



olacarwash.com

Ola Car Wash's Franchise Models

Welcome to **Ola Car Wash**
Franchise Network – India's
Fastest Growing and Most
Trusted Car Care Franchise
Model.

A Franchise Concept Designed to
Create 2 Lakh+ Jobs and Transform
Car Ownership Experience in India



About Ola Car Wash:

Ola Car Wash Private Limited began its journey in 2016 with a pilot project in Delhi to understand customer expectations in car care. After receiving an overwhelming response, it was formally incorporated in 2018 under the Ministry of Corporate Affairs, Government of India (CIN: U74999DL2018PTC336688; PAN: AACCO7478B; TAN: DELO06707B; GSTIN: 07AACCO7478B1ZE).

The company's **registered office** is located at 9-DSI IDC Industrial Shed, Kalkaji, South Delhi – 110019, and its **corporate office** operates from X-14, Okhla Phase-2, New Delhi – 110020. Franchise offices are being launched city-wise, and their visibility is restricted to active local partners.

Initially offering in-house car cleaning and washing services in Delhi, Ola Car Wash quickly identified a massive nationwide demand. To scale responsibly, it introduced some of India's most recognized car care franchise brands:

- Door2Door Car Wash®
- Ola Car Wash – The Detailing Gang®
- The Detailing Gang®
- CARNAMA®





Introduction: A New Era of Car Care

India's car culture is entering a bold new chapter.

The era of traditional, basic car washing is fading. In this fast-moving automotive revolution, today's car owners—whether they drive a Maruti or a Maserati—are far more informed, brand-conscious, and demanding. They now seek professional car care, high-quality detailing, and branded, trustworthy solutions.

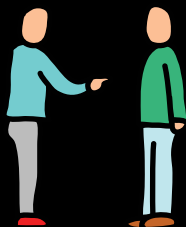
With the rise in luxury and high-end vehicle ownership across the country, the need for structured, branded, and multi-level car care services is greater than ever before.

At the forefront of this transformation is Ola Car Wash Private Limited.

We are not just a car wash company—we are building a nationwide ecosystem, a customer-centric movement, and a network of entrepreneurs committed to delivering exceptional services while creating large-scale employment across India.

To meet every type of car owner's need—from basic doorstep cleaning to advanced detailing and even full-scale modifications—we've developed a powerful portfolio of verticals:

- 1 Door2DoorCarWash®**
Convenient mobile car care services
- 2 Ola Car Wash - The Detailing Gang®**
A Modern Car Washing Cum Detailing Center
- 3 The Detailing Gang®**
a Premium Car Detailing Studio
- 4 CARNAMA®**
Car modification & restoration body-shop



Whether you're:



IF

A passionate individual looking to start your own business



IF

A local entrepreneur ready to expand Your Existing Business



IF

You're a Job-Seeker Looking to Become Self-Employed



IF

Are You an Auto Enthusiast Dreaming of Owning Your Own Business?



IF

If you are ambitious and ready to take control of your future



This is your moment to join India's most trustworthy fast-growing car care franchise network.



1 Door2DoorCarWash® **Start Small. Grow Big. Serve Anywhere**

This is a most affordable and mobile car wash franchise model—perfect for launching your car care business with minimum investment and maximum flexibility.

You don't need a shop or office to begin; Just a passion to serve and a commitment to quality.



Key Highlights:

- Entry-level investment : **Rs 7 to 10 Lakh+**
- Zero land requirement
- Upgrade-ready as demand grows
- Ideal for housing societies, apartments, & offices



- ✓ **Car wash at home**
- ✓ **Car rubbing & polishing at home**
- ✓ **Car dry cleaning & detailing at home**
- ✓ **Teflon coating at home**
- ✓ **Sofa & carpet dry cleaning (optional)**



2 Ola Car Wash - The Detailing Gang®

Step into Professional Car Washing Center

This mid-tier model is designed for those ready to move beyond basic washing and enter the world of semi-studio-based car Washing & Detailing. It's built for growing urban markets and car owners who demand more than just a wash.



Key Highlights:

- Moderate investment: **10 to 15 Lakh+**
- Studio setup with high-tech equipment
- Easy to scale based on market demand
- Serves both regular and premium car owners



- ✓ Car washing & cleaning
- ✓ Underbody cleaning
- ✓ Rubbing & polishing
- ✓ Interior & exterior detailing
- ✓ Teflon coating
- ✓ Ceramic & Graphene coating



3 The Detailing Gang®

Premium Car Detailing Studio for High-End Clients

This is the flagship studio model—designed for premium and luxury car owners who expect the absolute best. With elegant interiors, branded products, and advanced technology, this franchise elevates your brand and revenue potential.



Key Highlights:

- High-end investment: **40 to 60 Lakh+**
- Suited for metro cities and affluent areas
- One-stop shop for complete detailing services
- Expandable to denting, painting & wrapping



- ✓ **Complete car washing & detailing**
- ✓ **Underbody cleaning**
- ✓ **Paint restoration (rubbing & polishing)**
- ✓ **Teflon, ceramic & Graphene coatings**
- ✓ **Full-body PPF (Paint Protection Film)**
- ✓ **Denting & painting (Optional)**



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CARNAMA®

The Ultimate Franchise for Automotive Enthusiasts

This is the most advanced and premium model in our franchise lineup. It caters to car lovers, celebrities, influencers, and enthusiasts who love to modify, restore, and personalize their vehicles.



Key Highlights:

- Large-scale investment: **2 TO 3 Cr+**
- Workshop-style setup
- Ideal for luxury, vintage, and enthusiast vehicles
- High-profit custom work & restoration services



- ✓ **Custom car body modifications**
- ✓ **New vehicle customization**
- ✓ **Old car makeovers & up gradation**
- ✓ **Bike modification projects**
- ✓ **Vintage car restoration**
- ✓ **Premium spare parts & accessories**



These franchise models are designed not only to serve the rising expectations of Indian car owners—but also to empower entrepreneurs like you to grow, scale, and become leaders in your local market.

No matter your background, budget, or location—Ola Car Wash has a model tailored for your success.



Our Vision:

Transforming Car Care Across India with Trust, Transparency, & Technology

At Ola Car Wash Private Limited, we have identified a massive unorganized car care market in India—scattered, inconsistent, and lacking in brand reliability. As the number of car owners rises every day across both urban and semi-urban areas, the need for a unified, trusted, and transparent car care network has become urgent.

We envision building India's largest branded car care ecosystem, bringing all services—basic to premium—under one trusted umbrella.

Unlike traditional players, we do not compete on price alone. We believe car owners, by nature, aspire to branded services that are fairly priced, transparent, and consistently high in quality.

We are the first in India to introduce a multi-brand, single-channel franchise network that delivers everything from doorstep washing to high-end detailing, ceramic coatings, and vehicle modifications—under one seamless system.



Our Mission:

Empowering the Unorganized Workforce. Creating Self-Reliant Entrepreneurs.

We are on a mission to bring structure, skill, and self-reliance to India's vast but unorganized car care workforce.

We are committed to identifying and uplifting thousands of scattered and unskilled car cleaners, washers, and helpers by transforming them into trained professionals and local business owners through our nationwide network of service partners.

To achieve this, we provide:

-  Capsule training programs for quick skill development
-  Full-time certification courses for staff and operators
-  Ongoing mentorship and hands-on technical support

Our goal is to promote self-employment and economic independence based on the powerful principle of **'ATMA NIRBHAR BHARAT'**.

By empowering our franchisees and their teams with knowledge, tools, and brand credibility, we aim to create over 2 lakh employment opportunities across India—fueling livelihoods, dignity, and sustainable growth in the automotive service sector



Why Franchise Business:

Faster Growth. Lower Risk. Stronger Support.

Starting a business from scratch can be challenging. It requires time, experience, resources, and the right market strategy—all without any guarantee of success.

That's why many smart entrepreneurs today are choosing the franchise route—where the risk is lower, the system is proven, and the brand power is already established.

BENEFITS

Franchise Business:



Proven Business Model:

You don't need to experiment or guess. You follow a tried-and-tested system that already works.



Strong Brand Recognition:

You start with customer trust from Day 1. People know your brand and are more likely to choose you.



Training & Support:

Franchisors provide you with technical training, business guidance, and operational support at every stage.



Marketing Power:

Enjoy national-level marketing, digital ads, social media campaigns, and SEO—without building it from scratch.



Faster Return On Investment:

With better systems and immediate customer engagement, your business starts earning faster.

In short, a franchise business gives you the confidence of independence, with the safety net of support.

At Ola Car Wash, we've taken this model even further by adding transparency, digital infrastructure, and a nationally trusted brand name to help you grow faster and stronger.



Estimated ROI Timelines

Franchise Model	ROI	Expected Timeline
Door2Door Car Wash®	100%	18 – 36 Months
Ola Car Wash – The Detailing Gang®	150%	24 – 48 Months
The Detailing Gang® Studio	200%	36 – 48 Months
CARNAMA®	300%	60 – 72 Months

A clear projection of ROI and a tailored market strategy would be mentioned in the Technical Survey Report. Franchise partners are requested to adhere to the guidelines and recommendations outlined in the technical report to achieve the success easily.



Know Best Common Franchise Models

FOFO:



Franchise-Owned, Franchise-Operated

The franchisee invests in the business, owns the outlet, and manages daily operations.

Offers full ownership and independence

FOCO:



Franchise-Owned, Company-Operated

The franchisee invests, but the franchisor runs the operations.

Ensures brand consistency and quality control

COFO:



Company-Owned, Franchise-Operated

The company owns the outlet, while the franchisee operates it

Used for controlled brand expansion

COCO :



Company-Owned, Company-Operated

The franchisor owns and operates the outlet entirely.

Total control over operations, staff, and customer experience

At Ola Car Wash, we proudly follow the FOFO model, empowering you with full ownership, operational control, and 100% profit rights—backed by our brand, training, and support system



Why Ola Car Wash's Franchise?

***India's First Customer-Oriented FOFO Franchise Model
in the Car Care Industry.***

At Ola Car Wash Private Limited, we are proud to be the first and only brand in India to offer a truly customer-oriented FOFO (Franchise-Owned, Franchise-Operated) franchise system—built to cover the entire spectrum of car care services under a single, trusted brand network.

From mobile doorstep car washes to luxury detailing studios and high-end car modification shops, our business model allows you to start small or go premium, with a clear path to scale as demand and revenue grow.



**Unmatched Brand Power That
Drives Customer Preference**

In a highly competitive market, brand recognition is everything

The core customers of this business are car owners who value trust, quality, and consistency. They naturally prefer brands they already know, trust, and recognize. Across thousands of cases across India, our registered brands have consistently been the first choice for car owners.



We're Not Here to Sell You Machines We're Here to Build Your Business!



Many so-called “franchise sellers” in the market today use the tagline of franchise to sell their machinery and product kits. Their goal is to profit from equipment sales—not from helping you build a sustainable business.

These sellers often:



Make charming promises



Motivate to sell their Machinery



Baseless Commitment of Leads

Leads Are the Lifeline—But Brand Is the Engine

Leads are the backbone of any business. But leads don't come from setup alone—they come from real demand, which varies by location, and more importantly, from the power of your brand.



**Customers engage with brands,
not businesses**

Unless your brand is the customer's first choice, generating quality leads will remain a struggle—no matter how much you advertise.



No Shortcut to Customer Engagement

There's no fixed formula, software, or shortcut to earn real customer trust.

If a popular brand is operating near you, your advertisements, offers, and discounts may go wastage—simply because customers choose what they recognize first.



Choose Brand Power, Not Brand Promises

If your business doesn't carry a brand that already connects with customers, your investment is at risk. That's the hard truth.



Choose a brand that:

-  **Already owns trust in the market**
-  **Delivers organic and repeat customer flow**
-  **Doesn't rely on empty "lead guarantees"**
-  **Is already the first choice of car owners**

Choose wisely. Build with trust. Grow with a brand that already wins hearts.



SUMMARY

Why Ola Car Wash Franchise?



India's only Customer-Oriented FOFO Model



Highly recognized, customer-trusted brands



No forced machinery or product purchase



Proven lead-generation and online platform



Flexible investment models to suit every ambition



Backed by a mission to create 2+ lakh jobs

If you're serious about your mission to become a tycoon in the car care industry, you're in the right place.

As you know, customer engagement is the only true key to success—and that's where we stand apart. Unlike others who focus on selling machinery or products (which can be sourced anywhere), **our franchise model is uniquely designed to prioritize customer retention and loyalty.** After all, products can be arranged, but customers cannot—they choose you only when you truly engage them.

Moreover, even in a competitive market, **our brands consistently remain the first choice for the majority of customers**, outperforming competitors in both preference and trust. When it comes to car care, people don't just buy—they choose us.

Choose Ola Car Wash Offer You a real business begins with real brand value, not just machines.



Build Your Own Brand - Backed Business For a Lifetime

At Ola Car Wash, we empower our franchise partners to run their business under their own name, powered by our trusted brand.

You have the flexibility to personalize your brand identity using your city name or name of locality with our registered trademarks, such as:



Door2Door Car Wash® – Jaipur



Ola Car Wash – Jaipur



The Detailing Gang® – Jaipur

One-Time Franchise Fee. Lifetime Brand Validity

Pay a one-time franchise fee and enjoy lifetime brand usage rights, as long as your subscription remains active.

FREEDOM



You are always free to:

- ✓ Unsubscribe or re-subscribe anytime
- ✓ Manage your brand usage according to your business needs
- ✓ Expand or upgrade based on availability and location
- ✓ No pressure. No hidden charges. Full control—always.
- ✓ Take the first step toward building a future-proof, brand-powered car care business.



Franchise Fee Structure:

Franchise Brand	One-Time Franchise Fee
Door2Door Car Wash®	₹2,00,000/- + GST
Ola Car Wash – The Detailing Gang®	₹5,00,000/- + GST
The Detailing Gang® Studio	₹10,00,000/- + GST
CARNAMA® Body Shop Modification	₹10,00,000/- + GST



How We Use Franchise Fee?

The major portion of franchise fee will utilize for your success—so that your business achieve the highest success rate.



Strategic Advertising

Google, social media, directories



Powerful branding

and promotional materials



Robust digital tools

to manage leads and services



Dedicated support

from our experienced team



Your success is our priority

we grow when you grow



Let's see breakup of Franchise Fees:

Door2Door Car wash®

Franchise Model	Allocation	Remarks
On boarding	50,000	On time
Google Ads	50,000	we'll recharge to your Google Ads Account
JD + Others	50,000	we'll create paid directories in various important web
Printing Materials	15,000	Get initial printing materials help to commence business
Support Expense	30,000	Expense for Support (in-house team of company)
Handling Charge	5,000	Handling charges
Total	2,00,000	+ GST 18%

Ola Car wash Center

Franchise Model	Allocation	Remarks
On boarding	50,000	On time
Google Ads	1,80,000	we'll recharge to your Google Ads Account
JD + Others	1,00,000	we'll create paid directories in various important web
Social Media	85,000	for social media Ads
Printing Materials	15,000	Get initial printing materials help to commence business
Support Expense	60,000	Expense for Support (in-house team of company)
Handling Charge	10,000	Handling charges
Total	5,00,000	+ GST 18%



The Detailing Gang®

Franchise Model	Allocation	Remarks
On boarding	50,000	On time
Google Ads	3,60,000	we'll recharge to your Google Ads Account
JD + Others	2,00,000	we'll create paid directories in various important web
Social Media	2,35,000	for social media Ads
Printing Materials	15,000	Get initial printing materials help to commence business
Support Expense	1,20,000	Expense for Support (in-house team of company)
Handling Charge	20,000	Handling charges
Total	10,00,000	+ GST 18%

CARNAMA®

Franchise Model	Allocation	Remarks
On boarding	50,000	On time
Google Ads	3,60,000	we'll recharge to your Google Ads Account
JD + Others	2,00,000	we'll create paid directories in various important web
Social Media	2,35,000	for social media Ads
Printing Materials	15,000	Get initial printing materials help to commence business
Support Expense	1,20,000	Expense for Support (in-house team of company)
Handling Charge	20,000	Handling charges
Total	10,00,000	+ GST 18%



Investment breakup

Door2Door Car Wash®

Franchise Model	Remarks
Mobile Setup Cost	2 to 3 Lakhs subject to you and your plan whether two wheeler or four
Franchise Fee	2 Lakh
Working Capital	3 Lakh+
Total	7 Lakh +

Ola Car Wash Center

Franchise Model	Remarks
Infrastructure	2 to 3 Lakh
Setup Cost	5 to 7 Lakh+ subject to area and machinery & equipment
Franchise Fee	5 Lakh
Working Capital	3 Lakh+
Total	10 Lakh +



The Detailing Gang®

Franchise Model	Remarks
Infrastructure	15 to 20 Lakh
Setup Cost	7 to 10 Lakh+ subject to area and machinery & equipment
MISC Cost	3 Lakh+
Franchise Fee	10 Lakh
Working Capital	5 Lakh+
Total	40 Lakh +

CARNAMA®

Franchise Model	Remarks
Infrastructure	30 to 40 Lakh
Setup Cost	10 to 15 Lakh+ subject to area and machinery & equipment
Stock	1 Cr+
Franchise Fee	10 Lakh
Working Capital	20 Lakh+
Total	1.7 Cr+



How to Set Up Your Franchise?



Setup, Renovation & Machinery Supply

All setup work — including equipment supply, space renovation, and branding — will be arranged through our channel partners.



Customized Estimates

A detailed project estimate will be provided after finalizing your location and business model.



On-Site Inspection (If Required)

Our inspection team or engineers may visit your site to assess requirements and suggest layout or equipment placement for optimal operation

From concept to completion, we ensure a smooth and professional setup experience tailored to your city and business scale.



Staff Arrangement – We've Got You Covered

Worried about hiring or managing staff? Don't be. We ensure you're never alone in building your dream team



Here's how we support you



Guidance on Staff Hiring

We help you identify and recruit essential team members — including professional detailers, car washers, and PPF installers — based on your locality and business size



Training Support

Need to train your existing or new staff? We provide both capsule and in-depth training modules to upskill them to industry standards.



Staff Sourcing Made Easy

We share trusted channels and hiring platforms where you can easily recruit skilled workers.

From hiring to training, our team is always ready to support your operations, ensuring you have the right people to deliver exceptional service.



Professional Training Programs

Empowering You and Your Team for Real-World Success

At Ola Car Wash, we don't just offer a franchise — we build professionals. Our training programs are designed to ensure that every staff member, from ground-level technicians to customer executives, is skilled, confident, and ready to deliver top-tier service.



Available Training Modules for Franchise Partners:



Car Detailing : 1 Month

Charge: ₹15,000 per candidate

Topics Covered: Car washing, dry cleaning, vacuuming, rubbing, polishing, Teflon coating, and underbody anti-rust coating.

Mode: Practical + Theoretical



Car Coating : 7 Days – Advanced

Charge: ₹10,000 per candidate

Eligibility: Must be a trained car detailer

Topics Covered: Ceramic coating, graphene coating application, brand-wise coating techniques, safety precautions



PPF Installer: 1 Month – Professional

Charge: ₹50,000 per candidate

Eligibility: Experienced detailers or trained technicians

Topics Covered: PPF film handling, cutting, stretching, edge wrapping, heat-gun application, and finishing techniques



Customer Care Executive: 1 Month

Charge: ₹20,000 per candidate

Topics Covered: Sales pitch, lead handling, CRM tools, franchise workflow, follow-ups, communication etiquette.



Admin/Office Staff: 7 Days – Professional

Charge: ₹10,000 per candidate

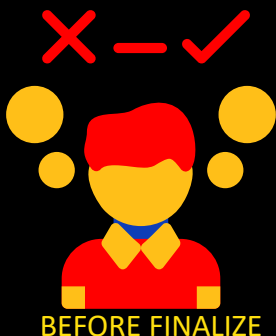
Topics Covered: Basic business operations, online dashboard handling, quotation making, service booking management



All Programs Include:

- Hands-on Practical Training
- Live Demonstrations & Roleplays
- Theory Sessions with Industry Insights
- Certification Upon Completion

Invest in skill. Build a team that performs. Let's grow together — professionally and profitably.



BEFORE FINALIZE

You Should Have a Strong Determination



Fix a Clear Destination

You must know exactly what you're aiming for — income, growth, stability, respect, or all of them.



Be Ready to Become a Job Provider

This is not just about self-employment — it's about creating opportunities for others.

You will play a role in supporting families and livelihoods through your venture.



Aim to Become a Market Leader

Don't just enter the industry — lead it.

Your ambition should be to set standards, build trust, and dominate your local market with quality service and brand value.



Adapt Your Strategy as the Market Evolves

Markets are dynamic. Customer needs change.

To reach your goal, be prepared to revise your strategies regularly based on real-time insights and competition.



Be Financially Ready

A strong start needs more than just intent.

Ensure you have enough funds for setup, marketing, staff, and daily operations to run your business smoothly.



How to Start?



Apply Online

No initial payment is needed at this stage



Survey Market Demand

A technical survey will be conducted to evaluate market potential and customer demand in your selected area (based on last 12 months).

Survey Fee: ₹5,000 only



Strategic Business Design

Based on the survey results, we'll help you design a customized business model tailored to your local demand and competition



Final Payment & Agreement

Once you're satisfied and ready, proceed with the final payment

Activation and onboarding process begins
(Takes approx. 30 days minimum)



After setup and training, we assist you with a high-impact Grand Opening event to launch your business with visibility and confidence.

OLA CAR WASH (P) LIMITED

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