

## OUR STRENGTH Vis-a-Vis SUPPORT TO INVESTORS

### Our Strengths

- In-House Training Academy
- Customised Software
- Trust- built over years in  
Mobiles & Laptop Servicing

### What It Mean to Investors

- Up to date Seamless Technology Support
- Monitor Revenue
- Technician Efficiency
- Easy Reach to Potential Customers

## OUR OUTLETS



Anna Nagar | T Nagar | Teynampet | Thiruvanmiyur | Porur | Vadapalani | Velachery



**MR Service Mobile Communications (India) Pvt. Ltd.,**  
No. 99/47, 86th Street, Ashok Nagar, Chennai - 600 083.  
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For Franchise Contact

**95000 04546**



**Strong Business  
Fundamentals  
Established in 2008  
7 Successful  
Outlets**

**Proven  
Business Model  
ROI  
1 Year 10 Months**



Laptop • Desktop • Tablet • Mobile





## ABOUT MR. SERVICE



**MR. SERVICE** established in 2008 focusing on highest customer satisfaction as well as reducing electronic waste by ways of repairing, refurbishing the mal-functioning and physically damaged electronic gadgets.

**MR. SERVICE** come to the rescue when disaster strikes with your Mobile Phone, Laptop, iPad, Note Book, Play Book & Eee Pad with our exceptional repair service. We not only fix basic faults like hardware, speaker & charging etc., we also fix more challenging faults like physical damage and software problems with our **technically qualified and experienced** technicians.

**MR. SERVICE** Training Academy : **We have trained more than 1000 technicians from the year 2008.**

## MARKET SCENARIO

"The mobile phone market in India is expected to grow by 4% to 250 million units this year and can see more handsets available for less than Rs. 5,000, a research report has said." "An examination of the present scenario, coupled with an analysis of historical trends tells us that the market for India mobile handsets will settle around 250 million units in 2016, a 4 per cent growth compared to 2015," the report, India Mobile Handsets Market, by CyberMedia Research (CMR) said." **[Source: www.dnaindia.com]**

PC shipment in India increased 1.4 per cent to 2.19 million units in the April-June 2015 quarter over the first quarter of the year, helped by rebound in the commercial segment, research firm IDC said today. As per IDC data, the commercial PC segment recorded 1.04 million unit shipments in the second quarter of 2015, registering a 4.5 per cent quarter-on-quarter growth against the preceding quarter. "Various announcements and initiatives made by the government on boosting economic growth had positive impact on the sentiments of the business community," Kumar said. "Laptop manufacturers focusing on providing differentiated experiences for customers are introducing a range of stylish, innovative products in new form factors," Ketan Patel, Director, Personal Systems, PPS, HP India said. **[Source: PTI | New Delhi | Published: September 24, 2015 8:53 pm]**



## INVESTMENT HIGHLIGHTS

<b>Area Requirement in Sq Ft</b>	<b>300</b>
Frontage	150
Service Area	150
<b>Set up Cost</b>	
Interior	275,000
Branding & Signage	75,000
Air-Conditioner & Furniture	90,000
Computer / Security Camera	60,000
Printer	5,000
POS Fees (Software)	10,000
Launch & Pre-Opening Expenses	75,000
License Cost	15,000
Training Cost	15,000
Initial Tools, Spares, Accessories	100,000
Other Expenses	50,000
	770,000
Franchise Fees (Upfront)	300,000
Service Tax @ 15%	45,000
	345,000
<b>Total Investment</b>	<b>1,115,000</b>

## FRANCHISE FACTS

Area Required	Investment Range	Franchise Fee	Payback Period	Franchise Term
300 Sq ft	₹10L - 15L	₹3L	1 Year 10 Months	5 Years