



Approved By



VAHAN
NR e-Services



Dealer Guide Book



Introduction

Asav Automotive is one of the leading manufacturers of environment friendly Battery Operated Vehicles. The company specializes in 3 wheelers, namely e-Rickshaws, e-Loader , eAuto & 2 wheelers including e-Scooter and e-motorbikes.

Asav Automotive has a unique proposition of having a coAssembler at every 200-400 Kms periphery which covers 6-10 districts wherein co-Assembler has exclusive right of making and selling electric vehicles in Asav brand and multi model under strategic tie-ups with other reputed models. Under each of the co-assembler , a distributor is appointed for each of the districts which are part of territory of co-Assembler . Under each of the distributor dealers are appointed keeping minimum distance of 5 Kms between two dealers in urban area and 15 Kms in rural area.

Asav has a strong portfolio of 8 models including 2 models of 3 Wheelers and 6 models of 2 Wheelers. As of now Asav is offering all 2 models of 2 Wheelers under its registered trademark Asav Automotive. Additionally, to facilitate advantage of having multi model for its dealers, Asav has made strategic partnership with reputed OEM's wherein Asav offers their products in selected regions.

Asav, proudly, offers its dealers option to order low quantity of vehicles which is unique in market as compared to other OEMs in this segment who have kept 20 vehicles as minimum order quantity.



Asav has a strong team of technical & skilled work force with hands on experience of both Automobiles as well as the Aviation Industry. The Company's mission is to manufacture world class Electric Vehicles under make in India program with indigenous technology, indigenous supply and indigenous reliability clubbed with committed customer service & satisfaction. Asav is among very few companies providing warranty in respect of all types of Electric Vehicles and owns it own Service Cent res providing both Warranty as well as Non-Warranty Service and repair facility. Asav also owns its own testing division catering all rigorous testing so that each and every product that rolls out from the plant offers utmost safety, comfort & utility to the driver , as well as the passengers which in turn gets converted into "value for Money" .

Our Brand Ambassador's



Shreyanshi Sharma
(Brand Ambassador)



Priya Aggarwal
(Brand Ambassador)



DEALERS PLAN

- Join the Sunrise Industry of e-Vehicles.
- Start your own Asav Brand store.
- Earn up to Rs. 1 Lakh a month.
- Get Great Marketing and Brand Support.
- Customer Friendly Warranty support for all parts.
- Factory location within 200-400 Kms from all Asav Brand Store locations.
- Competitive pricing for all product variants.
- 100% after sales support from the Franchisee location.
- Large portfolio of products offering.

SUPPORT PLAN FOR DEALER FOR 6 MONTHS

- Get unmatched support.
- Store Manager to be appointed by distributor point by Asav to support the sales for Dealer Brand Store .
- Regular sales promotion by Asav.
- Marketing Material Support by Asav.
- Guidance provided by Asav for TC from RTO.
- Local Finance tie up support by Asav.
- 2Wheeler Finance from Any Possible Financer.
- Debit & Credit Card linked Finance Facility Available.



INVESTMENT REQUIREMENT

Investment Amount	Amount
Vehicle (Total 10-15)	Rs 7,00,000/-
Showroom Branding	50-50
Franchise Fee (Refundable)	Rs 1,00,000/-

- Prices are without GST (to be charged at prevailing rate)
- 400-500 square feet space required for brand store.
- GST Registration is required Asav can support it through its associated professional service entity.
- Availability of Wrench as per the specification & drawing of Asav for loading and unloading of vehicles.





EARNING POTENTIAL

- On sales of Ten vehicles in each 2 Wheeler category in a month, a dealer can earn up to Rs. 60,000 per month.
- Post 6 months Service Revenue of similar size can be expected in the business.
- Warranty of battery, charger, motor, controller and differential is provided by their OEM.
- It takes about 3 months time to get the momentum and to get the desired footfall at any outlet.
- Asav offers minimum margin on 2 wheeler is 10-15%.

SUPPORT BY ASAV

- Rental Allowance Actuals (10,000x6).
- Actual outlet rental shall be paid by Asav (up to max. Rs. 10,000/- per month) for a maximum time period of six months
- To avail the above support a franchise has to sell minimum Ten 2 Wheeler for that month. Also this support is available for 6 months as per the choice of dealer during first year which implies that during 1st year dealer can claim this support for 6 months as per its choice subject to sale of minimum number of vehicles in that particular month.
- Sales & marketing support by the company.
- All necessary approvals related to vehicles by the company.
- Transportation will be free.



CONTACT US NOW!

ASAV AUTOMOTIVE PRIVATE LIMITED

Phone: +91 92144 92128, +91 92144 92127

Support: +91 92144 92126

Email: asavautomotive@gmail.com

Head Office: Shop No. 162, Underground
Durga Colony (Behind Bus Stand),
Hanumangarh Junction - 335512 (Rajasthan)



THANK YOU!

LET'S CONNECT

