

The Carwash Solutions market has just crossed the threshold of consumer preference as there were not many options available or even conceptualized for something as elemental as car cleaning which was done at home by the family members as just a peripheral step in the overall car care routine. The past few years have seen the rise of car wash as a niche segment as the number of car owners increased and cars became more than just a mode of transport. Cars have acquired the dual significance of an indispensable mode of transportation in big cities and as a statement of status in society.

## A WHITEPAPER ON THE SUCCESS STORY OF





## AN INSIGHT INTO AUTOMOBILE MARKET IN INDIA

As per the current data, India represents one of the world's largest car markets. Factors such as easy availability of finance, rising per capita income and longer commuting time has encouraged people to own a car.

In addition, the government is supporting export of small cars and multi-utility (MUV) vehicles and auto components due to which the automobile sector contribution to the GDP is expected to double reaching a turnover worth US\$ 145 billion in 2016- (Source- Automotive Mission Plan (AMP) 2006-20016). The Passenger vehicles production in India is expected to reach 10m units by 2020-21. The industry is estimated to grow at a Compound Annual Growth Rate (CAGR) of 13% during 2012-2021. The industry is projected to touch US\$ 30 b by 2020-21. (ACMA- Automotive Component Manufacturers' Association)

Source: IBEF (India Brand Equity Foundation)

It's crystal clear from the data that with growing economy, exports and imports of automobile parts and FDI inflows, car ownership will see an upward trend and the carwash industry will grow on a parallel base.



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**Now in Noida**  
Get your car washed with world class machines

Just in  **20 Minutes**

Book an appointment: 0120 - 4264823



**Our Cleaning Process**

- Foam wash and liquid waxing ( euro std)
- Engine cleaning with Hot water/steam wash
- Underbody wash without gantry/lift
- Dashboard cleaning and polishing
- Dry-cleaning with suction machine
- Vacuuming of car inside and boot
- Tyre arches cleaning

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**EXPRESS CAR WASH**  
A division of Manmachine Group

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[customercare@expresscarwash.com](mailto:customercare@expresscarwash.com)

Franchisee enquiries are solicited



## HOW FLAGS HELPED IN EXPPRESS CARWASH BRAND LAUNCH

The carwash business in India was still at a nascent stage when Manmachine Group (the parent company) was planning a venture like this. There was a perception to encounter that many car owners would look at the service with apprehension. The first task was to establish the business with firm roots and then make it expand across the nation. Brainstorming sessions with client helped us gain insight and develop strategy for the right approach.

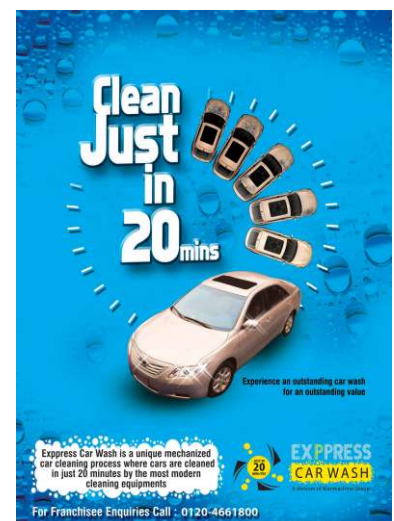
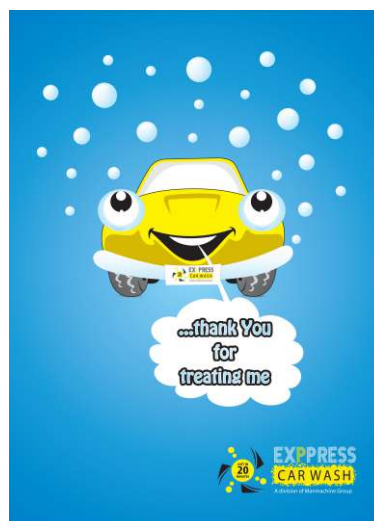
## HOW FLAGS PLAYED THE ROLE OF A MARCOM AGENCY?

As an integrated MARCOM agency, Flags took upon the complete branding, advertising and marketing exercise for Exppress Carwash to fulfill the determined objective of the client of launching it as unique carwash solutions company.

## MARKET RESEARCH, PLANNING AND IMPLEMENTATION

### Boom in Carwash Business

Mechanized Carwash system is already a \$5.976 business in US and in India it's still in a nascent stage. Indian consumers still clean the car on their own or take them to service centers. The Carwash industry has grown from a simple wash to sophisticated high pressure wash and carwash business is now one of the most lucrative and respected businesses. The introduction of carwash has transformed the way car owners think about car cleaning and hygiene of cars. With the growing concern for water conservation, the future of waterless carwash is bright and promising for those in carwash business.







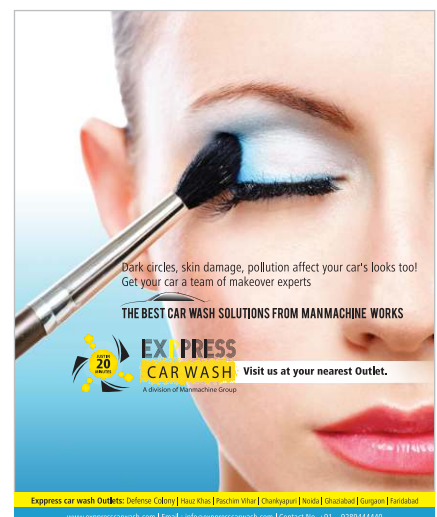
## B2B COMMUNICATION

- The first step was to build a strong franchise network based upon the insight that if any outlet washes on an average of 20 cars a day then there is a requirement and scope of about 7.17 lac. Washing outlets in India.
- Designing of Franchise Manual and Business Kit for business presentations and client meetings.
- Print teaser campaign to promote Express Carwash service in Auto Expo 2014
- Express Carwash in Clean India exhibitions & Franchisee India Exhibitions

## B2C COMMUNICATION

Flags crafted the 360 degree advertising and marketing communication for Express Carwash.


- Unique Selling Proposition: Express Carwash is a prompt and convenient car cleaning service, first of its kind that can thorough clean your car in just 20 mins
- The USP, incorporated in the logo design formed an instant connect with the target customer.
- Brand Management: Brand management to highlight Express Carwash brand in the best possible way across all marketing and advertising communication. Defining the brand to promote its real essence and significance to the target market.
- Product Packaging: Attractive package design for car cleaning products to match the products and enhance display appeal.
- Digital media: Social media marketing, Teaser ads, website design and E-mailers to launch Express Carwash on a huge scale.





- CRM: Customer Relationship Management solutions to address customer touch points and deliver superior customer experience through customer loyalty program, customer interaction program, Loyalty & Value Cards for engaging prospects.
- Print Advertising: Brochures and Flyers
- Design and Branding exercise in the showroom, neighbourhood marketing through tie-ups with RWAs and Flyer distribution
- Training of workforce, staff uniform, POS Software

Post the successful implementation of MARCOM activities in the first unit opened at Pacific Mall, the complete marketing blitzkrieg was replicated across the country.

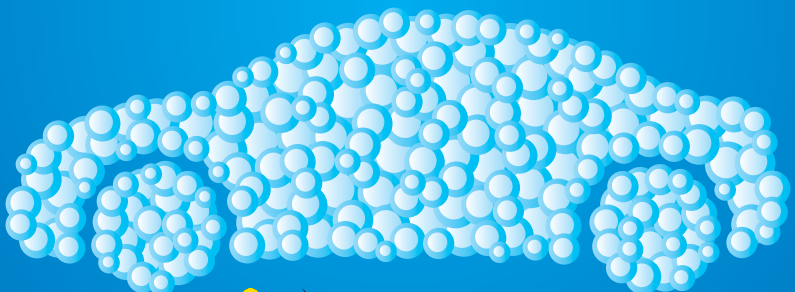



**“BURST THE BUBBLE”**

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RAGE IN CAR WASH**

**VISIT US AT YOUR NEAREST OUTLET**

Express car wash Outlets: Defense Colony | Hauz Khas | Paschim Vihar | Chankyapuri | Noida | Ghaziabad | Gurgaon | Faridabad





**EXPRESS  
CAR WASH**  
A division of Manmachine Group

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**The First Premier  
National Car Wash Chain**

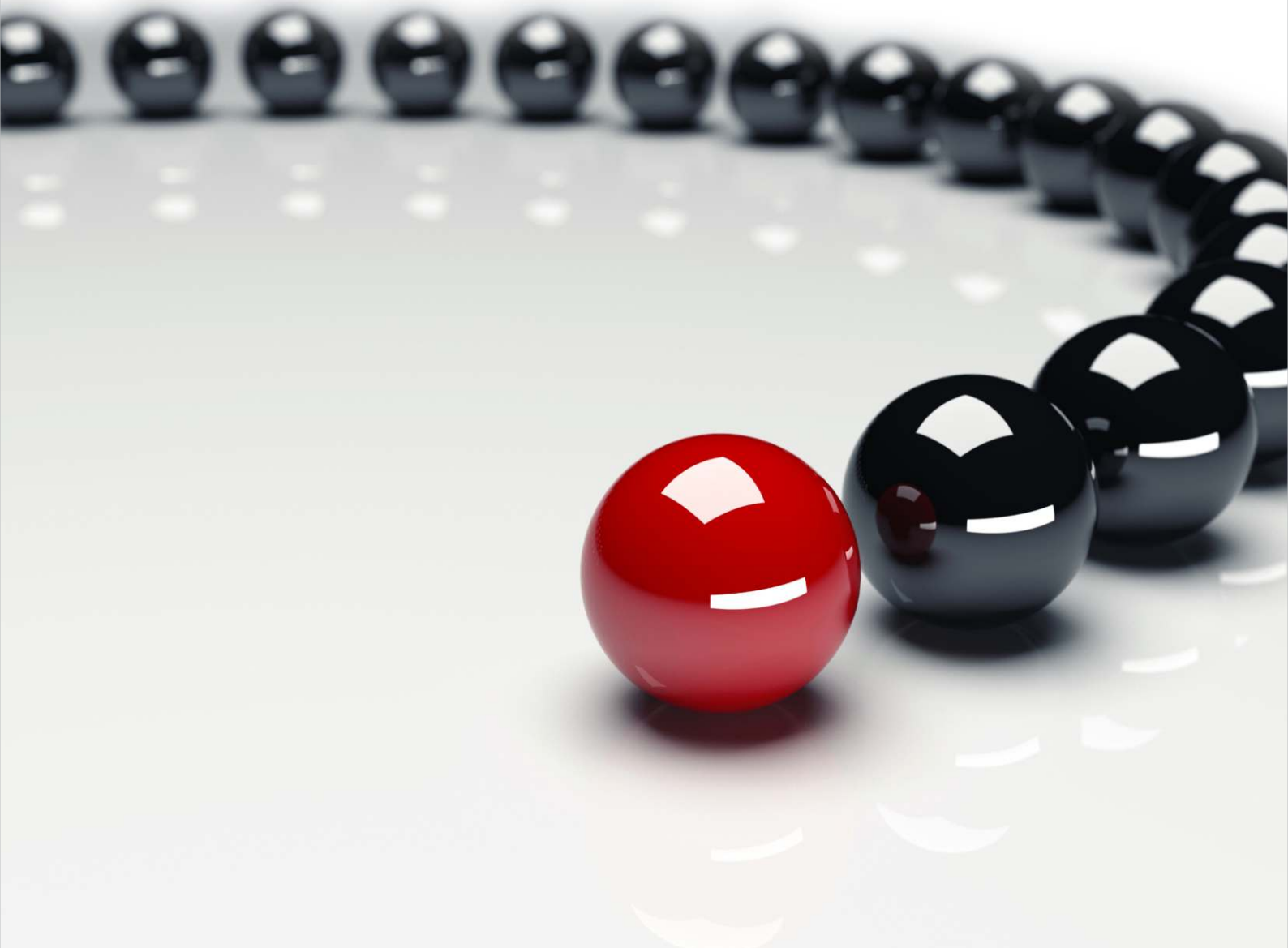
www.expresscarwash.com | Email : info@expresscarwash.com | Contact No. +91 – 9289444440



## CONCLUSION

Express Carwash was a huge success right from the day of its launch in the market. Right marketing strategy, creative strategy for the launch campaign and systematic MARCOM activities are the key to the brand being a successful launch. Within 3 years of its launch, the brand has multiplied its success and profits with over 50 outlets and stands as the largest premium car wash chain in India.

As a MARCOM agency entrusted with the challenging task, we're proud to achieve the goal of successful launch of a brand new enterprise.



FLAGS  
MARCH AHEAD...