



## FOCUS FRANCHISEE OF THE MONTH DEEHER GIFTS

**29<sup>th</sup>**  
JUNE 2016

In a Candid interview with Presto Personalised Wonders, Vipin Agarwal, Proprietor Presto, Seasons Mall, Magarpatta city, Pune talks about the concept of customisation and how it has evolved in last 5 years or so. According to him, Personalised gifts are now a popular search keyword in Google and consumers are increasingly demanding personalisation in gifts. The personalised gift market is still in its nascent stage, yet growing by more than 100 percent year on year. Special days like Valentine's, Mother's Day, Father's Day, etc. present great business opportunities as customers prefer to buy personalised gifts on these days. The estimated size of the customised gifts market today stands at around Rs 500 crore annually.

### Transcript of chat with Vipin:

#### • What type of work did you do before you got into your own business?

I am a Software engineer and a first generation Entrepreneur too.

#### • Why did you Choose to go into your own business?

To get flexibility to earn and become my own Boss.

#### • When did you open your business?

May 2015

#### • Why did you choose the Presto franchise?

As I had already said that Personalised gifts is in boom and Presto is the largest retail chain in India in Personalised gifts, so I chose to be part of it.

#### Ongoing Support:

#### • Has Presto supported your business activities and results to the level of your expectations or need? Can you give an example?

Behind every success story there is woman people say, but proudly I can say behind my success story stands Presto Team.

#### • Is there enough/too much training? Is Presto flexible in giving more training to franchise

#### owners who need/want it?

Presto provides 360 degree support and training/ hand holding done is up to the mark.

#### • How was your experience at the recently concluded Presto franchise meet?

It was really a pleasure meeting up with the Presto Team and other Franchise owners from all over the country. I would take this opportunity to Congratulate Presto team for the fantastic arrangement and the hard work put in the event. It was enriching to know about the new Products getting added which will help us to scale further heights in 2016.

#### Marketing Programs:

#### • How does Presto contribute to your marketing efforts? What are the results of those marketing efforts?

Presto is guiding us to plan our Marketing strategy and how to implement the same. As of now we are under Research and Analysis phase where we are



looking for options to get better result with minimal cost.

• **Do you have any strong competitors in your area? If so, who? What do you think are your major competitive advantages that set you apart?**

I can proudly say Presto products and quality is incomparable, so we have no competitors.

#### Franchisor / Franchise owner Relations:

• **Is the Presto Company supportive and caring about you and your operations? What makes you say that?**

Yes, Presto is very supportive right from Day 1 of sign up, Presto Team helps the store to get on the right track. All our suggestions are well taken and executed.

#### Investment and Owners Role:

• **How did you determine the location/territory you have?**

We did almost 3-4 months analysis to get the location for shop. We were looking for an option where we can get unique as well as repeated

customers. The reason why we choose seasons mall is that it has its own township, which added an extra advantage.

• **Currently, what is your hourly commitment to your business per week? Has the amount of time you work changed since the first few months you were open?**

My brother Vishnu is 100% involved into the business and I am devoting 3 hours per day.

• **What is your role in the business?**

I am the backbone of my business.

#### Earnings:

• **What were your expectations for annual revenue? How long did it take you to realize those expectations?**

We expected around 24 lacs as our annual revenue but we have achieved 22 lacs in the first year.

• **What has the greatest effect on your annual net profit?**

Unique products from Presto are eye catching and customers come back to purchase as and when

required. We mainly focus to improve our customer service, so may be "word of mouth" marketing worked for us.

• **What will you do differently in your business this year? Why have you decided that?**

We will try to focus on marketing this time to reach more potential customers. As I am from IT background so always try to search for effective marketing strategies with minimal costing.

#### Conclusion:

• **If you had it to do over, would you decide to get into this business again? Why/why not?**

Yes definitely I will as none other brand has such unique and wide variety of products but I would like to suggest presto to keep yourself updated according to the latest effective marketing trends to bring awareness among people about our Brand.

We will try to focus on marketing this time to reach more potential customers. Since from IT background i always try to search for effective marketing strategies with minimal costing.



## Feedback from our Franchise Partner Mr Preetham

Let's hear what our Franchise Partner Mr Preetham (Coimbatore) says:

**"How a big shocking news changes to Wow in less than 1 day:**

75 Nos MTO for BL27 order was placed few weeks back for one of our new Customer. Delivery planned on next Saturday and we placed order a week before Saturday. Entire order was executed in two days and we got confirmed dispatch by following Tuesday and delivery planned two days ahead of commitment to Customer on Thursday - In a mood to get appreciation from Customer Now comes the twist - When we checked the consignment status the next day after dispatch on Wednesday, a shocker - The Products were by mistake sent in Surface and not in Air. We found this only by around 5 PM. When the same was communicated and the consignment was tracked, we found that the truck carrying our material already left Kolkata and are towards Chennai - no way could we get back the material.

#### Other options:

Cancel the order and print the products in-house in Coimbatore. Problem is we don't have enough stock in hand and we worked a pricing to customer purely on the MTO pricing. Reprint the complete products and dispatch again. This sound good but this is going to cost you big money, as well as time. Time left is only 1 day as we need two days for transit and even after that we will receive the material only on the day of event. The event is scheduled to happen at 12 Noon at a place which is 40kms from Coimbatore. So it's going to be a very close call. Even if we receive material on scheduled day by around 11'o Clock, it's of no use, as delivery is planned at a far place. These are the constraints and we decided to try both the options. Now comes the part how Amitava and Debasree reacted for the incident. With so much confusions happening, the total communications from our side was only twice to communicate the criticality. The third call was from Debasree telling Amitava have given a nod to proceed for printing the complete order again. This was a big relief but we had only 8 hours for production time. But with so much pressure, production team ensured 40 Nos being dispatched and rest we managed locally. Tension till last minute: The dispatch was this time planned through new courier agency, which we have not used earlier, but only they committed delivery on Saturday so we tried with them. Material will reach Chennai by Air and by train to Coimbatore. Incidentally the material was cleared by our local agent in Coimbatore railway station. Now and we got confirmation on material receipt as early as 7.30 AM we got relieved and material was delivered right at customers door step at 10AM.

**My sincere thanks and appreciation for the entire team including Amitava, Debasree, Subhendu for understanding the issues and proactively acting to ensure things are falling in place quickly. A great team and All the Very Best to You Guys.**





## FROM THE EDITOR'S DESK



The personalised gift industry in India has become more varied and fast – change in the present retail environment. The gifting industry in India has registered a strong growth over the past decade thanks to rising income levels and aspirations. The offering of innovative products of Presto has made it the voice of every youth in India, today Presto has touched every young heart.

This is possible only because of our dedicated Presto Franchisee partners, who showered their love and affection towards our products.

Happy to share that our family is increasing day by day, last month Mr Swamil Patni from Vidisha and Mr Nitai from Bhubaneswar had joined the Presto family. By the end of July 2016 we are coming up with 8 new stores in India and one International store.

One major take away for us in this issue is learning from the secret of success story of our debutant partner from Pune. The other highlights of this issue includes "New Sublimatable Metal Key Chains", "Custom Printable Jigsaw Puzzle Box", "Custom Printable Rubik's Cube" and "Presto Smart Gift Finder".

Read on..

Happy Selling!!  
Manisha Agarwal



## PRESTO Launching New Products

### Sublimatable Metal Key Chains ▼





## Custom Printable Jigsaw Puzzle Box ▼



PUZZLE - RECTANGLE



This cute jigsaw puzzle made of high-quality hard board is great fun to gift and is loads of excitement and challenge for the recipient. Watch them put together the pieces and create the final picture and message. It's a super personalised gift for any special occasion and all ages!

Puzzles are all about gathering together. Gathering things is always fun. Especially, if you are putting together the photos that are very dear to you: you plunge into the lovely moments. You can have puzzles with custom pictures in various formats.



PUZZLE-HEART



RUBIK'S CUBE

## Custom Printable RUBIK'S CUBE

Rubik's cube is a 3D combination puzzle invented in 1974 by Hungarian Sculptor, originally called the Magic Cube. Presto added some more magic to it and made this customised. Each side of the cube can be personalised by photographs of your beloved ones. Gift the moment with fun.





# PRESTO

## Smart Gift Finder!

*Your Life Does Not Get  
Better By Chance, It Gets  
Better By Change!!*

It is with this Philosophy, We launch The PRESTO "Smart Gift Finder"

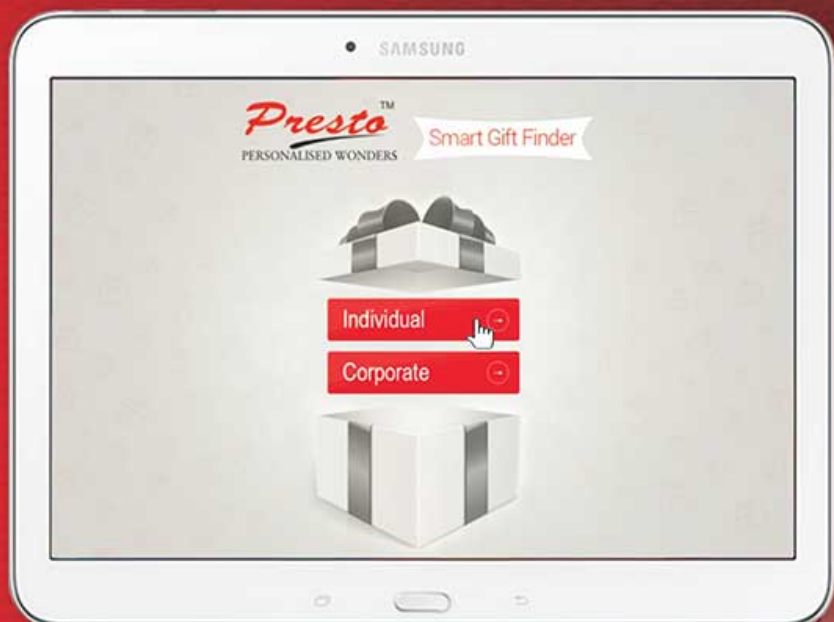
PRESTO today carries hundreds of products and most of them are suitable for multiple gifting categories like birthday, anniversary, farewell, corporate meet etc. A customer visualizes a product only as per the template shown on the product. For example a mug printed with birthday template will be assumed to be a birthday gift only. A physical catalogue can only show one template each product. Moreover the Presto product range has now reached a stage where it is impossible to display all products in the shop.

**Presto Smart Gift Finder provides a solution!**

Now we can show our products in the most organised manner across gifting categories. There is no limitation on the number of templates, products or gifting categories. This would provide the best buying experience possible to a customer at Presto shop. All you need is a 10" Android Tablet and we would do the rest.

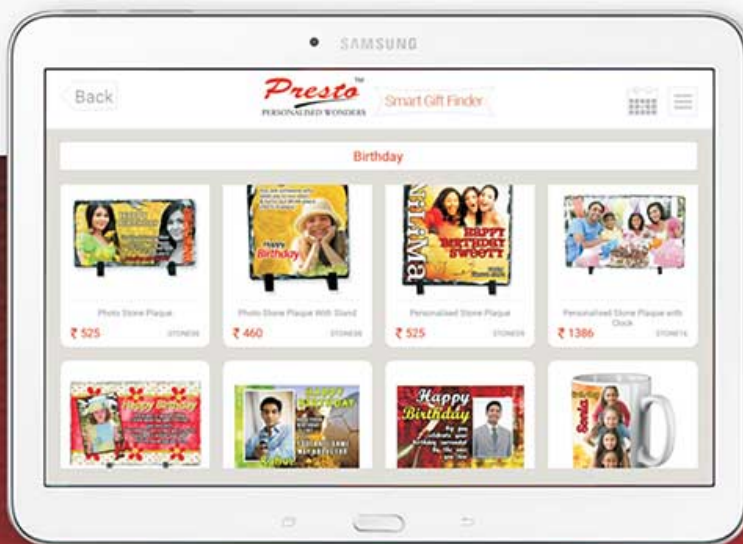
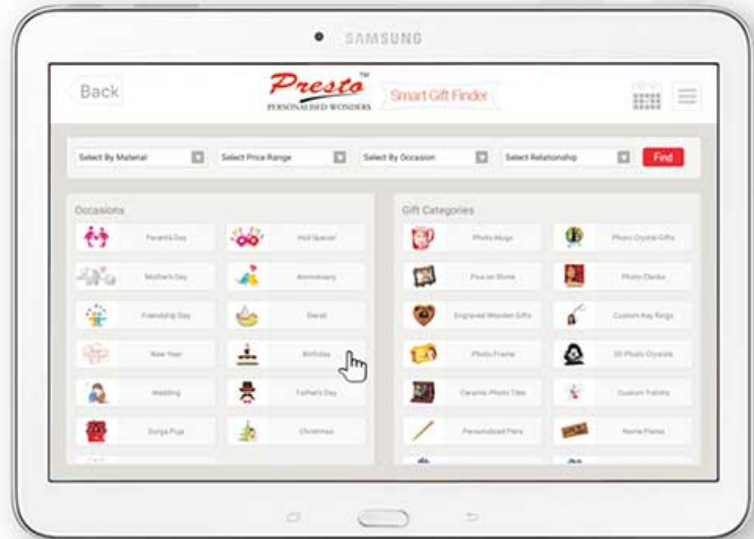
## HOME SCREEN

The customer makes his choice about his requirement being individual or of corporate nature.



## OCCASION MENU:

The customer chooses his Gifting Occasion from the available options.

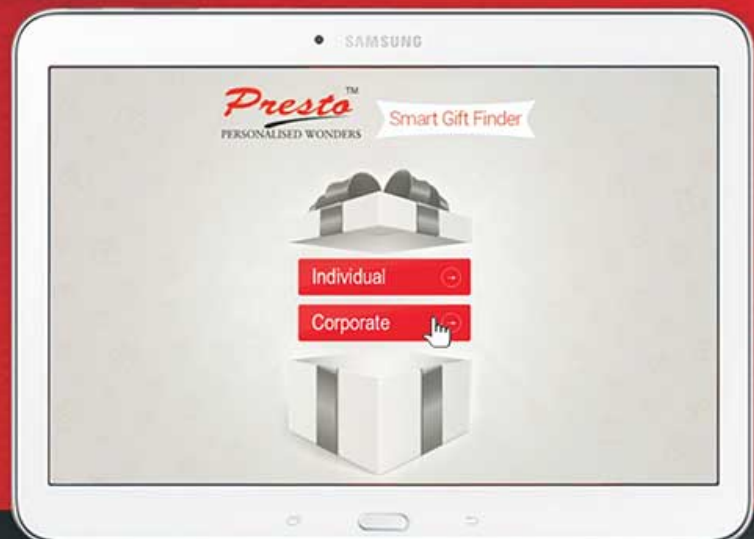


## PRODUCT MENU:

The customer gets to see all products under the chosen occasion with relevant templates. Product description and prices help him make a final choice.

## HOME SCREEN

The customer makes his choice about his requirement being individual or of corporate nature.





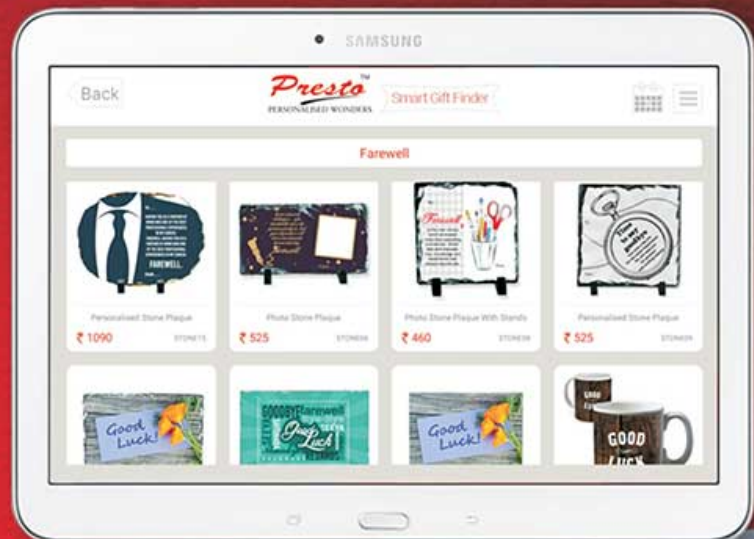


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The customer chooses his Gifting Occasion from the available options.

## PRODUCT MENU:

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# Some Important Points to note:

The Presto Smart Gift Finder is available exclusively to Presto franchisees only as a bonafide support.

All you need is a 10" Android Tablet with a display of 1280\*800, 1.2 GHz quad – core processor, 1.5 GB RAM, 16 GB storage or above. Most 10" tablet of good brands will meet these requirements and should cost approx Rs 17,000/-. We recommend SAMSUNG Galaxy Tab E (9.6 inch), available on Flipkart @ Rs. 16900/-

You are required to purchase this Tablet and send to us. So that we may install the initial software and send back to you.

All updates of Templates, Products, Occasion categories etc will be provided free of cost and the tablet will get auto updated every day at the time of first login. A Broadband internet connection at the store is required for the same.

You will need a tablet stand to secure the tablet. This can be purchased online and our team will be happy to assist you on the same.

For any further inputs please contact Amitava Saha @ 9007014571 or [amitava@prestowonders.com](mailto:amitava@prestowonders.com), who has been assigned to be the Project Manager of the Presto Smart Gift Finder.



**“Never Neglect an Opportunity for Improvement”**

**Presto®**

PERSONALISED WONDERS

Gifts | Awards | Mementos | Home Decor | Office Rubber Stamps

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