it and then it takes care of itself.



**KAVACA PPF** is the only paint protection film that is infused with the revolutionary **ION Base** coating technology.



**KAVACA PPF** is the only PPF which is additionally coated with a layer of **ION Top** coat to provide the surface of the car with **advanced hydrophobic and anti yellowing** properties.



We charge **NO royalty** on franchise sales and services

## Certifications & Tests

- All properties of the products are certified by SGS Laboratories.
- The products' environmental safety is certified by REACH standard in SGS Laboratories.
- Ceramic Pro Marine is certified by IMO - International Maritime Organization as an ecofriendly anti-fouling solution.
- The products have passed voluntary certification according to Russian Federation GOST standards and have certificates of conformity for all products of the Ceramic Pro line.
- Tow Tank Test - 3.3% drag reduction in water.
- Wind Tunnel Test - 1.4-3.0% drag reduction in air.
- Internal tests - Resistance to Salts, Alkali, Acids and other aggressive chemicals.
- Corrosion test: Unaffected (ASTM B117)
- Hardness test: Above 9H (JIS 5400)
- Flexibility test: 0mm of loss at 180° rotation (ASTM D522)
- Impact test: 80/80 inch-lbs (ASTM D2794)
- Acids and alkali: No visible damage (JIS K5400 (1990))
- Heavy metals: None
- Toxicity test: No toxic substances (SVHC)





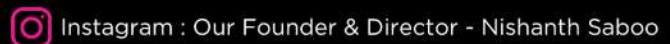
## Product Portfolio

- CERAMIC PRO 9H
- CERAMIC PRO TOP COAT
- CERAMIC PRO GLASS
- CERAMIC PRO TAG
- CERAMIC PRO TEXTILE
- CERAMIC PRO STRONG
- CERAMIC PRO WHEELS AND CALLIPER
- CERAMIC PRO PLASTIC
- CERAMIC PRO LEATHER
- CERAMIC PRO SPORT
- CERAMIC PRO ION - BASE COAT
- CERAMIC PRO ION - TOP COAT
- CERAMIC PRO NANO PRIMER
- CERAMIC PRO CARE
- CERAMIC PRO CARE +
- CERAMIC PRO SHAMPOO
- CERAMIC PRO IRON X
- KAVACA ION PPF
- KAVACA CERAMIC-COATED PPF
- KAVACA BLACK PPF
- KAVACA BLACK MATT PPF
- KAVACA MATT PPF
- KAVACA WINDOW FILMS & TINTS IR 5,15,25,35,55 & 70



# Social Media

Our commitment to a strong social media presence extends across platforms, with our official @saboo ceramicproindia Instagram Page serving as a hub for engaging content from all our Pan India franchises. Additionally, our official Facebook page, CeramicproIndiaofficial, is a go-to destination for information and constant updates. The synergy continues with consistent social media marketing for our Kavaca ION PPF and Ceramic Pro centers Pan India.



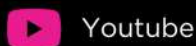
@saboo ceramicproindia

90.4K followers



@saboonishant

211K followers



@ceramicproindia

7.47K subscribers



Ceramic Pro India

152K followers

Recognition has followed our dedication, as evidenced by the Times Business Award 2023, where we were honored as India's Best Ceramic Coating and PPF, a testament to the originality and excellence of our services.





FRANCHISE

## Business Module

- Franchisee Fee - Rs 7,50,000\*/- + GST (Non-Refundable)
- Initial Kavaca PPF Stock - Rs 1,80,000\*/-
- Initial Ceramic Pro Stock - Rs. 5,50,000\*/-
- Paint correction materials - Rs. 5,00,000\*/-
- Infra-red light - Rs. 65,000\*/- (each)
- Training charge - Rs. 75,000\*/- (Owner + Team)
- Washing set-up and compressors shall be taken care by franchisee.
- Terms : GST as Applicable

## TERMS

# Franchise

- To open a Ceramic Pro center, the minimum required space is of 2500 sq. ft which shall consist of a car washing area, detailing studio, coating center, PPF bay, customer lounge and office space with sufficient car parking in a prominent location.
- Franchise should set up the Ceramic Pro center within 90 days of payment of franchise fee. Franchise of Rs 7,50,000/- + GST is a one-time fee and non-refundable.
- Franchise needs to enter into an agreement with the Franchiser for 5 years with one-time franchise fee. Fee Renewal of the franchise is based on performance.
- Franchise should consult with headquarters about the location and layout of the property.
- Training is mandatory for the franchise owner and its team should consist of 6 persons.
- Franchise has to promote the brand on social media platforms through their pages.
- Franchise can do offline advertising on their budget with pre-approval from the headquarters.
- Franchise has to sell packages as per the standard price list.
- Franchise cannot sell the product directly or indirectly.
- Franchise can only offer service through various packages.
- Franchise has to return the empty bottle and box of the product to the franchisor.
- Franchise is not allowed to promote and offer any kind of service of any competing product or products either in ceramic coating, PPF or detailing.

## TERMS

# Franchisor

- CERAMIC PRO AND KAVACA PPF stock will be supplied by the franchisor.
- Franchisor will provide complete technical and sales training.
- Franchisor will certify the franchise and an authorised certificate will be issued.
- Franchisor will promote the brand across India including the franchise region on social media platforms.
- Franchisor will forward the franchise all leads generated through the website and emails to boost sales in the region.
- Franchisor will do tie-ups with different dealers, institutions or organizations to promote the brand and boost sales.
- Franchisor will not give any kind of exclusivity to franchise in the particular region.
- Franchisor will provide marketing and promotional material to the franchise.
- There will be NO ROYALTY ON SALES charged by the franchisor.

## Contact Us



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