



BUSINESS PLAN · INDIA

Multi-Brand Car Service Workshop

Honest, quality, convenient car service and repairs at fair value

AUTOMOTIVE

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Multi-Brand Car Service Workshop** in India — an independent (non-OEM) car service & repair garage handling periodic maintenance, mechanical & electrical repairs, denting/painting, detailing, tyres, batteries & diagnostics across all car brands, especially out-of-warranty vehicles. It earns high-margin labour plus parts & value-added service revenue on India's huge & growing out-of-warranty car parc, monetising trust, convenience & value versus expensive OEM service centres — a labour-margin-, trust- & utilisation-driven independent automotive-service business.

As India's car parc grows & ages, a vast pool of out-of-warranty vehicles seeks reliable, transparent, value-for-money service outside costly OEM centres — the opportunity for organised multi-brand workshops (independent & branded chains like Bosch, myTVS, GoMechanic-type). Workshops earn high labour margins plus parts & value-added services (detailing, insurance-claim repairs), with the key levers being bay/technician utilisation, labour & parts margin, trust/transparency, customer retention & multi-brand capability. It is moderate-capex (equipment) & skill-dependent; success rests on quality, trust, utilisation & retention.

This is an MSME automotive-service business — funded partly by the promoter and partly through bank finance (term loan for equipment/fit-out + CC for working capital, under Mudra/CGTMSE; a branded-workshop franchise adds fee/support). This plan models a workshop requiring **₹55 lakh** (₹19 lakh promoter + ₹36 lakh bank finance), targeting **₹1.2 crore** revenue in Year 1 and **₹2.4 crore** by Year 3. *(Multi-brand workshop; independent service, labour-margin-rich, trust- & utilisation-driven, out-of-warranty focus.)*

2. Business Description, Vision & Legal Structure

Concept: An independent multi-brand car service workshop - maintenance, repairs, denting/painting, detailing, diagnostics - transparent, quality, value service for all brands (esp. out-of-warranty).

Vision: To be the trusted, transparent alternative to OEM service in its catchment.

Mission: Deliver honest, quality, convenient car service & repairs at fair value.

Legal structure options

- **Proprietorship / Partnership** — simplest for a single workshop.
- **LLP / Private Limited** — recommended for multi-bay/chain, franchise & funding.

Regulatory anchor: a workshop is an auto-service establishment — Shops & Establishments, GST, trade licence, pollution-board consent (paint/effluent/emissions) & hazardous/e-waste (used oil, batteries, paint), fire & labour/safety, insurance-repair (cashless) tie-ups & consumer-protection. Bay/technician utilisation, labour & parts margin, trust/transparency, quality, multi-brand capability & retention determine success; labour-margin-rich, trust- & utilisation-driven, out-of-warranty focus.

3. Promoter & Ownership

Led by a promoter with automotive-service, technical or business experience. The team includes a workshop manager, service advisors, technicians (mechanical/electrical/denting-painting/diagnostics), parts & front-desk. Quality, trust/transparency, technician skill, utilisation & retention are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's car parc is large & growing, with a huge & expanding out-of-warranty segment seeking reliable, transparent, value service outside expensive OEM centres. The independent/multi-brand service market is organising (branded chains & workshops) as customers want trust, convenience & value. The market rewards quality, trust/transparency, multi-brand capability, utilisation & retention; it is trust-, skill- & competition-sensitive (OEM centres, local garages, chains & online aggregators), met with quality, transparency, convenience & retention.

Demand drivers

- **Large & ageing car parc.**
- **Out-of-warranty** segment growth.
- **OEM-service cost** vs. value alternatives.
- **Trust, transparency & convenience** demand.
- **Organised/branded** multi-brand service.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Car service & repair in India	Very large
SAM	Catchment out-of-warranty parc	Substantial
SOM (Yr 1-3)	Service jobs/throughput	Scaling

Target segments

- Out-of-warranty car owners.
- Value & convenience seekers.
- Insurance-claim repairs (denting/painting).
- Fleets & corporate (AMC).

5. Competition & Competitive Advantage

Landscape: OEM service centres, local independent garages, branded multi-brand chains (Bosch/myTVS) & online aggregators. The workshop competes on trust/transparency, quality, value, convenience, multi-brand capability & retention.

The workshop's edge

- **Trust & transparency.**
- **Quality & multi-brand capability.**
- **Value vs. OEM & convenience.**
- **Technician skill & diagnostics.**
- **Retention & AMC/insurance tie-ups.**

6. Products & Revenue Model

Stream	Model	Basis
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Labour / service & repairs	High margin (50–70%)	Core profit driver
Parts & consumables	Margin (20–35%)	Volume/margin
Denting/painting & insurance claims	High-value jobs	Margin/ticket
Detailing, tyres & batteries	Value-added margin	ARPU/attach
AMC / packages & fleet	Recurring	Retention/base

Labour is the high-margin core (50–70%); parts add volume/margin; denting-painting/insurance claims are high-value; detailing/tyres/batteries & AMC lift ARPU & retention. Bay/technician utilisation, labour & parts margin, trust & retention drive economics — the decisive workshop levers; utilisation of bays & skilled technicians against fixed cost is central.

7. Go-to-Market — Marketing & Sales

- **Local, digital & aggregator** presence (Google/reviews).
- **Trust, transparency & value** messaging.
- **Insurance-repair & cashless** tie-ups.
- **AMC, packages & fleet** contracts.
- **Retention, CRM & referrals.**

Sales approach

Attract (local, digital, reviews, aggregators, insurance tie-ups) → win trust via transparency, quality & value → convert to service + parts + value-add → retain via AMC, reminders & results → grow fleet/insurance & referrals. Utilisation × labour/parts margin × retention builds high-margin profit on the out-of-warranty parc.

8. Operations Plan

- **Workshop & equipment:** service bays, lifts, diagnostics, denting-painting booth, tools, parts store; multi-brand capability.
- **Process:** booking/inspection → estimate (transparent) → service/repair → quality check → delivery → follow-up/retention.
- **Quality & trust:** skilled technicians, diagnostics, genuine/quality parts, transparent estimates & quality checks.
- **Tech:** workshop-management/CRM, estimates & job cards, inventory, reminders/retention.
- **Compliance:** Shops & Establishments, pollution (paint/effluent) & hazardous/e-waste, fire/safety, insurance tie-ups.

Workshop workflow

Stage	Activity	Metric
Book	Inspection/estimate	Bookings/conversion
Service	Repair/labour	Bay utilisation/TAT
Parts	Fit genuine/quality	Parts margin
QC/deliver	Quality/handover	Quality/rework
Retain	AMC/reminders	Retention/referral

9. Regulatory, Licences & Compliance (India)

- **Registration:** Shops & Establishments; trade licence; Udyam (MSME).
- **Environment:** pollution-board consent (paint/effluent/emissions); hazardous/e-waste (used oil, batteries, paint sludge).
- **Safety & tax:** fire & labour/safety; GST; PAN/TAN; labour/ESI/PF.
- **Insurance & consumer:** insurer cashless-repair tie-ups; consumer-protection; warranty on work.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / workshop manager	1	1	2
Service advisors	2	3	5
Technicians (mech/elec/dent-paint)	8	13	20
Parts & front desk	2	3	5
Admin & support	1	2	3
Total	14	22	35

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-3	Workshop, equipment, licences, technicians, launch
Ramp	Month 3-8	Jobs, utilisation, insurance tie-ups, trust/reviews
Traction	Month 8-12	Utilisation & retention; ₹1.2cr revenue
Optimise	Year 2	AMC, fleet, detailing, value-add, retention
Scale	Year 3	₹2.4cr revenue; second workshop

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Multi-brand workshop; labour-margin-rich, trust- & utilisation-driven, out-of-warranty focus.

12.1 Project cost & means of finance

Capital requirement	₹
Equipment (lifts, diagnostics, paint booth, tools)	28,00,000
Fit-out & workshop setup	14,00,000
Licences, deposits & pre-operative	5,00,000
Opening parts inventory & launch	4,00,000

Working-capital margin	4,00,000
Total project cost	55,00,000
Promoter contribution	19,00,000
Bank finance (term + CC, Mudra/CGTMSE)	36,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Labour / service & repairs	55,00,000	88,00,000	1,15,00,000
Parts & consumables	40,00,000	62,00,000	80,00,000
Denting/painting, detailing & value-add	25,00,000	40,00,000	45,00,000
Total revenue	1,20,00,000	1,90,00,000	2,40,00,000
Parts & consumables cost	42,00,000	66,00,000	84,00,000
Salaries & technicians	36,00,000	54,00,000	70,00,000
Rent & utilities	15,00,000	18,00,000	21,00,000
Marketing, overheads & interest	18,00,000	27,00,000	33,00,000
Total expenses	1,11,00,000	1,65,00,000	2,08,00,000
Net profit (before tax)	9,00,000	25,00,000	32,00,000
Net margin	7.5%	13.2%	13.3%

12.3 Unit economics & break-even

- **Labour margin:** labour is 50–70% margin & the profit core; parts add volume at 20–35%; denting-painting/insurance & detailing lift ticket & margin.
- **Bay/technician utilisation:** utilisation of bays & skilled technicians against fixed rent/salaries drives profitability — the key operating lever.
- **Break-even:** at a jobs/utilisation threshold covering fixed costs; reached within Year 1 as trust & throughput build; retention & AMC lift margins (Year 2+).

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	4,00,000	4,15,000	4,35,000	4,65,000
Collections	24,00,000	28,00,000	32,00,000	36,00,000
Parts, salaries, rent & operating	23,85,000	27,80,000	31,70,000	35,40,000
Closing balance	4,15,000	4,35,000	4,65,000	5,25,000

Retail service is immediate cash/UPI/card (favourable); insurance-claim jobs carry receivables (cashless settlement lag); parts & salaries are steady outflows. Utilisation, labour/parts margin, insurance-receivable & CC discipline, plus the WC margin, manage cash; low early utilisation & technician availability are the main risks.

12.5 Key Performance Indicators to Monitor

- **Utilisation:** bay & technician utilisation; jobs/day; turnaround time.
- **Revenue:** labour vs. parts mix; ticket size; ARPU; value-add attach.
- **Trust/retention:** reviews/NPS; repeat; AMC; rework %.
- **Cost:** parts margin; rent-to-revenue %; technician cost %.

13. Funding Requirement & Bankability

Total ask: **₹36 lakh bank finance** against ₹19 lakh promoter contribution — term loan for equipment/fit-out + CC for working capital, under Mudra/CGTMSE (a branded-workshop franchise adds fee/support). Bankability rests on labour margins, utilisation, trust/retention & the out-of-warranty parc; immediate cash & high labour margins support servicing. Year-1 profit ~₹9 lakh scaling to ₹32 lakh; equipment is financeable; retention & insurance tie-ups de-risk the ramp.

13.1 Funding utilisation

Use of funds	₹	% of total
Equipment (lifts, diagnostics, paint booth, tools)	28,00,000	50.9%
Fit-out & workshop setup	14,00,000	25.5%
Licences, deposits & pre-operative	5,00,000	9.1%
Opening parts inventory & launch	4,00,000	7.3%
Working-capital margin	4,00,000	7.3%
Total	55,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Low bay/technician utilisation	Marketing, insurance/fleet tie-ups, AMC; retention; capacity planning
Trust / transparency (sector reputation)	Transparent estimates, quality, warranty on work, reviews
Technician skill & retention	Training, incentives, diagnostics; multi-brand capability
Competition (OEM/chains/garages)	Trust, value, convenience, quality & retention
Environment/waste compliance	Pollution consent, hazardous/e-waste handling & disposal

15. SWOT Analysis

Strengths High labour margins; huge out-of-warranty parc; value vs. OEM; immediate cash; retention & AMC; multi-brand.	Weaknesses Utilisation-/technician-dependent; trust/reputation-sensitive; competition; moderate capex.
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Opportunities Ageing parc; organised/branded service; insurance & fleet; detailing/value-add; second workshop.	Threats OEM & chain competition; technician scarcity; EV-service shift (fewer parts); price pressure.
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16. Recommended AiSevak Tools for This Business

This workshop would use AiSevak's Automotive vertical tools in delivery:

- **Workshop ops:** workshop-management/CRM, bay/technician-utilisation, estimates/job-cards & parts-inventory and AMC/retention tools.
- **Compliance:** Shops-& Establishments, pollution/hazardous-e-waste, fire/safety, insurance-tie-up and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, labour-margin/utilisation and Break-even tools to model the workshop.

17. Key Assumptions & Notes

- Independent multi-brand car workshop; labour (50-70% margin) + parts + denting-painting/insurance + detailing/value-add + AMC; out-of-warranty focus.
- Bay/technician utilisation, labour/parts margin, trust/transparency & retention decisive; immediate cash, high labour margins.
- Term + CC finance (Mudra/CGTMSE; branded franchise optional); Shops-& Establishments, pollution/hazardous-e-waste, fire/safety, insurance tie-ups, GST.
- Utilisation, labour margin, trust & retention drive economics; figures illustrative, exclude GST.

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