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# QUOTATION BOOK FOR RETAIL OUTLET MODEL OF MY INDIFUELS

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# INTRODUCTION

My Indifuels Pvt Ltd is offering four distinct models for establishing retail outlets for fuel and Bio-CNG across various locations: DODO (Dealer Owned Dealer Operated), DOCO (Dealer Owned Company Operated), COCO (Company Owned Company Operated), and Company-Dealer Partnership Model. The following comparative analysis outlines the revenue potential based on investments in diesel and petrol pumps located on State Highways (SH), Local PWD Roads, National Highways (NH), and Bio-CNG pumps.



# DODO (DEALER OWNED DEALER OPERATED) MODEL

## Investment and Setup

- State Highways (SH): ₹60 Lakh for fuel pump setup
- National Highways (NH): (80lakh + 20 lakh Conopy )for fuel pump setup
- Bio-CNG Pumps (Any Road): ₹1.40 Crore for setup

## Revenue Model

- Profit Sharing: The dealer is responsible for the full operation and management of the pump. The company supplies the fuel (diesel, petrol, and Bio-CNG) to the dealer at a discounted of 6 to 8 Rs Per litre rate.
- Revenue Stream: The revenue generated is based on the volume of fuel sold, with the dealer bearing the operational costs, marketing, and manpower. A fixed margin is provided for each litre sold.

## Risk and Return

- The dealer holds the investment risk but receives the full revenue from the sales. Profits are directly proportional to the volume sold, and the dealer bears operational costs, including manpower and logistics.
- Company Role: The company provides fuel and branding support, ensuring a consistent supply and marketing strategies.

**Suitable Locations:** This model is ideal for entrepreneurs looking to invest in retail outlets and are equipped to manage daily operations independently.





# COCO (COMPANY OWNED COMPANY OPERATED) MODEL

## Investment and Setup

- State Highways (SH): ₹60 Lakh for fuel pump setup
- National Highways (NH): ( ₹80lakh + 20 lakh Conopy ) for fuel pump setup
- Bio-CNG Pumps (Any Road): ₹1.40 Crore for setup

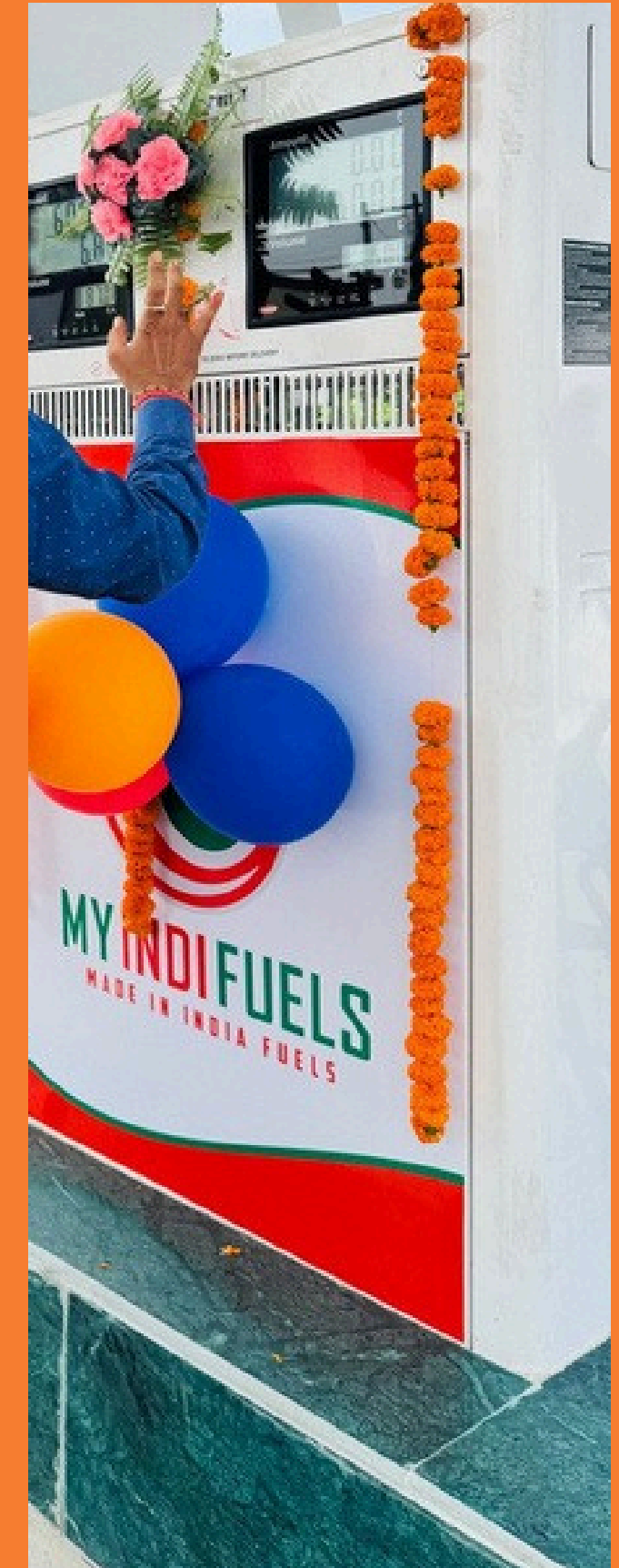
## Revenue Model

- Profit Sharing: In this model, the company fully owns and operates the retail outlet, handling all operational aspects from fuel supply to staffing and marketing. The revenue generated is retained by the company.
- Revenue Stream: The company retains all profits, but will pay fixed monthly rent as mutually agreed to dealer.

## Risk and Return

- The company bears all the risks associated with the outlet, including operational and investment risks. The dealer does not participate in profit sharing and is not required to make any additional investments once the setup is complete.
- Company Role: Full responsibility for setup, operations, staffing, and management. The company retains all revenue from the outlet.

**Suitable Locations:** This model is ideal for My Indifuels Pvt Ltd to manage high-volume locations where operational control and quality assurance are crucial.





# DOCO (DEALER OWNED COMPANY OPERATED) MODEL

## Investment and Setup

State Highways (SH): ₹60 Lakh for fuel pump setup

National Highways (NH): ₹1 Crore for fuel pump setup

Bio-CNG Pumps (Any Road): ₹1.40 Crore for setup

## Revenue Model

**Profit Sharing:** The dealer owns the outlet, but the company operates and manages the day-to-day business. The company handles the staffing, operations, and supply chain, while the dealer is responsible for providing the location and infrastructure.

**Revenue Stream:** The company Provide fixed monthly return ranges from 2 to 4% of the investment . The company controls the operation, ensuring optimized supply and operational costs.

## Risk and Return

The dealer's risk is limited to the initial investment and infrastructure. The company bears the operational and management risks, while the dealer benefits from revenue sharing.

**Company Role:** The company handles all operations, marketing, and supply logistics, ensuring efficient operations and consistent profits.

**Suitable Locations:** Best suited for individuals or organizations that can invest but prefer the company to take the lead in managing operations, minimizing their involvement in day-to-day functions.





# COMPANY-DEALER PARTNERSHIP MODEL

## Investment and Setup

- State Highways (SH): ₹60 Lakh for fuel pump setup
- National Highways (NH): ( ₹80lakh + 20 lakh Conopy )for fuel pump setup
- Bio-CNG Pumps (Any Road): ₹1.40 Crore for setup

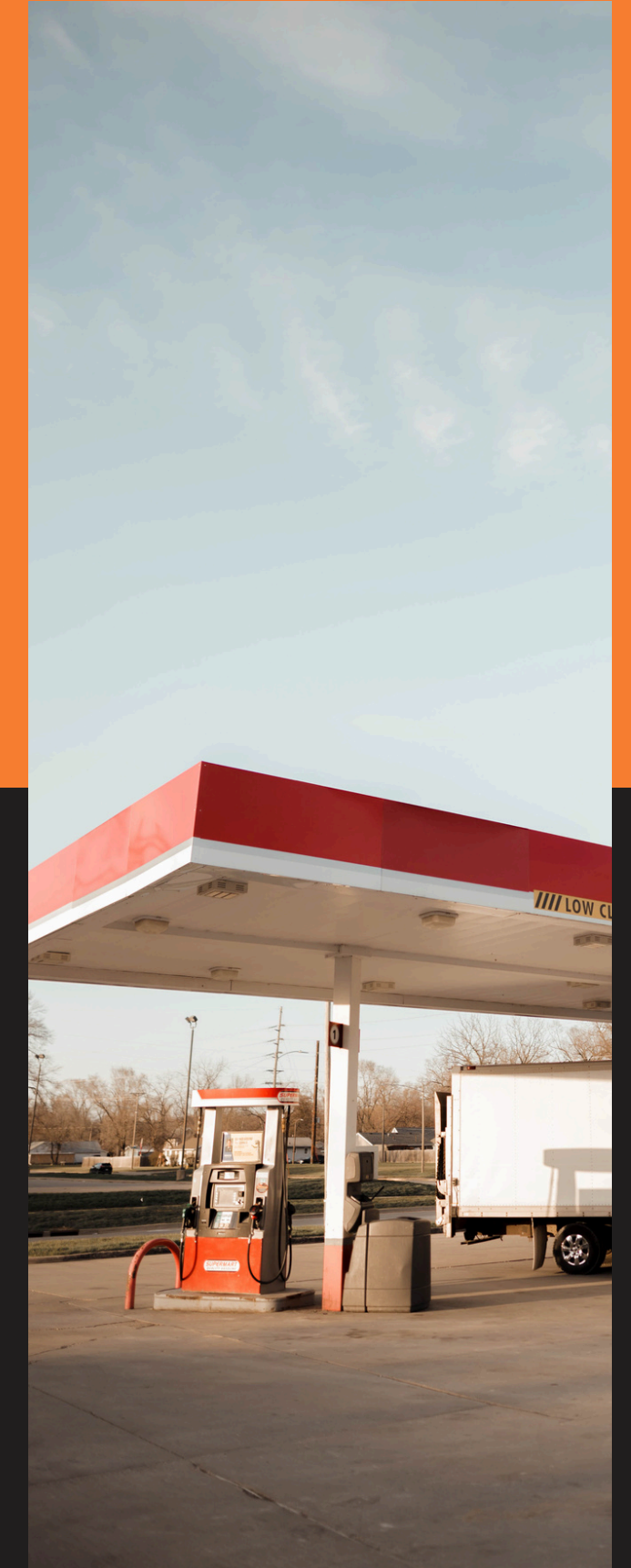
## Revenue Model

- Profit Sharing: The company and the dealer enter into a partnership, with the dealer contributing the investment in the pump and the company providing fuel, operational management, and support.
- Revenue Stream: The partnership is structured with revenue sharing based on a pre-agreed percentage. The company will handle day-to-day operations, marketing, staffing, and supply chain, while the dealer provides location infrastructure.

## Risk and Return

- The dealer shares both the risks and rewards of the business, contributing to both the investment and the operational process. The dealer receives a percentage of the profits based on their contribution.
- Company Role: The company provides support in terms of fuel supply, operations, marketing, and staff training. It holds a significant stake in operations, ensuring operational excellence.

**Suitable Locations:** This model works well when the dealer can contribute to the infrastructure investment but requires the company's expertise in operations and supply chain management





# Comparative Analysis

## Based on Investment

Model	Investment	Revenue Sharing	Risk	Company's Role	Suitable For
DODO	₹60L (SH) / ₹1Cr (NH) / ₹1.40Cr (Bio-CNG)	Fixed Margin per Liter	High (Dealer bears full operation costs)	Fuel Supply, Branding Support	Independenter ators & entrepreneurs
DOCO	₹60L (SH) / ₹1Cr (NH) / ₹1.40Cr (Bio-CNG)	Fixed Monthly Return (2-4%)	Moderate (Company handles operations)	Moderate (Company handles operations)	Investors preferring less involvement in operations
COCO	₹60L (SH) / ₹1Cr (NH) / ₹1.40Cr (Bio-CNG)	Fixed Monthly Return (2-4%)	Moderate (Company handles operations)	Full Operations, Marketing, Logistics	Independent operators & entrepreneurs
Company & Dealer partner	₹60L (SH) / ₹1Cr (NH) / ₹1.40Cr (Bio-CNG)	Company Retains Full Revenue	Low (Company bears full risk)	Complete Ownership & Operations	High-volume locations requiring full control



# RETAIL OUTLETS BIFURCATION (SH)

## Work Discription

## Cost

1. Registration Fees -	600,000
2. Machine (Dispenser Units) - 2 Nos-	
• STP - 2 Nos	
• Tank (30 & 20kl)	
• Pipeline fitting	28,00,000
3 Totem , Electric Fitting , Light pole , LED	600,000
4 Air Compressor, First -Aid Kits, Water Coolar	150,000
5 Noc Certification	150,00,00
6 Labour Charge	350,000

**Total Costing - 60,00,000**



# RETAIL OUTLETS BIFURCATION (NH)

<u>Work Discription</u>	<u>Cost</u>
1.Registration Fees -	600,000
2.Machine (Dispenser Units) - 2 Nos-	
• STP - 2 Nos	
• Tank (40 & 30kl)	
• Pipeline fitting	33,00,000
3 Totem , Electric Fitting , Light pole , LED	600,000
4 Air Compressor, First -Aid Kits, Water Coolar	15,00,00
5 Noc Certification	150,00,00
6 Labour Charge	350,000
7 Conopy	15,00,000

**Total Costing - 80,00,000**



# BIFURCATION OF (BIO CNG ) OUTLETS

<u>Work Discription</u>	<u>Cost</u>
1.NOC Certification	15,00,000
2.Fitting	
• (4500 LTR WATER CAPACITY SINGLE BANK CASCADE-2, PESO APPROVED CBG BOOSTER COMPRESSOR-1, PESO & W&M APPROVED 2 ARMS CBG CAR DISPENSER-1, TOTEM, CANOPY & MONOLITH, HIGH-PRESSURE TUBING WORK INCLUDING MATERIAL FOR A 1000 SQ MTR, ELECTRICAL WORK INCLUDING ALL STATION CABLING, LIGHTING, APFC PANEL, UPS, EARTHING)	1,10,00,000
3.LOI	10,00,000
4.Labour Charge	500,000
5.Conopy	20,00,000

**Total Costing - 1.40cr + 20 lakh (Conopy)**



# ASSUMPTIONS



- **SH Roads (Basic Investment: ₹60 Lakh)**

- Petrol: 800 L/day
- Diesel: 1200 L/day
- Petrol Margin: ₹8/L
- Diesel Margin: ₹6/L
- Monthly expenses (Staff, Labour, Electricity): ₹50,000



- **NH Roads (Basic Investment: ₹1 Cr)**

- Petrol: 1000 L/day
- Diesel: 2500 L/day
- Petrol Margin: ₹8/L
- Diesel Margin: ₹6/L
- Monthly expenses (Staff, Labour, Electricity): ₹80,000



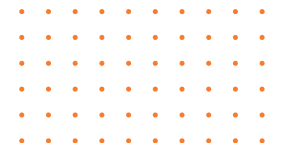
- **BIOCNG Pumps (Basic Investment: ₹1.40 Cr)**

- CNG Sales: 4500 kg/day
- CNG Margin: ₹6/kg
- Monthly expenses (Staff, Labour, Electricity): ₹70,00





# REVENUE CALCULATION



## Revenue from SH Roads

Petrol Revenue:  $800 \text{ L/day} \times ₹8/\text{L} \times 30 \text{ days} = ₹192,000/\text{month}$

Diesel Revenue:  $1200 \text{ L/day} \times ₹6/\text{L} \times 30 \text{ days} = ₹216,000/\text{month}$

Total Revenue from SH:  $₹192,000 + ₹216,000 = ₹408,000/\text{month}$

## Revenue from NH Roads

Petrol Revenue:  $1000 \text{ L/day} \times ₹8/\text{L} \times 30 \text{ days} = ₹240,000/\text{month}$

Diesel Revenue:  $2500 \text{ L/day} \times ₹6/\text{L} \times 30 \text{ days} = ₹450,000/\text{month}$

Total Revenue from NH:  $₹240,000 + ₹450,000 = ₹690,000/\text{month}$

## Revenue from BIOCNG Pump

CNG Revenue:  $4500 \text{ kg/day} \times ₹6/\text{kg} \times 30 \text{ days} = ₹810,000/\text{month}$





# MONTHLY EXPENSES

- SH Roads: ₹50,000
- NH Roads: ₹80,000
- BIOCNG Pump: ₹70,000

## NET CASH FLOW CALCULATION (REVENUE – EXPENSES)

### SH Roads

Net Cash Flow = ₹408,000 (Revenue) – ₹50,000 (Expenses) =  
₹358,000/month

### NH Roads

Net Cash Flow = ₹690,000 (Revenue) – ₹80,000 (Expenses) =  
₹610,000/month

### BIOCNG Pump

Net Cash Flow = ₹810,000 (Revenue) – ₹70,000 (Expenses) =  
₹740,000/month





# RETURN ON INVESTMENT (ROI)

ROI is calculated as:

$$\text{ROI} = \left( \frac{\text{Annual Net Cash Flow}}{\text{Initial Investment}} \right) \times 100$$

SH Roads

Annual Net Cash Flow = ₹358,000 × 12 = ₹4,296,000

ROI =  $\left( \frac{₹4,296,000}{₹60,00,000} \right) \times 100 = 71.6\%$

NH Roads

Annual Net Cash Flow = ₹610,000 × 12 = ₹7,320,000

ROI =  $\left( \frac{₹7,320,000}{₹1,00,00,000} \right) \times 100 = 73.2\%$

BIOCNG Pump

Annual Net Cash Flow = ₹740,000 × 12 = ₹8,880,000

ROI =  $\left( \frac{₹8,880,000}{₹1,40,00,000} \right) \times 100 = 63.4\%$

- **Break-Even Point (BEP):** The break-even point can be calculated as the point where total revenue equals total costs (investment + expenses).

$$\text{BEP} = \frac{\text{Initial Investment}}{\text{Net Cash Flow per Year}}$$

For each model, the break-even point is as follows:

- SH Roads: ₹60,00,000 ÷ ₹4,296,000 = ~14 months
- NH Roads: ₹1,00,00,000 ÷ ₹7,320,000 = ~14 months
- BIOCNG Pump: ₹1,40,00,000 ÷ ₹8,880,000 = ~16 months





# COMPARISON OF MODELS

Model	Investment	Monthly Revenue	Monthly Expenses	Net Cash Flow	ROI	Break-Even Point	Cash Flow per Year
SH Road (₹60 Lakh)	₹60,00,000	₹408,000	₹50,000	₹358,000	71.6%	14 months	₹4,296,000
NH Road (₹1 Cr)	₹1,00,00,000	₹690,000	₹80,000	₹610,000	73.2%	14 month	₹7,320,000
BIOCNG Pump (₹1.40 Cr)	₹1,40,00,000	₹810,000	₹70,000	₹740,000	63.4%	16 months	₹8,880,000

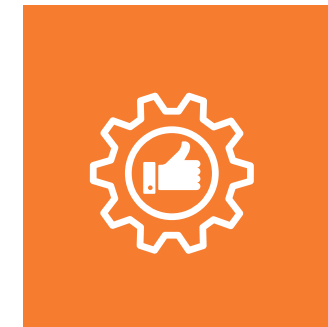


# WHY MY INDIFUELS IS DIFFERENT FROM OTHER OMCS:



## Revenue Share:

Unlike other OMCs, My Indifuels offers a more attractive and profitable margin for petrol, diesel, and CNG fuels.



## Cost Efficiency:

We maintain a lower monthly operational cost compared to other OMCs, ensuring better profitability.



## Sustainability:

Our BIOCNG business ensures alignment with sustainable energy practices, offering a unique selling point in the market.



## Customer-Centric Approach:

We focus on long-term partnerships with dealers, ensuring transparency and clear financial performance metrics for everyone involved.





# APPLICATION PROCESS:

## Step 1: Initial Inquiry

Visit the official website of My Indifuels Pvt Ltd or contact our customer support to register your interest. Fill out the application form with all required details, including personal information, proposed location, and type of retail outlet (SH, NH, BIOCNG).

## Step 2: Site Verification

Our team will assess the proposed site for feasibility and compliance with regulatory standards. A detailed report will be shared, including the project cost and expected ROI.

## Step 3: Signing the Contract

Upon approval, sign the agreement to become an authorized dealer with My Indifuels. Submit the first installment of ₹6 Lakh as the initial contract amount to proceed with the project via Demand Draft (DD).

**Company will provide Access of CRM software to the dealer to complete and operate the project smoothly**



# INSTALLMENT DESCRIPTION FOR THE PROJECT COST

The total project cost for the retail outlet will be divided into three installments as follows:

## 1. First Installment: ₹6 Lakh (Contract Amount)

- This initial payment confirms your commitment to the project.
- It includes costs related to documentation, initial planning, and site preparation.
- Apply NOC to District Magistrate and complete NOC of 1-2 Department

## 2. Second Installment: 40% of the Remaining Project Cost

- After deducting the first installment from the total project cost, calculate 40% of the remaining amount.
- This installment is used for infrastructure development, including:
  - Civil construction of the outlet.
  - Procurement of equipment and machinery.
  - Installation of underground tanks and pipelines.
  - Completion of all NOC's

Example Calculation:

For SH Road Project (₹60 Lakh Total Cost): Remaining after 1st installment = ₹60,00,000 - ₹6,00,000 = ₹54,00,000.

Second Installment = 40% of ₹54,00,000 = ₹21,60,000.

## Third Installment: 60% of the Remaining Project Cost

- Pay 60% of the remaining project cost after the second installment.
- This installment is used for the final stages of development, including:
  - Installation of dispensing units and branding.
  - Final infrastructure touches and regulatory approvals.

Example Calculation:

For SH Road Project (₹60 Lakh Total Cost): Remaining after 1st installment = ₹54,00,000.

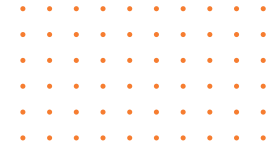
Third Installment = 60% of ₹54,00,000 = ₹32,40,000.



# Example of Installment Breakdown

Project Type	Total Cost	1st Installment (₹6 Lakh)	2nd Installment (40% of Remaining)	3rd Installment (60% of Remaining)
SH Road	₹60,00,000	₹6,00,000	₹21,60,000	₹32,40,000
NH Road	₹1,00,00,000	₹6,00,000	₹37,60,000	₹56,40,000
BIOCNG Pump	₹1,40,00,000	₹6,00,000	₹53,60,000	₹80,40,000





# CONTACT US

We aspire to lead the industry through innovation and excellence, driving sustainable development and creating a lasting impact on the communities we serve.



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