



**DETAILING-DEVILS**

A BLEND OF PERFECTION & PROTECTION



# DETAILING

## Introduction

Welcome to Detailing Devils, your ultimate destination for comprehensive car care solutions. Our exceptional range encompasses cutting-edge car beauty products and world-class Nano Coatings & Paint Protection Film (PPF).

Our unwavering commitment has yielded 10H DNA, an extraordinary Nano ceramic coating. This pinnacle of innovation safeguards vehicle paint, fabric, leather, glass, plastic, and rubber.

Since 2016, Detailing Devils has consistently delivered paramount products and services, persistently evolving and enhancing our offerings. Immerse yourself in a realm of automotive excellence – where every detail matters, and perfection is our constant pursuit.

## What We Do?

Our expertise lies in a range of services including Washing, Detailing, Car & Bike ceramic coating and Paint Protection Film services.

Our offerings encompass cutting-edge solutions like 'Skin Restoration Service' (SRS), 10H DNA Absolute Nano Ceramic Coating, 10H DNA Graphene, and Paint Protection Film, among others.

# DETAILING DEVILS

## Founder's MESSAGE

Hello, I'm Saurabh Ahuja

Founder - Detailing Devils

Dear Automobile Enthusiast,

“ From the very inception of Detailing Devils, it wasn't just about offering a service; it was about bringing a vision to life. Born from personal passion and an unwavering commitment to excellence, our brand has always sought to bridge the gap between a car's functionality and its reflection of one's identity.

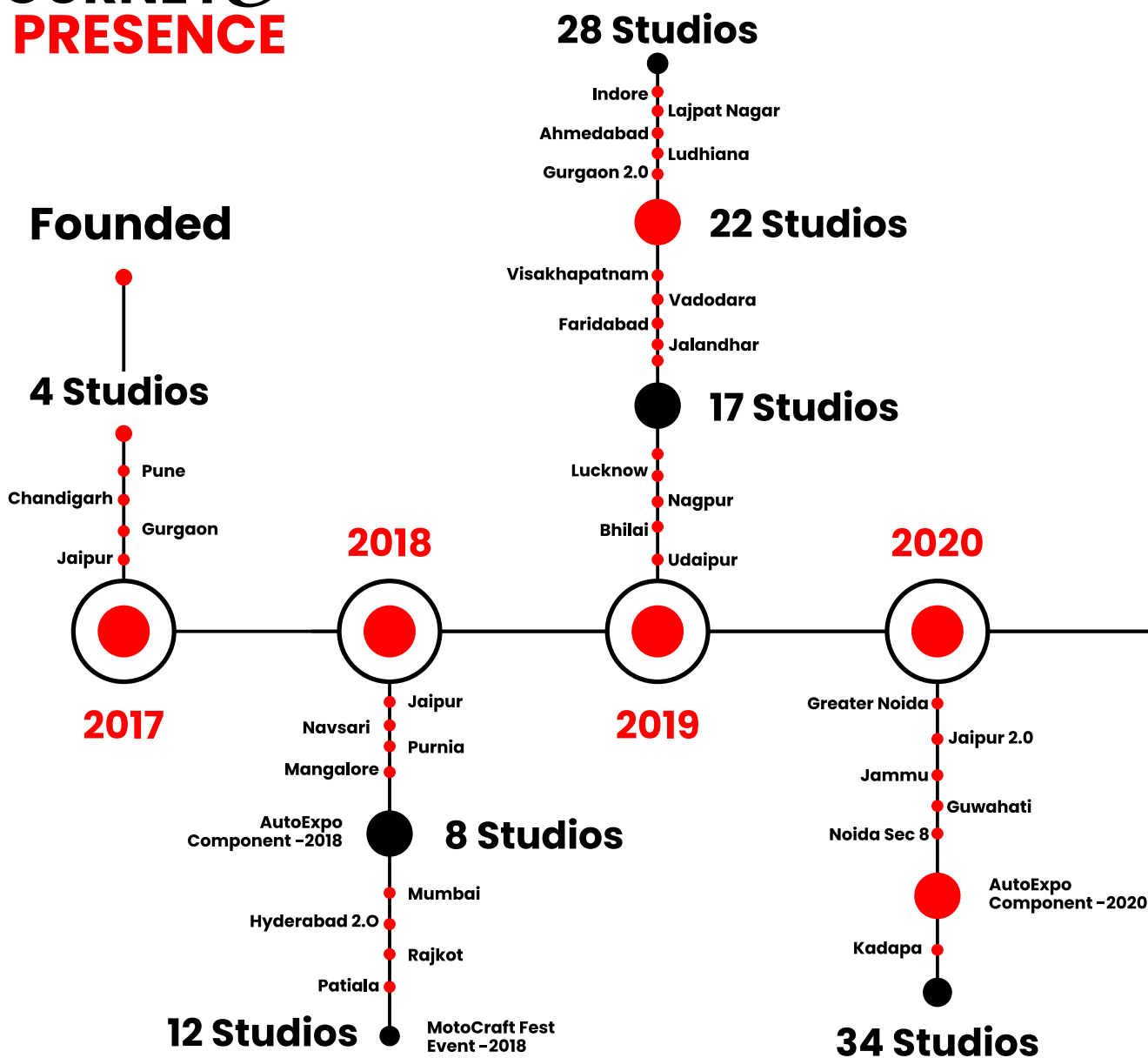
Every vehicle tells a story, much like my journey in establishing this venture. It began not just as a business, but as a tribute to the unparalleled beauty and intricacy automobiles bring into our lives. In a market teeming with generic solutions, Detailing Devils stood apart, echoing a unique story of dedication, challenges overcome, and an insatiable drive for perfection.

Trust is the backbone of any successful relationship. As I pen down this message, I assure you that entrusting your vehicle to us isn't just about detailing; it's about becoming a part of a legacy, a story, and a shared passion. It's about experiencing the very essence of luxury and witnessing your vehicle's rebirth.

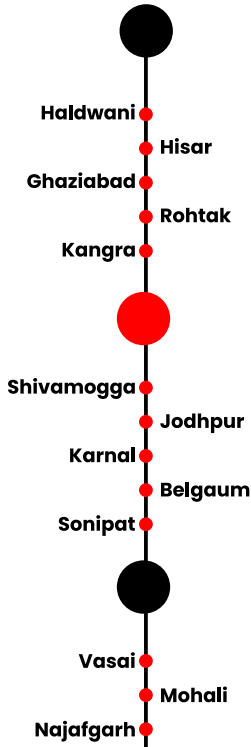
In an era where personal stories often get lost amidst commercial cacophony, I invite you to become a part of our journey, to resonate with our core values, and to drive not just a car, but a masterpiece. ”



# JOURNEY & PRESENCE



# 55 Studios



2021

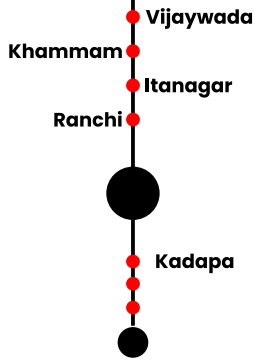
# 98 Studios



2022

2023

2024



64 Studios



Upcoming

114 Studios

RUNNING STUDIOS **110+** | HAPPY CUSTOMERS **55,000+** | UPCOMING STUDIOS **12+**

**50k+** FOLLOWERS | **600k+** FOLLOWERS | **8k+** SUBSCRIBERS



**Product are under quality.**  
Precisely manufactured in compliance with standards.



**We respect natural life.**  
Our riskless technologies are assured with Industry standards.



Water Repellency  
**ISO 4920**  
Rating 100/100

10H DNA Graphene

10H DNA Absolute

9H DNA Pro

9H DNA Reload

Crystal Vision

Leather Nano Armor

Fabric Nano Armor

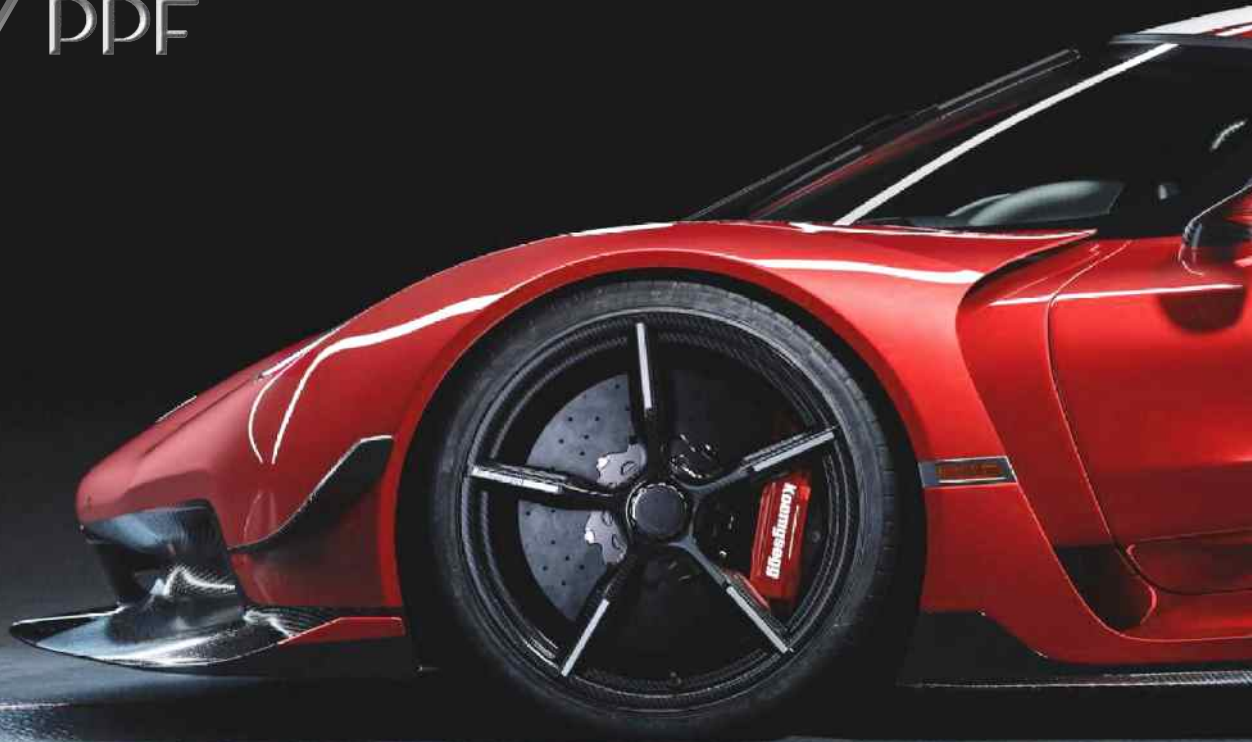
Nano Shine Armor

Wheel Nano Armor

Nano Trim Armor



Dragon  
PPF





PAINT PROTECTION FILM

Dragon PPF

PAINT PROTECTION FILM  
Even the powerful needs Dragon's Protection

FABRIC NANO ARMOR

NANO TRIM ARMOR





# Dragon PPF

Experience the Pinnacle of Vehicle Protection with DragonPPF.

Elevate your vehicle's defense against the harshest of elements with DragonPPF, the epitome of advanced paint protection. Every layer of our protection film speaks volumes of innovation: from the crystal-clear Transparent Repair Coating that retains your car's showroom shine to the resilience of the Aliphatic TPU Base Layer. Infused with a Nano Ceramic Pigment Layer, DragonPPF doesn't just protect, it accentuates the depth and richness of your vehicle's color. What's more, the Japanese Adhesive Layer ensures an unwavering bond, making peeling and flaking concerns of the past.

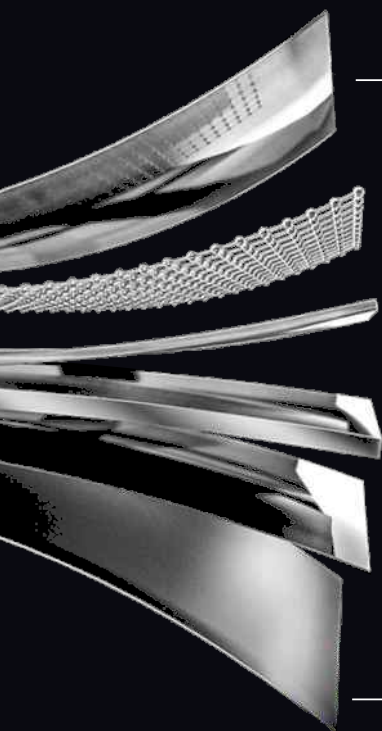
But our mastery doesn't stop at the mere protection. With metrics that speak for themselves, our film boasts a significant Elongation Rate at Break of 160~180%, ensuring flexibility over intricate contours. The remarkable Hydrophobic Property rating of R9-R10 implies that water spots and droplets are effortlessly repelled, ensuring your vehicle remains pristine.

Even the powerful needs Dragon's Protection ...





## Specifications



PET Liner

Transparent Repair Coating

Nano Ceramic Pigment Layer

Aliphatic TPU Base Layer

Japanese Adhesive Layer

Pet Release Film

Weight (Final Product)	: 350~400 (g/m <sup>2</sup> )
Weight (Glue)	: 25~30 (g/m <sup>2</sup> )
Thickness (Silicon Protection Film)	: 45~55 (um)
Thickness (TPU & HC)	: 150~180 (um)
Thickness (TPU & HC & Adhesive)	: 165~195 (um)
Thickness (PET Liner)	: 70~80 (um)
Elongation Rate at Break	: 160~180 (%)
Dimensional Stability (MD)	: 0.5 (mm)
Dimensional Stability (CD)	: 0.4 (mm)
Peel Adhesion	: 0.35 (N/25mm)
Initial Adhesive	: 6 (N/25mm)
24h, 180 Peel	: 12 (N/25mm)
Tensile Strength at Break	: 170 /m 20
Scratch Resistance (5pt)	: 4pt
Hydrophobic Property	: R9-R10



# PROTECTION X APPEALING

## SELF HEAL PROTECTION



Our paint protection film is designed with a unique self-healing feature. When minor scratches occur, the film automatically repairs itself, keeping the paint underneath untouched and looking as good as new. It's a reliable shield for your vehicle's finish

## D.N.A HYDROPHOBIC



Proprietary advanced technology help protect your car from Liquid Damage with technology proven to repel liquids, keeping the car cleaner for a longer period of time.

## SOLVENT PROTECTION



Resistant to solvents and alcohol-based liquids, designed to guard a vehicle's paintwork from damage caused by corrosive substances.

## MIRROR FINISH



Superior optical clarity of the film intensifies original paintwork, creating a mirror-like shine.

## STAIN PROTECTION



Protects your paint from the splats of insects, bird droppings, tree sap that cause damage to your car.

## COLOUR RETENTION



Formulated for excellent UV, heat and water resistance to preserve paintwork. Its UV resistant so it won't yellow over time.

# Dragon PPF Immortal

When it comes to safeguarding your vehicle's appearance and defending it against soot, impacts, and harmful substances, Dragon PPF Immortal is the answer.

Our cutting-edge paint protection film guarantees both stunning visual results and dependable performance, backed by an impressive 5-year warranty.

## Sheen (Gloss Finish)

Inspired by the mythical fire-breathing dragon, Dragon PPF Immortal is a paint protection film with extreme durability and performance.

Engineered to enhance the vehicle's finish while providing ultimate protection, Dragon PPF Immortal is a revolutionary new formula that delivers unmatched performance.

With its new, enhanced formula, it's a breeze to install, no matter what your skill level is.

## Haze (Matt Finish)

Dragon PPF Immortal Haze creates a sophisticated and unique finish for your vehicle. A beautiful smooth matte finish which enhances and transforms your vehicle's paint. Great conformability and optimal adhesive tack deliver high-quality, professional installation on complex curves of your vehicle.

Need something to jazz up your car and impress your friends? Upgrade your paint job with Dragon PPF Immortal Haze. This matte finish allows for a stunning transformation of the colour and depth of your vehicle's paint finish.



# Dragon PPF Immortal Pro.

Whether you want to preserve the beauty of your vehicle or better protect it from impacts, soot and harmful substances,

Dragon PPF Immortal Pro is what you need. Our paint protection film offers reliable and visually stunning results while providing peace of mind, with 7 year warranty.



## Sheen (Gloss Finish)

Elevated Brilliance and Resilience:

'Sheen' under Immortal Pro seamlessly marries luxury with protection. The instant self-healing feature ensures minor blemishes disappear, preserving its radiant aura.

Beyond its technical attributes, the 7-year warranty ensures every journey is luminous, setting your vehicle as the benchmark of luxury and endurance.

## Haze (Matt Finish)

Regal Matte Excellence:

Immortal Pro's 'Haze' variant is where advanced protection meets matte majesty. It pledges not just high-grade shield but also exudes a presence that's both majestic and timeless, protected and esteemed for 7 illustrious years.

# Dragon PPF Immortal **Pro Plus**

Dragon PPF Immortal Pro Plus is a "State of The Art" automotive paint protection film. It's among the finest paint protection films available, with exceptional coating technologies. The multi-layer films have been engineered to ensure outstanding installation handling, optical clarity and long term durable properties and also comes along with 10 year warranty.



## Sheen (Gloss Finish)

Lustrous Beauty with Healing Magic:

The 'Sheen' finish under Immortal Pro Plus is not just about luminance; it possesses the enchanting property of instant self-healing. Minor scratches vanish, ensuring your vehicle's brilliance remains untarnished.

Weighing between 350-400g/m<sup>2</sup>, it exhibits a formidable Hydrophobic Property rating of R9-R10. Supported by a 10-year warranty and an Elongation Rate at Break of 160-180%, 'Sheen' ensures your car remains the epitome of perfection.



## Haze (Matt Finish)

Sleek and Subtle:

'Haze' encapsulates muted elegance. With technical might and understated charm, your vehicle stands as an emblem of class, safeguarded and refined for a committed 10 years.

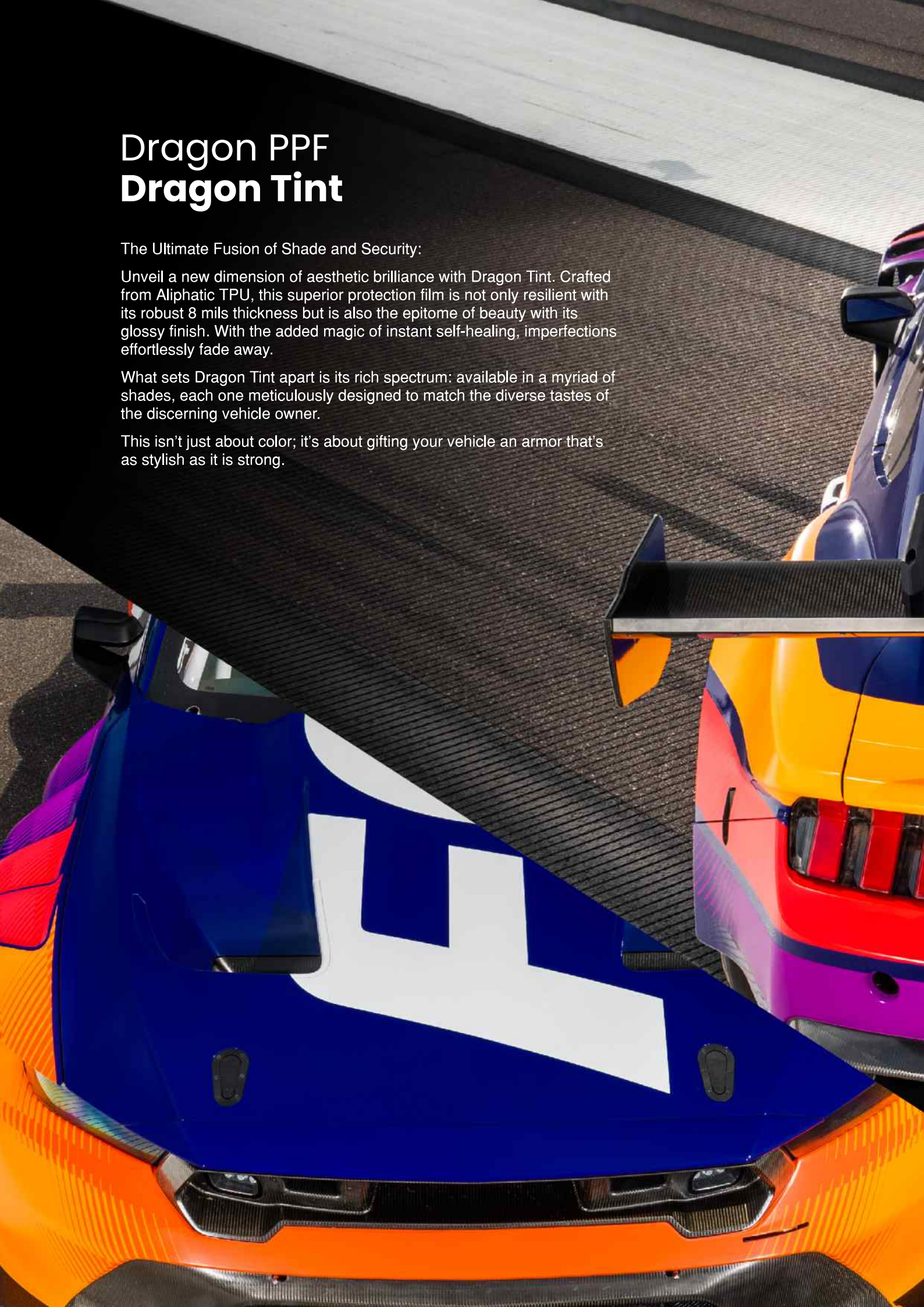
# Dragon PPF Dragon Tint

The Ultimate Fusion of Shade and Security:

Unveil a new dimension of aesthetic brilliance with Dragon Tint. Crafted from Aliphatic TPU, this superior protection film is not only resilient with its robust 8 mils thickness but is also the epitome of beauty with its glossy finish. With the added magic of instant self-healing, imperfections effortlessly fade away.

What sets Dragon Tint apart is its rich spectrum: available in a myriad of shades, each one meticulously designed to match the diverse tastes of the discerning vehicle owner.

This isn't just about color; it's about gifting your vehicle an armor that's as stylish as it is strong.







# Dragon Skin Vinyl Wrap

Ignite the road with Detailing Devil's Dragon Skin Vinyl Wrap - An audacious blend of unmatched style and unparalleled protection. Evoking the strength and allure of a dragon, this wrap is emblematic of our relentless pursuit of perfection.

## DRAGON SCALE DESIGN

Our wrap transforms any vehicle with a range of finishes, from the gleam of metallic to the subtlety of matte and the smoothness of satin. Elevate your car's style to unparalleled heights with the world's finest.

## ADVANCED MATERIAL EXCELLENCE

Using state-of-the-art polymers, Dragon Skin guarantees a finish that's as resilient and durable as the mythical beast it's named after.

## UV PROTECTION PERFECTED

Dragon Skin protects against the harshest sun rays, ensuring your ride retains its fierce vibrancy.

## AIR-RELEASE MASTERY

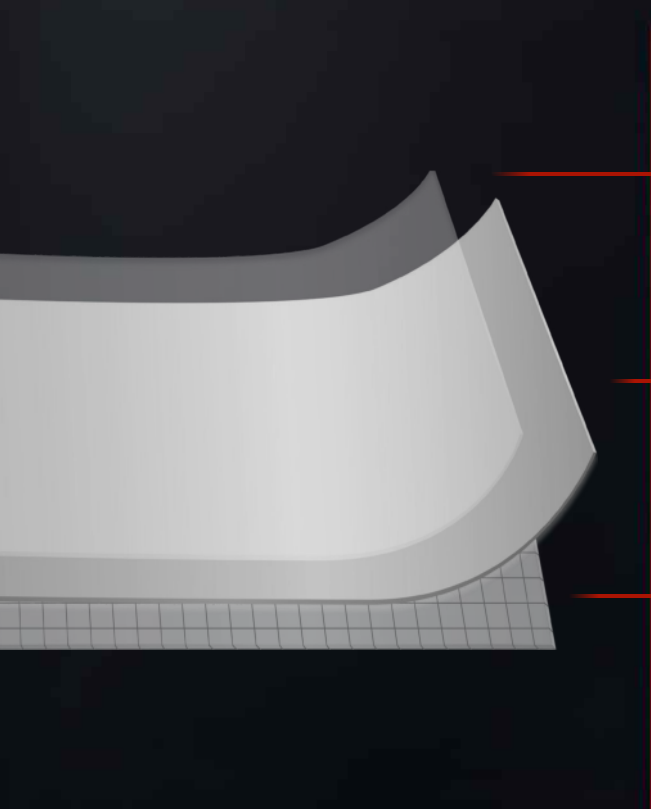
Our pioneering air-release technology ensures a flawless, bubble-free application, much like the smooth glide of a dragon in flight.

## LOW MAINTENANCE, HIGH REWARD

With water-resistant properties, Dragon Skin keeps the elements at bay, ensuring a pristine look with minimal effort.

## ADAPTABLE & FORM-FITTING

This wrap has been designed to adapt to every curve and edge, ensuring your vehicle is draped in a seamless, protective skin.



## CLEAR PROTECTIVE LINER

Clear film that sits on top of the material protect from scratches and mottling.

## SUPER GLOSS VINYL

Conformable super gloss composite cast / calendar material available in a variety of unique colors.

## PET RELEASE LINER

PET release liner has 1" grid segments for ease of measurement.



Film	Vinyl, Composite Material
Chemical Resistance	Resists Most Mild Acids, Mild Alkalis, & Salt
Removability	Long Term Low Tack Removable Adhesive
Adhesive	Low-Tack Solvent Acrylic
Flammability	Self-Extinguishing
Thickness (Clear Protective Liner)	0.6 mil / 2 mil
Thickness (Super Gloss Series)	3.7 - 4.1 mil
Thickness (Super Gloss Metallic)	3.9 - 5 mil
Thickness (Adhesive)	1.6 mil

## DRAGON SKIN | VINYL WRAP

Dragon  
Skin



# Dragon Skin Pre-Cut Software

Your vehicle deserves the best protection against the everyday wear and tear of the road. Detailing Devils Studio, leveraging our specialized Dragon Software, ensures your vehicle is shielded with pinpoint accuracy.

At Detailing Devils Studio, it's a blend of cutting-edge technology and skilled craftsmanship. Our team is adept at maximizing Dragon Software's capabilities, ensuring your vehicle receives the finest protection. When you choose us, you're choosing unparalleled precision, protection, and peace of mind.

## PERFECT FIT EVERY TIME

Utilizing our unique pre-cut templates, Dragon Software ensures that the protective film aligns perfectly with every curve and edge of your vehicle.

## TIME-EFFICIENT SERVICE

Our advanced software accelerates the design and cutting process, meaning faster service turnaround and getting your vehicle back on the road sooner.



## CUSTOMIZED COVERAGE OPTIONS

Tailor the level and areas of protection to suit your needs. Whether you seek full-body coverage or specific areas, Dragon Software delivers.

## SUSTAINABLE SERVICE

Our efficient design process minimizes waste, ensuring we're as kind to the environment as we are to your vehicle.

## MAXIMIZED PROTECTION

The precision of our pre-cut designs ensures comprehensive coverage, safeguarding your vehicle from scratches, chips, and environmental hazards.

# SETTING THE STANDARD FOR TOP-NOTCH VEHICLE CUSTOMIZATION:

At our store, we take pride in delivering the finest in automobile upgrades. We cater to passionate car enthusiasts who seek the very best in personalized enhancements for their vehicles.



## BESPOKE PAINTWORK

### CUSTOM PAINT:

Understand that with us, customisation is not just a service; it's a collaboration. Share your vision, pick a shade, imagine a design, and watch as we elevate your vehicle into a masterpiece.



## CARBON-FIBER ARTISTRY:

### HANDCRAFTED PRECISION:

Leveraging aerospace-grade carbon fiber, we meticulously sculpt lightweight, robust parts. From bespoke steering wheels to sleek external aerodynamics, each piece accentuates performance and aesthetics.



## **TAILORED BODY ENHANCEMENTS:**

### **SCULPTED PERFECTION:**

Our custom body kits are more than just accessories; they're statements. Each set, designed with precision, amplifies the vehicle's stance and aerodynamic prowess, ensuring it's not just seen, but remembered.



## **INTERIOR REFINEMENT:**

### **ELITE CRAFTSMANSHIP:**

Revel in interiors tailored to perfection. From luxurious upholstery choices to avant-garde infotainment systems, we fashion interiors that resonate with opulence.



## **WHEEL ARTICULATION:**

### **DISTINGUISHED ALLOYS:**

Merging style with substance, our selection of alloys not only elevates the visual appeal but ensures optimal weight distribution and handling.



At Detailing Devils' Studio, it's not about owning a vehicle; it's about possessing a work of art, where every stitch, curve, and roar epitomizes passion and perfection.



# DNA CERAMIC COATING SUITE

Detailing Devils' DNA Ceramic Coating Suite:

The Technological Vanguard of Automotive Protection.

Elevate vehicular defense with the precision-engineered DNA Ceramic Coatings from Detailing Devils:

## 9H DNA RE-LOAD

1 YEAR WARRANTY

9H DNA Reload: Infused with high-density nano-ceramic particles, this coating champions a potent barrier against contaminants. Boasting a broad-spectrum pH (1-12) chemical resistance, it manifests an impeccable blend of aesthetics and tenacity, underscored by a 1-year warranty.

## 9H DNA PRO

3 YEARS WARRANTY

9H DNA Pro: Integrating augmented UV resistance with nano-technological prowess, the 9H Absolute ensures paint longevity despite solar extremities. It's a harmonized synthesis of robustness and flexibility, validated by a 3-year warranty.

## 10H DNA ABSOLUTE

5 YEARS WARRANTY

10H DNA Absolute: Exemplifying elite protection, the 10H Absolute, rated with unparalleled 10H hardness, integrates advanced self-healing capabilities, allowing superficial imperfections to self-correct. A testament to resilience and luster, it's endorsed by a 5-year warranty.





The DNA coatings employ a unique self-levelling and cross-linking dual-layer system, meticulously merging two specialized ceramics to attain a paramount hardness on the MOHS scale and an unmatched gloss. This technologically advanced concoction offers multi-dimensional protection: scratch resistance, mud-repellence, hydrophobicity, and superior chemical defense, ensuring surfaces remain unblemished and safeguarded.





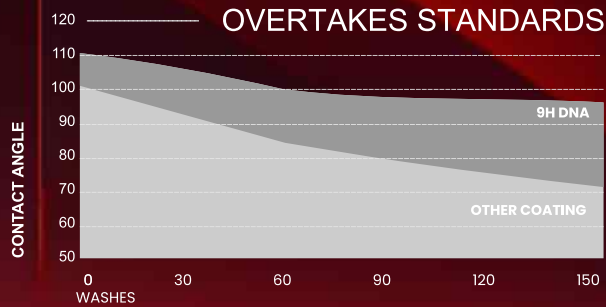


# DIAMOND NANO ARMOR

## SPECIFICATIONS

Surface Type	: Automotive Paint
Durability	: 1, 3 & 5 year
Coating Thickness	: 700-800 nm
Temperature Durability	: 150 C
Chemical Resistance	: 12>pH>1
Curing Period	: Overall 48 Hours

## DURABILITY & HARDNESS OVERTAKES STANDARDS



# FEATURES ~~X~~ BENEFITS



9H & 10H Hardness (MOHS)



No Swirls



Chemical Protection



Heat Resistance



High Gloss



Easy Maintenance



Scratch Resistance



Hydrophobicity



Highly Durable



Mud Repellency



Oil Repellency



Smooth Surface



# 10H DNA GRAPHENE

In the realm of auto protection, Detailing Devils embarks on a new chapter with the avant-garde 10H Graphene Coating. At the nexus of nanotechnology and passion, this exceptional treatment redefines what you can expect from a protective sealant:

**Impenetrable Resilience:** A robust 10H hardness not only guards against the daily challenges but creates an enduring defense against incidental scratches and contaminants.

**Pristine Hydrophobic Action:** With water beads cascading effortlessly off the surface, anticipate a pristine look with minimized water spot risks, making cleaning routines more efficient.

**Superior Heat Safeguard:** Employing graphene's innate thermal attributes, this coating acts as a sentinel against UV degradation and scorching temperatures, ensuring the vibrancy of your paintwork endures.

**Defense Against the Elements:** From the corrosiveness of road salts to the acidity of unexpected bird droppings, the coating stands as a bastion against environmental aggressors, safeguarding your vehicle's majestic shine.

**Gleaming Refinement:** Beyond mere protection, the 10H Graphene Coating accentuates the richness and depth of your car's hue, culminating in a sheen that rivals the finest mirrors.

**Detailing Devils invites you to experience an unparalleled fusion of technology and aesthetic mastery. Embrace the future of auto protection and aesthetics with the 10H Graphene Coating.**



## MORE THAN 80% HYDROPHOBIC EFFECT

A huge advantage of this product is its outstanding hydrophobic effect and durability. Long term tests in real life conditions have shown durability over 12 months with a hydrophobic effect exceeding 80% of the outcomes just after the coating.

## LONGER DURABILITY

Our graphene coating is much sturdier and more effective than ceramic coating and other graphene coatings in the market. It is thin, lightweight, and offers an unsurpassable and glossy finish to the vehicle for a long period of time.



### BRAND NEW INNOVATION



The DNA Graphene utilizes the latest nano-technology to give your vehicle 6+ years of high-quality protection.

### 10H HARDNESS



It is a coating that lasts for a long time, thanks to its 10H Hardness feature.

### ULTRA-HIGH GLOSS & DEPTH OF COLOUR



It gives a rich, attractive, and deep gloss to the vehicle's surface that takes the elegance and appearance of a vehicle to another level.

### 3D GRAPHENE NANO STRUCTURE



### WATER, STAIN & SCRATCH RESISTANT

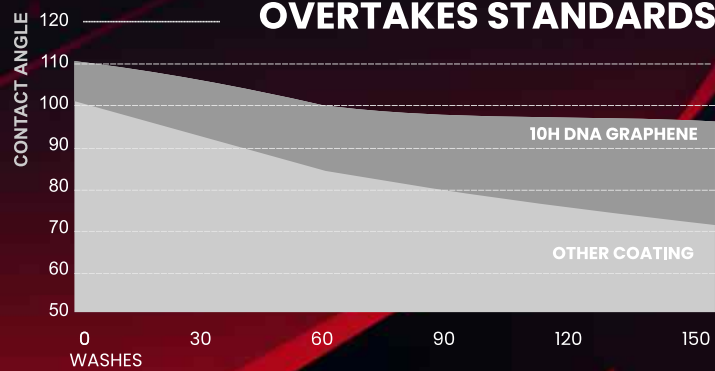


### 6+ YEARS OF HIGH-QUALITY PROTECTION





## DURABILITY & HARDNESS OVERTAKES STANDARDS



## FEATURES BENEFITS



### SPECIFICATIONS

- Surface Type : Automotive Paint
- Durability : 6 year
- Coating Thickness : 800-1,100 nm
- Temperature Durability : 150 C
- Chemical Resistance : 12>pH>1
- Curing Period : Overall 48 Hours



# CRYSTAL VISION

Crystal Vision is one of our most reliable and advanced car coatings specifically developed for windshields.

It's excellent hydrophobic feature and water-beading effect makes water form tiny beads and slide down the surface and leave it completely dry. Hence, better vision while driving in rains. The anti-glare feature of this coat promotes better night vision.

This coating adds thickness to the surface and prevents it from breaking off easily. In addition to this, the superb oleophobic feature prevents the windshields from surface harms like bird-poops, tree sap, etc.

## FEATURES & BENEFITS



UV Protection



Oleophobicity



Hydrophobicity



Transparent Coating



Better Night Vision



Chemical Protection



Less Hard Water Stains



Improves Visibility During Rains



## SPECIFICATIONS

Surface Type	:	Glass
Durability	:	6 months
Coating Thickness	:	75-1000 nm
Temperature Durability	:	275 C
Chemical Resistance	:	13>pH>1
Curing Period	:	Overall 24h



# WHEEL NANO ARMOR

Wheel Nano Armor is the best protection coat developed for all types of wheels specially alloys which has been formulated to withstand heat created by the braking system of vehicles.

In addition to that, it protects wheels against dirt, mud and sludge, with a highly durable protection coat that prevents them against oxidation and harmful UV rays while making their surface resistant to splashes of muddy, dirty water and thus, helps them with keeping up their shine and a spot-free finish.

It forms an outstanding rather permanent chemical bonding with the surface of wheels and gives them an excellent stain & contaminant-resistant ability.

## FEATURES & BENEFITS



UV Protection



Transparent Coating



Permanent Bond



Prevents Corrosion



Chemical Protection



High Gloss



Protects From Brake Dust



Safe For Chrome Or Alloy Wheels





## SPECIFICATIONS

Surface Type	: Alloy, Metal
Durability	: 6 - 9 months
Coating Thickness	: 200-300 nm
Temperature Durability	: 275° C
Chemical Resistance	: 12>pH>1
Curing Period	: Overall 24h

# NANO SHINE ARMOR

Nano Shine Armor is a revolutionary tyre coating that has been specifically developed to restore the black shine of tyres.

Unlike waxes and polishes, it is non-oily, non-greasy, environmentally-safe and silicone free tyre coating with properties like mud-repellence and permanent adhesion.

Silicone based coatings are quite destructive as they promote tyre yellowing, cracking and can destroy the UV protectants that are essential to the life, color, and texture of a tyre. Nano Shine Armor doesn't wear off easily and gives tyres a highly durable and protective coating that protects them from yellowing, fading and cracking over a period of time and helps in maintaining their spotless black shine.

## FEATURES & BENEFITS



Nano Base Polymer



Non-Greasy



Oil And Silicone Free



Adds Shine



Water-Based



Prevents Dullness



Chemical Protection



Highly Durable



## SPECIFICATIONS

Surface Type	: Rubber
Durability	: 3 to 6 months
Coating Thickness	: 200-300 nm
Temperature Durability	: 110° C
Chemical Resistance	: 10>pH>1
Curing Period	: Overall 24h



**Interior Protection**

**Armor Cabin Care ...**



# NANO TRIM ARMOR

Nano Trim Armor is a special water based nano tech coating used to bring back life to faded interiors.

Environmental elements and prolonged use can damage any vehicle affecting dash trim, and other interior parts like wood panels, doors, etc. and forms permanent adhesion with the surface applied on so that it doesn't fade or lose their shine. Usually, silicone products add temporary shine and do not offer any longtime solution. Moreover, silicone oils have been known to dry out the applied areas creating a bigger problem of leaving a greasy residue even after buffing.

Nano Trim Armor makes sure to overcome all these shortcomings and give car interiors a permanent protective coating.

## FEATURES & BENEFITS



Non-Greasy



Adds Shine



UV Protection



Prevents Fading



Anti-Static



Prevents Scratches



Silicone Free



Permanent Adhesion

A close-up photograph of a hand wearing a black nitrile glove. The hand is touching a dark, textured surface, possibly a piece of plastic or a car seat. The background is a dark, textured surface, and there are red diagonal overlays on the left and bottom edges of the image.

## SPECIFICATIONS

Surface Type	: Plastic
Durability	: 6-12 months
Coating Thickness	: 200-300 nm
Temperature Durability	: 110° C
Chemical Resistance	: 10>pH>3
Curing Period	: Overall 24h



# FABRIC NANO ARMOR

Fabric Nano Armor is an industrial nano coat which has been specifically formulated to protect car's textile surfaces from fading, stains, water or any other impurities.

The oleophobic feature of Fabric Nano Armor protects fabrics from water and oil based stains. It also makes them more breathable and extremely durable due to anti-fouling ability.

In addition to that, it makes ordinary fabrics waterproof and easy to clean. Not just protection, it also gives the interiors a pleasant fragrance.

## FEATURES & BENEFITS



Hydrophobicity



Anti-fouling



Oleophobicity



Prevents Fading



Uv Protection



Protects Texture & Color



Fights Built-up Bacteria.



Makes Fabric More Breathable



## SPECIFICATIONS

Surface Type	: Car Textile, Suede
Durability	: Upto 6 months
Coating Thickness	: ~75-100 nm
Temperature Durability	: 110° C
Chemical Resistance	: 11>pH>1
Curing Period	: Overall 24h





# LEATHER NANO ARMOR

Leather Nano Armor is a protective nano tech coating applied to car's leather surfaces in order to protect them from water and oil based stains while making them anti-microbial and extremely durable.

Leather surfaces coated with Leather Nano Armor stay cleaner for a longer time and become protected against dirt & grime.

Leather Nano Armor makes ordinary leather waterproof and easy to maintain.

## FEATURES & BENEFITS



Hydrophobicity



Anti-fouling



Oleophobicity



Extends Leather Life



UV Protection



Stain-free Surface



Hassle-free Maintenance



Protects From Cracking



## SPECIFICATIONS

Surface Type	: Leather or Leatherette
Durability	: Upto 6 months
Coating Thickness	: ~75-100 nm
Temperature Durability	: 110° C
Chemical Resistance	: 10>pH>3
Curing Period	: Overall 24h

*Exterior & Interior | Detailing*  
***Skin Restoration System ...***





## SKIN RESTORATION SYSTEM

Skin Restoration System (SRS) is a detailed paint correction and restoration process that has been developed to eradicate stubborn impure contaminants from vehicle's surface and help restore its factory finish and appearance through a step by step process.

It is a 4 step process under which we target surface level harm like scratches, swirl marks and clear coat haze or those scratches that have gone through the painted surface.

After undergoing skin restoration process, cars exhibit a fine, sleek and smooth finish and can further undergo protective coating & PPF process.

RAZOR CUT	MASKS
CUTTING PADS	CLEANERS
SANDING DISCS	APPLICATOR
PRE COAT FLUID	MASKING TAPE
POLISHING PADS	MICROFIBER TOWELS
REFLECTION FLUID	ALL PURPOSE CLEANER

### STEP - 1 PRE-CLEANING

### STEP - 2 REMOVAL OF MARKS RAZOR-CUT

### STEP - 3 RESTORE SHINE REFLECTION FLUID

### STEP - 4 DECONTAMINATION PRE-COAT FLUID





# INTERIOR DETAILING





## THE FUTURE VISION

"Detailing Devil's future vision is to establish a flagship store that offers a comprehensive range of services under one roof. Our goal is to create a versatile and dynamic space where customers can experience a unique blend of automotive care, personal grooming, fitness, and culinary delights.

### CAFÉ

To further enrich the customer experience, we will feature a cafe within our establishment. The cafe will offer a diverse menu of delicious beverages and snacks, creating a welcoming environment for customers to unwind, socialize, or work while enjoying quality refreshments.

### GYM

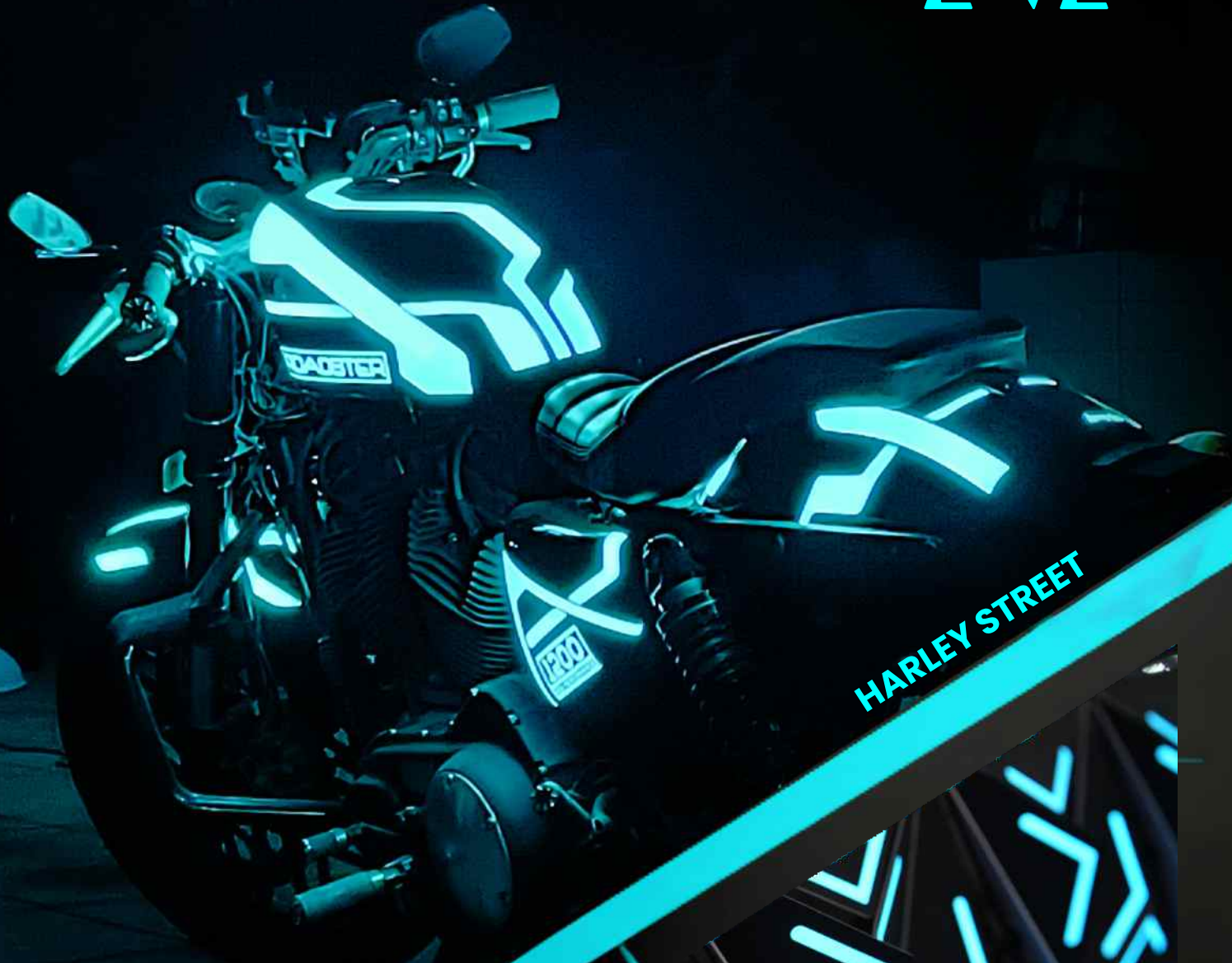
Incorporating a gym into our flagship store will cater to health and fitness enthusiasts. We will provide a well-equipped fitness center with a range of exercise equipment and expert trainers who can guide clients on their fitness journey.

### SALON

For those looking to relax and enhance their personal style, we will have a salon or grooming section. Here, clients can indulge in a variety of beauty treatments, hair care, and grooming services, leaving them feeling refreshed and confident.

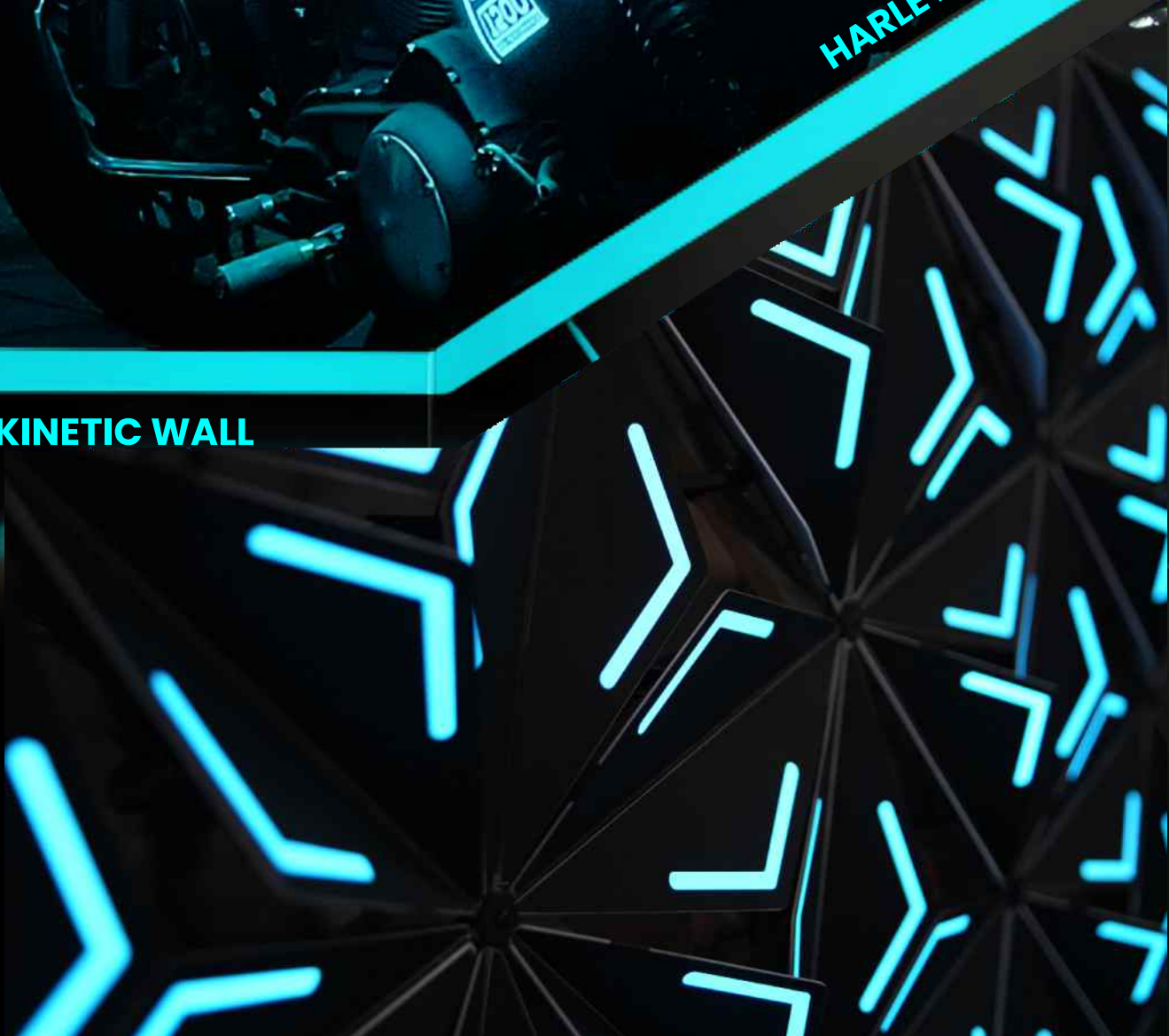


**Lumitor®**



**HARLEY STREET**

**KINETIC WALL**



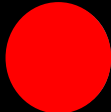




**VENOM**

**THAR**

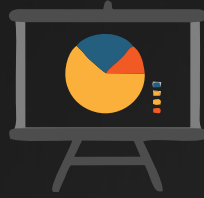


THE J  URNEY

OF BECOMING OUR

**FRANCHISE PARTNER.**

**1. Proposal**  
Getting the **Proposal** and having a discussion with our team.



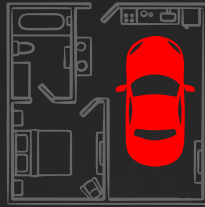
**2. Site Inspection**  
Probable **Site Inspection** by franchise

**3. 1st Deposit**  
50% of Franchise Fee to be paid within 2 days of site inspection.



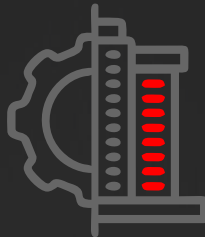
**4. Sign-up**  
Sign-up Documentation

**5. Site Visit & 2D & 3D Floorplan**  
Interior Designing process & rendered and provided to you along-with the BOQ.



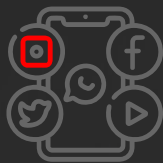
**6. 2nd Deposit**  
50% of Franchisee Fee to be deposited to initiate Initial Stock Ordering Process.

**7. Infrastructure & Civil work**  
to be **completed** within **30 days**.



**8. Training Programme**  
Initiation and scheduling after civil work is completed.

**9. Marketing**  
Campaign starts.



**10. Training Commencement**  
Training of 10 Days

**Store Launch**  
*Grand Opening*



DETAILING DEVILS  
**BUSI  
NESS**  
OPPORTUNITY

**NOT JUST A BUSINESS PROPOSAL, BUT A LIFE-CHANGING OPPORTUNITY.**

OPENING THE DOORS OF A GROWING AND LUCRATIVE VENTURE!!!

# BUSINESS OPPORTUNITY

This option is for those who are willing to experience the next level of automotive care and can run the establishment on their fingertips. This setup will have the capacity to perform 3 detailing session.

## BASIC REQUIREMENT & INITIAL INVESTMENT



COMMERCIAL SPACE ▶  
**1,500-1,800**  
SQ. FT.



OWNERSHIP ▶  
**SELF OWNED/  
LEASE / RENTED**

**TOTAL  
INVESTMENT**

**₹ 35 LAKH \*\***

\*Fixed Royalty of Rs 20,000 has to be paid from the fourth month after the studio launch.

\*A franchise agreement will be formed for a minimum of 3 years.

\*\* All prices are exclusive of applicable GST.

# INVESTMENT BREAKOUT

The investment has been bifurcated into the following major categories.

▶ KITS	▶ ₹ 9,47,750
▶ SRS MATERIAL	▶ ₹ 2,74,518
▶ EQUIPMENTS	▶ ₹ 3,55,455
▶ MARKETING MATERIAL	▶ ₹ 21,766
▶ SIGNAGES & BAY LIGHTS	▶ ₹ 3,00,500
▶ FRANCHISE FEE	▶ ₹ 8,00,000
▶ INITIAL MARKETING COST	▶ ₹ 2,50,000
▶ BACKEND SUPPORT	▶ ₹ 1,50,000
▶ TRAINING FEE & MATERIAL	▶ ₹ 4,00,000

\*The franchise will cover To & Fro fares & Accommodation costs.  
Please check the subsequent slides for detailed understanding.

## PAYMENT SCHEDULE & ACCOUNT DETAILS

Installment Number	Installment Deadline	Amount	Tax	Total
1st Instalment	Day - 1 (50%)	₹ 17,50,000	₹ 3,15,000	₹ 20,65,000
2nd Instalment	Day - 15 (50%)	₹ 17,50,000	₹ 3,15,000	₹ 20,65,000
<b>Total</b>	<b>Day - 15</b>	<b>₹ 35,00,000</b>	<b>₹ 6,30,000</b>	<b>₹ 41,30,000</b>

\*\*Note 1: The Payment sender has to bear all the additional transfer charges

\*\*Note 2: Construction period – 30 days post confirmation

Beneficiary Name : **Detailing Devils India Private Limited**

Account No. : **918020041689747** | Bank Name : **Axis Bank** | IFSC : **UTIB0001788**

Branch Name : **SHOP NO. 12 AND 13, BLOCK 15 A, SECTOR-44, NOIDA 201301**

# RETURN ON INVESTMENT

## REVENUE

A	Estimated No of Vehicles for Ceramic Coating / Graphene Coating (Monthly)		15 Ceramic & 5 Graphene = 20
B	Estimated No of vehicles for PPF (Monthly)		10 (including Cars & Bikes)
C	Vehicles for Ceramic Coating / Graphene (Yearly)	$A*12 (20*12)$	240
D	Vehicles for PPF (Yearly)	$B*12 (10*12)$	120
E	Average revenue per vehicle (Ceramic & Graphene)		₹28,000
F	Average revenue per vehicle (PPF)		₹90,000
G	Average revenue from Coating & Graphene (Monthly)	$A*E$	₹5,60,000
H	Average revenue from PPF (Monthly)	$B*F$	₹10,80,000
I	<b>Total Revenue From PPF &amp; Coatings (Monthly)</b>		<b>₹16,40,000</b>
J	Revenue from Ceramic Coating / Graphene (Yearly)	$G*12$	₹67,20,000
K	Revenue from PPF (Yearly)	$H*12$	₹1,29,60,000
L	Revenue from other Services: Detailing & Washing (Yearly)		₹3,50,000
M	<b>Total Revenue (Yearly)</b>	<b>J+K+AX</b>	<b>₹2,00,30,000</b>

## EXPENSES

N	Operating Expense (Monthly)	Rent	₹2,00,000
		Detailing Labour (6)	₹60,000
		Electricity	₹20,000
		Manager (1)	₹30,000
		Misc	₹10,000
		Digital Marketing Expense	₹15,000
O	Operating Expense (Monthly)		₹3,35,000
P	Operating Expense (Yearly)	$Y*12$	₹40,20,000
Q	Number of Kits & SRS Material Consumed (Yearly)		240
R	Cost of Good per Vehicle	Ceramic Kit (Average Value of a Kit)	₹5,500
		SRS Cost per Vehicle	₹1,500
		Graphene per Kit Cost	₹10,500
		PPF Roll per Vehicle	₹45,000
		Total Cost (on Ceramic) of 1 kit	$A2+A3 = ₹5,500 + ₹1,500 = ₹7,000$
		Total cost (on Graphene) of 1 kit	$A3+A4 = ₹1,500+₹10,500 = ₹12,000$
		Total cost (on PPF)	$A3+A5 = ₹1,500+₹45,000 = ₹46,500$
S	Cost of Material (Yearly)	Ceramic (per year) = $15 * ₹7,000 * 12$	₹12,60,000
		Graphene (per year) = $5 * ₹12,000 * 12$	₹7,20,000
		PPF (per year) = $10 * ₹46,500 * 12$	₹55,80,000
		<b>Total Cost of Material (Yearly)</b>	<b>₹75,60,000</b>
T	Cost of Material (Yearly) - Kits & SRS Material cost with Initial Investment		$₹75,60,000 - ₹12,22,268 = ₹63,37,732$
U	Royalty (yearly)	Fixed royalty ₹20,000 per month	₹2,40,000
V	Gross Expense (Yearly)	Cost of Material (W) + Initial Investment (₹35,00,000) + Operating Expense (N) + Royalty (X)	₹1,40,97,732

## NET PROFIT (YEARLY)

<b>GROSS REVENUE - GROSS EXPENSE</b>	<b>₹59,32,269</b>
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# KITS

## FOR FRANCHISE

After careful consideration and research, Detailing Devils has developed a kit and distribute it for the purpose of vehicle coating. Each kit contains the necessary compounds required to coat a vehicle and one kit can coat a vehicle entirely.

### CONSIDERING DIFFERENT SEGMENTS OF THE VEHICLE

## WE PROVIDE 2 DIFFERENT KITS

### DNA ARMOR 30

This kit when entirely used on a vehicle reaps excellent results. It is suitable for vehicles like

Hatchbacks, Mid-segment Sedans and Crossovers

### DNA ARMOR 50

This kit is designed to give the best results when entirely used on a vehicle. It is suitable for vehicles like

Large Sedan, SUVs, Large SUVs

## ARMOR GRAPHENE

### ARMOR GRAPHENE 50ML

PRODUCT	QTY.
10H DNA GRAPHENE	50 ml
CRYSTAL VISION	2 Pcs.
NANO TRIM ARMOR	50 ml
NANO SHINE ARMOR	50 ml
LEATHER/FABRIC NANO ARMOR	50/200 ml
WHEEL NANO ARMOR	15 ml



# ARMOR ABSOLUTE

## ARMOR ABSOLUTE 30ML

PRODUCT	QTY.
10H DNA ABSOLUTE	30 ml
CRYSTAL VISION	2 Pcs.
NANO TRIM ARMOR	50 ml
NANO SHINE ARMOR	50 ml
LEATHER/FABRIC NANO ARMOR	50/100 ml
WHEEL NANO ARMOR	15 ml

## ARMOR ABSOLUTE 50ML

PRODUCT	QTY.
10H DNA ABSOLUTE	50 ml
CRYSTAL VISION	2 Pcs
NANO TRIM ARMOR	50 ml
NANO SHINE ARMOR	50 ml
LEATHER/FABRIC NANO ARMOR	50/200 ml
WHEEL NANO ARMOR	15 ml

# ARMOR PRO

## ARMOR PRO 30ML

PRODUCT	QTY.
9H DNA PRO	30 ml
CRYSTAL VISION	1 Pc.
NANO TRIM ARMOR	50 ml
LEATHER/FABRIC NANO ARMOR	50/200 ml

## ARMOR PRO 50ML

PRODUCT	QTY.
9H DNA PRO	50 ml
CRYSTAL VISION	1 Pc.
NANO TRIM ARMOR	50 ml
LEATHER/FABRIC NANO ARMOR	50/200 ml

# ARMOR RE-LOAD

## ARMOR RE-LOAD 30ML

PRODUCT	QTY.
9H DNA RE-LOAD	30 ml
NANO TRIM ARMOR	50 ml
LEATHER/FABRIC NANO ARMOR	50/200 ml

## ARMOR RE-LOAD 50ML

PRODUCT	QTY.
9H DNA RE-LOAD	50 ml
NANO TRIM ARMOR	50 ml
LEATHER/FABRIC NANO ARMOR	50/200 ml

\*\* The rates are exclusive of applicable GST.

# MARKETING

We use extensive marketing to popularize our product and create a semblance of our brand name in people's minds. We provide digital marketing for the franchise, an option any franchise can choose to enroll in. Our marketing program will offer franchise with:



GENERATION OF LEADS  
(E-MAIL, PHONE, WEBSITE)



ONLINE SUPPORT &  
MANAGEMENT TOOLS



BACKEND SUPPORT



ONLINE ADVERTISEMENT  
(GOOGLE, FACEBOOK, INSTAGRAM)



SHOWING YOUR WORK ON MULTI  
SOCIAL PLATFORMS FOLLOWED  
BY MILLIONS



SEARCH ENGINE OPTIMIZATION



VIDEO & IMAGE UPLOADS



OFFERS & DISCOUNTS

To make all the outlets remain in sync with each other Detailing Devils provides the initial marketing material and stationery to each and every franchise.

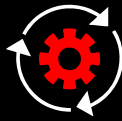


# TRAINING

An onsite training is conducted to ensure that the process laid out by Detailing Devils is performed in accordance with the required techniques and equipment. The training involves:



THEORY OF THE WHOLE PROCESS



SEARCH ENGINE OPTIMIZATION



PRACTICE WITH EQUIPMENT



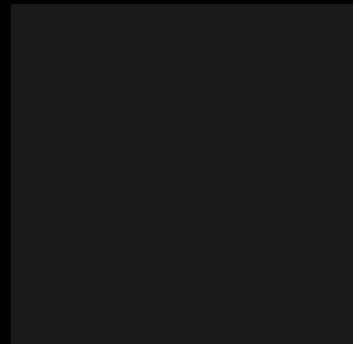
10 DAYS TRAINING



APPLICATION OF NANO CERAMIC COATING



IN-DEPTH DETAILS OF EQUIPMENT AND THEIR USE





Thank  
**you**...

[www.detailingdevils.com](http://www.detailingdevils.com)

CONTACT US


... FOLLOW US





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# DETAILING-DEVILS

A BLEND OF PERFECTION & PROTECTION