

A cinematic photograph of two motorcyclists riding down a tree-lined city street. The rider in the foreground is on a dark motorcycle, wearing a black helmet and jacket. The rider in the background is on a lighter-colored motorcycle, wearing a white helmet and jacket. The street is paved and has a white line. The background shows trees and buildings. The word "VARDENCHI" is overlaid in large, bold, yellow capital letters across the center of the image.

VARDENCHI

Vardenchi Vision

To be the leading brand in motorcycle design, premium motorcycle accessories, riding gear and apparel in India.

Opportunity

12mn used 2 wheeler sales per year

Lack of an organised network for refurbishing and quick service outlets.

The accelerated growth of premium(2.5 lacs+) motorcycle sales

Growing leisure motorcycling and premium motorcycle ownership culture in India.

Lack of an organised aftermarket motorcycle accessories brand.

Competitive Advantage

One Stop Shop for all needs of a motorcyclist.

Network of Franchise stores will offer the touch and feel experience.

Solving a Pain Point

Lack of an organised motorcycle accessories brand in India.

Lack of a one stop shop for motorcycle and motorcycling products.

The worn out condition of a used motorcycles diminishes its value, status and excitement at time of purchase. The customisation can turn this around instantly.

Overview





Trends

Lesson from the west

When the motorcycle market matures such as markets in Europe and US, bikers start to spend on the bikes and their motorcycle Lifestyles



Before



After

India Story

Premium Motorcycle Market in India is growing at a fast pace since the past 5 years and expected to continue over the next 10 years. Hence A number of international brands have entered the Indian Market



India is ready

The Number of Bike Festivals show how the Motorcycle Culture in India is flourishing



India Bike week custom bike contest



Royal Enfield bike building contest.

With custom motorcycle contests and Custom bike building TV shows gaining popularity in the country a wide range of customers are spending on accessories and customisation to infuse their own personality into their bikes and to make them unique and individual.



Culture



Vardenchi Lifestyle Garage



A place to spark off your Motorcycle Life with authentic lifestyle riding gear, riding apparel and custom motorcycles





VARDENCHI

Product Lines



Seats



Lighting



Handles



Exhaust



Product Lines





Customer



A brand new motorcycle purchaser.



A current motorcycle owner.

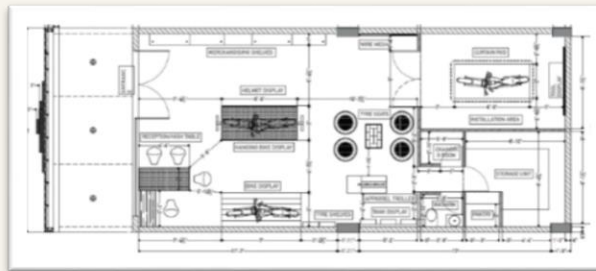
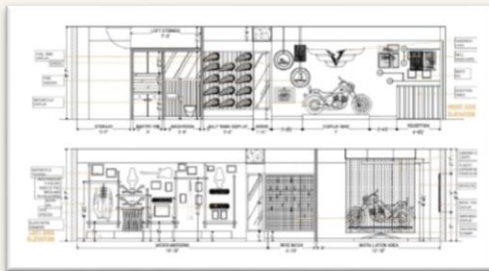


A used motorcycle purchaser.



Vardenchi will provide the following:

- design of the Studio including layout and technical drawings from an associated architect.
- Technical specifications of the shell work like flooring, painting, partitions, doorways, and electricals which have to be carried out by the Franchisee.
- National contracts with the vendors where possible to negotiate best prices.
- Furniture and fixtures at cost price
- Assistance with the set up of the studio



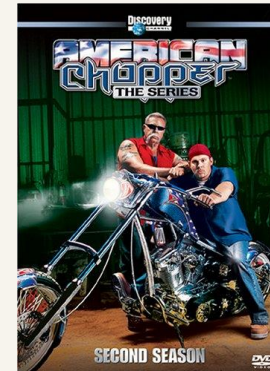
Showroom Design



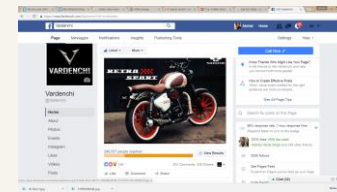


Marketing

- Aim: to be top of mind brand for all motorcycle related products. Motorcycle accessories, Safety wearable Gear, Apparel and merchandise and Lifestyle products.
- To achieve this aim the central focus needs to be motorcycling!
- Partake in every motorcycle related exhibition and roadshow. Sponsor as many as feasible.
- Create a community and riding groups of customers purchasing every category of Vardenchi Product and create and plan and execute memorable riding experiences on a regular and sustainable basis.
- Create and offer an effective loyalty program to this base.
- Plan and execute a Vardenchi Festival/Rock show/Customization event on a national platform.
- Plan and execute a television series around motorcycle customization and lifestyle.
- Choose Vardenchi Ambassadors and have events for charitable causes.
- Have a robust Digital and Social media strategy that emphasises the motorcycling culture Vardenchi is built around, and build a large and sustainable follower base.



Motorcycle customization TV Show



Vardenchi Facebook Page with over 21ac fans.



Charitable events with brand ambassadors



Motorcycle events and Roadshows currently in India.

- Induction
 - Sales Training
 - Installation Training
 - Software Training
- Design
 - Marketing material Design
 - Vardenchi Studio design
- Marketing
 - Database support
 - Digital
 - Facebook
 - Google
 - Other social mediums
 - Marketing national events
- Support
 - Technical support
 - Operations support
 - Sales reporting and monitoring Support
- Operations and Logistics
 - ERP and retail software to ensure smooth operations
 - Logistics associations for seamless shipments and coordination.

Operations Support





Snapshot Commercials

Investment (Stocks + Showroom)	INR 15 Lacs
ROI - Year 1	75%
ROI - Year 2	98%
Operational Breakeven	12 months
Investment Breakeven	18months

*Subject to terms and conditions



- Founded in 2005.
- Vardenchi is India's **Pioneer** motorcycle customization company and a **Design centre of excellence**.
- A partnership with elite Italian motorcycle manufacturer MotoMorini offers great insight into global motorcycle trends and designs.
- Earned the highest awards for design and customization of motorcycles in the country.
- 30 member team.
- Designed manufactured and delivered over 450 hand crafted unique custom motorcycles in 15 states in India..
- The building of each one of these motorcycles has been through a prototyping process which most OEMs use for each one of their models.
- **Key strengths**
 - Keen market insight into motorcycle segment.
 - Global trending knowledge in premium motorcycle design.
 - Knowledge in state of the art, cost effective designing and custom manufacturing.
 - Through efficient design, engineering and manufacturing strategies the products are delivered at a cost that ensure profitability for all the partners involved including Dealers, Suppliers, and other Vendors.
- **Vardenchi in-house capabilities for**
 - 3D Design
 - CAD Engineering
 - Surface modelling
 - Process Development
 - Prototyping in all materials
 - Manufacturing using state of the art methods.



Past Designs





Past Designs



Vardenchi Coverage - Auto



Top Gear-Sept 2012 Autocar- Sept 2012 Motoring – July 2012

Vardenchi Coverage - Lifestyle



Mens Health Oct 2012 Mans World May 2009

Vardenchi Coverage - Business



Smart CEO Oct 2012 Forbes April 2010

Vardenchi Coverage - Newspapers



Hindustan Times HT Mint July 2011



Economic times October 2012



Coverage