

| DESCRIPTION                                      | PLATINUM      | DIAMOND       | GOLD          | SILVER PLUS   |
|--|---------------|---------------|---------------|---------------|
| Investment (Package Cost)                        | 825000        | 450000        | 225000        | 150000        |
| <b>Expenditure</b>                               |               |               |               |               |
| Interest Cost @ 12%                              | 99000         | 54000         | 27000         | 18000         |
| Depreciation @ 10%                               | 82500         | 45000         | 22500         | 15000         |
| Rental Cost @ 10000 INR / month                  | 120000        | 120000        | 120000        | 120000        |
| Power Cost @ 3000 INR/ month                     | 36000         | 36000         | 36000         | 36000         |
| Consumables @ 1000 INR/ month                    | 12000         | 12000         | 12000         | 12000         |
| Rejection cost @ 3% on average cost of key blank | 65923         | 61465         | 30361         | 29560         |
| <b>Total Expenditure</b>                         | <b>415423</b> | <b>328465</b> | <b>247861</b> | <b>230560</b> |

| Year 1 - Business Generation*      |           |                    |                   |           |                    |                   |           |                    |                   |             |                    |                   |
|------------------------------------|-----------|--------------------|-------------------|-----------|--------------------|-------------------|-----------|--------------------|-------------------|-------------|--------------------|-------------------|
| Particulars                        | Keys/ Day | Acce. & Key Chains | Quarterly Revenue | Keys/ Day | Acce. & Key Chains | Quarterly Revenue | Keys/ Day | Acce. & Key Chains | Quarterly Revenue | Keys/ & Key | Acce. & Key Chains | Quarterly Revenue |
| First 3 Months                     | 10        | 75                 | 187125            | 6         | 60                 | 150600            | 6         | 60                 | 113175            | 4           | 30                 | 94913             |
| Next 3 Month                       | 15        | 75                 | 278438            | 8         | 60                 | 223650            | 8         | 60                 | 149700            | 6           | 30                 | 131438            |
| Next 3 Months                      | 20        | 100                | 371250            | 10        | 90                 | 298200            | 10        | 90                 | 188025            | 8           | 45                 | 186199            |
| Next 3 Months                      | 25        | 150                | 465563            | 12        | 120                | 374250            | 12        | 120                | 226350            | 10          | 60                 | 228150            |
|                                    |           |                    | <b>1302375</b>    |           |                    | <b>1046700</b>    |           |                    | <b>677250</b>     |             |                    | <b>640699</b>     |
| <b>Profit for the 1st Year</b>     |           |                    | <b>886952</b>     |           |                    | <b>718235</b>     |           |                    | <b>429389</b>     |             |                    | <b>410139</b>     |
| <b>Pay Back Period (in months)</b> |           |                    | <b>11</b>         |           |                    | <b>8</b>          |           |                    | <b>6</b>          |             |                    | <b>4</b>          |

\* Business generation considering 50% Flat keys, 30% Dimple / Laser Keys & 20% Transponder Keys / Remotes on average monthly basis.



Compact Workstation for Shop-in-Shop concept



## LOCKSMITHING ON THE GO



Battery Operated Machine



## DIVERSIFY YOUR EXISTING BUSINESS



**CAN BE INCORPORATED  
IN ANY BUSINESS TO GET BETTER INCOME,  
DIVERSITY & GROWTH...!!!**



**MINDA SILCA ENGINEERING PVT. LTD.**  
Plot No. 37, Toy City, Greater Noida-201308, U.P.  
Phone : +91 9871397630/31 Customer care : +91 9560069957  
E-mail : sales@mindsilca.in • Website : www.mindsilca.in

# Silca Keys & Accessories Storz (SKAZ)

NETWORK WITH US



# INTRODUCTION

Minda Silca Engineering Pvt Ltd., was incepted in the year 2002 under A K Minda Group and was known as "Tuff Engineering Pvt. Ltd." Based at Noida, this company made a humble beginning under A K Minda Group (now known as SPARK MINDA, Ashok Minda Group), to provide Key Solution to all the other group companies.

SPARK MINDA, Ashok Minda Group is a leading manufacturer of Automotive Security Systems, Driver Information Systems, Plastic Injection-Moulded Interior Parts, Die-Casting, Keys and Key Duplicating Machines. The Group caters to the needs of all major Car, Motorcycle, Commercial Vehicles, Tractor and off-road vehicle manufacturers in India and overseas. The Group operates from 35 plants located in India, Germany, Poland, Czech Republic, Indonesia, Vietnam, Uzbekistan with office in Japan. The Group also has several JVs with leading companies from USA, Japan, Italy, and Uzbekistan.

Minda Silca Engineering Pvt. Ltd. was formed in 2006, after a Joint Venture between Spark Minda, Ashok Minda Group (Annual turnover 2370 Crores) & Silca S.p.A, Italy (a member of DormaKaba Group with annual turnover of 2.5 Billion CHF). Silca is the flagship company for the key business (KWS segment - DormaKaba Group) & is a leading European company for manufacturing key blanks, key-cutting machines and equipments dedicated to the production and key blanks processing.

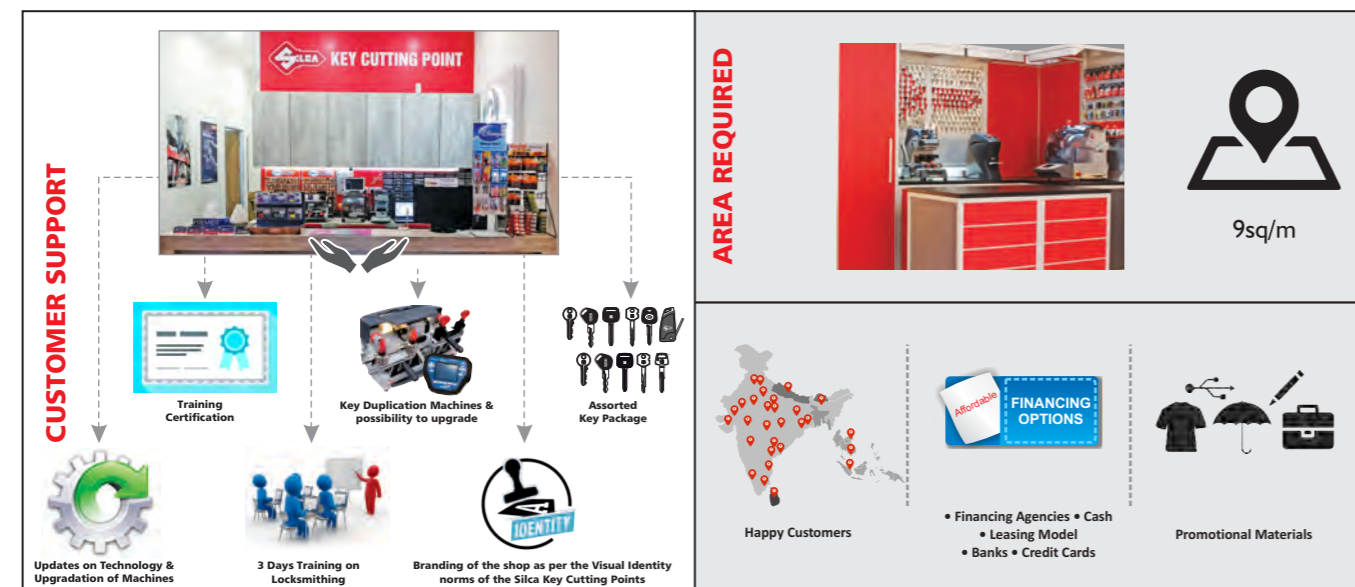
## MINDA SILCA BUSINESS MODEL

Minda Silca does not merely represent a trade name, it is an approach to the market, a constant and intense dedication to product quality standards and above all a guarantee of innovation and quality for all the people operating in the world of duplication services.

Minda Silca's Business Model is a combination of direct and indirect business covering all the available distribution channels, distributing a complete range of key blanks and key cutting machines dedicated to key cutters, Shoe Bars, Locksmiths and to Industrial users.

## SILCA KEYS & ACCESSORIES STORZ (SKAZ)

Minda Silca provide more organized & legal approach to key business & professionals. Continuing with the effort of taking the locksmith business to more professional level, Minda Silca Engineering Pvt. Ltd. introduced the concept of **Silca Keys & Accessories Storz (SKAZ)** in India & South - East Asia. Minda Silca is not only providing them with the Basic & Advanced Machines / Automotive Devices / Keys / Brandings / Promotional Material & other infrastructure facilities, but also imparting the professionals with training on various aspects of locksmithing & making them aware on the legalized aspect of this lock smithing business. These **Silca Keys & Accessories Storz (SKAZ)** strengthen - Professional, Recognizable & Strong Brand Image for the Key Cutting Centers & the locksmiths.



# BUSINESS MODELS

| Model  | Platinum                                       | Diamond                                       | Gold  | Silver Plus  |
|--|--|---|---|--|
| Investment   | 8.25 Lacs                                      | 4.50 Lacs                                     | 2.25 Lacs   | 1.50 Lacs  |
| ROI  | 11 Months                                      | 8 Months                                      | 6 Months  | 4 Months   |
| Machines Included  | Futura Light+Smart Pro + RW5 + Universal Cable | Futura Auto + RW5 + Universal Cable & Remotes | Twister II+Duo Base + Smart Aerial Plus + Universal Cable | Swift Plus+ Flash 008+ Smart Aerial Plus + Universal Cable |
| Branding Components  |  |   |   |  |
| Glow Sign Board - 8' x 4'                                      | 1 No.  | 1 No.   | 1 No.   | 1 No.  |
| Digital Branding - 8' x 4'                                     | 2 Nos.   | 2 Nos.  | 2 Nos.  | 2 Nos.   |
| Flex Board With Iron Frame - 2' x 8'                           | 1 No.  | 1 No.   | 1 No.   | 1 No.  |
| Pillar Branding - 8' x 2'                                      | 2 Nos.   |   |   |  |
| Counter Branding (Digital Branding or Vinyl Sticker) - 3' x 2' | 1 No.  | 1 No.   | 1 No.   | 1 No.  |
| Glass Door Branding - 8' x 4'                                  | 2 Nos.   |   |   |  |
| Standee  | 1 No.  | 1 No.   |   |  |
| Assorted Key Package   | INR 50,000                                     | INR 45,000                                    | INR 40,000  | INR 35,000   |
| 3 Day Training Course  | ✓  | ✓   | ✓   | ✓  |
| Silca Certification  | ✓  | ✓   | ✓   | ✓  |
| Silca Shopee Kit   | ✓  | ✓   | ✓   | ✓  |
| Machine Installation & Training (On Site)                      | ✓  | ✓   | ✓   | ✓  |
| Digitisation through Minda Silca                               | ✓  | ✓   | ✓   | ✓  |
| Sales App  | ✓  | ✓   | ✓   | ✓  |
| Updates on Technology & Machines                               | ✓  | ✓   | ✓   | ✓  |

