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TURBO ACTIVE

## HOW THE MODEL WORKS (DRAFT)

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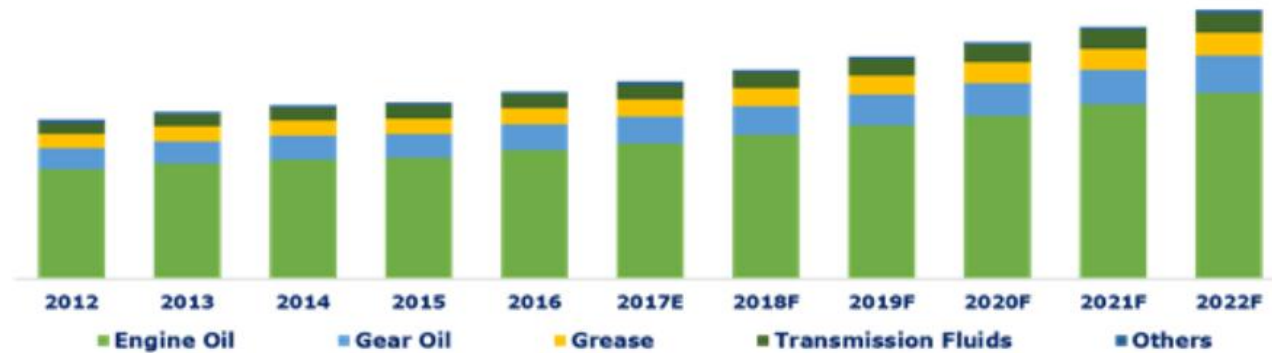
## NEED OF LUBRICANTS

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- ✓ Lubricants play a vital role in numerous commercial and industrial sectors such as automotive, marine, manufacturing, and aviation.
- ✓ Automotive applications like engine oil, Gear oil, Hydraulic oil and brake oil dominate the lubricants market.
- ✓ The market has also been geographically segmented into Asia-Pacific, North America, Europe, South America, Middle-East and Africa.
- ✓ Extended Intervals of Oil Change
- ✓ Increasing Automotive Sales in the Emerging Markets
- ✓ In terms of consumption in 2018, Asia-Pacific leads the market with a share of ~49%.
- ✓ The Asia-Pacific region is also the fastest growing region with a CAGR of ~ 3.6% during the forecast period.



India Automotive Lubricants Market Size, By Lubricant Type, By Volume, 2012-2022F



- ✓ Asia-Pacific countries, especially in India and China, have led to improvement in the financial status of the consumers, which in turn has boosted the demand for and production and of automobiles.
- ✓ Increasing demand and usage of light commercial vehicles in China and India will also push the growth of the automotive lubricants market in the Asia-Pacific region.



## WHY PARTNER WITH US?

We understand you have a choice when selecting a Business partner, so here are Six reasons we think you'll be completely satisfied when you partner with **Turbo Active**.

- 1) **Depth of Experience**-We have experience and depth of product knowledge required to build you the best solution possible
- 2) **Shorter time to go-live**-Your implementation will be accelerated by us and standard base project plans, so you can achieve a faster return on investment in shorter time.



- 3) **Hugh Opportunities on district level** -You will be given a huge opportunity on district level which will give you the highest earning with great business.
- 4) **Training and Empowerment**-Knowledge transfer starts on day one. That way your staff will have the skills and confidence to successfully maintain and enhance the functionality of your system when needed.



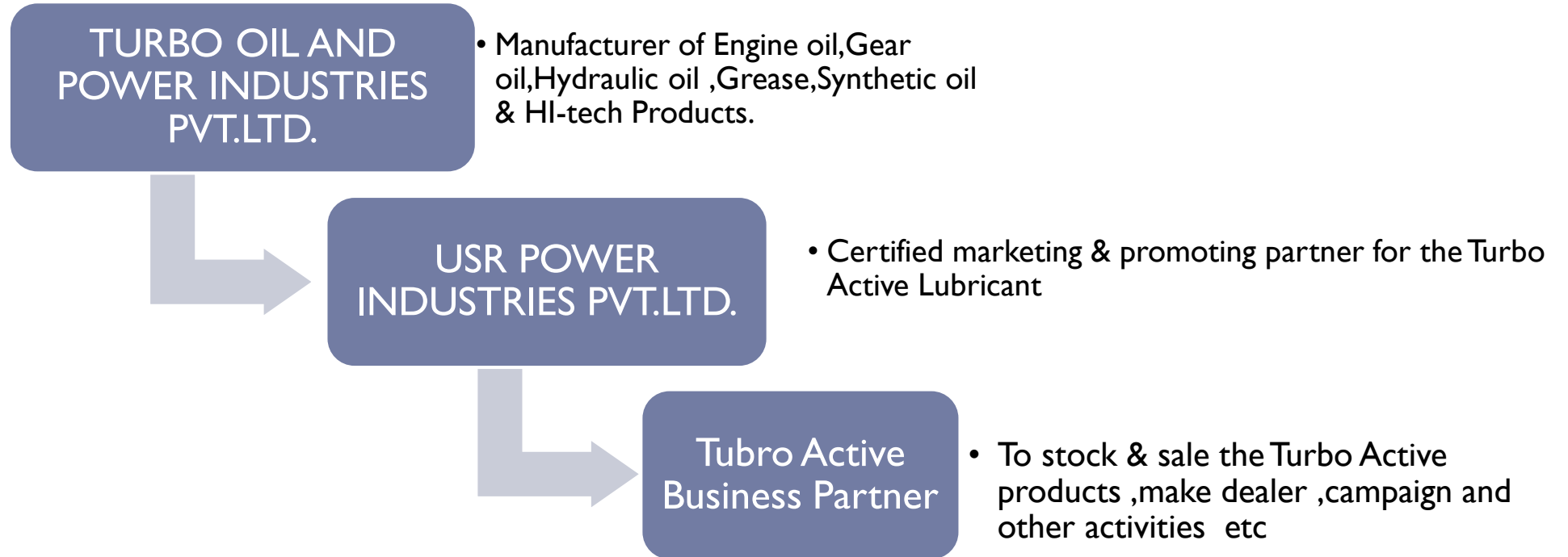
5) **Your success is our success**-We'll do whatever it takes to ensure our customers are successful. We look forward to working with you.

6) **Large segments of Products in one Platform with All Grade** – we have large segments of products  
Such as :

- ✓ ENGINE OIL
- ✓ GEAR OIL
- ✓ HYDRAULIC OIL
- ✓ BASE OIL
- ✓ SYNTHETIC OIL



## COMPANY STRUCTURE & ROLE



## **DISTRIBUTORSHIP WORKING METHODS**

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### **Who is Our Customers?**

1. GARAGES
2. MECHANICS ( MOSTLY ROAD SIDE )
3. OWNERS (TRUCKS /CRASSER/BUS/MINING )
4. SERVICE CENTRE
5. LUBRICANTS DEALERS
6. OWN CONTACTS



## DISTRIBUTOR CAN DESIGN WORK ON VARIOUS WAYS. THERE ARE SOME WAYS WHICH ARE AS FOLLOWING:

1. DESIGN WITH STAFFS & EMPLOYEE
2. DESIGN THROUGH DEALERS BLOCK WISE
3. DESIGN THROUGH DEALER'S AREA WISE
4. DESIGN AS PER OWN EXPERIENCE OR CHOICE





## COMPANY SUPPORTS

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- ✓ EMPLOYEE SUPPORT
- ✓ CHANNEL WISE ADVERTISING (SD-D-DEALER-MECHANICS)
- ✓ GIFTING TO DISTRIBUTOR (MONTHLY SCHEME)
- ✓ DEALER MEETING EXPENSES
- ✓ ORDER CLOSING
- ✓ DEALER CERTIFICATE
- ✓ SCHEMES IS ONLY FOR DISTRIBUTORS



## DUTIES & RESPONSIBILITIES

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- ✓ Distributor can make dealers in his allotted district .He cannot sale the products or make dealer outside the allotted district. Sale the products in the whole assign district.
- ✓ Distributor will be responsible person for his all activities for his dealers. Make own dealer with full responsibilities
- ✓ Distributor should focus on sale, making dealer, campaign & some other activities except advertising.
- ✓ He will maintain stock of **2000Ltr. Prior of the month.**
- ✓ Don't sale the products **above on the MRP.**
- ✓ To set a goal on monthly basis that how much earns
- ✓ Place monthly order as per given
- ✓ Organize monthly campaigns (***Turbo Active free bike service***)
- ✓ Any other information will be intimated by us time to time



## SCHEME FOR TURBO ACTIVE BUSINESS PARTNER

- ✓ There will be scheme only for existing distributors (3 month old) on monthly basis.
- ✓ Schemes will be based on Liters which should be achieved in monthly wise.
- ✓ Gifts items amount will not be converted or adjusted into cash.
- ✓ There should not be any dues at the time of taking gifts.
- ✓ Gifts items will not be adjusted or counted in next month.



## ELIGIBILITY CRITERIA FOR TURBO ACTIVE BUSINESS PARTNER

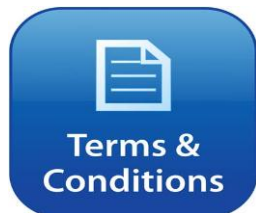
- ✓ Person should be Indian Citizen
- ✓ Must be graduate in any stream from any recognized university or council or state board
- ✓ Don't be involve in any other criminal activities
- ✓ Must have marketing/sales experience at least 2 years in any fields
- ✓ Must to highly work oriented person
- ✓ Don't involve in any other lubricants work or dealership or any other connection
- ✓ Must have own two wheeler with valid DL
- ✓ Godown (Own/lease/rented) with the minimum capacity of 2000 Ltr. In **primary market**



## PROCESS WITH TERM & CONDITIONS FOR THE TURBO ACTIVE BUSINESS PARTNER

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- ✓ PAN Card
- ✓ AAdhar Card
- ✓ Registered Firm
- ✓ GSTN Enrollment Number
- ✓ Current Account in the name of Firm
- ✓ 2 Color Photograph
- ✓ Place Initial Purchase Order should be **4,000 LTR.FOR DISTRIBUTORSHIP (Amount will be based on DP)**
- ✓ Mode of Payment (RTGS/NET Banking/NEFT)



## DRCS (DISTRIBUTOR REFERRAL CODE SCHEME)

- ✓ This is promotional scheme for existing & new Turbo Active distributors (**Conditions Apply**).
- ✓ 5 DRCS Referral code (RC) of **Rs.5, 000/-each** with PAN India validity.
- ✓ Anyone using your referral code to sign for Turbo Active Business Partner, your account shall be credited With Rs.5, 000/-incentive.
- ✓ The DRCS shall be valid of 5 month from the date of issue .The DRCS shall be given to you once your distributor code is created.



Refer to your friends/families/Relatives.....

### **Business partner REFERRAL PROGRAM**

For every successful referral comes a great **BONUS!**

