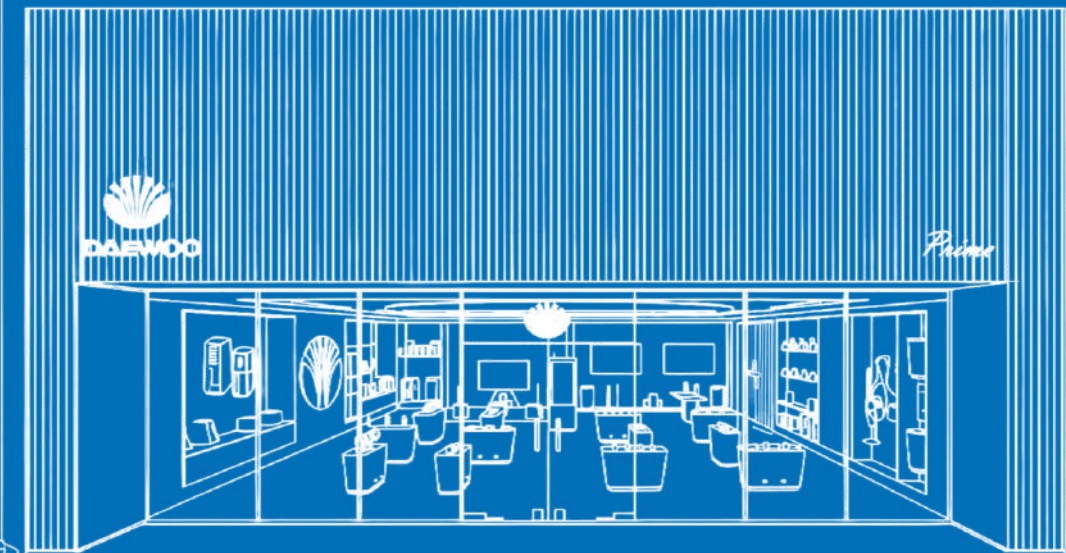
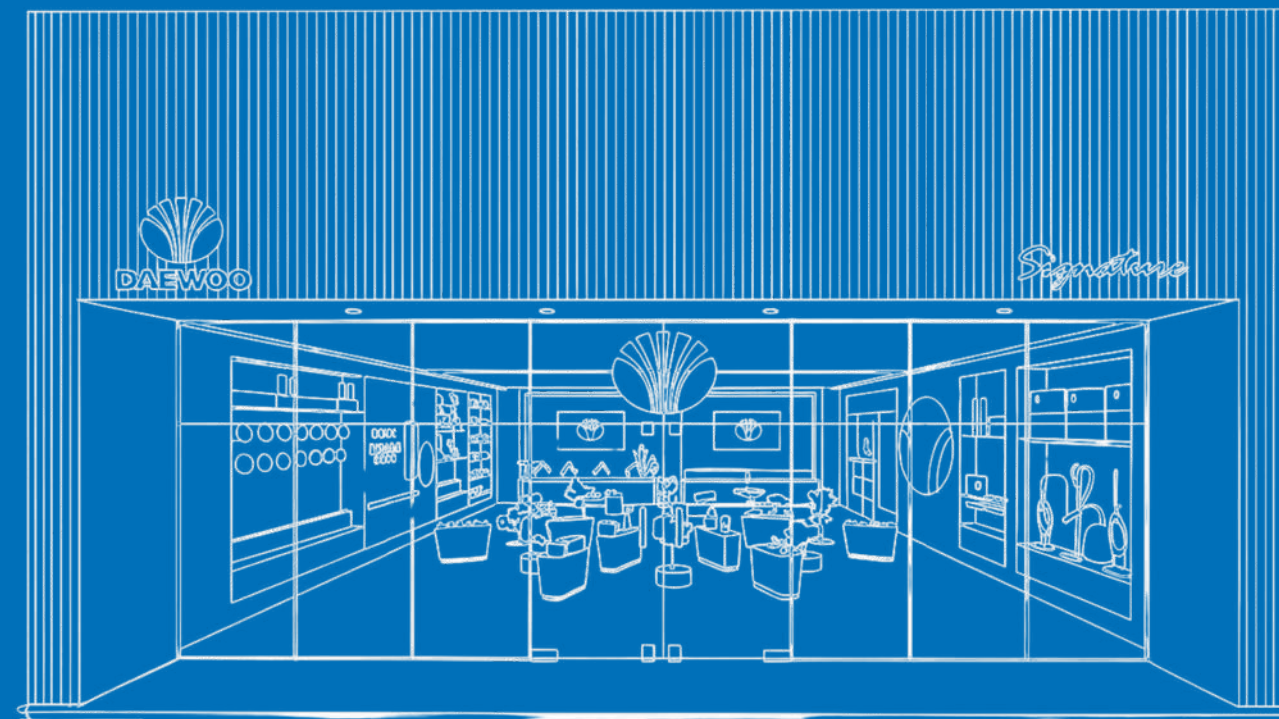
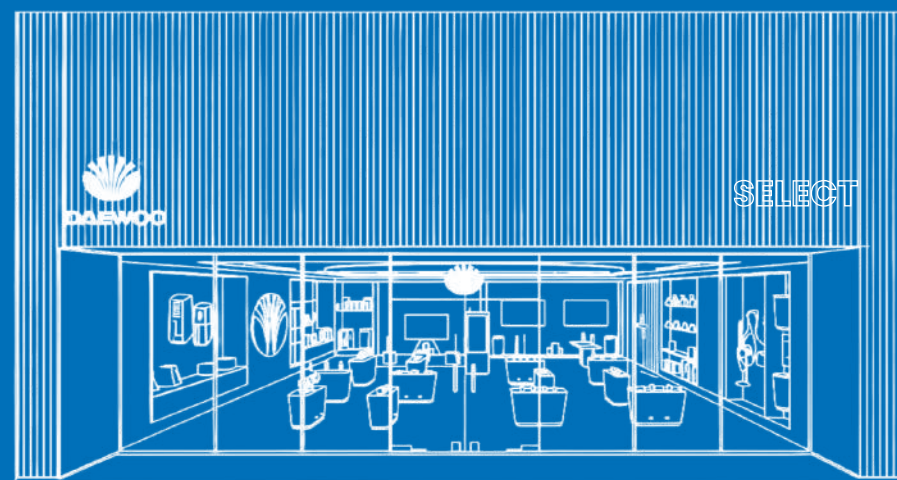




# DAEWOO EBG

KOREA'S CUTTING-EDGE,  
INDIA'S NEW STANDARD



## DAEWOO SIGNATURE FRANCHISE

Empowering Local Leaders, Building National Impact

Trusted by 160 Countries

A large, light blue decorative sunburst graphic in the top left corner of the page.

# A Legacy of Trust **NOW IN INDIA**

Daewoo stands as a symbol of innovation and trust across

**160** Countries

Providing entrepreneurs the opportunity to build cutting edge, premium retail experiences



**DAEWOO'S FOOTPRINT ACROSS**

ASIA | EUROPE | MIDDLE EAST | AFRICA | NORTH AMERICA | LATIN AMERICA

# Strategic Roots

# GLOBAL WINGS

## Daewoo Appliances

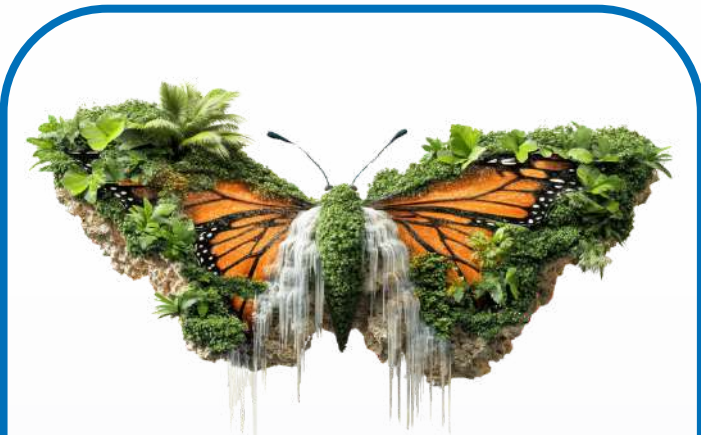
Backed by **POSCO's** Global Powerhouse

**DAEWOO** is powered by **POSCO** International, the trading and business development arm of **POSCO** Group under **A Fortune Global 500 enterprise**

## Decades of Leadership in

- Global Trade Energy
- Steel & Industrial Solutions

Providing the strategic strength that fuels **Daewoo's** growth.



## Global Ecosystem Industries We Lead in

- Automobiles & Smart Mobility
- Energy & Infrastructure Electronics
- Green Technologies

## Vision for the Future

Positioned at the forefront of change, every product, initiative and partnership reflects a future where:

- Technology Meets Opportunity
- Sustainability Meets Scale



**posco**  
**DAEWOO**

# OUR GLOBAL TIE UPS

At **DAEWOO**, empowered by POSCO International, we believe that lasting impact is built through meaningful collaboration.

Together, we've forged strong, strategic alliances with industry leaders across the globe: **Driving Innovation, Scaling Sustainability and Creating Mutual Value** across sectors.

## KEY GLOBAL PARTNERS

We are proud to collaborate with some of the world's most respected corporations across **mobility, retail, industrial manufacturing, and technology.**



# OUR GLOBAL TIE UPS

Beyond our core partners Daewoo and POSCO International, we collaborate with a powerful global network that drives innovation and sustainability.

## Key Partners Include:

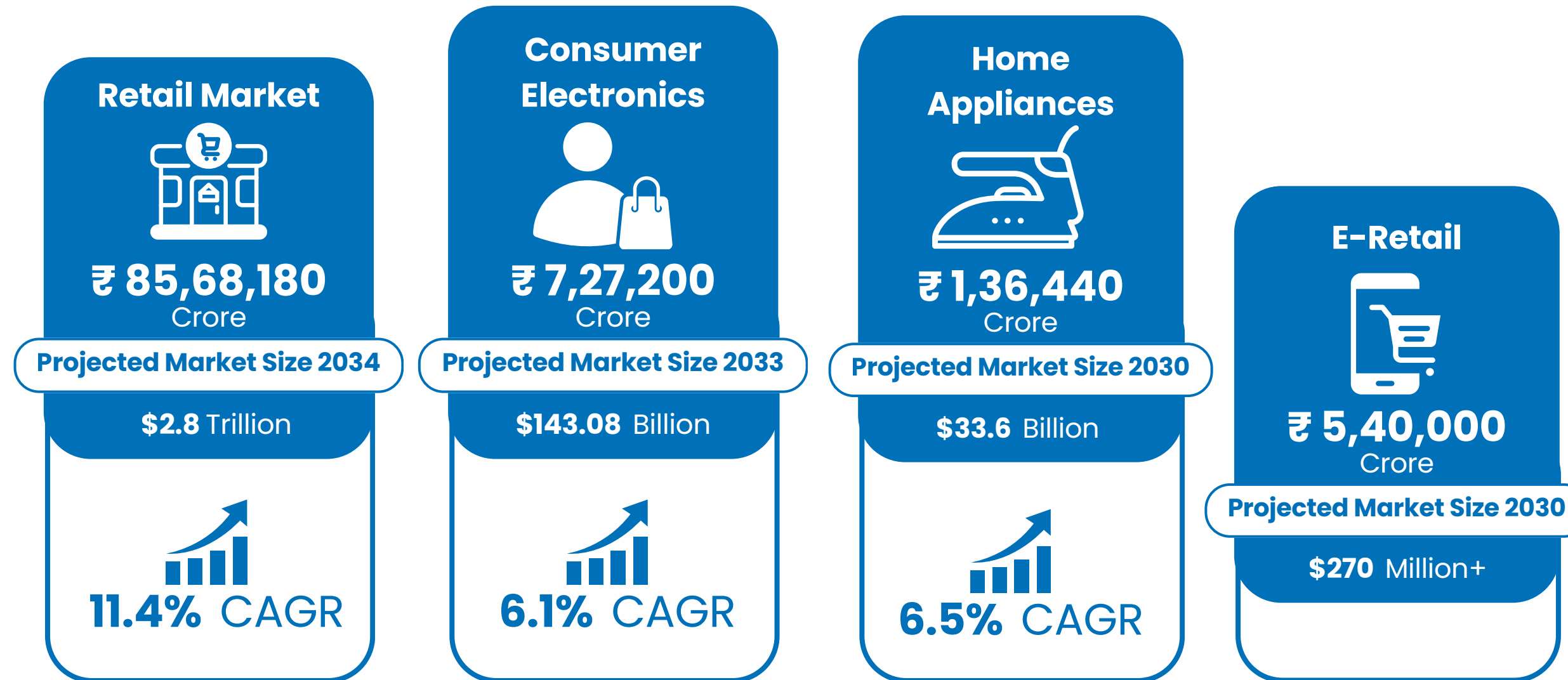
- Asian Development Bank
- General Motors
- Hanwha Group
- Nippon Steel
- SSAB
- McDermott
- JERA
- Lazada & Shopee
- Sharaf Group
- PLS Logistics
- CNGR
- Kelwon

Our focus is on cross-sector innovation, sustainable development, and seamless global integration.



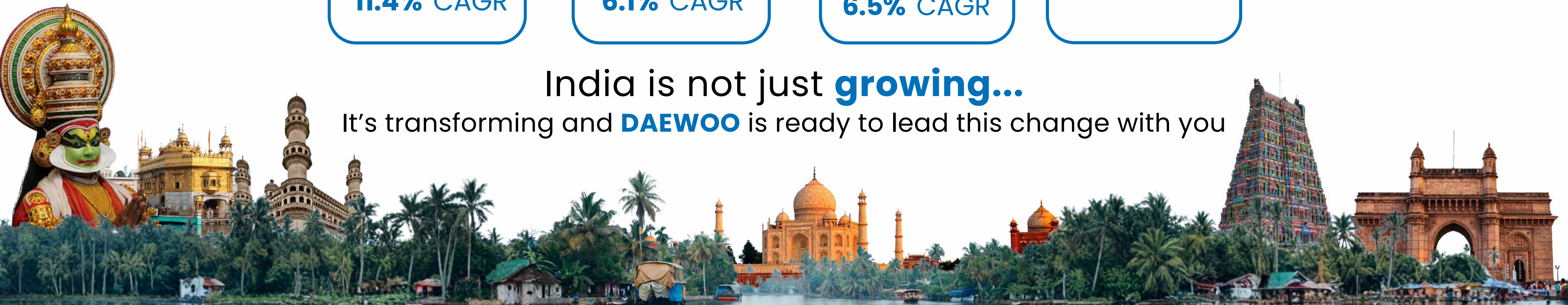
# WHY INDIA, WHY NOW?

India's Retail & Electronics Market Landscape



India is not just **growing...**

It's transforming and **DAEWOO** is ready to lead this change with you



# Growth Opportunity

## The Perfect Market. The Perfect Moment.

- India is entering a strong premium consumption cycle in appliances and electronics.
- Aspirational middle-class growth is accelerating demand for branded retail.
- Tier-2 & Tier-3 cities are emerging as high-growth premium markets.
- Consumers are shifting from multi-brand outlets to exclusive brand stores.
- Large-format, experience-led retail is becoming the preferred buying format.





A STRATEGIC ALLIANCE FOR INDIA

**Daewoo and EBG Group have formed a no-nonsense strategic alliance to drive high-impact industrial growth in India.**

Daewoo, a trusted global leader with expertise in **TRANSPORTATION, ENERGY AND CONSTRUCTION, HOME APPLIANCES & ELECTRONICS** partners with **EBG Group**, known for its success in launching and managing 8+ verticals across India.

With **EBG's deep market understanding**, strong execution, and nationwide reach, they are perfectly positioned to expand Daewoo's presence in India, not just through retail rollouts, but by building a trusted electronics ecosystem for the future.

# EBG Group | WHO WE ARE

**EBG Group** is a global industrial enterprise making a significant impact across Infrastructure | Energy | Mobility | Advanced Manufacturing

## With a strong presence in key markets across

- Asia
- The Middle East
- Africa
- Europe

**EBG** operates where purpose meets performance, driving growth in the sectors that matter most.

At its core, **EBG** is committed to solving real-world challenges through a no-nonsense, execution-first approach.

With a network of **36+** Brands

**EBG** delivers tangible results, from building smarter cities to enabling cleaner energy and advancing industrial capabilities, always moving fast, thinking long-term, and delivering with integrity.

 MOBILITY	 HEALTH	 REALTY	 TECHNOLOGY	 LIFESTYLE	 FOOD	 SERVICES	 EDUCATION
    	        	   	  	    	      	  	 

## A NOTE FROM **FOUNDER & CEO**

At **EBG Group**, we are driven by the vision of solving real-world challenges through purposeful, impactful action. With over 36 Brands under our umbrella, we are committed to transforming industries from energy solutions to advanced manufacturing, creating lasting value and sustainable growth.

Our mission is clear, to shape industries that matter, delivering tangible results that improve lives. This is the promise we continue to fulfill every day.

Our recent partnership with Daewoo marks a significant milestone in this journey. By aligning with a global leader in engineering and infrastructure, we are enhancing our ability to deliver advanced technologies, expand our market presence, and address India's most pressing industrial needs with speed, scale, and precision.

A portrait of Dr. Irfan Khan, a man with dark hair and a mustache, wearing a grey suit jacket over a white shirt. He is looking directly at the camera with a neutral expression.

# **Dr. Irfan Khan**

Founder & CEO, EBG Group

A light blue silhouette of a city skyline with various skyscrapers of different heights, located at the bottom of the page.

# FROM OUR LEADERS



At **DAEWOO**, our journey toward becoming one of the India's most impactful consumer electronics brands is guided by the visionary leadership of **Hari Kiran**, the COO of EBG Group. As one of the core architects behind EBG's growth, Hari's strategic direction, operational discipline, and unwavering commitment have played a defining role in shaping the organisation into what it is today.

With his deep expertise in building large-scale systems, strengthening operational foundations, and driving sustainable expansion, Hari ensures that Daewoo operates with precision, efficiency, and long-term stability.

Under Hari's guidance, Daewoo is not just expanding – it is destined to succeed, setting new benchmarks for quality, performance, and national impact.

**EBG**

**Hari Kiran**

COO & Co-Founder, EBG Group



At **DAEWOO**, our vision for building India's strongest retail and distribution network is accelerating under the seasoned leadership of **Ketan Sahu**, a veteran in retail sales with decades of industry experience. His deep understanding of Indian retail dynamics, refined through his successful tenure at **BPL**, brings unmatched stability, discipline, and insight to our national strategy.

Ketan leads Daewoo's complete retail wing, ensuring that our distribution and retail channels remain robust, efficient, and always market-ready. With a sharp focus on store performance, partner profitability, and competitive strength, he plays a pivotal role in making sure Daewoo is prepared to compete and win in every market across India.

 **DAEWOO**

**Ketan Sahu**

Retail Head, Daewoo appliances



At **DAEWOO**, we are driven by a clear vision to build one of India's most trusted and future-ready electronics brands. With the leadership of **Aryan Sharma**, this ambition moves forward with strong execution, partner-focused growth, and seamless coordination across all departments. Aryan leads Daewoo's expansion by onboarding high-potential franchise partners and ensuring smooth operations, from sales and setup to ongoing support. With a deep understanding of India's market potential, Aryan focuses on creating profitable franchise ecosystems, building high-performance stores, and ensuring every partner succeeds from day one. His dedication and vision continue to push Daewoo toward becoming a dominant force in the Indian electronics landscape.

 **DAEWOO**

**Aryan Sharma**

Sales Head, Daewoo appliances

# The **Daewoo** **EXCELLENCE**

Tech that stands out  
**Globally**



**DAEWOO** is redefining home technology in INDIA with advanced engineering and smart innovations that set new benchmarks.

Our products are equipped with **AI-Powered Features, Energy-Efficient Solutions, and Intuitive Interfaces** that adapt to your lifestyle.

From smart connectivity for seamless control to eco-friendly technologies that save energy and reduce waste, Daewoo appliances deliver unparalleled performance.

## EXPERIENCE

**Cutting-Edge Smart Sensors**

**IoT Integration**

**Advanced Automation**

that make everyday tasks smarter and simpler.

With Daewoo, technology isn't just advanced.  
***It's built for a Smarter, Sustainable Future.***

# OUR LION'S

Share of the Market

## India's smart home market is set for explosive growth

Creating a never-before investment opportunity in one of the world's fastest growing economies.



**310 Million**

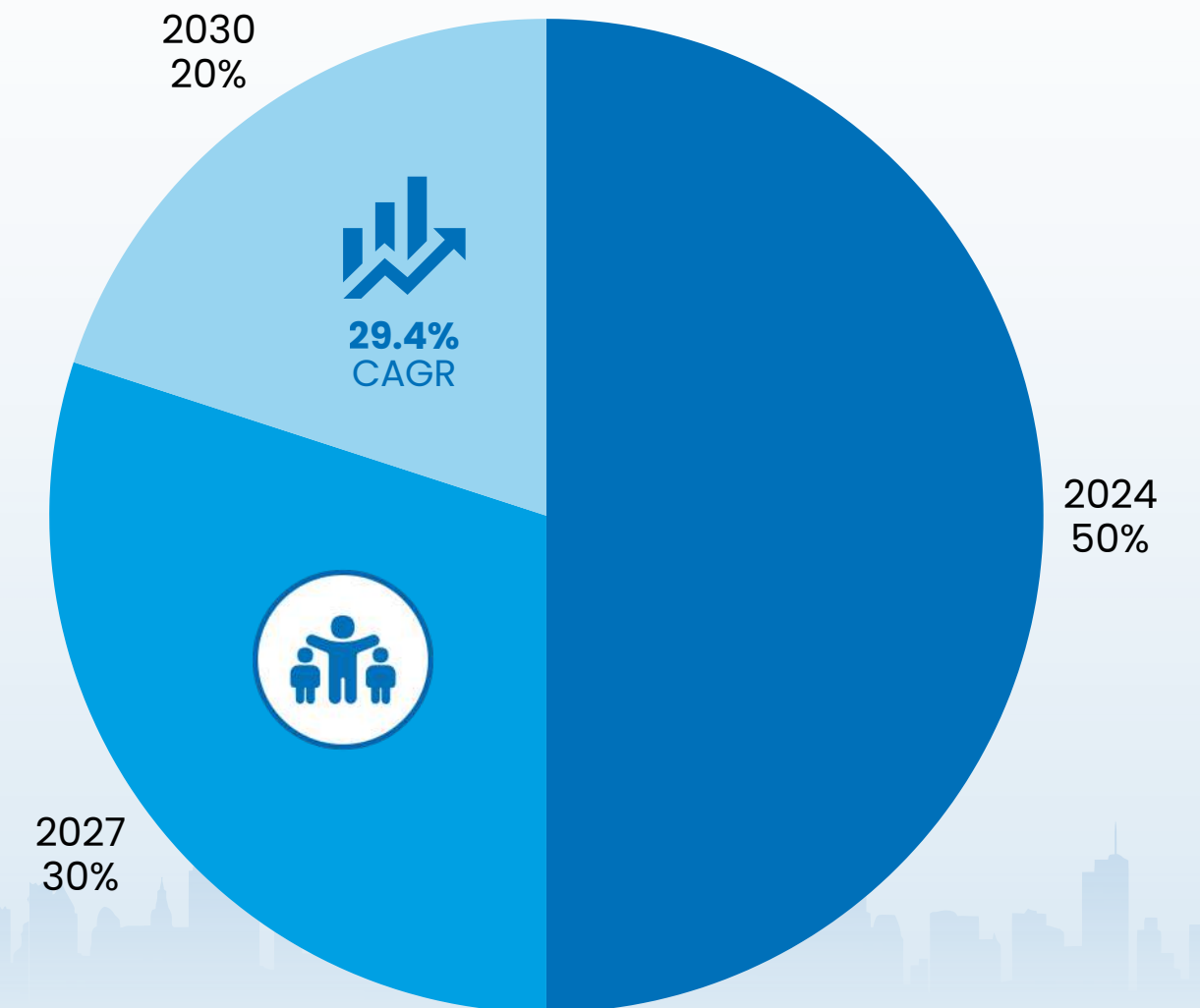
Households Adopting Smart Living by **2027**

**₹45,360 Crore**

Current Market Size: **2024**

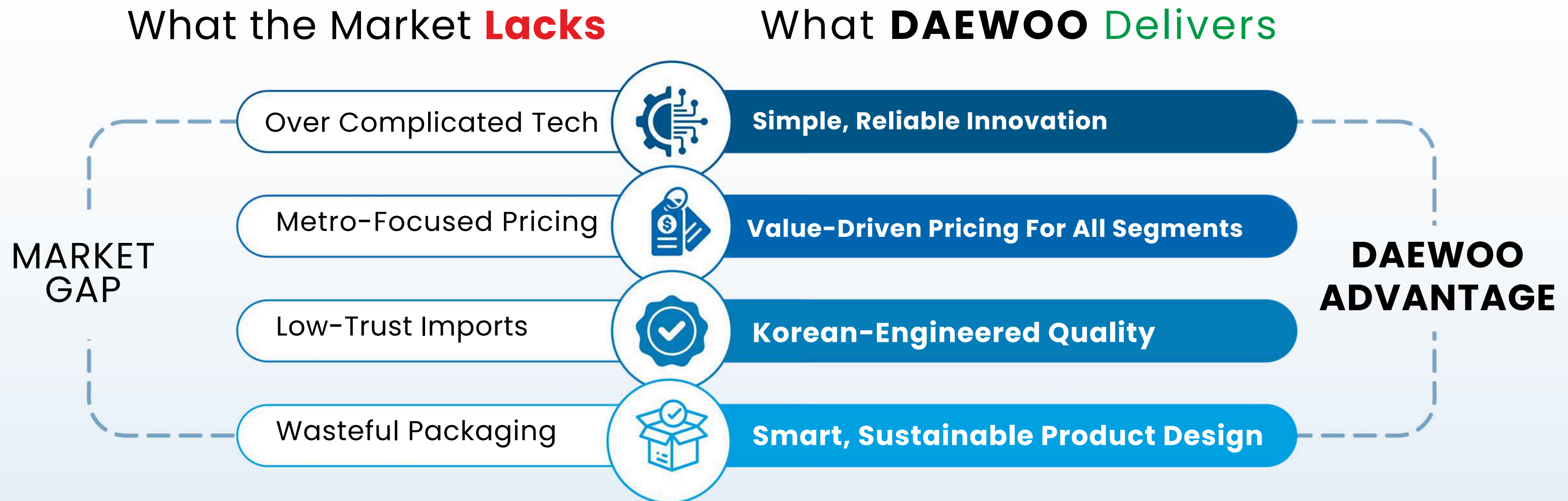
**₹2,75,220 Crore**

Current Market Size: **2030**



Solving Real Market Gaps  
**WITH PURPOSE**

From **METROS TO SMALL TOWNS**, we bring Global Quality, Honest Pricing and Smart Simplicity to every home.



No Gaps  
**Just Growth.**

At **Daewoo**, we simplify the process: No inflated costs, no unnecessary layers, no clutter. Our streamlined distributor network ensures efficient supply direct from OEM to our distribution partners and then to your store, delivering faster, cleaner, and smarter retail operations. This is how modern retail should work.

# Introducing The *Signature* Store Model



A **Daewoo Signature Store** is a **premium brand experience center**, built to deliver

Complete Product Ecosystem Showcase  
Guided Discovery & Trust-Led Experience  
Base For Retail & Distribution Fulfilment  
Maximum Profitability Through D2C



It is designed for entrepreneurs who want to dominate premium retail in their city.

# Not a Store, An EXPERIENCE CENTER!

This is where Daewoo is experienced, not sold.

The Daewoo Signature Experience Center is designed as a **premium discovery destination**, inspired by the world's best single-brand experience format. Here, customers don't walk in to bargain they walk in to **understand, explore, and gain confidence**.

## What makes it different:

- Immersive, calm, clutter-free environment
- Live product interaction, not box displays
- Guided walkthroughs, not push sales
- Focus on lifestyle solutions, not individual products

**People don't come here to buy appliances.  
They come here to make the right decision.**



# WHAT CUSTOMERS EXPECT TODAY

Modern customers are informed, cautious, and experience-driven

Today's appliance buyer is no longer impulsive or price-only focused. They expect clarity, transparency, and reassurance before making a high-value decision.

## Customers expect:

- To **touch, try, and experience** products before buying
- Clear explanations, not technical jargon
- Honest guidance without pressure
- Confidence that they are choosing the right product, not the cheapest one

## Customer Insight:

- When customers understand value, price becomes secondary.



No Push Sales

# Guided Discovery

## The Daewoo Experience Journey

Every customer follows a structured, premium journey designed to build trust and clarity

### Customer flow inside the Experience Center

- Warm, non-intrusive welcome
- Understanding customer lifestyle & usage needs
- Guided walkthrough across experience zones
- Live demos & real-life use scenarios
- Confident purchase decision
- Seamless delivery & long-term support

**Higher satisfaction, higher ticket sizes, and stronger brand loyalty.**



Daewoo Product  
**ECOSYSTEM**

Built for Every Place.  
Chosen by Every  
Generation.

DAEWOO delivers more than just appliances. It offers a **360° PRODUCT ECOSYSTEM**, trusted across **160+ Countries** and now crafted for India's diverse and fast-evolving lifestyles

From Gen Z creators to families, students, professionals and homemakers. **Daewoo** powers every routine, every space, every moment.



For homes, kitchens and everyday convenience



For offices, hostels, hotels and institutional spaces



For gifting, celebrations and modern living



For time-saving hacks, comfort and daily ease



For kids, parents, friends and every kind of household

YOUR  
MARKET

OUR  
MANUFACTURING

DAEWOO  
DELIVERS

You identify the need  
**We'll deliver the solution**  
We'll build it and bring it to  
**market within 90 days**



Daewoo Product  
**PORTFOLIO**

For Homes  
For Offices  
For Everywhere

**DAEWOO** offers a globally trusted product range that caters not just to homes, but to modern offices, hospitality, educational spaces and institutional setups.

**Kitchen Appliances**

Cooking & Preparation  
Refrigeration & Cooling  
Water & Beverage



**Fabric & Garment Care**

Ironing & Steaming  
Fabric Maintenance



**Home Comfort & Air Solutions**

Air and Climate  
Cooling Appliances  
Heating



From Idea to Aisle

***If You Can Dream It, We'll Put It on the Shelf.***



Daewoo Product  
**PORTFOLIO**

For Homes  
For Offices  
For Everywhere



**DAEWOO** doesn't just sell appliances. We deliver integrated lifestyle ecosystems from home kitchens to corporate boardrooms.

**Personal  
Grooming & Care**



Hair Care  
Shaving & Trimming

Vacuum & Cleaning Devices  
Washing & Dish Solutions



**Cleaning &  
Home Utility**

**Entertainment**



LED, QLED, OLED  
& Audio Solutions

Your Demand  
***Our Supply. Zero Limits***

Daewoo Product

# PORTFOLIO

For Homes  
For Offices  
For Everywhere



## UPCOMING PRODUCTS



From our **3,500+ SKUs**, we are introducing the best **300 high-demand products** curated for rapid market scale and district-level growth.

**Vision:** Daewoo in every Indian home.

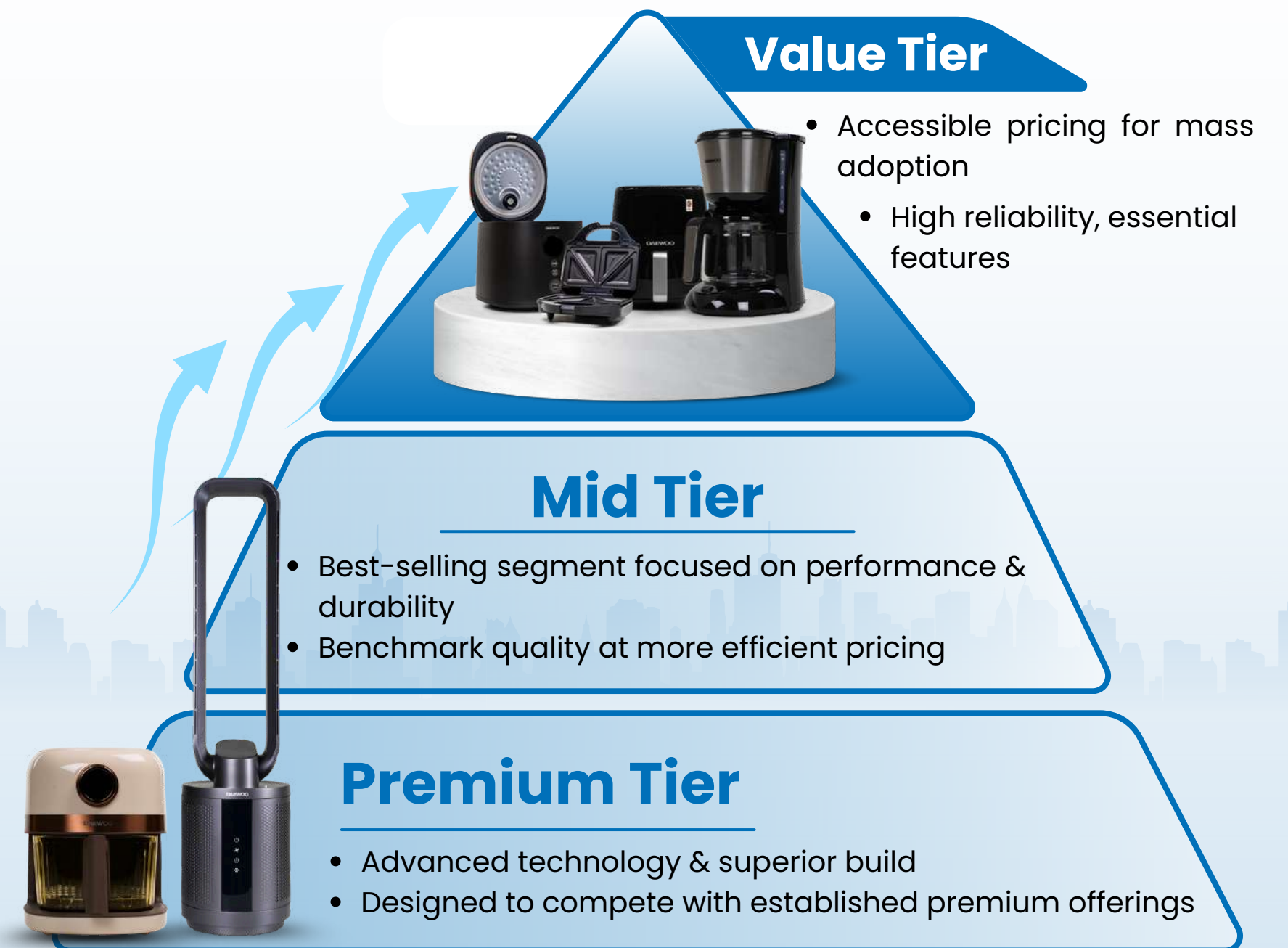
# Strategic Multi-Tier Pricing Across Every Category

Across all categories, Daewoo offers

## What Makes Daewoo Different

- Daewoo appliances launches every product category with three clear price tiers
- Each tier is benchmarked to prevailing market quality standards
- Pricing is designed to be slightly more competitive at the same quality level

**Consumers don't have to switch brands as their budget or needs evolve, they can upgrade within Daewoo**



# One Brand. Every Price Point. Every Consumer

## Category Level Strategy

Each product is **Quality Benchmarked** First, Priced Second

**No Cheap Products** only efficiently priced products

Premium products are not entry experiments, but long-term category builders



Segment	Consumer Intent	Daewoo Positioning
Entry	Affordability & Trust	Reliable, value-led

Segment	Consumer Intent	Daewoo Positioning
Mid	Performance & Longevity	Best price-to-quality ratio



Segment	Consumer Intent	Daewoo Positioning
Premium	Technology & Experience	Competitive with global standards

# Daewoo is not a Low-Price Brand

It is a value-engineered brand that competes at every price point



# Pricing Governance

Unlike multi-brand electronics stores that rely on heavy discounting, Daewoo Experience Centers operate with planned, disciplined pricing that protects both brand value and customer trust.

## How pricing discipline works

- Brand-controlled pricing strategy
- No random discounting or price wars
- Festival offers are structured, not reactive
- Online and offline pricing alignment

## Why this benefits customers

- Transparent, fair pricing
- No post-purchase regret
- Confidence that they paid the right price

## Why this benefits the Experience Center

- Healthier margins
- Stronger brand perception
- Long-term sustainability



A thick, blue, wavy ribbon graphic that starts from the left edge of the frame and curves upwards and then downwards, ending near the top right of the text area.

# THE MULTI- REVENUE ENGINE

Daewoo Signature Stores are designed to outperform traditional franchise models by unlocking four powerful income streams giving partners maximum earning potential and long-term stability



# RETAIL REVENUE

WALK-IN CUSTOMERS  
PURCHASING HIGH-DEMAND CATEGORIES

TVs, refrigerators, washing machines, kitchen appliances, audio products, fans, air coolers, and more. All showcased in a premium Korean inspired retail experience.



THE MULTI REVENUE ENGINE

# D2C REVENUE (DAEWOO WEBSITE ORDERS)

Daewoo's official website will direct local D2C orders to the nearest Signature Store for fulfilment, enabling

**Faster delivery**

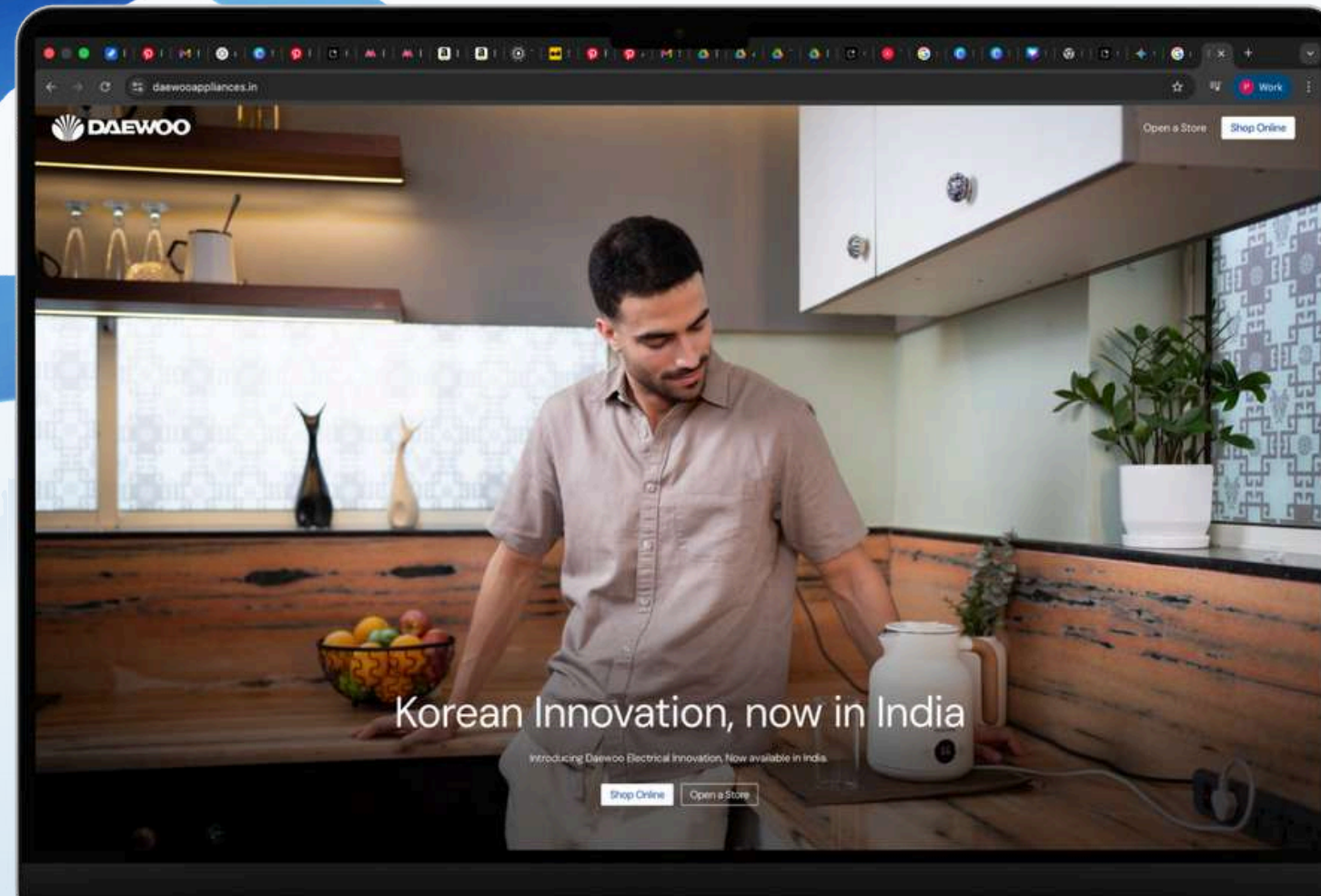


**Additional earnings**



**Your store becomes the local fulfilment centre**

**Increased footfall & brand visibility**



THE MULTI REVENUE ENGINE

# GENERAL TRADE (GT) DISTRIBUTION REVENUE

Signature Partners distribute Daewoo products to

- Electronics shops
- Small retailers
- Counters & multi-brand stores
- Mobile Shops
- Appliance outlets

This ensures continuous monthly order flow and a recurring revenue base



# QUICK COMMERCE INTEGRATION

Franchise Gamechanger

Daewoo is **India's first Electronics Brand** to power express appliance delivery from franchise stores.



## How It Works


**150+**  
SKUs optimized for  
**30 min Delivery.**

 +  
Fans, Irons, Kettles, Speakers  
and more

Fulfilled directly from your  
**Local  
DAEWOO  
Store**

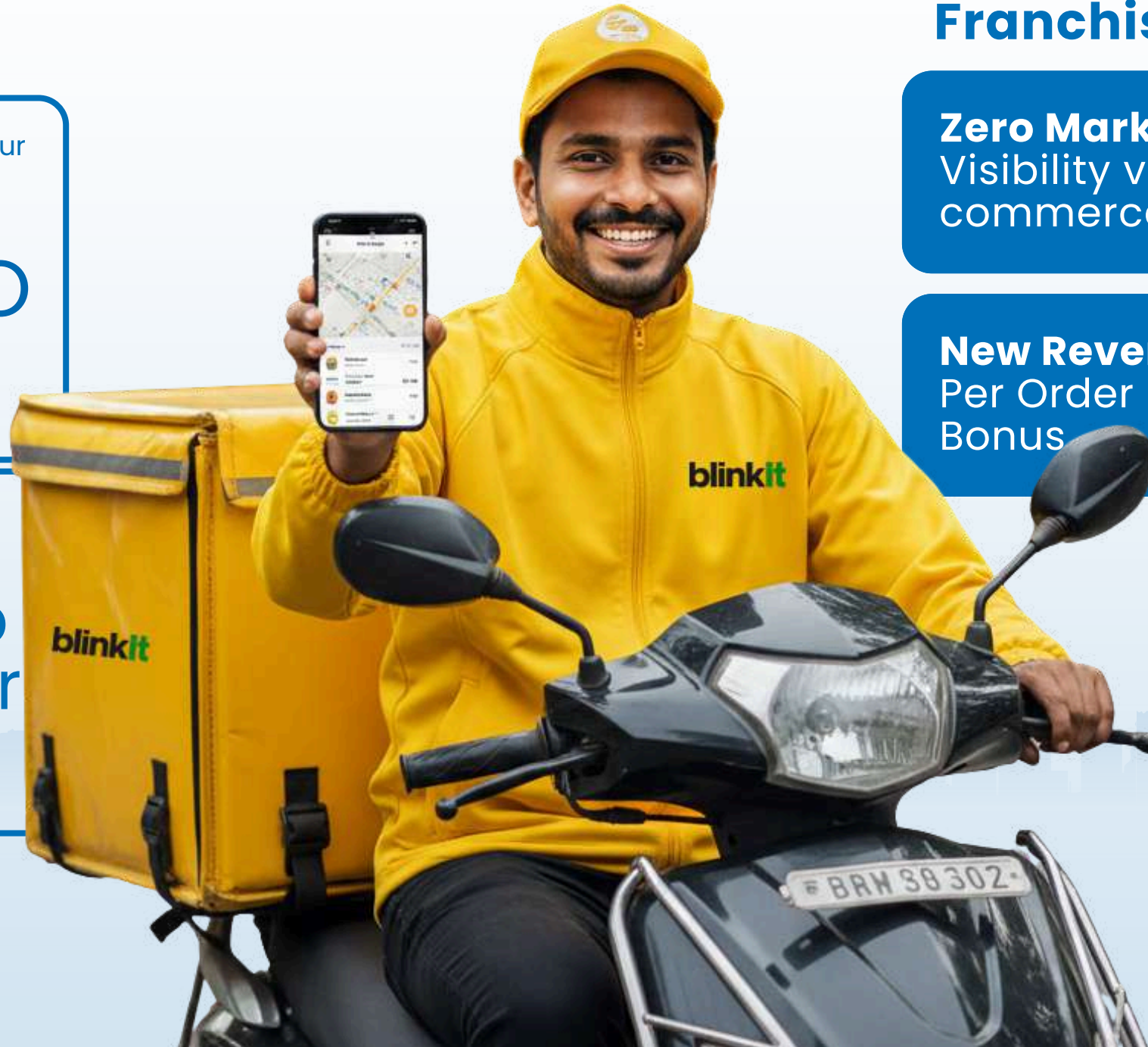
Partnering with

  
for seamless last-mile  
execution

Orders placed via  
marketplace

**Picked Up  
From Your  
Outlet**



## What It Means for Franchise Partners

**Zero Marketing Cost**  
Visibility via Q-commerce Platforms

**Faster Stock Rotation** = Stronger Monthly Cashflow

**New Revenue Stream**  
Per Order Fulfillment Bonus

**Hyperlocal Brand**  
Visibility with Every Rapid Delivery



THE MULTI REVENUE ENGINE

# CORPORATE & INSTITUTIONAL SALES

## BULK PURCHASES FOR



- Offices & co-working spaces
- Builders & real estate developers
- Hotels & hospitality
- Educational institutions
- Government & semi-government buyers

High-volume orders create significant profit spikes throughout the year

# Industry-Leading Margin Architecture



## Retail Margin Structure (B2C)

High Profitability | Direct Consumer Sales

## E-Commerce Margin (D2C)

Brand-Led Online Demand | Store-Fulfilled

# 12% – 40%

## Distribution Margin Structure (B2B)

High Profitability | Direct Consumer Sales

# 3% – 7%



# DAEWOO

## INTEGRATED ATL & BTL STRATEGY

### Above-the-Line (ATL) Initiatives



#### Objective

Establish Daewoo as a household name across India through mass media channels.



#### Celebrity Endorsements

Leverage renowned personalities to build trust and recognition.



#### Digital Presence

Utilize OTT platforms and YouTube for targeted video campaigns.



#### National Media Campaigns

Deploy advertisements across TV, radio, and print to maximize reach.



#### Influencer Collaborations

Partner with macro and micro-influencers on Instagram and YouTube for product demonstrations and lifestyle integrations.



#### Festival Promotions

Launch thematic campaigns during major Indian festivals to tap into heightened consumer spending.

### Below-the-Line (BTL) Activations



#### Objective

Drive local engagement and conversions through targeted, on-ground activities.



#### In-Store Promotions

Organize product demonstrations and limited-time offers to entice walk-in customers.



#### Direct Marketing

Implement SMS and email campaigns specifically for regional customer bases.



#### Dealer Engagement Programs

Conduct training sessions and incentive programs for retail partners to boost sales.



#### Local Events & Sponsorships

Participate in community events and sponsor local initiatives to build brand affinity.



#### Point-of-Sale Materials

Provide branded signage, banners, and promotional materials to enhance in-store visibility.

# Building National Trust at Scale

What We Intend to Achieve

## Primary Objectives

- Top-of-mind recall in electronics
- Pan-India brand legitimacy
- Premium + mass balance perception

## Secondary Objectives

- Faster franchise onboarding
- Stronger dealer confidence
- Lower discount dependency



# Building National Trust at Scale

Borrowing Trust at National Scale



## Role of Celebrity Associations

- Instant familiarity & legitimacy
- Faster penetration in Tier 2 & Tier 3 markets
- Reinforces premium + reliability perception

## Execution Approach

- Long-term brand face (not one-off campaigns)
- Category-agnostic credibility (home, lifestyle, tech)
- Consistent ATL + digital usage

# Building National Trust at Scale

Mass Reach, High Recall

## Channels Used

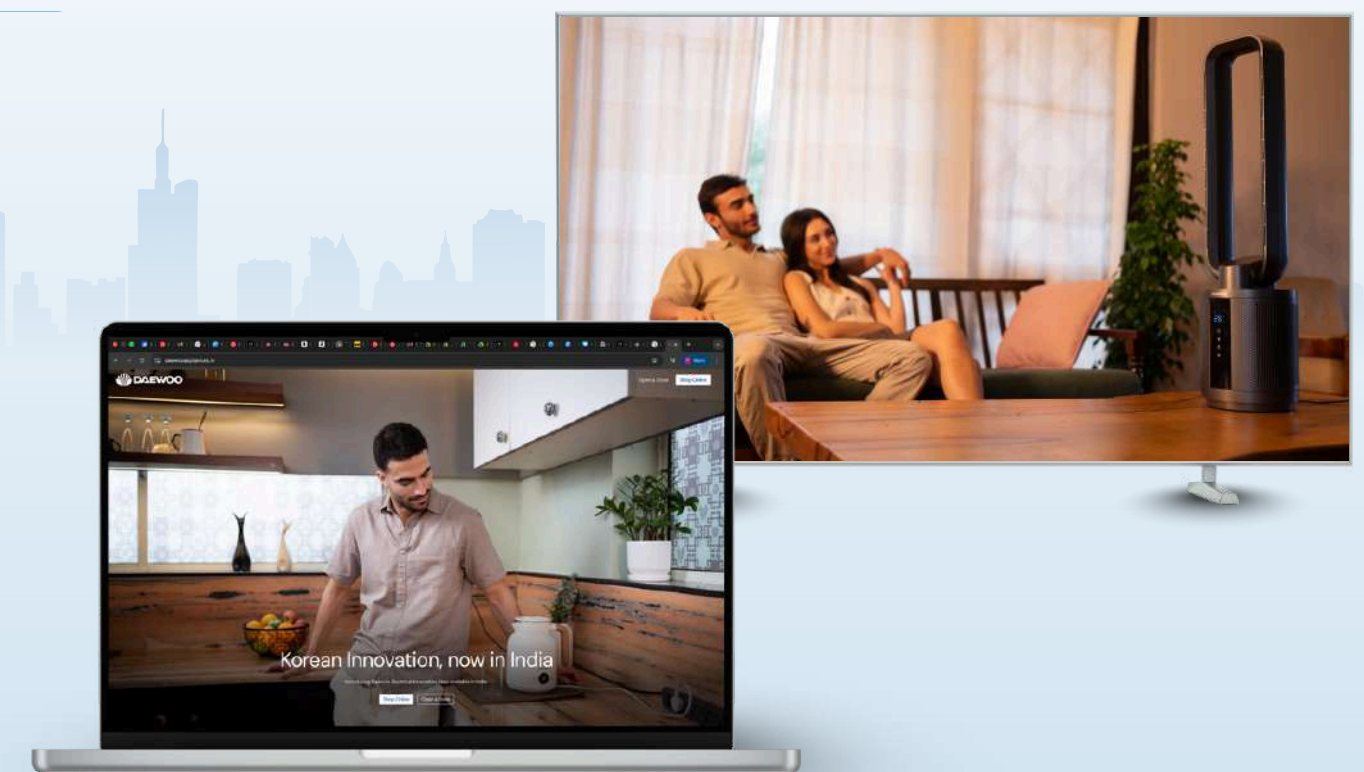
- Television (National + Regional)
- Radio (High-frequency local markets)
- Print (Launch cities & festive periods)

## Campaign Focus

- Brand promise, not offers
- Reliability, scale & product depth
- "For Homes. For Offices. For Everywhere."

## Outcome

- Pan-India visibility
- Strong recall during purchase decision windows



# Building National Trust at Scale

Precision Meets Scale

## Why Digital ATL

### Platforms

- OTT (Connected TV, premium inventory)
- YouTube masthead & skippable campaigns



- Cost-efficient reach
- City & language targeting
- High-frequency brand recall



### Use Cases

- New city launches
- Festive cycles
- Franchise market support



# HYPERLOCAL VISIBILITY

Own the Neighbourhood

## Assets

- Local billboards (high frequency routes)
- Pole kiosks & junction branding
- Wall paintings (Tier 2 & 3 cities)

## Objective

- Daily brand recall
- Store proximity awareness
- Dominant local presence



# HYPERLOCAL VISIBILITY

The City Moves With Daewoo

## Assets

- Cab branding (Ola/Uber/private fleets)
- Auto-rickshaw wraps
- Delivery vehicle branding
- Metro station panels (where applicable)

## Impact

- Continuous impression generation
- Cost-efficient repetition
- Strong local memory imprint



# INFLUENCER & SOCIAL MEDIA Campaigns

DAEWOO uses influencer-led campaigns and performance driven local reach strategies

## Instagram/Youtube Creators

for product  
promotions like



- GRWM Videos
- 5-minute Kitchen Hacks
- My Sunday Cleaning Ritual

City-Wise



Meta Lead-Gen Ads  
for store discovery

City-Wise



Combining  
**Gen Z + Millennial  
reach** with targeted  
campaigns to  
maximize store  
visibility

Festival  
Campaigns with



**Flash Sales +  
Countdown Hooks**



# HYPERLOCAL VISIBILITY

Trust Through Familiar Faces

## Micro Influencers

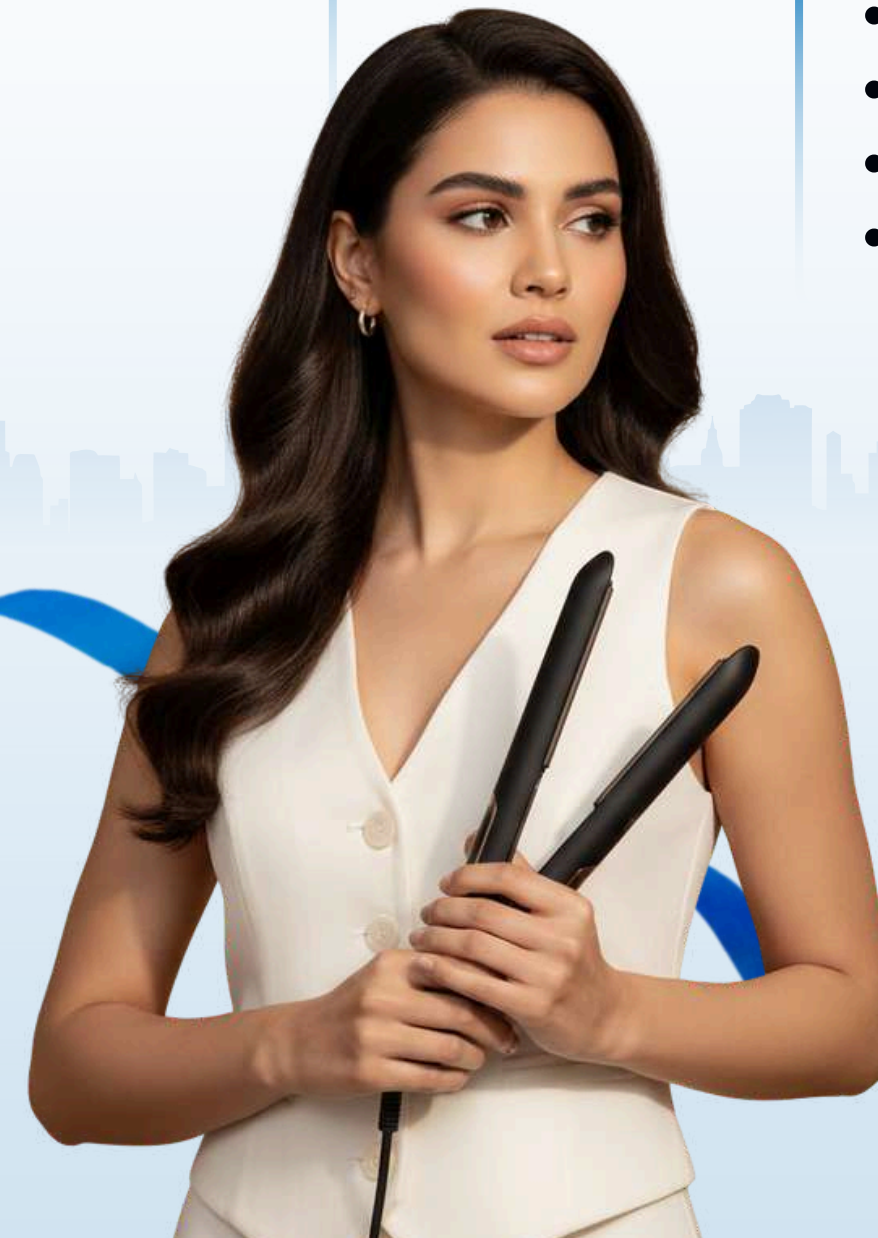
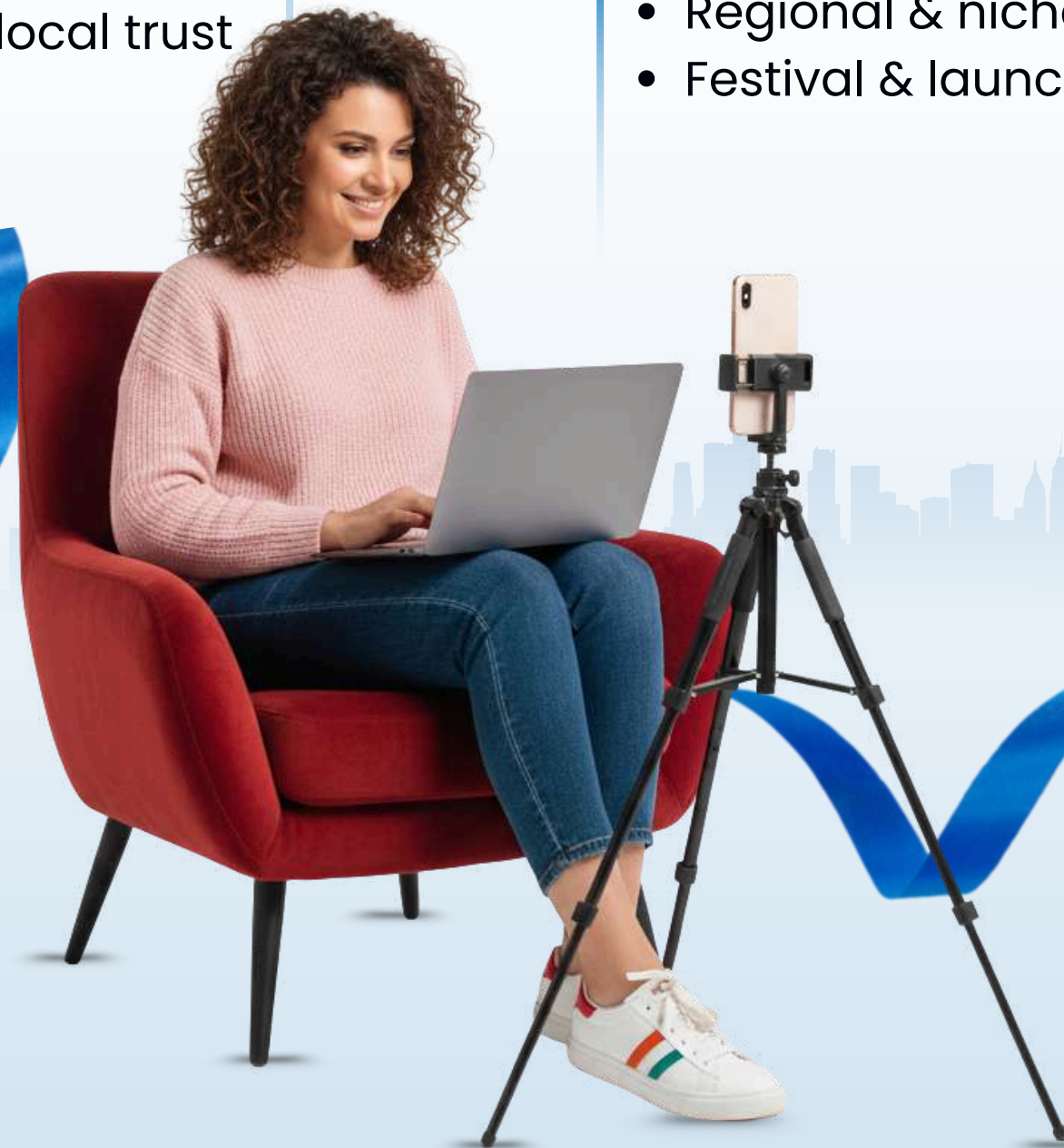
- City-specific creators
- 10K–100K followers
- High engagement, local trust

## Macro Influencers

- Regional & niche leaders
- Festival & launch amplification

## Categories

- Cooking & recipe creators
- GRWM & personal grooming
- Home & lifestyle creators
- Tech reviewers



# Digital & Community Power

Authentic Engagement via Influencers & UGC

## User-Generated Content (UGC)

Encouraging real users to share their "Daewoo Moments," building social proof and trust.

## Influencer Collaborations

Continuous partnerships with lifestyle, tech, and home decor creators to keep the brand trending.

## Always-On Social Media

A vibrant digital presence that drives curiosity and footfall to offline stores.



# Influencer-Led In-Store Activations

Driving Footfall, Content & Conversion at Store Level



## WHY IT WORKS

- Higher walk-ins on activation days
- Built-in audience trust transfers to product
- Live usage removes purchase hesitation
- Immediate sales + long-tail digital visibility

**Influencers don't just promote Daewoo, they bring their audience into our stores.**

# HYPERLOCAL VISIBILITY

Content + Commerce Together

## What Happens In Store

- Live cooking demos using Daewoo appliances
- GRWM sessions with grooming products
- Tech demos & real-time testing

## Why It Works

- Influencers bring their audience
- Real product usage builds trust
- Immediate sales uplift



# Influencer-Led In-Store Activations

Driving Footfall, Content & Conversion at Store Level

## Who we Invite



**Cooking  
& Recipe**



**Tech  
Review &  
Demos**



**GRWM  
/Grooming**

**Creators with highly engaged, location-relevant audiences**

# Influencer-Led In-Store Activations

Driving Footfall, Content & Conversion at Store Level

## WHAT HAPPENS IN STORE

### Meet & Greet Sessions

- Creator interacts with followers
- Audience walks into store to meet them



### Live Product Demos

- Cooking live in-store using Daewoo appliances
- Grooming routines using hair dryers, trimmers, stylers



### Content Creation

- Reels, Shorts, Stories shot inside store
- Products used in real-time, not scripted ads



# Festival & Seasonal Promotions

High Intent. High Impact.

## Key Moments

- Diwali
- New Year
- Regional festivals
- Big retail sale periods



## Focus

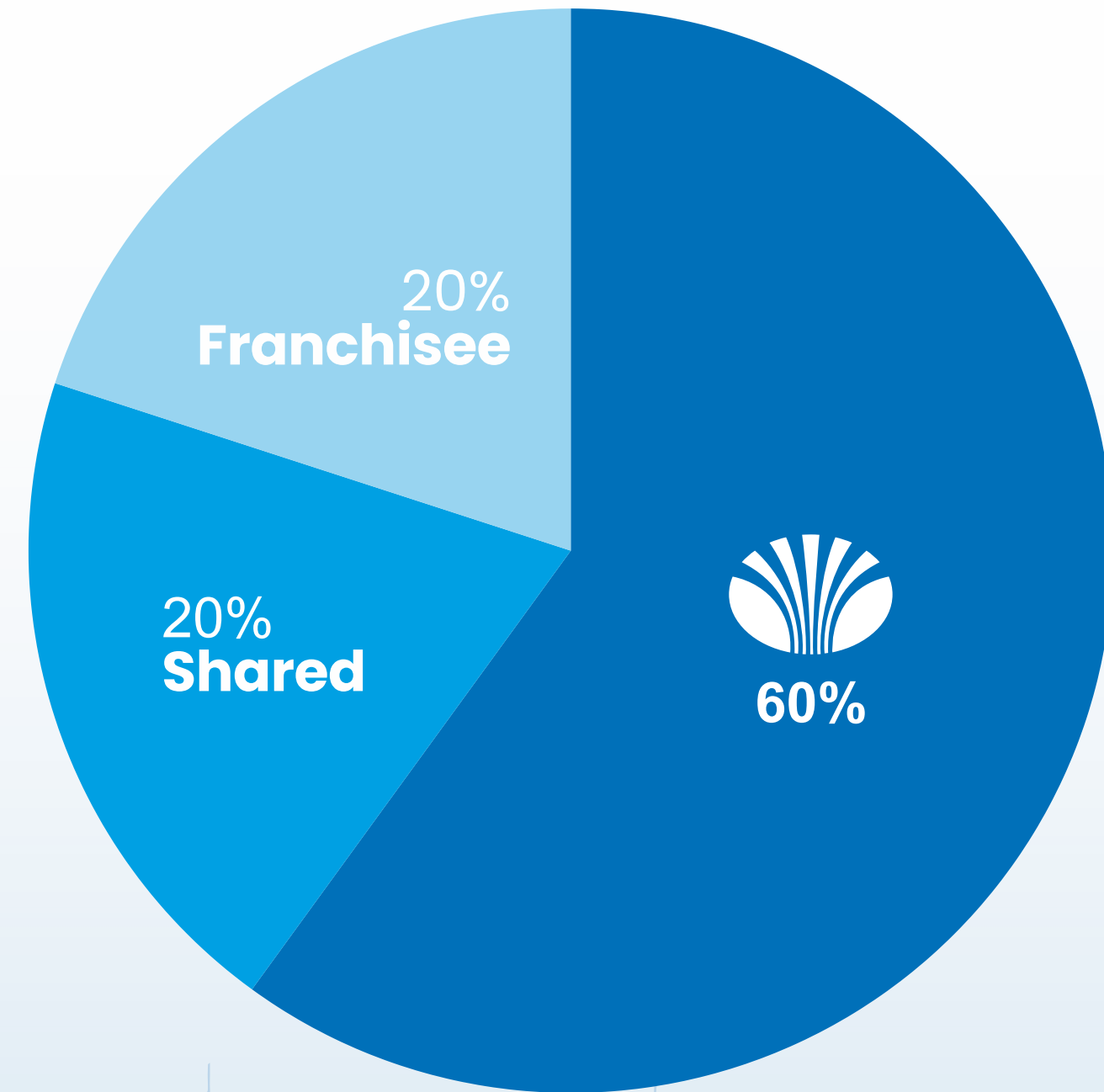
- Brand visibility during peak demand
- Category leadership messaging
- Supporting in-store and GT momentum

# EBG FUNDS

The National Flame

You Fan It  
Locally

Marketing Layer	Responsibility	Notes
<b>Celebrity Endorsements</b>		National-level campaigns
<b>National Media Campaigns</b>		TV, Radio, Print
<b>Digital Presence</b>		OTT, YouTube
<b>Influencer Collaborations</b>		Instagram, YouTube
<b>Festival Promotions</b>	 	Daewoo funds national; franchisees support local
<b>In-Store Promotions</b>		Customized per store
<b>Local Events &amp; Sponsorships</b>		Community engagement
<b>Dealer Engagement Programs</b>		Training and incentives
<b>Direct Marketing</b>	 	Daewoo provides templates; franchisees execute
<b>Point-of-Sale Materials</b>		Standardized branding materials



**Daewoo** handles 60% of the activities. **Franchisees** are responsible for 20%. **Shared** responsibilities account for the remaining 20%.

# Credit & Working Capital Support

Credit is not a benefit, it's a growth accelerator for disciplined partners.

Active after 3rd Billing Cycle

## Option A: Cash Flow Focus

## Option B: Margin Focus

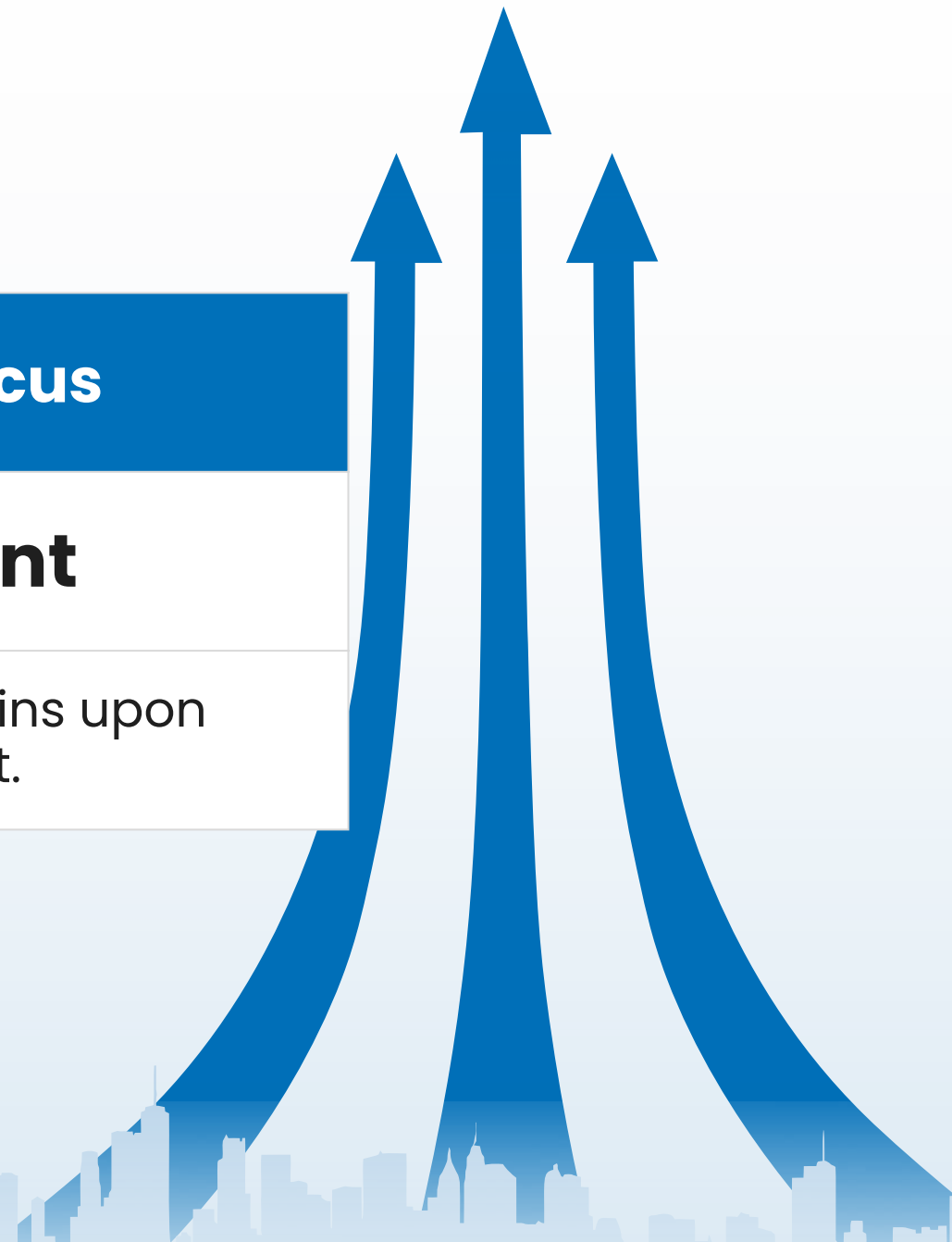


### 30-Day Credit Line

### 2% Cash Discount

Best for maintaining liquidity and managing inventory rotation.

Best for maximizing net margins upon immediate settlement.



# Smart Restock & Fulfilment Cycle

A predictable, SOP-driven restocking system that ensures optimal inventory availability across all Daewoo Signature Stores.

## Demand Trigger

### What Happens

- Sales velocity & stock levels monitored
- Auto-identification of fast-moving SKUs

### Key Outcome

- No overstocking
- No missed sales due to stock-outs

## Refill Planning

### What Happens

#### Refill quantity aligned with

- Store performance
- Category movement
- Upcoming demand

### Key Outcome

- Optimized inventory mix
- Capital-efficient planning

## Central Dispatch

### What Happens

- Stock dispatched from authorized warehouses / vendors
- Logistics routed as per territory SOPs

### Turnaround Time

- 72 Hours – 15 Days (depending on location & logistics)



# Customer services

We Don't Just Sell, We Support

## Expert Care

A Pan-India network of certified technicians

## Massive Reach

Covering 31,000 Pincodes across India

## Rapid Response

Optimized systems for quick turnaround and complete peace of mind



# The First 75 Days Playbook

## From concept to a fully operational Experience Center

Every **Daewoo Signature Experience** Center follows a clearly defined launch roadmap to ensure quality, consistency, and speed

### Initiation & Approval (Day 0–15)

- **Day 0:** Client submits EOI and pays ₹5,00,000 token amount.
- **Day 1-15:** Client identifies store location adhering to Daewoo SOPs.
- Submit store photos, walkthrough, and 2D layout for approval.
- Pay remaining Brand Fee of ₹5,00,000



### Execution & Stock (Day 30–45)

- **Day 30-36:** Payment confirmed. Site recce conducted and materials dispatched.
- **Day 37-44:** Installation begins (Fixtures, Custom Furniture, Fascia, HVAC, Lighting).
- **Day 45:** Client releases payment for Opening Stock Allocation.



### Design & Commercials (Day 16–29)

- **Design:** Daewoo shares 3D layout; revisions finalized before civil work.
- **Choose Execution Model:**
- **Option A (FFF Only):** Furniture, Fixtures & Fascia.
- Cost : ₹1,000 per sq. ft. (Carpet + Fascia Area).
- Beyond 1500 sq.ft : ₹1,000 / sq.ft. will be charged extra.
- Final Step : BOQ and Proforma Invoice issued.
- **Option B : (End-to-End):** Civil Work, Interiors, Electrical Fixtures, HVAC, Standard Fit-Out, Miscellaneous.
- Est. Cost: ₹2,500 – ₹5,000 per sq. ft.



### Enablement & Launch (Day 70–75)

- **Day 70 (Training):** Staff trained on Products, Sales SOPs, ERP, and Store Ops.
- **Day 75 (Grand Launch):**
- Influencer presence & Ribbon Cutting.
- Hyperlocal marketing & Promotional offers.



A premium Experience Center ready to perform from Day One

# Responsibility Matrix

 **What** Daewoo Handles & Signature Partner Handles

## Daewoo Handles

- Brand ownership, product strategy & national marketing
- Centralised supply chain, pricing & product launches
- Signature store design guidelines & visual standards
- Technology stack: POS, CRM, DMS, dashboards & reporting
- Staff training, SOPs, quality & compliance frameworks
- Centralised customer service & warranty management

## Franchisor Handles

- Store operations & day-to-day retail management
- Hiring, training & performance of store staff
- Local marketing activations & city-level visibility
- Customer experience & in-store execution excellence
- Sales growth, inventory rotation & local insights
- Relationship coordination with Daewoo support teams



# **SIGNATURE** OPPORTUNITY

Scalable. Strategic. Rewarding.

Flexible **Format**. Unlimited **Opportunities**.

Book Stores from Bustling Metros to High-Potential Towns



## *Signature store*

**BRAND FEE**

**₹10  
LAKHS**

**FURNITURE, FIXTURES,  
FASCIA & SIGNAGE**

**₹15 LAKHS**

**STOCK  
INVESTMENT**

**₹40  
LAKHS**

**AREA REQUIRED**

APPROX  
**1500 SQ FT**

Choose the model that suits your market and scale smartly with **DAEWOO**

# Investment Breakdown

A clear, structured entry into premium retail

## 1. Fixed Investment

**₹50 Lakhs**

**Includes:**

- Brand Fee: **₹10 Lakhs**
- Initial Stock: **₹40 Lakhs**

+

**₹15 Lakhs**

**Includes:**

- Furniture
- Fixtures
- Fascia
- Signage

Beyond 1500 sq.ft:  
**₹1,000 / sq.ft.** will be charged extra

+

**Full Fit-Out**

- Civil Work
- Interiors
- Electrical Fixtures
- HVAC
- Standard Fit-Out
- Miscellaneous

**As Per Actuals**

**Investment Summary:**

**65**

**Lakhs**

+

**Variable Cost + GST**



# INDIA EXPANSION ROADMAP

**Daewoo** plans a nationwide rollout of

- 1500+ Signature Stores
- 130,000+ General Trade Points
- 300+ Product SKUs Across All Major Categories

*Signature  
Stores*

are the flagship centres of this growth story



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# Let's Build Your Retail Empire

Partner with **Daewoo** and  
lead the future of electronics retail in India

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