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# SPARESHUB LUBRICANTS DISTRIBUTOR BROCHURE



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IRADIUM AUTOMOBILES PRIVATE LIMITED

CIN: U50401PN2013PTC148765

Office 405, Mont Vert Apex, Opp. Orchid School, Balewadi Phata. Baner. Pune.  
Maharashtra. 411045 020-67123000 | [www.spareshub.com](http://www.spareshub.com) |

## SPARESHUB LUBRICANT DISTRIBUTOR INTRODUCTION

### SPARESHUB LUBRICANT DISTRIBUTOR PROGRAM

SparesHub company has launched an automobile lubricants Distributor program to help entrepreneurs launch and build a lubricants business in their city. SparesHub sells the complete range to engine oil, brake oil, transmission oil, gear oil for 2-wheelers, 4-wheelers, light trucks like Tata Ace, heavy trucks, tractors, JCBs etc. These products would be available exclusively with SparesHub Lubricants Distributor only in their city.

### INDUSTRY SIZE

- Automobile Lubricants Industry in India is worth Rs. 72,000 Cr.
- This industry is growing at the rate of 7% CAGR every year.

### MONTHLY MARKET OPPORTUNITY

Below Table shows what is the average monthly market size opportunity in your city based on the population of your city.

Population of Your Taluka	No of 2 Wheelers	No. of Cars	No. of other vehicles (trucks, tractors, etc)	Lubricants Market in your city (Monthly)	Lubricants sales in your city (Monthly)
25,000	3,750	625	750	12,50,000	Rs. 12.5 lakhs
50,000	7,500	1,250	1,500	25,00,000	Rs. 25 lakhs
1,00,000	15,000	2,500	3,000	50,00,000	Rs. 50 lakhs
2,00,000	30,000	5,000	6,000	1,00,00,000	Rs. 1 Crore
5,00,000	75,000	12,500	15,000	2,50,00,000	Rs. 2.5 Crore
10,00,000	1,50,000	25,000	30,000	5,00,00,000	Rs. 5 Crore
15,00,000	2,25,000	37,500	45,000	7,50,00,000	Rs. 7.5 Crore
20,00,000	3,00,000	50,000	60,000	10,00,00,000	Rs. 10 Crore
25,00,000	3,75,000	62,500	75,000	12,50,00,000	Rs. 12.5 Crore
30,00,000	4,50,000	75,000	90,000	15,00,00,000	Rs. 15 Crore

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## EARNING POTENTIAL FOR LUBRICANT DISTRIBUTOR

Every Distributor will earn handsome profits on the sale of every product that they sell. You will earn 20% to 30% profit margin on the sale of products. Average Distributor can earn between Rs. 25,000 to Rs. 75,000 per month based on their performance.

SparesHub does not charge any royalty fees, or any profit sharing from your profits. This profit will be the difference between your buying price and selling price. There is no limit to how much profits you can make because there is no

restriction to how many customers and in which municipal /city you sell your products into. Your profits potential is 100% dependent on Distributor holder capability and hard work.



$(\text{Selling Price}) - (\text{Buying Price}) = \text{Your Profit}$

## SPARESHUB LUBRICANT DISTRIBUTOR DETAILS

SparesHub invites passionate entrepreneurs and businessmen who believe in themselves to partner with us and become Distributor partner for all oil grades of SparesHub. Whether you want to open a new oil Distributor store or you are already in the business of car parts/lubricants, you can become a Distributor partner of SparesHub lubricants

## ABOUT THE COMPANY

SparesHub brand is owned by Iridium Automobile Private Limited. It is India's largest B2B e-commerce Spares parts company in India. The company has 9+ years of expertise in car parts business. It is a team of 50 full-time employees across three offices in Pune, Mumbai and Delhi. SparesHub provides parts from 80+ brands for all car models in India ranging from Maruti Suzuki to Mercedes Benz under one roof and recently started with SparesHub's own brand in Lubricants. The aim of SparesHub is to help number of entrepreneur's setup successful oil distribution business in India.

Registered Name of the company – Iridium Automobiles Private Limited

Corporate Identification Number (CIN): U50401PN2013PTC148765

**Registered Address:** Office 405, Mont Vert Apex, Above SBI Bank, Opp. Orchid School, Balewadi Phata, Baner Road. Pune. 411045. Maharashtra.

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## FINANCIAL INVESTMENT

The following would be the Investment for SparesHub Lubricant Distributor.

- ☐ Inventory Investment – Rs. 2,00,000 onwards
- ☐ Marketing Charges – Rs. 20,000
- ☐ Store setup & furniture - to be purchased by Distributor

The Distributor will receive SparesHub marketing kit against the Distributor fees whose details are listed below. The Distributor will also receive online training about the sales and technical knowledge required to run the SparesHub Distributor.

## MARKETING STARTER KIT:

Marketing is extremely important for the continuous sales of products and the continuous growth of the Distributor. Hence, all Distributor are given the SparesHub marketing kit against the payment of compulsory marketing kit. The kit will include the following things:

Sr. No.	Item Name.	Quantity
1.	Visiting Cards of Distributor	300
2.	Garage Vinyl Posters for Promotion	100
3.	SparesHub Branded Polo T-Shirt	2
4.	SparesHub Branded Cap	2
5.	Bill Books of 100 pages each	5
6.	Shop Name Board Flex	1
7.	Empty Oil Sample Bottles (200 ml)	5
8.	Product promotion Flyers	500
9.	Promotional Pens	100

Apart from the above, SparesHub will also share a list of potential customers from your territory area. This list will include the contact details of car service centers, and bike service centers of that area. The Distributor has to build customer relationships with these customers and add more customers in the list. More marketing material also provided on demand.

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## ELIGIBILITY CRITERIA

- Distributor owner should be above the age of 18 years
- Own self 2-wheeler for marketing, sales, and delivery
- Prior experience in automobile spares part or lubricant is added benefit.

## RESPONSIBILITIES OF DISTRIBUTOR:

- Carry ready stock of SparesHub products
- Meet Garages, Mechanics, Fleet owners, 2-Wheeler/Cars/Tractor owners
- Introduce these products to garages and sell lubricants to them
- Give credit to customers and collect payment
- Deliver products to Customers
- Undertake Marketing activities to increase product sale



## PRODUCT CATEGORIES:

- Car engine oil – Multiple Grades
- 2-Wheeler engine oil – Multiple Grades
- Truck engine oil – Multiple Grades
- Tractor Engine Oil.
- Coolants.
- Brake oil, DEF, and other Lubricants.

## ONLINE TRAINING:

All Distributor will under-go online training from SparesHub Company before they start operations in their Territory. This training will include details about company background, technical details about the product, sales strategies, identifying the right customer, logistics details, and everything else required to make your business successful. All the Distributor are also welcome to visit SparesHub HQ office in Pune for any additional offline training that they may require from time-to-time with prior appointment. All trainings shall be administered by the senior executives of SparesHub Company.

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## **PRODUCT ORDERING PROCESS FROM SPARESHUB:**

All Distributor shall place the order of SparesHub products with 100% advance payment to the company. They can make the payment using bank transfer, NEFT/RTGS, UPI and Google Pay. They can even use a credit card to make online payment using SparesHub payment gateway for the purchase of stock from SparesHub. Usage of credit card is free and will not incur any additional charges. Distributors are encouraged to use credit card for the payment of stock so that they can get additional time for the payment of credit card bill during which they can sell the products and collect payment from customers. All confirmed orders from Distributor are dispatched from SparesHub warehouses within 7 working days. You are requested to maintain at-least 7 days of sales inventory at your place and plan your purchase considering 7 days of dispatch time required.

## **CUSTOMER CREDIT GUIDELINES:**

SparesHub will train all Distributor on how to evaluate customers for credit, how to calculate their credit eligibility, and all other best practices for giving customer credit.

## **IMPORTANCE OF PUSH SALE STRATEGY:**

Lubricants and engine oil is a push-sale product as there is already large demand in the market. Your sales will increase drastically if you regularly visit customers, push them to buy at-least some quantity, and regularly follow up for re-orders from them.

## **PRODUCT PRICE LIST:**

Latest version of the product price list and profit margin details are provided separately upon request.

## **EXCLUSIVE TERRITORY OF DISTRIBUTOR:**

Every SparesHub Distributor will have exclusive geographical territory of his district in which the Distributor store is located. This territory area will be within the district limits for the duration of the Distributor agreement. SparesHub Lubricants Distributor are offered on first-come-first-serve basis to applicants. No competing SparesHub lubricants Distributor will open within the exclusive territory of the Distributor. In case the Distributor is terminated due to non-performance then the Distributor will lose this exclusive area.

## **Termination due to Non-performance**

Every Distributor is given 3 months to setup and establish their business. After 3 months of launch of

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the Distributor business, the Distributor needs to purchase at-least Rs. 2 lakhs SparesHub products every month. In case, the Distributor does not purchase minimum Rs. 2 lakhs per month, then the Distributor will be terminated and they will lose the exclusive area of Distributor.

### **RE-ORDERING:**

Distributors can re-order from SparesHub as per their requirements and the same would be delivered to them via transport partners. Minimum re-order value is Rs. 25,000 per order. The transport charges would be shared equally between the Distributor and Company on actuals. Minimum order fulfillment time is 7 business days. Orders below Rs.25,000 will not be processed.

### **LUBRICANT DISTRIBUTOR BOOKING PROCESS**

- **Step 1** – Submit your KYC documents to SparesHub
- **Step 2** – Interview and selection process
- **Step 3** - Online/ offline agreement signing process
- **Step 4** – Payment of 1<sup>st</sup> inventory order within 15 days.
- **Step 5** - Within next 7 working days post inventory payment your inventory material will be delivered to you.

### **PRODUCTS RETURN POLICY**

Products once sold to Distributor cannot be returned to SparesHub. Almost all of the products that SparesHub recommends to Distributor are fast-selling and can be easily sold in the automobile market in India.

### **OTHER RULES & REGULATIONS**

1. All sales, expenses of running the business, profits belong to Distributor only
2. Transportation cost is to be borne by Distributor and company on 50% - 50% basis.
3. All payments for purchase of lubricants are to be done 100% in advance and orders will not be processed unless 100% payment has been received.

### **CONTRACT DURATION**

The duration of the Distribution Agreement would be Two (2) years. The agreement can be renewed after two years as per mutual agreement.