

FRANCHISE OPPORTUNITY PROSPECTUS

Build Bangalore's Shoe & Garment Care Network

A centralized processing hub, a proven service model, and a partnership structure built on shared success — designed for partners who want to own a piece of an established local brand.

150,000+

BENGALURU CUSTOMERS

100+

TEAM MEMBERS

2013

FOUNDED

Why Partner With MyShoeClinic

An established brand with a proven Bengaluru customer base and a repeatable operating model.

MyShoeClinic organized an unorganized category — professional shoe and garment care — around a simple idea: doorstep pickup, expert processing, and reliable delivery. Since 2013, that model has been built and refined in Bengaluru through a centralized processing hub supported by local service and collection points.

01 Established Brand

Operating in Bengaluru's shoe and garment care category since 2013.

03 Dedicated Team

100+ team members across operations, quality control, and delivery.

05 Centralized Processing

Complex shoe care is handled at the hub — lower equipment and skill requirements at outlet level.

07 Aligned Incentives

A shared net-profit model keeps MyShoeClinic invested in every partner's success, with the exact terms discussed and finalized in the franchise agreement.

02 Proven Customer Base

150,000+ customers served across the city to date.

04 Existing Footprint

One City Master Hub, one Service Store, and one Walk-In outlet already proving the model.

06 Built-In Logistics

An existing pickup-and-delivery network connects every outlet to the hub.

08 Full Operational Support

Trained store teams provided as part of the City Master and Service Store models.

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FRANCHISE MODELS

Shared

PROFIT MODEL, PER AGREEMENT

₹3L+

ENTRY INVESTMENT FROM

Your Capital = Business Development

The franchise fee is not a sunk cost — it is development capital, deployed in stages toward a live, revenue-generating outlet.



Where the investment goes

Store/premises advance · interior fit-out and brand-standard signage · local marketing and launch activation · initial operating costs and staffing until the outlet stabilizes.

Security Deposit — Kept Separate

The City Master Franchise model requires an additional **₹1,00,000 refundable security deposit**, subject to the franchise agreement. This deposit is distinct from the development investment above and is not used for store build-out.

Figures shown are illustrative of how capital is typically deployed. Actual allocation varies by location, store size, and model — confirmed in the signed franchise agreement.

Three Ways to Partner

Choose the model that fits your capital, space, and level of involvement.

City Master Franchise & Processing Hub ₹15-25 L One per city — exclusive SECURITY DEPOSIT ₹1,00,000 (refundable, per agreement) SPACE REQUIRED 1,500-2,000 sq.ft. TEAM PROVIDED Full MyShoeClinic operational team PROFIT SHARE To be mutually discussed and finalized in the franchise agreement ROLE Central hub for processing & quality control. Can develop and oversee Service & Walk-In stores citywide.	MyShoeClinic Service Store ₹10-12 L SECURITY DEPOSIT Not applicable SPACE REQUIRED 1,000-1,500 sq.ft. TEAM PROVIDED 1 Store Manager + 1 In-Charge + pickup/delivery support PROFIT SHARE To be mutually discussed and finalized in the franchise agreement ROLE Full-service outlet for drop-offs, immediate garment cleaning, and customer care. Complex shoe work routes to the City Hub.	Walk-In Collection Store ₹3-5 L SECURITY DEPOSIT Not applicable SPACE REQUIRED Small retail footprint TEAM PROVIDED 1 Store In-Charge + 1 Delivery Agent PROFIT SHARE To be mutually discussed and finalized in the franchise agreement ROLE Customer drop-off/pickup point — no on-site processing. Local marketing drives volume to the City Hub.
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Any figure not shown above is intentionally marked "to be finalized" and will be confirmed in the signed franchise agreement.

Model Comparison, At a Glance

Everything you need to compare the three models side by side.

	CITY MASTER FRANCHISE	SERVICE STORE	WALK-IN STORE
Investment Range	₹15–25 L (location-dependent)	₹10–12 L	₹3–5 L
Security Deposit	₹1,00,000 (refundable, per agreement)	Not applicable	Not applicable
Required Space	1,500–2,000 sq.ft.	1,000–1,500 sq.ft.	Small retail footprint
Provided Team	Full operational team	Store Manager + In-Charge + delivery support	Store In-Charge + Delivery Agent
Profit Share	To be discussed & finalized in agreement	To be discussed & finalized in agreement	To be discussed & finalized in agreement
Key Responsibilities	Processing, quality control, hub operations, overseeing local outlets	Customer drop-off, garment cleaning, customer care	Collection point only, local marketing
Expansion Opportunity	One per city — can develop Service & Walk-In stores	Can add further Walk-In collection points	Entry point into the network

Figures are illustrative and subject to the final signed franchise agreement. This table does not constitute a franchise disclosure document.

Our Profit-Sharing Approach

A transparent structure, discussed openly and agreed with every partner before launch.

Net Profit = Revenue – All Agreed Operating Expenses. Rather than fixing one ratio for every partner, MyShoeClinic discusses the profit-sharing arrangement with each partner directly, so it can reflect the model, the location, and the investment involved. The agreed split is documented and confirmed in the signed franchise agreement before launch.

Partner Share

DISCUSSED & AGREED PER PARTNER

MyShoeClinic Share

DISCUSSED & AGREED PER PARTNER

What the split typically depends on

- The franchise model chosen — City Master, Service Store, or Walk-In Collection Store.
- The location, store size, and expected demand.
- The scale of the partner's investment and ongoing involvement.
- The level of operational support and staffing MyShoeClinic provides.

MyShoeClinic makes no promise of a fixed or guaranteed profit share, return, or breakeven period. Actual profit depends on location, demand, and operating performance, and every figure is finalized only in the signed franchise agreement.

Path to Breakeven & City-Wide Growth

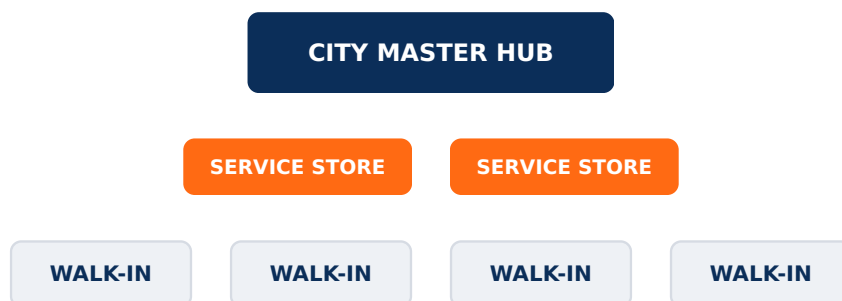
Designed to reach breakeven within the first few months of operation — results vary by market, volume, and management.



No fixed timeline is guaranteed. Breakeven speed is influenced by outlet location, local marketing execution, management involvement, and citywide demand.

One Hub, Many Outlets

Every Service Store and Walk-In outlet feeds volume back to the City Master Hub — creating a scalable network as the city fills in.



The City Master Franchise becomes the operational center of a growing network — each new Service or Walk-In outlet adds volume back to the hub.

The Franchisee Journey

From first conversation to a running outlet — six steps.

- 1 Inquiry & Discussion**
Initial contact and an overview of the models, investment, and support provided.
- 2 Site & City Evaluation**
Joint assessment of location, catchment, and local market fit.
- 3 Commercial Agreement**
Terms finalized and formalized, including the security deposit where applicable.
- 4 Build-Out & Training**
Store development to brand standard, with team training and process handover.
- 5 Launch**
Marketing kickoff and local customer outreach to drive first orders.
- 6 Operations & Support**
Ongoing operational, quality, and growth support from the MyShoeClinic team.

NEXT STEPS

Build the Next MyShoeClinic City

Three models. One brand. Pick the level of investment and involvement that's right for you.

CITY MASTER

₹15-25 L

SERVICE STORE

₹10-12 L

WALK-IN STORE

₹3-5 L

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Contact us to choose your model →

Disclaimer: This document presents the franchise opportunity and is not a guarantee of earnings, ROI, or breakeven. Actual results depend on location, demand, costs, and execution. All financial figures are illustrative. The profit-sharing arrangement is discussed with each partner and defined in the signed franchise agreement. Refund of the security deposit is subject to the franchise agreement terms. This prospectus does not constitute a Franchise Disclosure Document.