



**RETAILER?**

**YOUR NEW START-UP CAN  
CHANGE THE FUTURE OF  
INDIA'S DIESEL**



**Indizel®**  
Ultra-Premium Quality

#FILLTHEDIFFERENCEFEELTHEDIFFERENCE





**GUJRAT**



**MAHARASHTRA**



**HYDERABAD**



**TELANGANA**



My Eco Energy (MEE) is a ISO 9001-2015 bio automotive fuel company, with a specialized offering of an ultra-premium quality and low emission fuel “INDIZEL”, currently Euro VI compliant. The company is dedicated to the mission of sustainable development, which aims at delivering the best possible outcome and fuelling experience across the country in all diesel engines.

Indizel would be available through multiple MEE fuel stations across country and through Available on Demand (AOD) services. At present, MEE fuel stations are being commissioned to 700+ franchisees across 8 states of India.

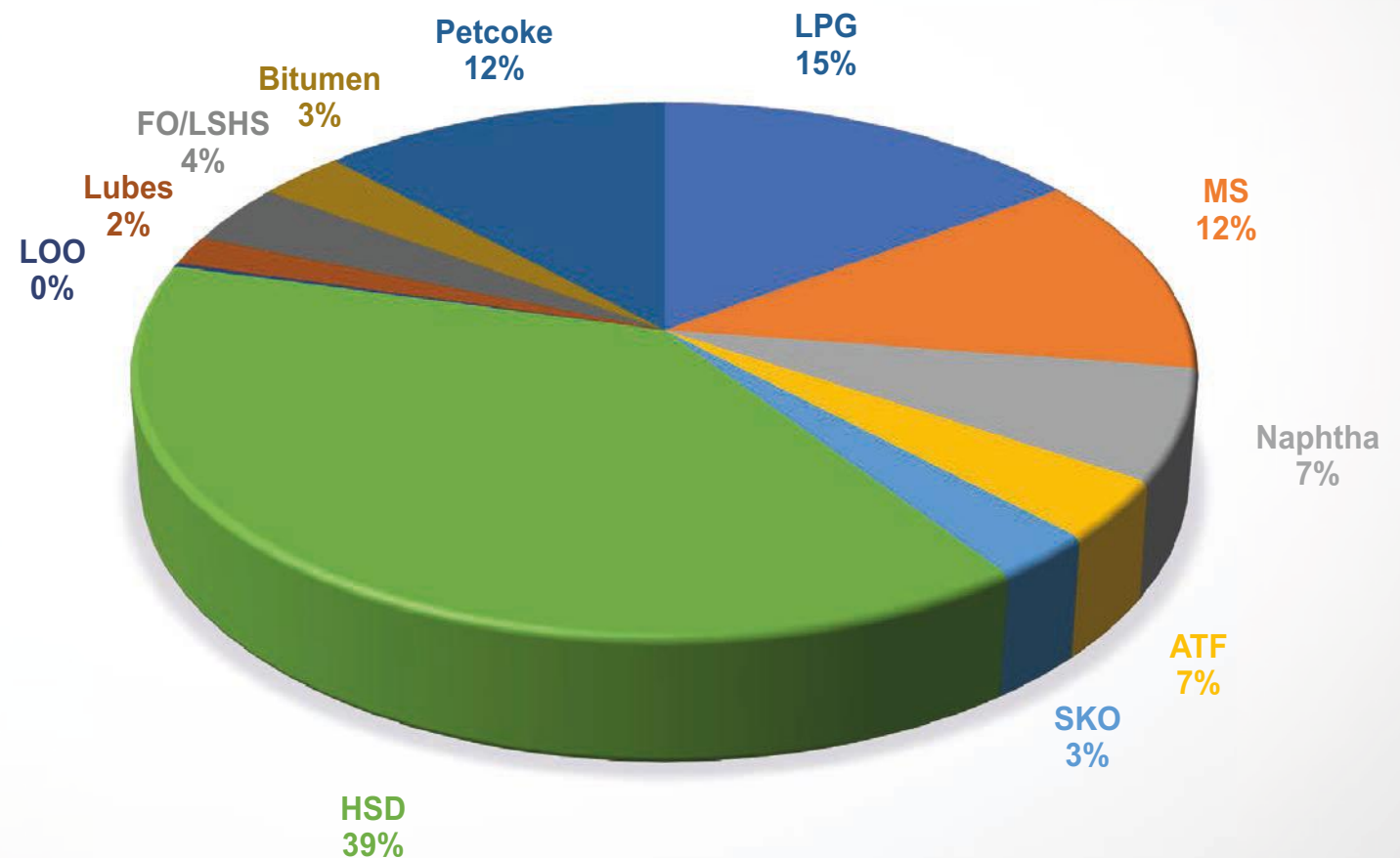
MEE is driven by six underlying values that guide its actions as individuals and as a corporation: Integrity, People, Performance, Value Creation, Social Responsibility and a Maverick Spirit.



# CONSUMPTION OF PETROLEUM PRODUCTS 2016

Diesel is used for Goods & Public Transportation, Agriculture, Power Generation, Diesel is primarily consumed for commercial activities

Dependency on Diesel is extremely high for businesses to function and has a direct impact on the economy.



**Diesel is the highest consumed fuel in India with 39% share nationally**



For almost 120 years, polluting and underperforming diesel fuel has been decerating the progress of your engine and our environment. This is due to poor quality of fuel available for diesel vehicles. Diesel though highly consumed, is the most polluting conventional fuel available. Although Diesel is a non-renewable fossil fuel, dependency on diesel is very high due to lack of alternatives.

**My Eco Energy with the introduction of Indizel aims at providing a ultra-premium quality diesel fuel which not only improves the air quality but also improves the overall performance of the vehicle**

**At MEE we strive towards fuelling India's growth by providing a quality fuelling experience for a cleaner India**



Indizel, an Ultra-Premium quality diesel, carefully designed and engineered to outperform conventional diesel and is India's first EURO VI emission compliant fuel, making it the lowest emitting Diesel fuel in India.

It needs to be noted that Indizel has been engineered to match the stringent emission and quality norms, of car manufacturers. Being a bio-fuel, it is made from completely renewable source of energy, has the lowest Sulphur, Nox emissions and out-performs BS-VI diesel in economy, quality and maintenance.



#### **Powerful**

Better cetane leading to better combustion, resulting in higher torque & BHP, enabling engine to achieve it's optimum capacity.



#### **Quality & Warranties**

EN 590:2013, WWFC Category 4 norms compliant - compatible with all diesel engines fulfilling engine warranties.



#### **Engine Friendly**

Lesser corrosion and better stability. No engine modification required, can be used in any proportions & reverse compatible.



#### **Economical**

Better combustion resulting in higher mileage & Lower emissions, Higher Lubricity resulting in lower maintenance cost & enhanced engine life.



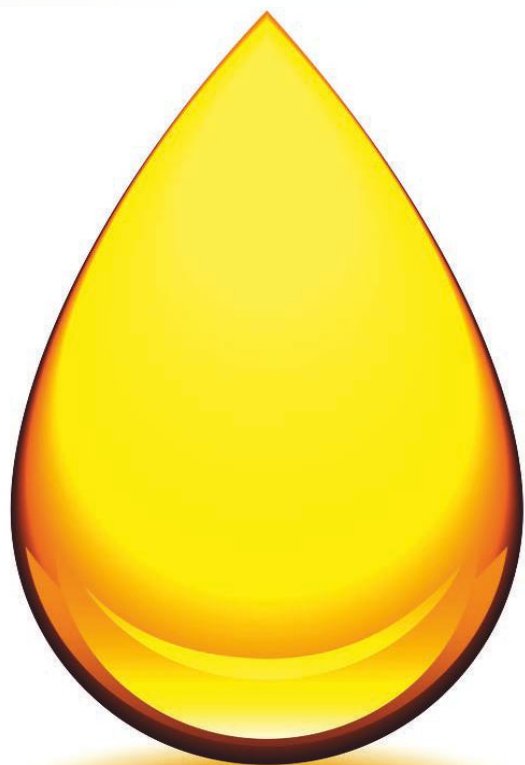
#### **Special benefits**

12% GST set off for GST registered customers



#### **Nature +**

Renewable, lowers harmful tail pipe emissions by 80+%.



Unit	Result
Fulfills Euro 6 / BS IV, V & VI emission norms	Cleaner than all diesel fuels
Up to 4 times lower sulphur emissions than lowest sulphur diesel	Sulphur dioxide causes respiratory diseases and increases risk of asthma
Lower hydrocarbon emissions	Hydrocarbons are toxic and increase risk of cancer
Lower NOx	NOx affects the ozone layer, harms lungs and contributes to smog
High Cetane Number - Up to 25% faster ignition	Also leads to smoother pickup, less throttle and more engine power
Low Lubricity Point-Up to 2 times better lubrication	Enhances engine life and reduces costs of maintenance
Low CFPP - Faster ignition at cold temperatures, even at -12 Deg. Cel.	Especially helpful during winters
Up to 25% higher mileage per litre	Less fuel spent on total distance
GST set-off benefit of 12%	Saves money for GST registered customers
No switchover cost	Because no engine modification is required
Better lubricity	Reduces engine maintenance costs
No new installation	Can replace diesel in all diesel engines without any engine modification
Reverse compatible	Can be reversed back to diesel anytime
Better oxidation stability and higher flash point	Makes it easy to store, and for longer duration, anywhere



An opportunity  
of a lifetime  
*to be part of  
the future of  
India's Diesel*

## Problems with current fuelling experience

Diesel fuelling process has not seen any major innovations in past few decades. Most fuel stations are manually operated and controlled leaving a huge scope for discrepancies in quantity, quality and overall user experience. There exists:

**Rampant Cheating**

**Inferior Quality**

**Lack of Trust**

**Manual Control**

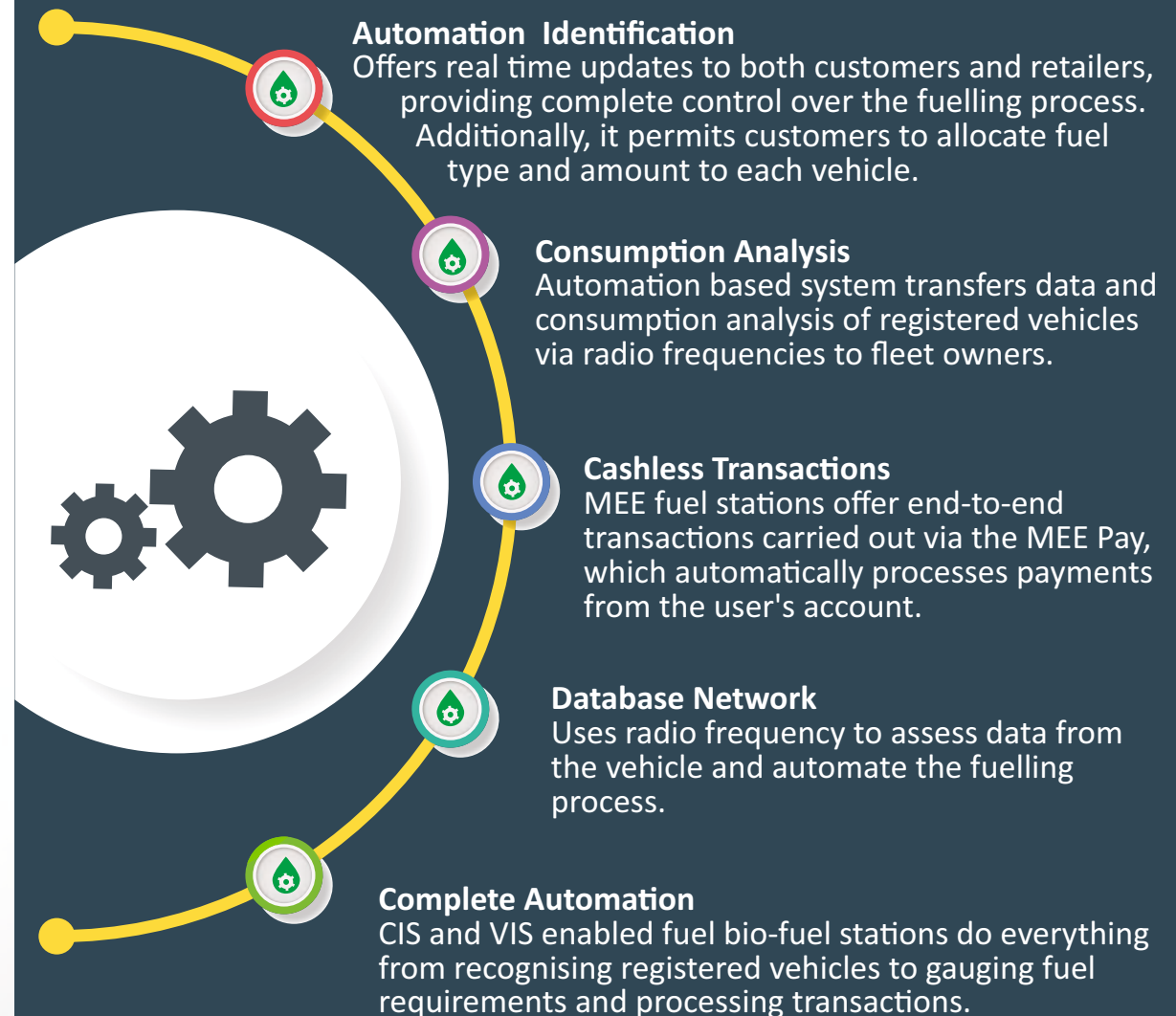
**Lack of Accounting**

**Zero Personalization**

**Zero Amenities**

**Zero Loyalty Benefits**

## Solutions at MEE fuel stations





# Premium and Profitable Fuel Station Business Opportunity for You



1. Attractive & Consistent ROI: Long term profits with exceptional Return on Investment.
2. Multiple Revenue Sources: 3% of Sales Revenue, Land Rentals and Equipment Rentals.
3. Once in a Lifetime Opportunity: Association with an Ultra-Premium fuel brand "INDIZEL" meeting EN-590 quality & EURO VI emission norms.
4. State of the Art End to End Automation: Every Drop Filled & Accounted.
5. ISO 9000 Certified Company: Strong Distribution Network, Marketing and Business Intelligence support.
6. Value Appreciation: Property will become a landmark leading to appreciation of land value in future; Safety and Security of Land.

## Eligibility and selection criteria

### Ideally, Franchise partner should be

- . Indian National above 21 years of age
- . Graduate
- . Clear title of land for fuel station
- . Financial stable
- . History of managing retail store fronts / business
- . Entrepreneurial traits

### Selection Criteria

- . Land location, size and title
- . Entrepreneurial Experience
- . Financial History / Background and Financial Stability
- . Current and Future Commitments

# Franchisee model



## FRANCHISEE OWNED FRANCHISEE OPERATED (FOFO) MODEL

1. One time non refundable fees Rs. 300000 ( Rs. Three Lakh) and Security Deposit Rs. 700000 ( Rs. Seven Lakh). Both to be paid together.
2. Dealer will sign the Dealership agreement.
3. Land Lease agreement for both, equipment and land will be made payable from the commencement of commercial operations.
4. Dealer will give Bank Guarantee of Rs. 30 Lakh.
5. Dealer will Purchase equipment through MEE.
  - a. Tank
  - b. DU (Options available)
  - c. Totem (Optional)
  - d. Automation
  - e. Canopy
6. The installation cost to be borne by Dealer.
7. Every step from construction till installation should be approved by MEE Projects
8. In return of Dealer's investment Dealer will be paid @6% per Annum as equipment cost with depreciation i.e. Normative cost\*
9. Equipment to be purchased from MEE.
10. This model is based on 15kl sale per day. In case of higher sales, Bank Guarantee and Security Deposit will increase proportionally.

\*T&C apply.

Every year will be valued based on depreciation and condition of the equipments. Equipment returns will be 6% only but it will be given on that year's valuation

# Franchisee model Process Flow



Activity	Franchisee	MEE	Remarks
Sourcing premises	✓		Owned or Leased
Application	✓		Rs 5000 plus applicable GST
Scrutinizing application and documents		✓	Finance/Projects/Legal
Letter of Allotment		✓	MEE H.O.
Franchisee fees (non refundable)	✓	✓	Rs 3 lacs ( One Time with SD)
Security deposit (interest-free, refundable)	✓	✓	Rs 7 lacs (Full amount to be paid with FF)
Ensure receipt of amounts in the bank		✓	
Franchisee agreement	✓	✓	To be done on receipt of the payment
Obtain approvals and permissions	✓		Local body permissions/NHAI under Appendix II
Assist in obtaining approvals and permissions		✓	Only assist not to get involved
Site construction drawings		✓	MEE Projects
Fuel station construction	✓		
Obtain order for equipment and automation		✓	MEE Projects
Make payment for equipment and automation	✓		Full payment in Advance
Ensure receipt of amounts in the bank		✓	Finance
Construct fuel station as per site construction drawings	✓		

Activity	Franchisee	MEE	Financial information
Conduct site inspection post completion of construction		✓	MEE Projects to certify
Install equipment and automation	✓	✓	Project to Supervise
Supervise installation of equipment and automation		✓	
Provide Bank guarantee/Stand-by letter of credit	✓		Rs 30 lacs of Nationalized Bank Only
Ensure that Bank guarantee/ Stand-by letter of credit is confirmed by the bank		✓	
Signing lease agreement for land and equipment	✓	✓	All cost to be borne by Franchisee will be reimbursed by 50% by ME on commencement
Hiring of fuel station staff	✓		
Training fuel station staff		✓	MEE Projects
Assigning product to fuel station		✓	MEE Supply Chain
Conducting trial sales	✓		
Supervising and inspecting trial sales		✓	MEE Projects and Sales
Organizing launch activities	✓	✓	Planning by MEE execution by Franchisee

# Franchisee Model Equipment Cost



Equipment & Automation	Cost in (Rs)
Tank ( Capacity 35KL)	5,00,000
Pipelines	1,00,000
Dispensing units (2 no.) Option 1- Tatsuno	11,00,000
Dispensing units (2 no.) Option 2 - Tokheim	5,20,000
Automation	4,00,000
CVT, stabilizer, UPS	1,50,000
Canopy	9,25,000
<b>Total with Option 1</b>	<b>31,75,000</b>
<b>Total with Option 2</b>	<b>25,95,000</b>
TOTEM ( Optional)	3,50,000

*\*All amounts and dimensions are indicative and will vary case-to-case*

*\*GST as applicable*

*\*Manufacturer warranty will be extended to Franchisee*

*\*AMC needs to be done by Operator after expiry of warranty. All maintenance cost to be borne by Franchisee*

*\* Installation and other cost to be borne by Franchisee*

*\*Terms & Condition Apply. Figures are indicative. MEE reserve the right to change the terms.*

## What are MEE's responsibilities?

MEE's responsibilities include:

1. Scrutinizing Franchisee Application and documents
2. Provide allotment letter to Franchisee
3. Ensure receipt of franchisee fees and security deposit together without breaking in part payment
4. Sign Franchisee Agreement with Franchisee
5. Assist Franchisee with necessary approvals and permissions
6. Provide site construction drawings
7. Obtain purchase order for equipment and ensure payment is received
8. Ensure that construction of premises is as per MEE specifications
9. Supervise installation of equipment and automation at Franchisee site
10. Ensure that Bank guarantee/Stand by letter of credit is confirmed by the bank
11. Sign Lease Agreement for lease of land and equipment with Franchisee
12. Provide training to fuel station staff
13. Assign product to Franchisee for trial sales
14. Supervise and inspect trial sales

## What are Franchisee's responsibilities?

Franchisee's responsibilities include:

1. Applying for fuel station franchise
2. Sourcing suitable premises with clear title
3. Obtaining franchisee allotment from MEE
4. Payment of franchisee fees and security deposit
5. Sign Franchisee Agreement with MEE
6. Obtaining all necessary approvals and permissions
7. Construction of premises as per MEE specifications
8. Purchase and installation of equipment and automation through MEE
9. Provide Bank guarantee/Stand-by letter of credit
10. Signing Lease Agreement for lease of land and equipment to MEE
11. Hiring of staff and training them
12. Conducting trial sales
13. Organize launch activities



### For enquiries related to :

MEE Franchise retailing opportunities . Investment . Training . MEE Franchise Agreement  
Log on to [myecoenergy.in](http://myecoenergy.in) or contact our customer service center on **8010 900 400**

#### **MUMBAI (HEAD OFFICE)**

No.1, Madhu Hans Building, 263, Dr. Annie Besant Road, Behind Union Bank, Prabhadevi, Mumbai, Maharashtra 400 030. Contact No: +91 22-24388600 / 01

#### **PUNE**

G1/G2, Clover Dale, D-Building, South Main Road, Lane 7, Koregaon Park, Pune, Maharashtra 411 001. Contact No: +91-20-2615 1304

#### **BANGALORE**

2nd floor, Raheja Chancery, 133, Brigade Road, Bangalore 560 025.  
Contact no: +91 80481 49216 / 17

#### **AHMEDABAD**

601, 6th Floor Astron Tower, Iscon Cross road, Ahmedabad, Gujarat-380 015.  
Contact No: +91 79269 40006 / 0

2nd Floor ,Karm Corporate House, OppVikram Nagar, New York Timber Mart, Ambali, Bhopal Road, Iskon Circle (Ahmedabad)- 380 015.  
Contact No: +91 79269 40000

#### **JAIPUR**

Plot No. C-82C, Chaitnya Marg, 2nd floor, Above SBBJ Bank, C-scheme, Jaipur-302 021, Rajasthan, India. Contact No: +91-14-1436 3800

#### **HYDERABAD**

1-8-342, Indian Airlines Colony Extension, Opposite Manbhum Sanmukha Towers, Begumpet, Secunderabad, Telangana. India 500 016.  
Contact No: +91-040-2790 9600

#### **LUCKNOW**

307-308, Cyber Heights, Infront of Indira Gandhi Pratishthan, Vibhuti Khand, Gomti Nagar, Lucknow, Uttar Pradesh, India 226 010. Landline No: +91-52-2272 2223

#### **INDORE**

713, 7th floor, Shekhar Central Palasia, Plot no 4 & 5, Manorama Ganj, AB Road, Indore 452 010 Contact No: +91-73147 54000

#### **ODISHA**

601, Utkal Signature, 6th Floor, Pahala, Bhubaneshwar-752101. District-Khorda, Odisha. Contact No: +91-67-4297 2163 / 2972 418