

# WHY OCM BIRLA GROUP FRACHIES

मजबूती  
मेरे जैसी..

*Nitin Kanbet*

निर्माण मजबूती का



भरोसा नीव से  
छत (निर्माण)  
तक



OCM BIRLA GROUP®  
का प्रीमियम उत्पाद



WEATHER PROOF



अपने देश की मजबूत  
मिट्टी से बना देश  
का मजबूत सीमेन्ट

EXCLUSIVE  
WHOLE-SALE SHOPEE

Toll Free No.  
1800 2080 111



ECO FRIENDLY

POWERED BY OCM BIRLA GROUP

# Why Ocm Birla franchise??



# MANUFACTURERS PROBLEM

- ❑ Today Medium & Large Manufacturers setup their Plants with the Promoter, Bank , Shareholders equity but when Production starts they are not able to Utilized their Capacity and Incurring Losses and in Most of the Cases these Units Became Sick and Closed .
  - ❑ They Neither Create a National Brand nor Cater the National Market.
  - ❑ Medium & Large Manufacturer Required a Reliable Brand Name which Represented Product Quality , Trust and Reliability to Connect with the Customers Directly.
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# OPPORTUNITIES WITH OCM Birla group

- To Join Hand with a Organized Player.
- Leverage on Marketing / Technical Expertise and Bandwidth.
- Use a Vast & Evolving Distribution Network in your Region.
- Access to More Customers in B2B / B2C / D2C Segments .
- Achieve a Higher **PROFITABILITY** per Sales Volume.
- Get More Opportunities to represent National Brand in your Region.
- Get More Benefits from our other Building Material Products. Guidance for How to do market in ur area from Top Marketing professional?? Quality Control for best Quality Products.



**BUSINESS  
OPPORTUNITY**

# Nitin kamboj (gold medalist –Carante on-boarded as Brand Ambassador for ocm birla group

मजबूती मेरे जैसी..  
*Nitin Kamboj*

निर्माण मजबूती का

भरोसा नीव से छत (निर्माण) तक

अपने देश की मजबूत मिट्टी से बना देश का मजबूत सीमेन्ट

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**OCM BIRLA GROUP का प्रीमियम उत्पाद**

**WEATHER PROOF**

**ECO FRIENDLY**



The advertisement features a central image of Nitin Kamboj, a gold medalist, pointing towards the viewer. To his left, there are two bags of cement: 'Concrete Super' and 'Super Plus'. To his right, there are two more bags: 'Birla Power+' and 'Birla Cement'. The background is a vibrant yellow and red. The text is in Hindi, emphasizing the strength and quality of the cement products. The OCM Birla Group logo is prominently displayed on the right side.

# Why Partner with **OCM BIRLA GROUP**?

- **OCM BIRLA GROUP** puts Significant Focus on Creating **Sustainable Franchisee** Partners with a **long term perspective** .
- **OCM BIRLA GROUP** has Developed a **Stringent Partner Selection** Model that Filters a Potential Partner on Many Parameters Most Important Being **Capability to Optimize Operations** & Bring Sizeable Difference in Net Profits.
- Staggered Approach to **Improve your Setup** with Strategic Inputs on Raw Material Sourcing, Optimizing Operations, Improving net Realization per Ton Sales.
- **OCM BIRLA GROUP** Believes in **You First Always Approach**
- **Significant Marketing & Brand Pull**
  - Ensure Optimum Capacity Utilization with Consistent Demand in the Market
- **Offers a Better Franchise Deal**
  - Raw material sourcing
  - Marketing and sales | Channel development
  - Access to larger projects
  - Better realization per ton/ Unit

**Ocm Birla group  
are Now Plans to Setup Franchisee  
/ Distributer Partner  
in  
Following Categories**

# Cement



# ply



# POP/Wall Putty/White cement



# Tiles





# Food items

OCM BIRLA GROUP

*fssai*  
Li. No.

**BIRLA GROUP**

**BIRLA**

**AGRO**

**PREMIUM GOLD**

**रोटी**

शुद्ध आटा

**BIRLA AGRO PREMIUM GOLD**

**बिरला एग्रो प्रीमियम गोल्ड**

A PRODUCT OF OCM BIRLA GROUP

किसान के खलियानों से सीधे आपकी रसोई तक

OCM BIRLA GROUP

OCM BIRLA GROUP

**100% NATURAL PRODUCT**

**OCM**

**BIRLA GROUP**

**BIRLA AGRO PREMIUM GOLD**

**बिरला एग्रो प्रीमियम गोल्ड**

Manufactured & Marketed by:  
**OCM BIRLA PRIVATE LIMITED**  
184/1, Main Road, Behat, Saharanpur  
Email : [customercare@ocmbirlagroup.co.in](mailto:customercare@ocmbirlagroup.co.in)

OCM BIRLA GROUP

OCM BIRLA GROUP

# Commercial Proposal

- Existing manufacturers associating with ocm Birla group pvt ltd
- Limited investment to start the project
  - Proper guidance how you capture mkt from Top industry professional
    - Franchise Fee
    - Manufacturing facility improvement
    - Office development
    - Launch marketing budget

Category	Franchise Fee	Royalty	Minimum assurance
Cement	10 lac	10/bag	5000 mt/ Month
plywood	10 lac	Inr 5 per sq ft	
Tiles	10 Lacs	INR 25 per SQM	INR 60-100 per sqft
pop	10 Lacs	2% of sales	
Wall putty/white cement	10 Lacs	2% of Sales	
Food iteams	10 lac	2% sales	

**About Ocm Birla Group**

**In next PPT**