



Ignite

Rockwell Empowering Entrepreneurial Success



UNLOCK YOUR POTENTIAL: Embrace Job Giving, Not Just Job Seeking

ABOUT US

Rockwell Industries Ltd. is a leading manufacturer of commercial refrigeration appliances. With a strong commitment to quality, innovation, and customer satisfaction, we have established ourselves as a trusted partner in the commercial refrigeration industry.

Rockwell manufacturing units are spread across over 200,000 Sqft, having two state of the art manufacturing facilities in Hyderabad, India with an annual production capacity of 400,000 + units.

With 37 + years of expertise & 15 lakhs + Happy customers, we understand the unique requirements of businesses in various sectors such as hospitality, food service, retail, healthcare, and more. Whether you need a walk-in cooler for a restaurant, a display case for a grocery store, or a specialized refrigeration system for a laboratory, we have the expertise and product range to meet your specific needs.

- GFR range of Deep Freezers - with 100 % copper cooling Coil & upto 53 % power saving (ROI of the machine will be 2 years on the Power Savings)
- Eutectic Freezers - Rockwell introduced SMART EUTECTIC FREEZER - upto 24 hours temperature Hold Over. Best option for the rural markets having longer Power cuts.
- BEE Star Rating - Freezers with 5-star rating has been launched”.

In addition to having a strong market presence in India and abroad, now Rockwell is the No. 1 commercial refrigeration brand over e-commerce platforms such as Amazon & Flipkart.

Our team consists of highly skilled professionals who are passionate about delivering exceptional refrigeration solutions. From engineers and technicians to sales representatives and customer support staff, every member of our team is dedicated to providing the highest level of service and support.

Commercial Refrigeration Industry is growing at a CAGR of 12 % & whereas Rockwell is growing @ 25 % growth rate year on year.

Rockwell is India's first Commercial refrigeration Company awarded with the Prestigious IGBC Platinum Rating. (@ Rockwell, we produce 10 times more green energy than we consume)

Over the years, we have built products that are competent in offering outstanding environmental sustainability & superior lifetime economy as well as user-friendliness.



MESSAGE FROM MD'S DESK

Dear valued customers, partners, and employees, and the budding entrepreneurs,

I am thrilled to address about our esteemed refrigeration company, Rockwell Industries Ltd. It is with great pleasure and enthusiasm that I share my vision and aspirations for our company's future.

First and foremost, I want to express my gratitude to each and every one of you for your continuous support and dedication. Our success as a company is a result of the hard work, expertise, and commitment displayed by our talented team and the trust placed in us by our valued customers and partners.

My primary focus is to uphold and strengthen our reputation as a leading provider of refrigeration solutions. We will continue to deliver products of the highest quality, incorporating cutting-edge technology and innovative designs. Our aim is to provide efficient, reliable, and sustainable refrigeration solutions that meet the evolving needs of our customers.

Customer satisfaction is at the core of our business. We will continue to listen to our customers, understand their requirements, and provide tailored solutions that exceed their expectations. Our dedicated team will be readily available to offer support, guidance, and expertise throughout the entire process - from initial consultation to installation and ongoing maintenance.

Furthermore, we are willing to strengthen our partnerships with exclusive 1000+ franchise stores across the country by fostering mutually beneficial relationships, expanding our reach, enhancing our product offerings, to ensure a seamless experience for our customers.

As we move forward, we will remain agile and adaptable, keeping a pulse on industry trends and emerging technologies. By embracing digital transformation, we can leverage automation, data analytics, and connectivity to improve efficiency and deliver even greater value to our customers.

I am confident that with our shared dedication, unwavering commitment to excellence, and customer-centric approach, we will continue to achieve new milestones and solidify our position as a leader in the refrigeration industry.

Thank you for your continued trust and support. I look forward to embarking on this exciting journey together.



Ashok Gupta
Managing Director,



ABOUT THE PROGRAM

'IGNITE' is a two week innovative entrepreneurship program designed by Rockwell Industries Ltd. to equip young professionals with the knowledge, skills, and resources necessary to embark on their entrepreneurial journey. The program gives you the opportunity & experience to learn within a business culture. It combines case studies, discussions, debates, and real-world tools to help you develop new approaches to decision-making.

This program aims to foster an entrepreneurial mindset, encourage creativity and innovation, and provide practical guidance for starting and scaling successful businesses. By offering a comprehensive curriculum, mentorship opportunities, and a supportive community, Ignite aims to ignite the entrepreneurial spirit within young professionals and unleash their full potential in the dynamic business landscape of today.

With a major focus on the India's Commercial Refrigeration Industry, successful candidates can secure Rockwell's franchise, collaborating with the company to enjoy high returns with zero risk!

You will gain valuable insights into:

- Managing resources
- Defining new business initiatives
- Sales & Marketing
- Developing long-term customer relationships
- Financials & Accounting
- Nurturing effective business and relationships
- Maintaining ownership control

Program Components:

- Comprehensive understanding about the Refrigeration Industry
- Product Knowledge & Understanding - Commercial Refrigeration
- Sales & Marketing (ON FIELD TRAINING)
- Digital Marketing Tools Techniques and its applications for branding and lead generation
- Team Management
- Operations 101
- Logistics & Supply Chain Management
- ROCKWELL Franchise Business Model
- Importance of Leadership & Communication in Business
- Negotiations, conflict resolution, persuasion, & influencing skills in business.
- Taxation & legal compliances, GST, TDS, Labour Laws, etc.

PROGRAM IMPACT

- **Knowledge and Skills:** Participants will acquire essential business management skills necessary to succeed in any business industry and gain a comprehensive understanding of the commercial refrigeration industry.
- **Industry Knowledge:** Comprehensive knowledge of the refrigeration appliances industry is essential. This includes knowledge of various types of refrigeration equipment, their applications, and relevant industry trends.
- **Growth Opportunities:** Collaboration with Rockwell Industries opens doors to potential business expansion, access to new markets, and increased profitability.
- **Network and Collaboration:** Entrepreneurs will have the opportunity to network and collaborate with industry experts, mentors, and fellow program participants, fostering a community of support and knowledge sharing.
- **Strong networking with local business professionals:** Entrepreneurs will be introduced and provided opportunity to form strong business relations with existing Distributors, Dealers, Franchise owners, and sales professionals of Rockwell Industries Ltd.
- **Franchise Agreement:** Successful participants will benefit from the brand association with Rockwell Industries, a reputable and established player in the commercial refrigeration industry.



OBJECTIVE OF THE PROGRAM

The objective of IGNITE is to provide aspiring entrepreneurs with the knowledge, skills, resources, and support necessary to start, manage, and grow a successful business. The program aims to foster an entrepreneurial mindset and equip individuals with the tools and strategies needed to navigate the challenges and opportunities of entrepreneurship, including:

- **Foster an Entrepreneurial Mindset:** The program aims to cultivate an entrepreneurial mindset among young professionals, encouraging them to think creatively, take calculated risks, and embrace opportunities for innovation and growth. By providing exposure to real-world challenges and experiences, IGNITE instils an entrepreneurial spirit that values initiative, resilience, and adaptability.
- **Building Business Knowledge:** Providing participants with a solid foundation in business fundamentals, including understanding market dynamics, customer behaviour, financial management, marketing strategies, and legal and regulatory considerations. The program equips entrepreneurs with the knowledge necessary to make informed decisions and develop a sustainable business model.
- **Enhancing Entrepreneurial Skills:** Developing practical skills that are essential for entrepreneurial success, such as leadership, communication, problem-solving, negotiation, networking, and critical thinking. The program offers experiential learning opportunities, workshops, and mentorship to sharpen these skills.
- **Further, with a focus on the Refrigeration Industry,** the objective is to equip aspiring entrepreneurs with the specific knowledge, skills, and resources required to establish and manage a successful business in the refrigeration industry. This specialized program focuses on the unique challenges and opportunities within the refrigeration appliance sector. Some key objectives of such a program include:
 - **Industry-specific Knowledge:** Providing participants with a deep understanding of the refrigeration appliance industry, including market trends, technological advancements, regulatory requirements, and customer preferences. This knowledge enables entrepreneurs to make informed decisions and develop strategies that align with the specific demands of the industry.
 - **Focus on India's Commercial Refrigeration Industry:** IGNITE emphasizes on the commercial refrigeration industry in India, aligning with Rockwell Industries' expertise and market presence. By focusing on this specific sector, the program offers participants in-depth knowledge of the industry's nuances, trends, challenges, and opportunities. Successful candidates have the potential to secure Rockwell's franchise, allowing them to leverage the company's brand reputation, resources, and support for high returns while mitigating business risks.
 - **Industry Experts' Mentorship:** The budding entrepreneurs will be provided guidance with esteemed mentors from the company, giving them an opportunity to seek mentorship and refine their entrepreneurial skills. These industry experts bring valuable experience and knowledge to the table, offering insights and advice on various aspects of starting and running a successful business in the refrigeration industry.

By focusing on these objectives, an entrepreneurship program in refrigeration appliances can equip aspiring entrepreneurs with the necessary knowledge, skills, and mindset to successfully navigate the industry, develop innovative products, and establish thriving businesses that meet the evolving needs of customers while contributing to a sustainable future.

WE ARE LOOKING FOR

- **Business Zeal:** Applicants must have a burning enthusiasm to do business and the ability to manage and grow a business. This demands a strong passion for entrepreneurship, a hunger for success, and the drive to overcome challenges.
- **Leadership and Management Skills:** As a franchisee, you may be responsible for managing a team of employees, so leadership and management skills are valuable. This includes the ability to motivate and inspire others, delegate tasks, and effectively communicate with staff and customers.
- **Financial Stability:** Prospective franchisees typically need to demonstrate financial stability to meet the financial requirements of acquiring and operating a franchise. This may involve showing proof of adequate funds or the ability to secure financing.
- **Legal and Regulatory Compliance:** Understanding and adhering to relevant laws, regulations, and licensing requirements associated with operating a refrigeration appliances franchise is crucial. This includes knowledge of safety standards, environmental regulations, and any local or regional licensing requirements.
- **Commitment and Work Ethic:** Running a franchise requires dedication and hard work. Prospective franchisees should be committed to the business, willing to put in the necessary time and effort, and possess a strong work ethic.



IMPORTANT INFORMATION

DURATION: 2 weeks

The course will constitute of extensive **one week theoretical and one week on-field training**. **Further weekly online review classes** for the selected candidates for Rockwell Franchise.

TRAINING LOCATION: Hyderabad (On - site)

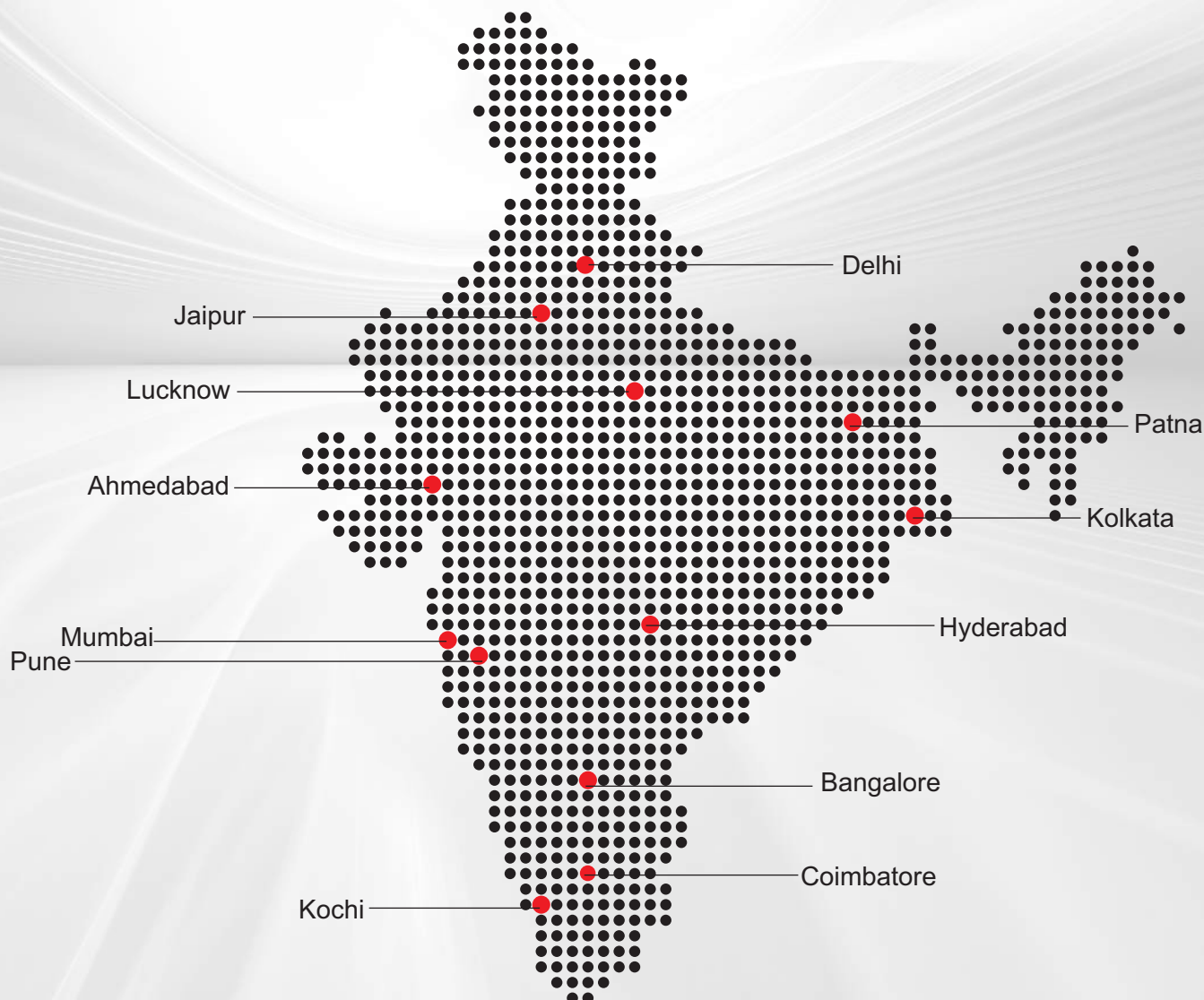
CERTIFICATION: The certificate of completion of the course is awarded to the students who attend at least 75% of classes and pass the final exam.

After completion of Course – a TEST will be conducted & Certificate will be issued as per the candidate's performance.

PROGRAM FEE: ₹10,000 for the entire course of two weeks. Lodging & Boarding extra.

LOCATION:

We are looking for motivated and self-driven candidates from the following cities:



COURSE MANUAL

Content	Topics
Introduction	1.1 Purpose of the Program
	1.2 Franchise Overview -
	1.3 Franchise Agreement -
Franchise Operations	2.1 Franchise Territory
	2.2 Store Setup and Design
	2.3 Inventory Management
Sales and Marketing	2.5 Customer Service
	3.2 Brand Identify
	3.3 Advertising and Promotions
	3.4 Lead Generation and Conversion
	3.5 Customer Relationship Management-
	3.6 On Feild Training
Product Knowledge	4.1 Understanding Refrigeration Appliances
	4.2 Product Line Overview
	4.3 Features and Benefits
	4.4 Pricing and Discounts
	4.5 Warranty and Service Policies
Service and Repairs	5.1 Service Department Setup
	5.2 Troubleshooting and Diagnosis
	5.3 Repair Procedures
	5.4 Parts Ordering and Inventory
	5.5 Service Vehicle - Electric 3 Wheeler
	5.6 Service Quality Assurance
Operational Procedures	6.1 Opening and Closing Procedures
	6.2 Point of Sale System
	6.3 Finance and Accounting
	6.4 Safety and Security
	6.5 Reporting and Performance Metrics

Content	Topics
Franchise Support	7.1 Ongoing Training and Development
	7.2 Franchisee Meetings and Conferences
	7.3 Marketing and Advertising Support
	7.4 Operational Support
	7.5 Franchisee Feedback and Suggestions
Franchisee Obligations	8.1 Compliance with Brand Standards
	8.2 Reporting Requirements
	8.3 Payment of Royalties and Fees
	8.4 Non-Compete Agreement
	8.5 Termination and Renewal
Appendix	9.1 Glossary of Terms
	9.2 Forms and Templates
	9.3 Additional Resources
	9.4 Franchise Agreement



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14⁺ EXPERIENCE CENTRES

500⁺ TRADE PARTNERS

274⁺ SERVICE CENTRES

88⁺ CORPORATE CLIENTS

79⁺ PRODUCTS

27⁺ COUNTRIES



MARKET SEGMENTS

Dairy



Beverage



Hospitality



Frozen Food



Super-market



Beer/Wine



Ice-cream



Frozen Meat / Sea-Food



Bakery / Confectionary



Medical / Research



Off-Grid



Floriculture



Dry Fruits & Spices



Chocolates



Cold Room



FRANCHISE MODEL

COFO

COMPANY OWNED FRANCHISE OPERATED
“EXCLUSIVE ROCKWELL BRAND STORE”

GLIMPSE OF OUR FRANCHISEE SHOWROOMS



FINANCIALS

ROI - FINANCIAL

Expense	Remarks	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed monthly expense						
Rent	Franchise pays to Rockwell and Rockwell will pay to property owners	25000	27500	30250	33275	36603
Salary for assistant	Paid by Franchise	10000	11000	12100	13310	14641
Other operational Expenses	Paid by Franchise. This include phone expenses, travel, electricity bill, internet bill parking space, tea coffee, stationery etc.	6000	6600	7260	7986	8785
Average unit sales per month		30	45	60	90	125
Average profit per unit		3000	3000	3000	3000	3000
Total average profit per month		90000	135000	180000	270000	375000
Total average profit per year		1080000	1620000	2160000	3240000	4500000
Total net profit per month		48000	89900	130390	215429	314971.9
Total net profit per year		588000	1078800	1564680	2585148	3779662.8
Round off		600000	1100000	1600000	2600000	3800000

“EARNINGS UPTO 35 LAKHS PER ANNUM”

OTHER PROFIT AVENUES

Annual Maintenance Contract (AMC)	₹ 1000 - Per Annum
Spare Parts Sales	Extra
Installation Charges	Extra
Delivery Charges	Rs. 700 onwards
New Sales Prospects	PR with Existing Customers
Extra Sub Products	Selling Stands & Stabilizers

*Company announces schemes from time to time, where you get extra earnings.

OTHER VALUABLE COLLABORATION

E COMMERCE



CHANNEL PARTNER

VMF
FINANCE LTD

CONSUMER FINANCE



SERVICE CUM DELIVERY ELECTRONIC VEHICLE

Commercial Electric Vehicles (EVs) can significantly benefit Rockwell franchise owners in several ways:

- **Cost Savings:**
EVs offer 75% cost savings through reduced fuel expenses and lower maintenance requirements, increasing the profitability of franchise owners in product deliveries.
- **Service:**
EV can be used in the Field Servicing of Multi Brand Freezers in the market, creating additional income of average ₹ 500 per freezer & a vehicle can service up to 10 customers a day.
- **Branding & Advertising**
Increases brand visibility, reaching diverse audience & cost effective advertising.





CELEBRATING
15 LAKH
 HAPPY CUSTOMERS

79+ Products
 12+ Branches
 300+ Cities
 2000+ Trade Partners
 Exporting to 27+ Countries

THE FUTURE OF
 REFRIGERATION IS **GREEN**



Easy Consumer Finance**

0%
 0% INTEREST



*Terms & conditions apply * Processing fee will be extra.



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ONE SOLUTION**



SUPER MARKET REFRIGERATION



HORECA REFRIGERATION



**The choice of
International Chef's**



CONFECTIONERY SHOWCASE



APPLICATION FORM



Rockwell Empowering Entrepreneurial Success

PERSONAL INFORMATION

PASSPORT
PHOTO

Mr / Mrs / Miss _____

First Name _____

Surname _____

Date of Birth _____

Home Address _____

Home Telephone _____

Mobile Telephone _____

Business Telephone (if different) _____

Email Address _____

How long have you lived at your current address?

If less than 2 years please state previous address

Preferred location (refer to Important information)

EDUCATION

School _____

City / State _____

Last Year Completed _____

Qualifications Obtained _____

College / University / Other _____

City / State _____

Last Year Completed _____

Qualifications Obtained _____

EMPLOYMENT / BUSINESS EXPERIENCE

Please briefly list career experience for you and any active business partners below. Continue on a separate sheet if necessary or attach a CV.

Present Employer _____

Type of Business _____

Address _____

DECLARATION

I hereby confirm that the information I have given is to the best of my knowledge true and correct.

Signature _____ **Date** _____

Print Name _____



NOTES

A series of horizontal dotted lines for taking notes, spanning the width of the page.



Redefining Refrigeration Since Over 35 Years

Our wide range of innovative best-in-class products are designed to best suit all markets, businesses and individuals.



THE WORLD WITHIN OUR REACH EXPORTING TO 27+ COUNTRIES ACROSS THE GLOBE

AMERICA | TUSCON | PANAMA | BOLIVIA | PARAGUAY | URUGUAY | NETHERLANDS | GERMANY | MOROCCO | MAURITANIA | NIGERIA | UGANDA | KENYA | TANZANIA | MAURITIUS | TURKEY | LEBANON
JORDAN | SAUDI ARABIA | AFGHANISTAN | NEPAL | BANGLADESH | SRI LANKA | COMBODIA | VIETNAM | PHILIPPINES | JAPAN



OUR CLIENTELE



....and many more



RoHS



CERTIFICATIONS

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