



DAEWOO

KOREA'S CUTTING-EDGE, INDIA'S NEW STANDARD



A Legacy of Trust **NOW IN INDIA**

Daewoo stands as a
symbol of innovation
and trust across
160 Countries

Providing entrepreneurs the
opportunity to build cutting-edge,
premium retail experiences.



- DAEWOO'S FOOTPRINT ACROSS -

ASIA | EUROPE | MIDDLE EAST | AFRICA | NORTH AMERICA | LATIN AMERICA

Strategic Roots

GLOBAL WINGS

Daewoo Electronics:
Backed by POSCO's Global Powerhouse

DAEWOO is powered by POSCO International, the trading and business development arm of POSCO Group under **A Fortune Global 500 enterprise.**



Decades of Leadership in

- Global Trade
 - Energy
 - Steel & Industrial Solutions
- Providing the strategic strength that fuels Daewoo's growth.



Global Ecosystem

- Industries We Lead in:
- Automobiles & Smart Mobility
 - Energy & Infrastructure
 - Electronics
 - Green Technologies



Vision for the Future

Positioned at the forefront of change every product, initiative and partnership reflects a future where:

- Technology Meets Opportunity
- Sustainability Meets Scale



OUR GLOBAL TIE UPS

At **DAEWOO**, empowered by POSCO International, we believe that lasting impact is built through meaningful collaboration.

Together, we've forged strong, strategic alliances with industry leaders across the globe: **Driving Innovation, Scaling Sustainability and Creating Mutual Value** across sectors.



KEY GLOBAL PARTNERS

We are proud to collaborate with some of the world's most respected corporations, **spanning mobility, retail, industrial manufacturing, and technology:**



OUR GLOBAL TIE UPS

Beyond core partners Daewoo and POSCO International, we collaborate with a powerful global network driving innovation and sustainability.

Key Partners Include:

- Asian Development Bank
- General Motors
- Hanwha Group
- Nippon Steel
- SSAB
- McDermott
- JERA
- Lazada & Shopee
- Sharaf Group
- PLS Logistics
- CNGR
- Kelwon

Our focus is on cross-sector innovation, sustainable development, and seamless global integration.





A STRATEGIC ALLIANCE FOR INDIA

Daewoo and EBG Group have formed a no-nonsense strategic alliance to drive high-impact industrial growth in India.

Daewoo, a trusted global leader with expertise in **TRANSPORTATION, ENERGY AND CONSTRUCTION, HOME APPLIANCES & ELECTRICALS** partners with EBG Group, known for its success in launching and managing premium tech brands across India.

With **EBG's deep market understanding**, strong execution, and nationwide reach, they are perfectly positioned to expand Daewoo's presence in India, not just through retail rollouts, but by building a trusted electronics ecosystem for the future.

EBG Group WHO WE ARE

EBG Group is a global industrial enterprise making a significant impact across
Infrastructure | Energy | Mobility
Advanced Manufacturing

With a strong presence in key markets across

- ✓ ASIA
- ✓ THE MIDDLE EAST
- ✓ AFRICA
- ✓ EUROPE

At its core, EBG is committed to solving real-world challenges through a no-nonsense, execution-first approach.

EBG operates where purpose meets performance, driving growth in the sectors that matter most.

With a network of
40+
BRANDS

EBG delivers tangible results, from building smarter cities to enabling cleaner energy and advancing industrial capabilities, always moving fast, thinking long-term, and delivering with integrity.



MOBILITY

acer | OFFICIAL LICENSEE

eBikeGo

VAJRAM ELECTRIC

UiGO



HEALTH

NONSTOP

MEXPLE
Live Unstoppable



ARAVAE

Airomedic

SPATIK

Prevekta Ayurveda
Time Beyond

TRIMANYA

yuvrasa

JUVINAM

treenya

Tavish
NATURALS

AIROCLEAN



REALTY

EBG REALTY



KRILLAM RESORTS



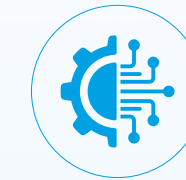
CHATURVATIKA

EBG FLAMINGO VILLAS



CARLTON WELLNESS RESORTS

NUVUN



TECHNOLOGY

JEEVAYANAM
RECAPTURE YOUR ESSENCE

FundKwick

EBG ACCELERATOR



LIFESTYLE

DAEWOO

Brillen.
SPACE ENGINEERING

Celvara
ATELIER

AGASTHYAM
KALARIPAYATTU AUTHENTIC

LUXEN



FOOD

AROHA ORGANIC

adhira
APPA COFFEE

SWEET MAGIC
SINCE 1978

NTR

ANDRA FLAME
BY SWEETMAGIC

Magic Stone
9G



SERVICES

kabego

KUSTARD

ALPHOMEGA

enabyl



EDUCATION

Green Energy Mobility
Institute of Technology

DG DIYguru
Innovation is for all

CDA
Creating Digital Aspirants

A NOTE FROM **FOUNDER & CEO**



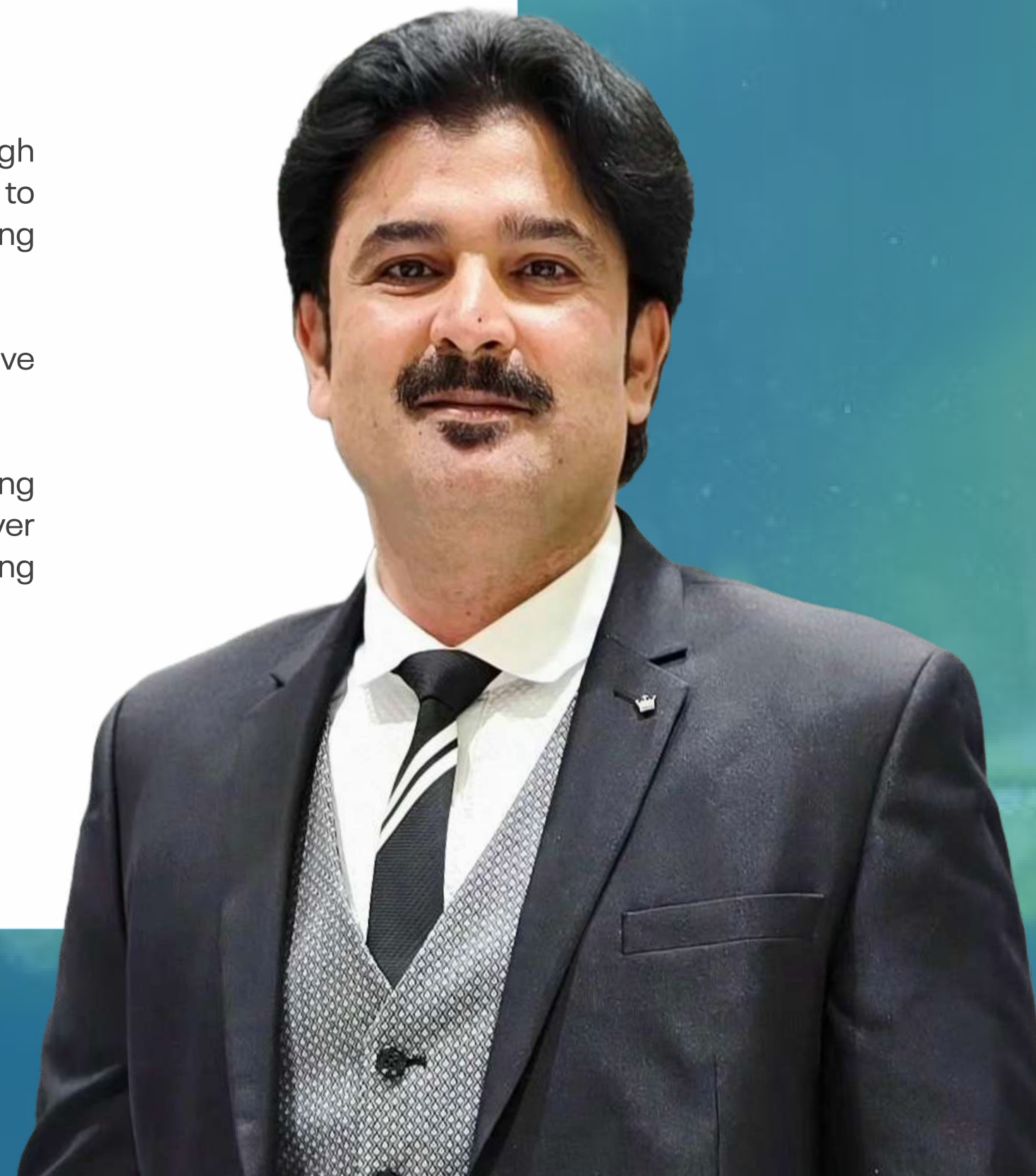
At **EBG Group**, we are driven by the vision of solving real-world challenges through purposeful, impactful action. *With over 40 Brands under our umbrella*, we are committed to transforming industries from energy solutions to advanced manufacturing, creating lasting value and sustainable growth.

Our mission is clear to shape industries that matter, delivering tangible results that improve lives. This is the promise we continue to fulfill every day.

Our recent partnership with Daewoo marks a significant milestone in this journey. By aligning with a global leader in engineering and infrastructure, we are enhancing our ability to deliver advanced technologies, expand our market presence, and address India's most pressing industrial needs with speed, scale, and precision.

Dr. Irfan Khan

Founder & CEO, EBG Group



From Our **LEADERS**



EBG Group is dedicated to transforming key industries vital to global progress. With over 40 leading brands under our umbrella, we leverage innovation, technology, and sustainability to tackle today's challenges and prepare for tomorrow's demands across infrastructure, energy, mobility, and manufacturing.

Our strategic alliance with Daewoo enhances EBG Group's footprint in India, combining world-class engineering with cutting-edge innovation. This partnership positions us to address India's evolving industrial and consumer needs effectively, ensuring sustainable growth, exceptional scale, and reliable impact across industries and communities nationwide.

Hari Kiran
COO & Co-Founder, EBG Group
EBG



At **DAEWOO**, we are committed to redefining industrial and commercial growth in India. Our partnership with Daewoo strengthens our ability to deliver world-class engineering and innovation, meeting India's evolving industrial and consumer demands with unmatched scale and reliability.

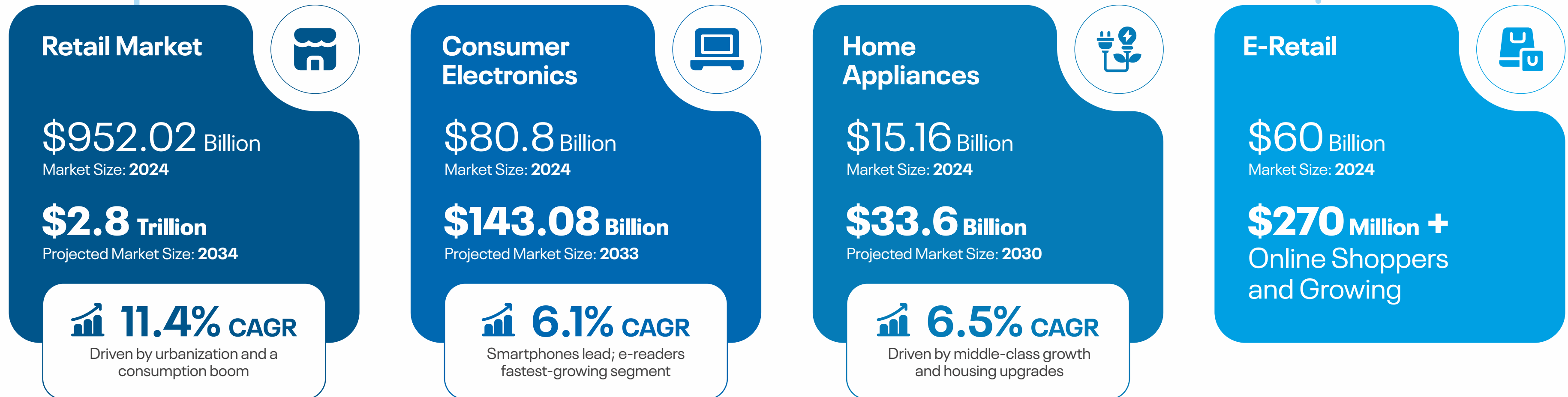
With over 2,700 retail stores, our focused strategy drives sustainable growth and maximizes profitability for our dealer network and partners. Introducing exclusive, high-demand products opens new avenues for competitiveness and lasting success.

Shakun Bansal
Chief Business Officer, DAEWOO



WHY INDIA, WHY NOW?

India's Retail & Electronics Market Landscape



India is not just **growing...** It's transforming and DAEWOO is ready to lead this change with you.

The Daewoo
EXCELLENCE

Tech that
stands out
globally.



DAEWOO is redefining home technology in INDIA with advanced engineering and smart innovations that set new benchmarks.

Our products are equipped with **AI-Powered Features, Energy-Efficient Solutions, and Intuitive Interfaces** that adapt to your lifestyle.

From smart connectivity for seamless control to eco-friendly technologies that save energy and reduce waste. Daewoo appliances deliver unparalleled performance.

EXPERIENCE

Cutting-Edge Smart Sensors

IoT Integration

Advanced Automation

that make everyday tasks smarter and simpler.

With Daewoo, technology isn't just advanced.
It's built for a Smarter, Sustainable Future.

OUR LION'S

Share of the Market

India's smart home market is set for explosive growth


Creating a never-before investment opportunity in one of the world's fastest growing economies.

\$5.04 Billion

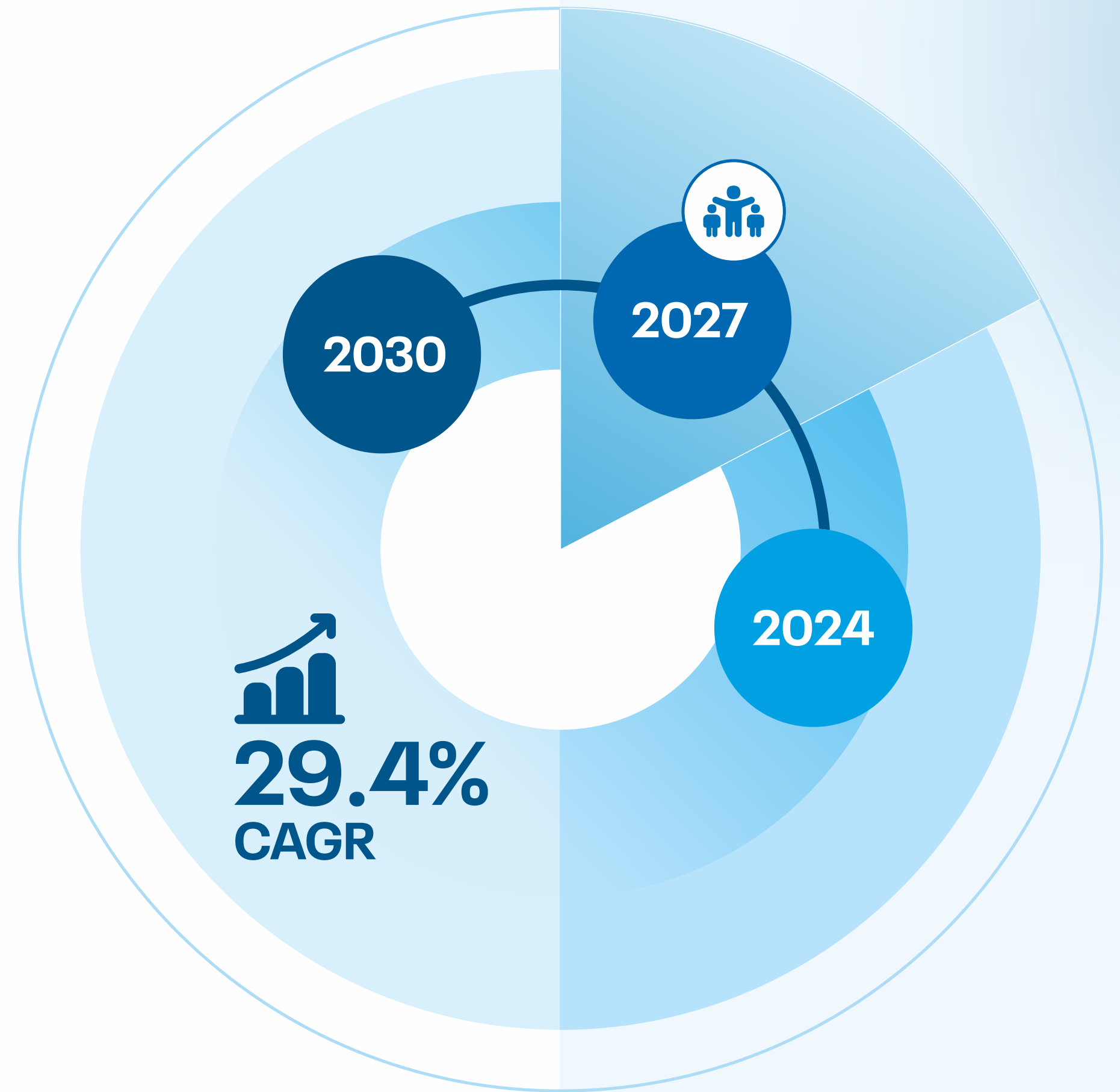
Current Market Size: **2024**

\$30.58 Billion

Projected Market Size: **2030**



310 Million
Households Adopting
Smart Living by **2027**



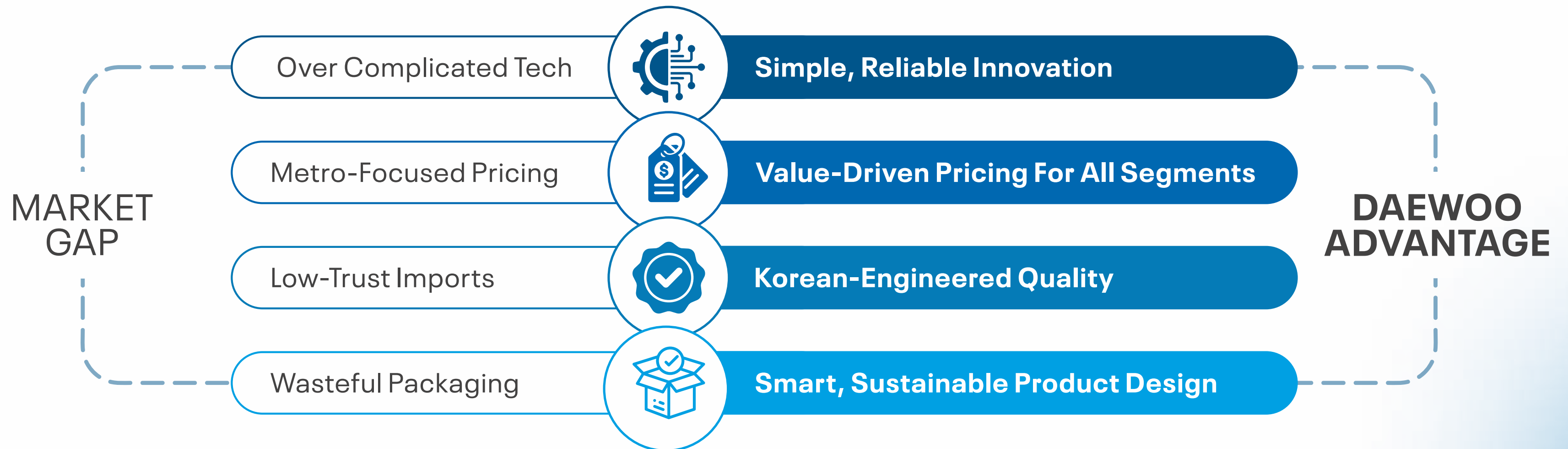
Solving Real Market Gaps **WITH PURPOSE**



From **METROS TO SMALL TOWNS**, we bring Global Quality, Honest Pricing and Smart Simplicity to every home.

What the Market **Lacks**

What DAEWOO **Delivers**



No Gaps. **Just Growth.**

At Daewoo, we eliminate the noise: **No Distributors, No Inflated Costs, No Clutter.** Just direct from OEM supply, straight to your store and into your customer's hands. This is how modern retail should work.

Daewoo Product **ECOSYSTEM**



Built for Every Place. Chosen by Every Generation.

DAEWOO delivers more than just appliances. It offers a **360° PRODUCT ECOSYSTEM**, trusted across **160+ Countries** and now crafted for India's diverse and fast-evolving lifestyles.

From Gen Z creators to families, students, professionals and homemakers. Daewoo powers every routine, every space, every moment.



For homes, kitchens and everyday convenience



For offices, hostels, hotels and institutional spaces



For gifting, celebrations and modern living



For time-saving hacks, comfort and daily ease



For kids, parents, friends and every kind of household

**YOUR
MARKET**

**OUR
MANUFACTURING**

**DAEWOO
DELIVERS**

You identify the need.
We'll deliver the solution.

We'll build it and bring it to
market within 90 days.

Daewoo Product **PORTFOLIO**

For Homes.
For Offices.
For Everywhere.



DAEWOO offers a globally trusted product range that caters not just to homes, but to modern offices, hospitality, educational spaces and institutional setups.



Kitchen & Breakroom Solutions

- **Microwave Ovens:** Solo, Grill, Convection
- **Built-In Ovens & Electric Cooktops**
- **Dishwashers**
- **Toasters, Kettles & Popcorn Makers**
- **Blenders, Juicer-Mixer-Grinders (JMGs)**
- **Water Purifiers:** UV, RO
- **Ice Makers:** Compact & Freestanding Models



Air & Climate Care

- **Room Heaters:** PTC, Oil-filled
- **Tower, Pedestal & Wall-Mounted Fans**
- **Air Purifiers** with Multi-Stage HEPA Filters
- **Dehumidifiers**
- **Humidifiers:** Ultrasonic
- **Portable Air Circulators** for Homes/Offices

From Idea to Aisle

If You Can Dream It, We'll Put It on the Shelf.

Daewoo Product **PORTFOLIO**

For Homes.
For Offices.
For Everywhere.



DAEWOO doesn't just sell appliances.
We deliver integrated lifestyle ecosystems from
home kitchens to corporate boardrooms.



Entertainment & Display Technology

- **Smart TVs:** HD, FHD, UHD
- **Audio Systems:** Bluetooth, Soundbars, Home Audio Kits
- **Interactive Panels:** Large-format Smart Displays for Education, Boardrooms and Retail
- **WebOS-powered TV Interfaces**



Smart Utility & Small Appliances

- **Vacuum Cleaners:** Robotic, Cyclone, Handheld
- **Steam & Dry Irons**
- **Compact Washing Machines:**
Ideal for PGs, Hostels, Studio Homes
- **Shoe Dryers**
- **Food Processors & Electric Grinders**
- **Rechargeable Desk Fans:**
Ideal for Personal Spaces, Offices

Your Demand.
Our Supply. Zero Limits.

UNLOCKING INDIA'S Retail Potential

One Partner at a Time



Key Franchise Highlights

NATIONWIDE EXPANSION STRATEGY

Appointing Master Franchisees and Super Stockists across India

FLEXIBLE STORE FORMATS

Plug-and-Play Store Formats: **Signature, Prime, Express**

END-TO-END PARTNER SUPPORT

Branding, Warehousing, Logistics and Launch Execution

QUICK COMMERCE ENABLED STORE

Each Daewoo outlet serves as a Quick Commerce enabled fulfillment hub

EXCLUSIVE TERRITORIAL RIGHTS

Designed to maximize profitability and ensure long-term partner growth

Daewoo **SIGNATURE STORES**



Your Store,
Daewoo's Vision,
Our Legacy Together

Each store is a testament to Daewoo's commitment to redefining the way we live, making everyday life smarter, easier, and more efficient.



Daewoo Signature Stores embody the perfect blend of **INNOVATION | DESIGN | FUNCTIONALITY** offering an immersive experience for every customer.

Step into a space where cutting-edge technology meets exceptional quality, with a curated selection of world-class appliances.

The Daewoo Map to **MARKET LEADERSHIP**

30 Master Franchise Regions

- 🌀 Mumbai Metropolitan & Western Maharashtra
- 🌀 Vidarbha & North Maharashtra
- 🌀 Marathwada & Southern Maharashtra
- 🌀 Chennai & Northern Tamil Nadu
- 🌀 Southern & Western Tamil Nadu
- 🌀 Western & Central Uttar Pradesh
- 🌀 Eastern Uttar Pradesh & Bundelkhand
- 🌀 Central & South Gujarat
- 🌀 North Gujarat & Saurashtra
- 🌀 Western Madhya Pradesh
- 🌀 Eastern Madhya Pradesh
- 🌀 South & Urban Karnataka
- 🌀 North & Central Karnataka
- 🌀 Andhra Pradesh
- 🌀 Bihar
- 🌀 Chhattisgarh
- 🌀 Delhi NCR
- 🌀 Goa
- 🌀 Haryana
- 🌀 Himachal Pradesh
- 🌀 Jammu & Kashmir
- 🌀 Jharkhand
- 🌀 Kerala
- 🌀 North East
- 🌀 Odisha
- 🌀 Punjab
- 🌀 Rajasthan
- 🌀 Telangana
- 🌀 Uttarakhand
- 🌀 West Bengal



STATE-LEVEL POWER

OPPORTUNITIES



One State. One Leader.
No Second Chances.

Master Franchise Partner

State Leader

Own the Retail Future of Your State.

- The **exclusive right** to build and lead Daewoo's retail network across your entire state.
- **Earn profits** on every franchise, every store, every sale in your region.
- Take charge of brand growth, marketing and expansion with full support from **Daewoo Corporate**.
- Build a **high-income, high-legacy** business with monthly returns from every format launched under your leadership.
- Only **ONE Master Franchisee** will be appointed per state. Once awarded, the rights are locked. Forever.

Some Build Stores.
———— One Builds An Empire.

State Super Stockist

Distribution Powerhouse

Become the Backbone of Daewoo's Supply Chain

- The **exclusive right** to warehouse, manage stock and handle supply chain operations for your entire state.
- **Earn continuous profits** from product movement to every franchise, dealer and retail point.
- **Control the distribution** flow across cities, towns and districts.
- Lead **logistics excellence** with Daewoo's national product strategy at your side
- Only **ONE State Super Stockist** will be appointed per state. Once awarded, no second chance.

Own the Supply Lines.
———— Control the Flow.

Take Charge of an Entire STATEWIDE OPPORTUNITY

 **INVESTMENT**
UPTO ₹2 Cr

Take Full Command of the region and built a retail empire that defines the future.

 **1%** of Turnover, **Yours to Claim**

Earn a steady income from Daewoo's growing dominance across the region

 **Investment Payback**
Through Franchise Brand Fee Earnings

-  **100%** **BRAND FEE**
When you book a store
-  **50%** **BRAND FEE**
Even when Daewoo books a store

AGREEMENT
 **5 Year**
Long-term security and brand association

CAPITAL PROTECTION
 **100%**
Any unrecouped investment is **refunded** at the end of the agreement term

TERRITORY RIGHTS
 **Exclusive**
Full control over the region for retail expansion

FINANCIAL HIGHLIGHTS

BREAKEVEN IN
18-24 Months
through franchise brand fee collections.

PROJECTED
5-Year Profit
₹12-15 Crores cumulative from turnover margin.

TOTAL RETURNS
₹5-8 Crores
Projected over 5 years.






FRANCHISE OPPORTUNITIES

Scalable. Strategic. Rewarding.

Flexible **Formats.**
Unlimited **Opportunities.**

Book Stores from Bustling Metros
to High-Potential Towns

<u>STORE FORMAT</u>	 DAEWOO SIGNATURE	 DAEWOO PRIME	 DAEWOO SELECT
BRAND FEE	₹10 Lakhs	₹6 Lakhs	₹3 Lakhs
FURNITURE, FIXTURES & BRANDING	₹15 Lakhs	₹11 Lakhs	₹7 Lakhs
STOCK INVESTMENT	₹40 Lakhs	₹25 Lakhs	₹15 Lakhs
AREA REQUIRED	Approx. 1500 Sq Ft	Approx. 1000 Sq Ft	Approx. 700 Sq Ft

Choose the model that suits your market and scale smartly with **DAEWOO.**



QUICK COMMERCE INTEGRATION

Franchise Gamechanger

Daewoo is **India's first Electronics Brand** to power express appliance delivery from franchise stores.

How It Works:



What It Means for Franchise Partners:

+
Zero Marketing Cost
Visibility via Q-commerce Platforms

+
New Revenue Stream
Per Order Fulfillment Bonus

+
Faster Stock Rotation
= Stronger Monthly Cashflow

+
Hyperlocal Brand
Visibility with Every Rapid Delivery

INFLUENCER & SOCIAL MEDIA Campaigns

DAEWOO uses influencer-led campaigns and performance driven local reach strategies

Instagram/Youtube Creators

- Groom with Me
- 5-minute Kitchen Hacks
- My Sunday Cleaning Ritual



City-Wise **Meta Lead-Gen Ads** for store discovery



Combining **Gen Z + Millennial reach** with targeted campaigns to maximize store visibility



Festival Campaigns with **Flash Sales + Countdown Hooks**



Integrated ATL & BTL Strategy

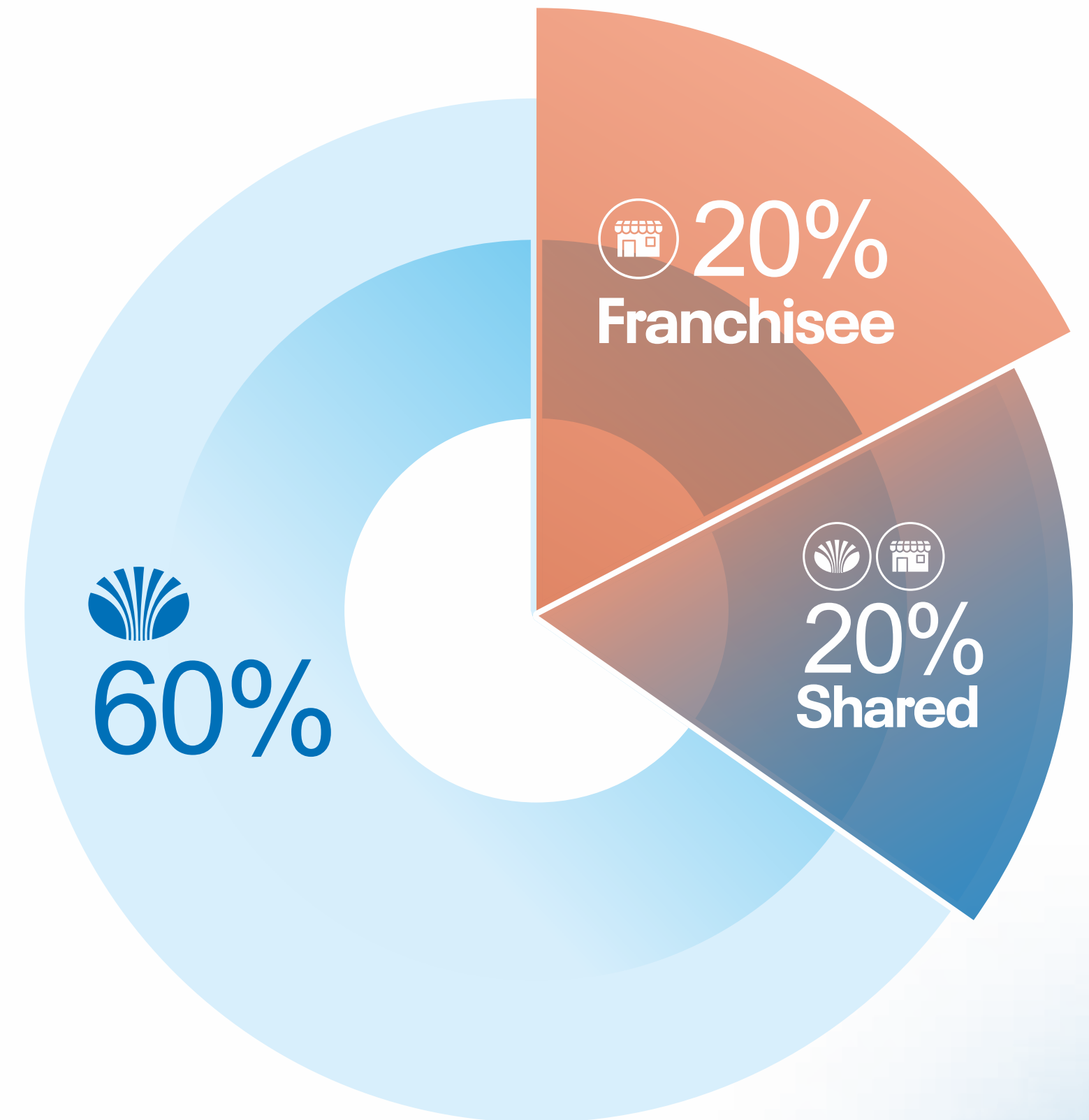
Above-the-Line (ATL) Initiatives



Below-the-Line (BTL) Activations



Marketing Layer	Responsibility	Notes
✓ Celebrity Endorsements		National-level campaigns
✓ National Media Campaigns		TV, Radio, Print
✓ Digital Presence		OTT, YouTube
✓ Influencer Collaborations		Instagram, YouTube
✓ Festival Promotions		Daewoo funds national; franchisees support local
✓ In-Store Promotions		Customized per store
✓ Local Events & Sponsorships		Community engagement
✓ Dealer Engagement Programs		Training and incentives
✓ Direct Marketing		Daewoo provides templates; franchisees execute
✓ Point-of-Sale Materials		Standardized branding materials



Daewoo handles 60% of the activities. **Franchisees** are responsible for 20%. **Shared** responsibilities account for the remaining 20%.

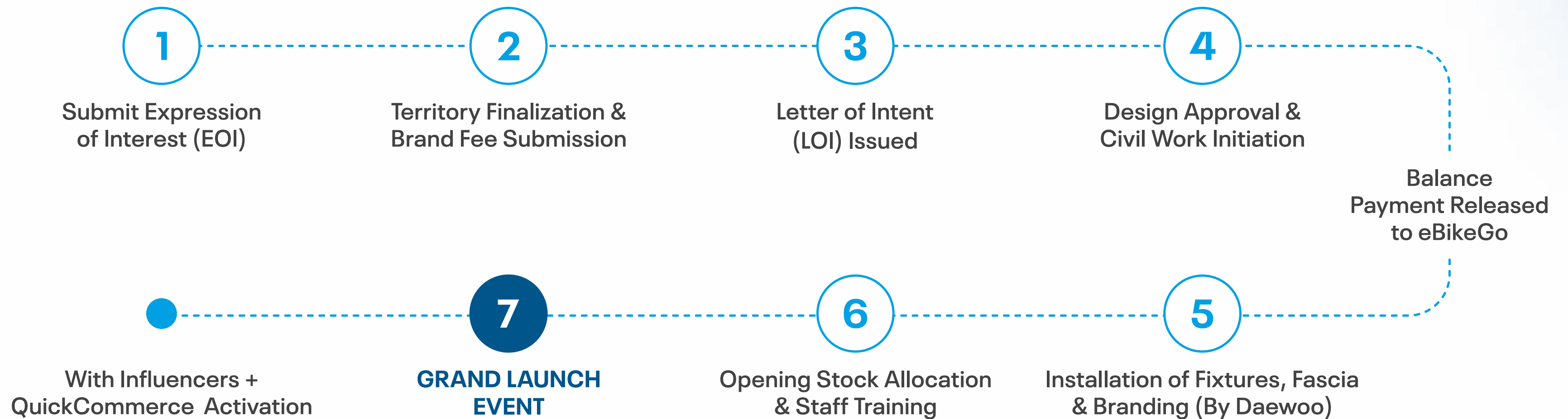
From First Call to **STORE LAUNCH**



Your Journey with Daewoo

We've simplified the process so you focus on what matters.
Building your business and unlocking profits fast.

FRANCHISEE ONBOARDING FLOW



Simple & Streamlined Compliance

- ✓ PAN & Aadhaar (Promoter/Director)
- ✓ Business Registration (Proprietorship / LLP / Pvt. Ltd.)
- ✓ GST Certificate
- ✓ Rent/Ownership Proof Store Premises
- ✓ Last 6 Months' Bank Statement
- ✓ Two Passport Sized Photos

**Fewer Barriers.
Faster Setup.**
Daewoo makes your retail launch smooth and scalable.



Let's Build Your Retail Empire

Partner with **Daewoo** and
lead the future of electronics retail in India.

CONNECT WITH US

www.daewooappliances.in
contact@daewooappliances.in

FOLLOW US



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