

NXG Motors Dealership

NXG Motors is a flagship of RAIZADA-GROUP. State of the art electric two-wheeler manufacturer in India, also the company is testing its long range transportation pods. The company's strength lies in the design and development of new products. RAIZADA-GROUP is into various industries such as RESEARCH & DEVELOPMENT, AUTOMOBILE, TEXTILE, IoT, EDUCATION, LOGISTIC, AGRICULTURE, RESTAURANTS, INFRASTRUCTURAL DEVELOPMENT and HEALTHCARE. Here we look at the eligibility and requirements for starting a NXG-Motors dealership.

Automobile Industry in India

In India, the automobile industry is the 4th largest industry in the world with sales increasing by 9.5 % year-on-year to 4.02 million units (excluding two-wheelers) in 2017. The two-wheeler segment dominates the market on volume owing to a growing middle-class and a young population. India is also a leading auto exporter and has stable export growth expectations for the near future. Automobile exports grew 26.56 per cent during April-July 2018.

NXG Motors Mission and Vision

NXG Motors is committed to being a highly profitable and major concern towards environmental sustainability, and leading manufacturer of great value for money, environmentally friendly, and lifetime personal transportation products under the NXG brand.

Why NXG Dealership?

NXG has always stood for easy-to-handle, innovative, and environment-friendly products, backed by reliable customer service. NXG Motors has three manufacturing plants, located in (Sahudangi in Siliguri, Godha in Jharkhand and Bhopal in Madhya Pradesh).

NXG has an estimated vision to wide-spread network of bike showrooms spread throughout the country. Approximately 150 NXG bike dealers to be operating in India till of Oct 2025. NXG bike showrooms are planning to spread across 8 states in India.

- NXG Motors is working with a prime objective to provide a better future for the upcoming generation, with a clean and pollution free environment.
- The company is committed to creating offerings with best-in-class cutting edge technology.
- **Revenue Enhancement:** The company will help the dealer to increase the top line and widen customer base through innovative product, marketing support, and service offerings.
- **Operational & Spare Parts Support:** Spare parts support and operational support.
- **Credibility:** Partner with a nationally reputed brand and attract more customers.

Area Requirement

NXG Motors centre would require a lounge for the customers, working area, a parking area for bikes, space for display bikes, an office and other related merchandise. To include all these facilities, the space required should have a minimum area of 1500 to 2000 square feet.

Cost and investment

The cost of starting a NXG Motors Dealership will differ according to the location of the centre. Apart from the variation in land cost, the investment sum amount required to start a dealership will be from INR 30 lakhs to 50 lakhs and brand fee will be INR 1 lakhs.

Agreement and Term Details

Once the entrepreneur applies to NXG Motor, a concerned team of the company will contact the applicant to understand their requirements and evaluate the requirements and the location. Then the applicant would be asked to sign the MOU, and the team will share detailed business information with the applicant. As soon as the entrepreneur confirms the approval, the dealership would sign a 5-year dealership agreement, and it can be renewable.

Note:- SECURITY MONEY IS ONLY REFUNDABLE AFTER 5 YEARS.

NXG Motors eligibility

| | SILVER | ELITE |
|------------------------------------|---------------|-----------------|
| SHOWROOM SPACE | 800-1500 sqft | Above 1500 sqft |
| YEARLY MINIMUM SALE | 50 | 150 |
| TECHNICAL ON DEALER PAYROLL | 1 | 5 |
| SALES & ACCOUNT ON DEALER PAYROLL | 2 | 4 |
| WORKING CAPITAL | INR.28,00,000 | INR.50,00,000 |
| FIXED INVESTMENT SHOWROOM | INR.5,00,000 | INR.10,58,000 |
| SPARE PARTS KIT AND STANDARD TOOLS | INR.1,50,000 | INR. 3,50,000 |
| SECURITY DEPOSITE | INR.5,00,000 | INR.21,00,000 |

DEALER MANPOWER TRAINING MODULES

Service Technician

1. Basic Training 21 Days
2. Assembly Line 6 Days
3. Battery & Electrical 6 Days
4. Field Training 6 Days.
5. Expert Training 2 Days
6. Product Updates and Modifications 1 Day

FEATUERS

| | SILVER | ELITE |
|---|-----------------|-----------------|
| DEALER MOU/AGGREMENT COMPANY | 5 YEARS | 7 YEARS |
| EXECUTIVE SUPPORT FOR SECONDARY SALES | 5 days a month | 10 days a month |
| MARKETING SUPPORT | 2 ad a month | 5 ad a month |
| DIGITAL MARKETING | Rs.20,000/month | Rs.45,000/month |
| DEMO BIKE | 1 | 2 |
| ASSISTANCE IN FINANCE AND REGISTRATION | yes | Yes |
| DEALERSHIP TRANING PROGRAM | yes | Yes |
| CHARGING STATIONS | 1 | 3 |
| NEWS PAPER AD | 2 | 3 |
| MINIMUM STOCK | 7unit | 15unit |
| SPARE | 1.5 lakh | 4 lakh |

Sales incentives 8.9% to 20%

t&c applied