

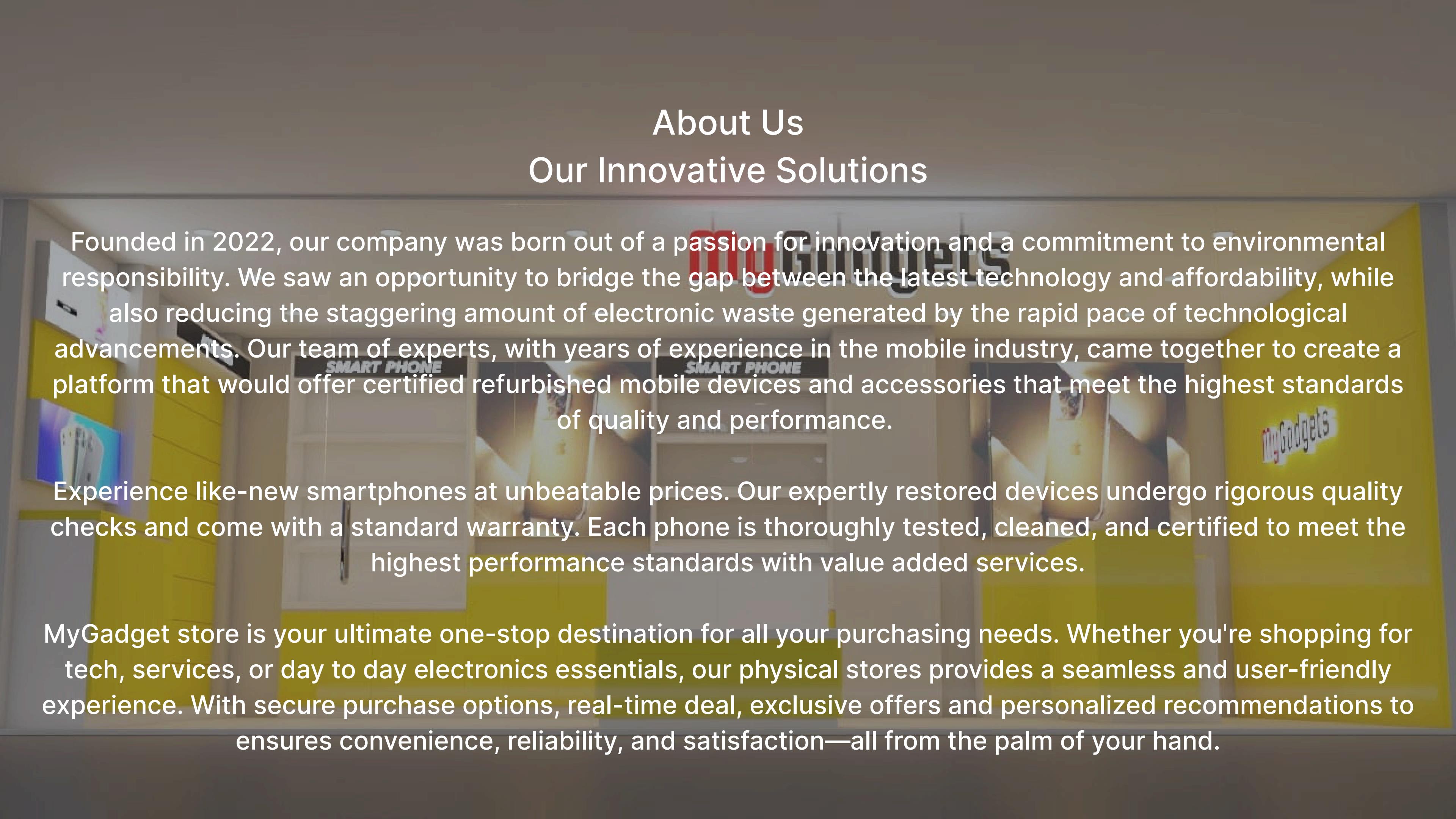
# ECOTECH: HIGH QUALITY REFURB GADGET FOCO MODEL STORE

Discover affordable and eco-friendly electronics store that meet your needs and values.

PRESENTED BY APL GROUP

# About Us

## Our Innovative Solutions



Founded in 2022, our company was born out of a passion for innovation and a commitment to environmental responsibility. We saw an opportunity to bridge the gap between the latest technology and affordability, while also reducing the staggering amount of electronic waste generated by the rapid pace of technological advancements. Our team of experts, with years of experience in the mobile industry, came together to create a platform that would offer certified refurbished mobile devices and accessories that meet the highest standards of quality and performance.

Experience like-new smartphones at unbeatable prices. Our expertly restored devices undergo rigorous quality checks and come with a standard warranty. Each phone is thoroughly tested, cleaned, and certified to meet the highest performance standards with value added services.

MyGadget store is your ultimate one-stop destination for all your purchasing needs. Whether you're shopping for tech, services, or day to day electronics essentials, our physical stores provides a seamless and user-friendly experience. With secure purchase options, real-time deal, exclusive offers and personalized recommendations to ensures convenience, reliability, and satisfaction—all from the palm of your hand.

# Quality Meets Affordability

Discover our premium refurbished stores, meticulously tested and restored to ensure optimal performance.

Enjoy the latest technology at prices that fit your budget, combining sustainability with quality.



## Performance Without Compromise

Our products undergo rigorous inspections to ensure quality and performance. Each device is refurbished with care, providing you with powerful computing at an affordable price while minimizing electronic waste.

## Shop Confidently

Our warranty program offers peace of mind with every purchase. Enjoy hassle-free support, ensuring your refurbished electronics function perfectly while contributing to a sustainable future.

Experience quality assurance with EcoTech!

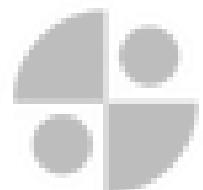
## Committed to Quality

Our dedicated in- shop team of experts ensures every products meets high standards of quality and performance, providing exceptional service and support to all our customers. We are passionate about sustainability and technology.

# Refurbished Industry Overview

## Market Opportunity

- Growing demand for affordable smartphones and electronics
- High replacement and upgrade cycle
- Strong acceptance of certified refurbished devices



01

02

## Market Size and Projections

- Value (2033) - \$219 billion
- Units (2024) – 151 million Shipped /19-20 Million Smartphones
- Units (2025 E) – 20-23 Million Smartphones
- Growth – Expected to grow by >8% (2024-2028)

## Key Market Dynamics

- Top Brand – Apple Dominates with 63% Market share( H12025), Followed by Oneplus, Xiaomi and Samsung.
- Demand Shift : Consumers Moving towards Pro/Higher storage iPhone Varients(14Pro/13Promax,Etc)
- Drivers - Affordability (45% cheaper than new), sustainability awareness, better warranties, increased online sales.
- Challenges: Supply gap (devices moving to unorganised/offline channels).

# How Our Store looks



Our refurbished electronics stores have transformed lives, providing customers with quality devices at affordable prices. Join the thousands who trust EcoTech for reliable technology that meets their needs sustainably.

## Products

Refurbished smartphones (Android & iOS)  
Laptops, tablets, Accessories & Wearables

01

02

## Add-On Services

Extended Warranties, Multi recharge, Utilities bill payment, exchange programs and more



# Quality Meets Affordability

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# Business Overview

01

- Organized retail chain for refurbished mobiles & electronics
- FOCO model: Franchise owns the store, company manages operations
- Focus on affordability, quality assurance, and sustainability

## FOCO Model

02

- FOCO = Franchise Owned, Company Operated
- Franchise partner invests in store setup and location
- Company handles daily operations, staff, and inventory

## Why FOCO Works Best Here

03

- Quality control is critical in refurbished electronics
- Centralized procurement and refurbishment
- Standard customer experience across all stores



# Business Model

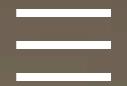
## Roles & Responsibilities

Franchisee : Store Investment(Initial Infrastructure-Exterior & Interior and Inventory)

Company : Operations, staffing, Managing inventory, Pricing, Marketing, training, Rent and Utilities

## Franchisee Earns From

- A. Fixed ROI of operations @ 25000/- (P.M) on investment of 10.00.000/- or 2.50% on gross sell whichever is higher
- B. All the payouts will paid post TDS deduction as per GOV norms



MyGadgets

Thank You for  
reaching Us

Thank you for exploring our smart store vision; we welcome questions, feedback, and invites to experience our hospitality soon.

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