

BUSINESS MODELS	PLATINUM	GOLD	SILVER PLUS	SILVER
Investment (Package Cost)	8,00,000	3,00,000	2,25,000	1,10,000
Expenditure				
Interest Cost @ 12%	96,000	36,000	28,800	13,200
Depreciation @ 10%	80,000	30,000	24,000	11,000
Rental Cost @ 10,000 INR / month	1,20,000	1,20,000	1,20,000	1,20,000
Power Cost @ 3,000 INR/ month	36,000	36,000	36,000	36,000
Consumables @ 1,000 INR/ month	12,000	12,000	12,000	12,000
Rejection Cost @ 3% on Average	68,763	33,530	33,087	7,903
Cost of Key Blank				
Total Expenditure	4,12,763	2,67,530	2,53,887	2,00,103
Year 1 - Business Generation *				
Particulars	Quarterly Revenue	Quarterly Revenue	Quarterly Revenue	Quarterly Revenue
First 3 Months	1,39,373	84,524	71,036	55,749
Next 3 Months	2,06,809	1,11,498	98,011	82,724
Next 3 Months	2,75,745	1,40,273	1,38,924	1,10,598
Next 3 Months	3,46,181	1,70,847	1,70,847	1,38,473
	9,68,108	5,07,141	4,78,818	3,87,543
Profit for the 1st Year	5,55,345	2,39,611	2,24,931	1,87,440
Pay Back Period (in months)	17	15	11	7

* Business generation considering 70% Flat Keys, 20% Dimple/Laser Keys & 10% Transponder Keys on average monthly basis.



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Member **dormakaba** Group



SilcaPoint.



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 & Silca S.p.A, Italy (a member of DormaKaba Group with annual turnover of 2.1 Billion CHF). Silca is the flagship company for the key business within DormaKaba Group. It is a leading European company for manufacturing key blanks, key-cutting machines and equipments dedicated to the production and key blanks processing. Silca also has a product range dedicated to key manufacturing and duplication & security products.

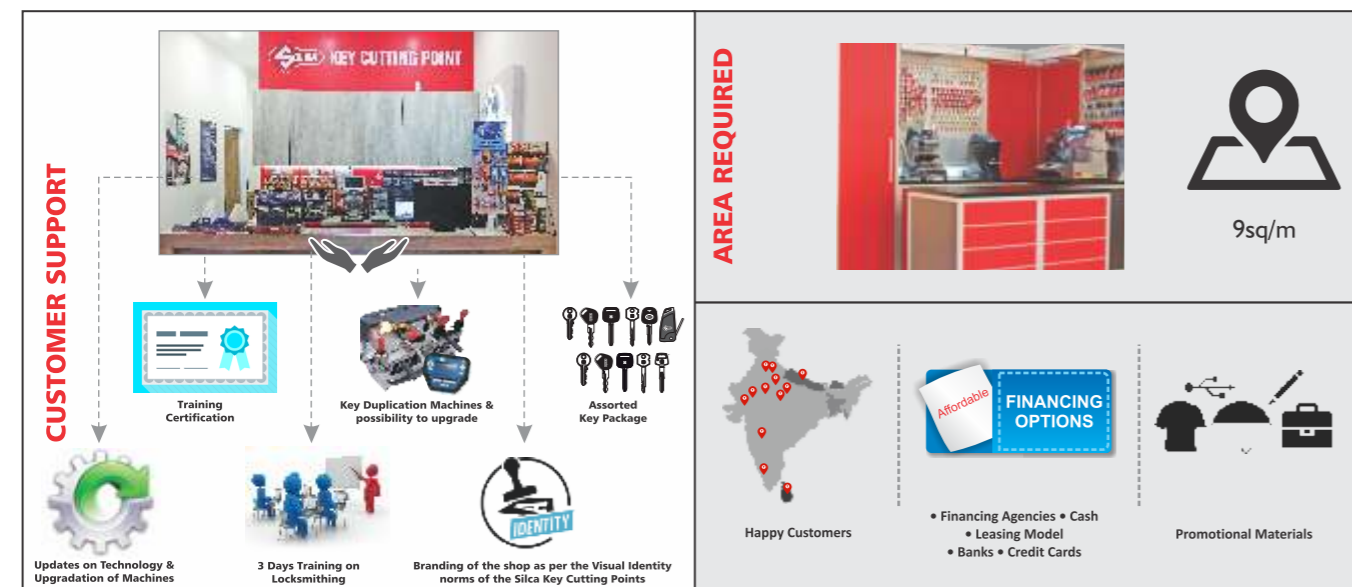
MINDA SILCA BUSINESS MODEL

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 POINT

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 Key Cutting Points 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 locksmithing business. These Silca points strengthen - Professional, Recognizable & Strong Brand Image for the Key Cutting Centers & the locksmiths.



BUSINESS MODELS

Model	Platinum	Gold	Silver Plus	Silver
Investment	8 Lacs	3 Lacs	2.25 Lacs	1.10 Lacs
ROI	17 Months	15 Months	11 Months	7 Months
Machines Included	Futura Light MVP Pro Fastcopy Plus Mbox Kit SRP	Twister II Duo Fastcopy Plus Mbox Kit	Swift Plus Flash 008 Fastcopy Plus	Swift Plus Flash 008
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 40,000	INR 35,000	INR 30,000
3 Day Training Course	✓	✓	✓	✓
Silca Certification	✓	✓	✓	✓
Silca Shopee Kit	✓	✓	✓	✓
Machine Installation & Training (On Site)	✓	✓	✓	✓
Updates on Technology & Machines	✓	✓	✓	✓

