

Celebrating  
**100+**  
STORES



mint **MONEY**

Whichever way you look at it, our Personalised Wonders usher in fortune for all. These sheer marvels help express and share any feeling, eventually bringing distant hearts closer.

For you, the business is so profitable that you may mistake our equipments for currency printing machines.

**Presto**<sup>TM</sup>  
PERSONALISED WONDERS

#### FRANCHISE REQUIREMENTS

- Investment : 13 Lacs  
Space : 40 ~ 400 Sq. ft in Prime Retail Area  
Location : High Streets, Malls, Shop in Shop  
Attitude : Flair for Customer Service and a Creative Bent of Mind  
Target Cities : Unrepresented Cities and Towns



awarded  
"Retail Concept of The Year" at



for further enquiries,  
call Amitava ~ +91 9748777272  
or email ~ [amitava@prestowonders.com](mailto:amitava@prestowonders.com)

why

should you select **Presto™** Franchise?

All products are **100% customised**

Customisation done in **just 30 minutes** at the store itself while the customer waits

A Range of **600 products**, covering categories like:



Personal Gifting

Corporate Gifting



Awards & Appreciation Products

Personalised Home Decor



Premium Office Rubber Stamps

Minimum **personal involvement** for the franchise owner

**Sinfully profitable.** Sales price is 2.5 times of Purchase price

Total **hand holding** - from concept to commissioning.

**Flexible franchise plans** to suite every market and investment profile





some  
of our exclusive stores



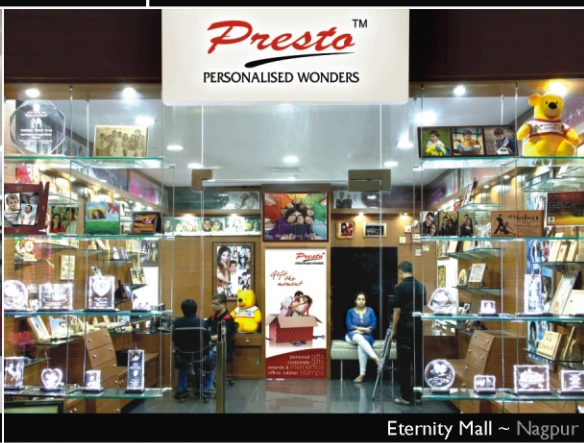
Phoenix Marketcity ~ Bengaluru



Total Mall ~ Bengaluru



South City Mall ~ Kolkata



Eternity Mall ~ Nagpur



West Gate Mall ~ New Delhi



Alpha One Mall ~ Ahmedabad



Kiran Shankar Roy Road ~ Kolkata



# how

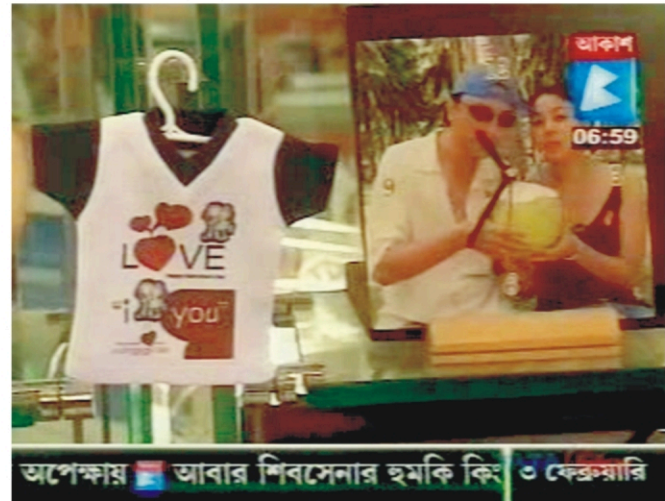
do we promote our stores?



Advertisements



Electronic media



Celebrity visits



Exhibitions





## how

do we support our franchisees?



- Assistance in Site Selection
- Assistance in Store Fit-Outs
- Staff Appointment and Staff Training on a continuous basis
- Creative Support for Design Templates and Event Specific Merchandising
- On-Site maintenance of Equipments
- Sales Supports, Market Identification and Product updates
- Annual Franchise Meets
- Upgrade option of Master Franchise for Unit Franchisees



## what

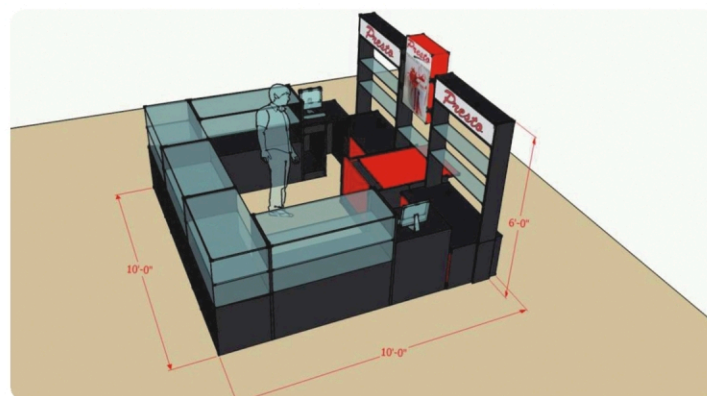
is the ideal location for this business?



### Store Format

Location: Premium High Street, Shopping Malls, other high footfall locations.

Space: 200 to 400 Sq. Ft. Carpet Area



### Kiosk Format

Location: Shopping Malls, Amusement Parks, Stand alone Multiplexes, Shop in Shop, other high footfall locations.

Space: 40 to 120 Sq. Ft. Carpet Area



robust team  
resilient infrastructure









## 3D gifts

for the first time in India

**3D** C R Y S T A L S  
PERSONALISED GIFTS LIKE NEVER BEFORE




we're  
always news

other interesting Florida points to be  
reminiscent of the state's history  
... they will also be  
... to enter the Century of  
Progress Exposition.

Lincoln Woman,  
86, Thrilled By  
First Air Trip

BEAUTY DRIVE  
SPEED ORDERED  
BY ROOSEVELT

Paid in Full For  
Crop Reductions

Ducal Romance Cooling?

The Telegraph  
salt lake  
Every Friday

Hindustan Times  
Kolkata Live  
Made for each other

hindustan times  
city  
Zaina learns tricks of the trade P4

Calcutta Times  
Smart  
to the T



NEW  
BUDDY  
TEDDY  
Tollywood stars descend on City Centre to  
launch a personalised teddy bear

Shahchoudhury shows his photograph with his wife at a felicitation ceremony at Presto Personalised Store at South City on Saturday

Designers Dev and Nil (second from right) and actress  
Shahana Chatterjee (right) selected winners for a Presto  
Friendship Day slogan writing contest. Presto has also  
launched a special range of Friendship Day gifts.

citywood has always gone the whole hog as far as  
film publicity is concerned. But when Hollywood is  
catching up slow but steady. Recently at a city  
store, the cast and crew of *Kanar Kanar* got stills from  
the film, inspired on Taboo, teddy bears and mugs.  
Innovative, to say the least. While not a direct word was  
spoken about the film, the cast chose to answer all the  
queries that the crowd threw at them. At the  
store, the store was having a gala time  
with friend Roopa Ganguly. "She was wearing  
elegance that was really all praise for  
her and all of that in just a few minutes",  
Roopa said. Now, that's what we call a  
"personalised" look!

NAVA VARSHA  
The Telegraph  
The Telegraph

The Telegraph  
The Telegraph

চতুর্পাণী  
'শ্রেষ্ঠা' বৈশাখ উপহার

Think Twice  
The Telegraph

STYLE STOP  
The Telegraph

The Telegraph

DS message  
in celluloid

show little  
The Telegraph

THE LOOKS  
The Telegraph

Getting personal  
A STORE VISIT BY A FILM CAST & CREW  
PLUS AN ALBUM LAUNCH & STYLE TALK

FI  
Your guide to events in Kolkata

আনন্দবাজার পত্রিকা  
কাজের বাজার

At Presto  
The Telegraph

Actress Hrishita Bhatt with co-stars Shubb and Joy Sengupta at Presto in South City Mall.  
Presto by Rakshita Das

Picks of the month  
The Telegraph

উপহারের উষ্ণতাই  
ব্যবসার উপজীব্য

At Presto  
The Telegraph

The crew hit South City Mall in the afternoon.

That extra  
special touch

At Presto  
The Telegraph



## here's what

our customers have to say



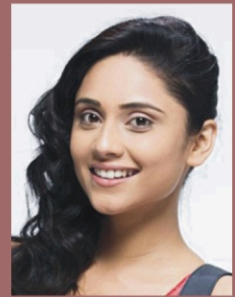
I once gifted Damini with a mug which had her & Barbie's picture. We're best friends since then!

Sejal, New Delhi



I love Presto's products for the simple reason that I can write what I want. There's no better gift than your own involvement in its making!

Vijaya R, Bangaluru



My house has a number of Presto products displayed on the walls and side tables. Displaying your prized moments make the best showpieces!

Paromita Mukherjee, Kolkata



I have found Personalised Certificates & Awards very inspiring for our team. Thanks to Presto, they always come up with something new for our team to cherish!

Gopi More, CMD, Torsa Machines Ltd.



We use Presto's Personalised Mementos whenever we have official or Guest felicitations and other such gatherings. Their vast range and quick turn around time of few hours come extremely handy to us.

Niraj Dhote, Chairman, Calcutta Round Table





## our moment

of pure pride



Hon. Ex-President of India handing out a Presto Award



## let's hear

from some of our existing franchisees

"I started as a unit franchisee at Guwahati in 2006 and upgraded myself as Master Franchisee. Today, I have a chain of 5 Presto Stores under me in my area."

- Raja Gohain, Exponential Inc., Guwahati

"I was looking for a business that would involve creative skills and also offer flexi work timings. Presto is a perfect format where I can meet all my personal commitments with ease."

- Sandeep Pagaria, Bengaluru

"Presto's Business Model is so user friendly that we maintain our work-family balance very easily. At the same time the margins are very attractive and the break even could be achieved in just 6 months!"

- Roby Pidiyath & Santee Pidiyath, Cochin



Projected Monthly Sales & Profitability Statement(Rs.)

Capital Investment*	
Machineries(5 no.)	385,500
Computers & Peripherals	57,000
Digital Camera	7,500
Store Fitout (at actual)	300,000
Working Capital	250,000
Franchise Fee for 3 Years	300,000
<b>Total</b>	<b>1,300,000</b>

\*VAT and Freight will be extra

<b>Return On Investment (%) : 147</b>
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SALES [A]	
Retail	300,000
Corporate/Institutional	150,000
<b>Total Fund Inflow</b>	<b><u>450,000</u></b>
<b>PURCHASE [B]**</b>	<b>180,000</b>
<b>OVERHEADS</b>	

Rent(approx.)	50,000
Salary of 2 staffs	25,000
Electricity & Maintenance	10,000
Misc. & Gen. Expenses	10,000
Corporate Discount @ 10%	15,000
<b>Total [C]</b>	<b>110,000</b>
<b>Total Fund Outflow [B+C]</b>	<b><u>290,000</u></b>
<b>Profit Per Month [A-(B+C)]</b>	<b>160,000</b>

\*\*Sales Price is 2.5 times of Purchase Price



PERSONALISED WONDER

- Gifts
- Awards
- Mementos
- Premiums
- Office Rubber Stamps

Mohan Impressions P. Limited  
1st floor | Block B | Suraj Apartments | Near HILDCO  
Opposite IBM Building | Kolkata 700 102  
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