165 Exclusive Retail Stores

TOP 30 FRANCHISE OPPORTUNITIES 2010

mint MONEY

Presto®
PERSONALISED WONDERS

Whichever way you look at it, our Personalised Wonders usher in fortune for all. These sheer marvels help express and share any feeling, eventually bringing distant hearts closer.

For you, the business is so profitable that you may mistake our equipments for currency printing machines.

FRANCHISE REQUIREMENTS

Investment	:	10 Lacs
Space	:	40 ~ 400 Sq. ft in Prime Retail Area
Location	:	High Streets, Malls, Shop in Shop
Attitude	:	Flair for Customer Service and a Creative Bent of Mind
Target Cities	:	Unrepresented Cities and Towns

for further enquiries,
call Manisha ~ +91 97487 77272
or email ~ manisha@prestowonders.com

why
should you select *Presto* Franchise?

- All products are **100% customised**
- Customisation done in **just 30 minutes** at the store itself while the customer waits
- A Range of **600 products**, covering categories like:

Personal Gifting

Corporate Gifting

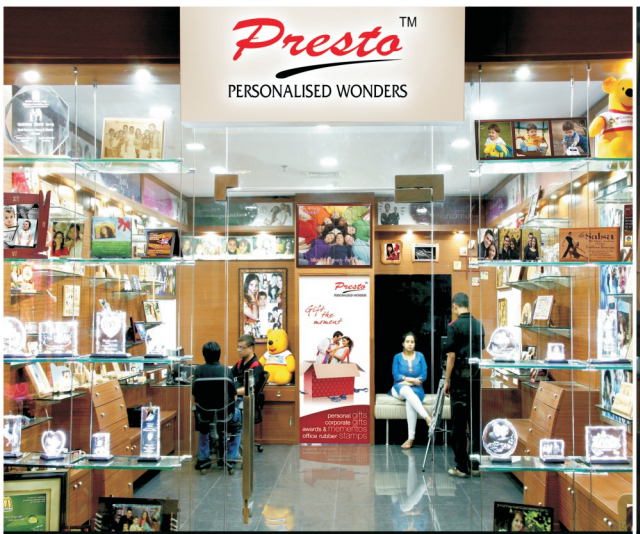
Awards & Appreciation Products

Personalised Home Decor

Premium Office Rubber Stamps

- Minimum **personal involvement** for the franchise owner
- **Sinfully profitable**. Ratio between sale : purchase = 3:1
- Total **hand holding** - from concept to commissioning.
- **Flexible franchise plans** to suite every market and investment profile

some
of our exclusive stores



Naya Baneswar ~ Kathmandu

Civil Lines ~ Allahabad

South City Mall ~ Kolkata

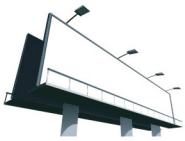
High Street Store ~ Alkapuri, Vadodara

Alpha One Mall ~ Ahmedabad

Seasons Mall ~ Pune

Kiran Shankar Roy Road ~ Kolkata

how
do we promote our stores?



Advertisements

Exhibitions

Electronic media

Celebrity visits

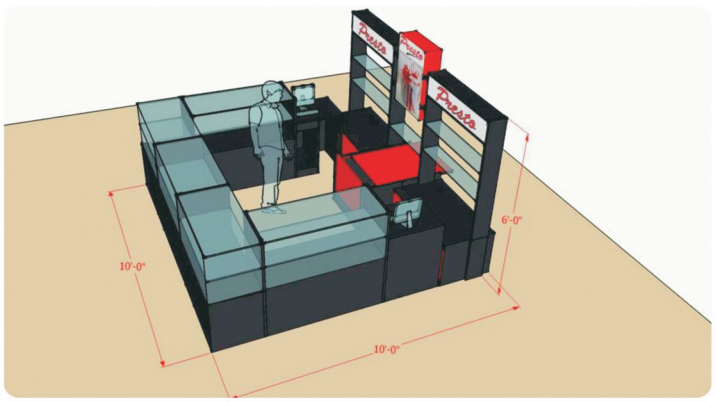
how
do we support our franchisees?

- Assistance in Site Selection
- Assistance in Store Fit-Outs
- Staff Appointment and Staff Training on a continuous basis
- Creative Support for Design Templates and Event Specific Merchandising
- On-Site maintenance of Equipments
- Sales Supports, Market Identification and Product updates
- Annual Franchise Meets
- Upgrade option of Master Franchise for Unit Franchisees

what
is the ideal location for this business?

Store Format

Location:	Premium High Street, Shopping Malls, other high footfall locations.
Space:	200 to 400 Sq. Ft. Carpet Area



Kiosk Format

Location:	Shopping Malls, Amusement Parks, Stand alone Multiplexes, Shop in Shop, other high footfall locations.
Space:	40 to 120 Sq. Ft. Carpet Area

robust team

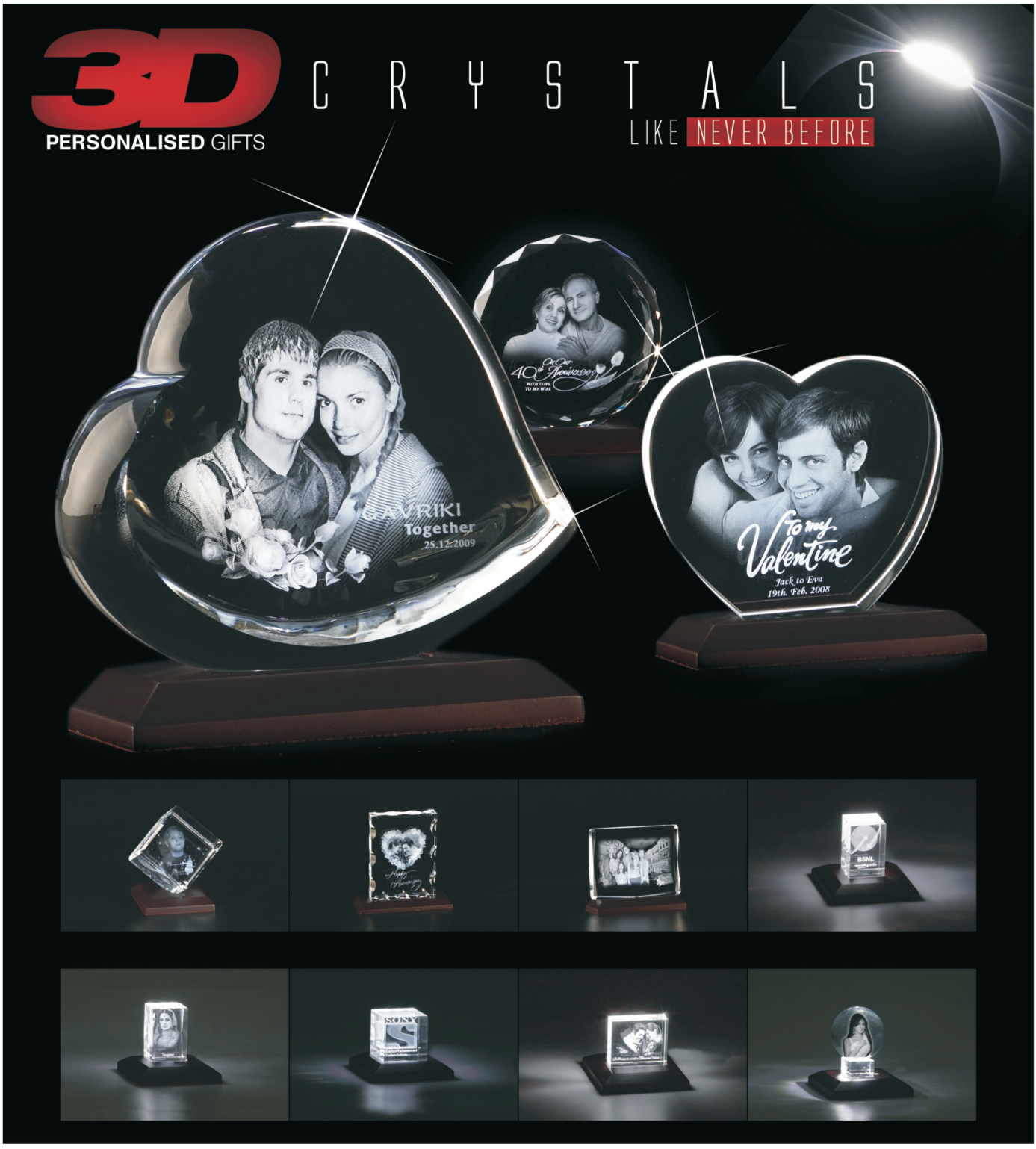
resilient infrastructure

Laser Engraving Machinery

OVER
1,00,000
CUSTOMERS

3D gifts

for the first time in India



we're always news

SUPER SOUVENIR AWARDS NIGHT P4,5

The Telegraph
salt lake
Every Friday
FRIDAY 3 APRIL 2009

Actresses Ushashi, Chandreyee and Rupa Ganguly at City Centre

NEW BUDDY TEDDY

Tollywood stars descend on City Centre to launch a personalised teddy bear

Sweets are sweets you gift every year but how about surprising your loved ones with a teddy bear this Pohela Boishakh?

Presto, the gift shop at City Centre, has launched a personalised teddy bear for the Bengali New Year and stars of the new Tollywood film *Kaler Rakhal* dropped by at the store for the occasion. Actors Roopa Ganguly, Parambrata, Ushashi, Rudranil Ghosh, Chandreyee Ghosh and director of the film Shekhar Das were seen hugging the cozy teddy as they smiled for shutterbugs and signed autographs.

The big, brown teddy can be personalised for each customer, in the sense that a photograph, and even a message of choice can be printed on the teddy's fabric. "We wish to get to express our feelings in loved ones, given the fast lives that we lead these days. A personalised teddy can spread the right warmth and love," said Chandreyee.

All the stars got a teddy each while they strolled around the store checking out coffee mugs, photo frames, T-shirts and stationery on display. "Presto has 24 outlets across eastern India and we personalise gifts for the corporate sector as well as youngsters who want to gift one another something special," said Anurag Poddar who, along with Anil Jhawar owns the chain. "Our other flagship product is laser-engraved, wooden showpieces with a message of your choice."

Presto happens to be a co-sponsor of *Kaler Rakhal*, that releases today, and the film's merchandise like clocks and caps were also up on display. Roopa was all praises for the film: "This movie has turned out very well and is sure to get the audience hooked." Shekhar, the director, too echoed her view. "It's a genuine plot and has the ability to draw audiences to the theatres again and again."

With the film hitting the screens, the stars can now have a relaxed New Year 'Pohela Boishakh is a time for family,' said Chandreyee. 'I look forward to interacting with retailers on the day maybe watching movie's programme or helping people out on the work of Rainbow Multi Tuners.'

SUBHENDU GHOSH/TT

Soubhik Chakrabar

Bhaichung Bhutia shows his photograph with his wife at a felicitation ceremony at Presto Personalised Store at South City on Saturday.

NAVA VARSHA GIFT IDEAS

Ayanavil Chanda: A basket perfect and cheque
Chandrayee Ghosh: A traditional sari
Roopa Ganguly: Music CD
Debashis: A home-cooked Bengali meal comprising astonishing rice Machher Matha dive Mug Dal. Aloo Bhaja, Alu Bhatta, Aloo fish, fish, chutney and rasamalai

The Telegraph
t2

STYLE STOP

How would you like a whole wall recording your treasured memories from that wonderful party on your 10th birthday or the first time you fell in love or your graduation day? The Presto Personalised Wonder store located at the basement of South City Mall promises to freeze all these favourite moments and make them a part of daily life.

Customisation is their watchword with hundreds of design templates to choose from. Mugs, cushions, calendars, trophies, woodcarvings, crystal pieces, pens, key chains and even an entire wall can bear names, quotes, poems or favourite moments, captured through photographs.

The company that started business with rubber stamps began its first personalised gift store in 2004. "I saw how popular the whole concept of personalised gifting was abroad, where it was like gifting a part of yourself to someone, making a special moment even more special," said Anurag Poddar, director of the company. This 66 sq ft store occupies a central spot right below the escalator, just the right spot to draw in curious window shoppers to make impulse purchases.

Also on offer is the Presto On Spot that brings its services to your doorstep to customise products for a home or office space.

The look: The shop below the stairs has the look of a kiosk with the space and facilities of a store. Glass shelves enclose the store and desk with shelves behind it dominates the space. This is the workspace for computer terminals and machines that are used to personalise merchandising a tiny pressure and a laser engraving machine. The smaller items can be created at the store itself in 10 to 15 minutes whereas the larger products take a few days at the most.

Merchandise at Presto.

The products: The options are varied as customers can choose from a variety of surfaces that range from wood to glass and get them inscribed, embossed, engraved or printed with photographs, poetry or personal messages. The items are divided into personal and professional with corporate buyers forming a big chunk of their clientele. Plaques, trophies, pens, calendars and clocks are personalised and used for a variety of business purposes. Trophies, cups, various types of awards and medals also form a part of their range. The ideas are quite creative and they include pieces like a one-sip of a photograph printed on ceramic tiles, a picture embedded in crystal celebrating a special day and cushion covers with digital prints of photographs.

A whole range of stamps adorns another wall, which provides imprints of names, photographs and logos in double colours. Prices start at Rs 50 and go up to Rs 3,000.

Diya Kohli

12 pick: A personalised calendar for the family with photographs of different members with each month and red-letter days special to the family marked out. Priced at Rs 750, the calendar starts from the month you order it so you don't miss out on any special moments in the coming year.

Hindustan Times
Kolkata Live

Made for each other

Designers Dev and Nil (second from right) and actress Shahana Chatterjee (right) selected winners for a Presto Friendship Day slogan writing contest. Presto has also launched a special range of Friendship Day gifts.

SUBHENDU GHOSH/TT

hindustan times
ht city

Celina learns tricks of the trade P4

Friends forever

Calcutta Times

Smart to the T

Roopa

Parambrata

Bollywood has always gone the whole hog as far as film publicity is concerned. But seems Tollywood is catching up, slow but steady. Recently, at a city store, the cast and crew of *Kaaler Rakhal* got stills from the film imprinted on T-shirts, teddy bears and mugs. Innovative, to say the least! While not a direct word was spoken about the film, the cast chose to answer all the queries that the crowd threw at them. At the do, Rudranil was seen having a gala time with friend Roopa Ganguly. 'She was waxing eloquent about my role. So much so that I got confused whether she was really all praise or saying all of that in jest!" exclaims Rudranil. Now, that's what we call a 'personalised' take!

চ*তু*প্প*র্ণী

'প্রেস্টো'য় বৈশাখী উপহার

পয়লা বৈশাখ উপলক্ষে প্রেস্টো লক্ষ করল 'প্রেস্টো'জ পয়লা বৈশাখী চেটিড বিয়ার'। বঙ্গদের প্রথমদিনে পছন্দের মানুষটিকে দারি স্পেশাল কিছু দিতে চায় তবে এই পয়লা বৈশাখী চেটিড বিয়ারটি হতে পারেপাত পারেওই বিকী। এই চেটিড বিয়ার লক্ষ উপলক্ষে সন্ট লেকের সিটি সেন্টারে প্রেস্টো শপে উপস্থিত ছিলেন 'কালের রাখাল' ফিল্মের পুরো টিম। উপস্থিত ছিলেন রাশা গাঙ্গুলি, পরমব্রত,

কৌশানী, চাঁদেরহাট, উশশী এবং পরিচালক শেখর দাশ। তাঁরা প্রত্যেকেই জানালেন, নিজের প্রিয় মানুষটিকে এই চেটিড বিয়ার একটা করে দেবেনই। এই চেটিড বিয়ার কলের গায়ে একটা করে টি-শার্ট পরানো আছে। ওই টিশার্ট এর ওপরে নিজের ছবি লাগাতে পারেন বা কিছু লিখতে পারেন। সুন্দর দেখতে এই চেটিড কলের দাম ৯৯০ টাকা। এছাড়াও আরও নানান ধরনের গাছসেভানোর্থক জিনিস পাওয়া এখানে। যেমন কাপ, কফি মগ, টিশার্ট, ফটোফ্রেম সেপার-ওয়েট, ওয়াল হ্যাংগিং ইত্যাদি। প্রতিটিতেই নিজের বা প্রজনের ছবি বা নাম লেখানো যাবে। এইসব জিনিসের দাম ৫০ টাকা থেকে ৪৫০০ টাকার মধ্যে। সিটি সেন্টার মেট্রোপলিটন মল, মানি স্কোয়ার, সাউথ সিটি মল, সিরিল পার্ক, এবং বিগ বাজারে এদের আউট লেট আছে।

In character: (From left) Joy Sengupta, Hrishita Bhatt, and Shubh pose in *Aasma* T-shirt

A STORE VISIT BY A *FILMI* CAST & CREW PLUS AN ALBUM LAUNCH & STYLE TALK

Getting personal

Actress **Hrishitaa Bhatt** with co-stars Shubh and Joy Sengupta at Presto in South City Mall.
Picture by Rashbehari Das

She is best remembered for her Devi in Santosh Sivan's 2001 film *Asoka* starring Shah Rukh Khan. And though Hrishitaa Bhatt has gone on to feature in some forgettable flicks, the 27-year-old Mumbai girl has no regrets. "You know, I am not greedy. I think I am really blessed that I have done some good projects and modelling assignments. The decision to take a break was a conscious one as I wanted to complete my education," says the lissome lady who shot to fame through a music video opposite a very lanky Shahid Kapur, her one-time boyfriend.

Hrishitaa was in town last Tuesday for the premiere and promotion of her new film *Aasma*, the tale of a theatre group's dreams and tribulations, directed by Rohit Nayyar. Giving her company were her co-stars Joy Sengupta and newcomer Shubh.

The crew hit South City Mall in the afternoon, paying a brief visit to the personalised gift store Presto, a co-sponsor of the film. Posing in *Aasma* T-shirts with mugs bearing their pictures in hand, the crew was quite a draw with eager shoppers posing to get a closer look.

"The film is about the youth and 60 per cent of Presto's customers are young people," smiled Anil K. Jhawar, director, Mohan Impressions Pvt Ltd, the company that owns the brand Presto.

Hrishitaa has good command over Bengali and has relatives in the city. So what are some of the must-dos when she hits Calcutta? "I really enjoy the vibe and make it a point to meet up with my relatives," she smiles between sips of her cappuccino. *Sandesh* and Satyajit Ray are her local loves. And is there anything that she hates about Bengalis? "They eat a lot themselves and also make others eat," laughs Hrishitaa, who won't miss picking up her box of *mithai* before leaving the city.

Saionee Chakraborty

Kitten Vs Tigress
WHAT'S YOUR LOVE MOOD TODAY?

SUJATA CHOWDHURY
On gymming

Your guide to events in Ko

HOW ABOUT A BEAR HUG?
Actors Ushashi, Chandreyi and Rupa Ganguly pose with a teddy at Presto's store in Salt Lake, Kolkata—a veritable treasure trove of personalised gifts.

RO FFMINA | 88 | 29 2009

SUNDAY CALCUTTA
OF MOMENTOUS SIGNIFICANCE

PRESTO PERSONALIZED WONDERS

Picks of the month

HT CITY Weekend

we

That extra special touch

A T-Shirt with your family picture on it, a coffee mug for your sweetheart capturing the most treasured moment on it, a pendant having a picture of that someone special in it, a collage of family pictures made for your living room and a host of other personalised, creative products for yourself and your loved ones — this is what Presto Personalised Wonders, a sister brand of Presto Stamps is all about. One can even get personalised awards, certificates, souvenirs and more. Presto is present at many shopping malls in Eastern India and has recently opened a store at South City mall, which is equipped for instant company stamps. It also offers Presto On-Spot Service whereby one can greet guests with on-the-Spot photos.

OS message n celluloid

respondent

store at South
on Tuesday
ed to the stars
ty *Is The Limit*,
revolves around
cter who is HIV
ante Shubh,
protagonist of
o-actors Hrishi-
y Sengupta
t the promotion
he store, which
ed the film. The
by Rohit Nayyar;
l by Shubh, who
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ut AIDS and it
esponsibility to
rocess. In fact,
g this film to
ur products."

said Anil Jhawar, director of Presto Store, which specialises in personalised gifts. "We are looking forward to sponsoring more films, including Bengali ones, if we find a social connect."

The young cast seemed pretty excited, and Shubh, aka Subhashish, who turned out to be Bengali much to the delight of those present, spoke in fluent Bengali of his excitement and expectations. "I am lucky to start with a film that is extremely ambitious but has a strong social message. It is about how one overcomes problems in life, preserving faith and courage and with wonderful friendships to help you achieve your dreams."

On the other hand, Sengupta said, "I have a small presence in the film, as I play a doctor. Actually I have known Shubh since he was a child, and as this is his first film I had to be part of it."

Hrishita said, "The story is very interesting as it revolves around youngsters and how they cope with life. It teaches people how to go for their dreams." Talking about the other actors and the media in general, she shirts presented the company.

ভারতে সর্বাধিক প্রচারিত প্রথম শ্রেণির বাংলা সংবাদ

আনন্দবাজার পত্রিকা

কাজের বাজার

আনন্দবাজার পত্রিকা কলকাতা ৬ জানুয়ারি ২০০৯

পাড়ি

উপহারের উষ্ণতাই ব্যবসার উপজীব্য

কেনও দিন সে পথে হাঁটেননি। ব্যবসার বাজার বখালের বৌচা শুরু হয়েছে বেশ কিছু দিন আগেই। কিন্তু ক্রেতার সমারোহ 'আমনা'-এ অনিবেশ কিছুটা অস্বস্তিকর। ব্যাকেসের ভিড় ছিলেন একেবারেই অভাব ও শিক্ষানবিশ সমস্যাসংসেনী। হাজিরার পরিচয়ও উপহারে উষ্ণতার অনেকেরই এবারই প্রথম। আর পরিবর্তে এসেছে গণিবিজ্ঞ চরিত্র। আর উষ্ণতার অভাব বোধের এই ব্যবসার কোনের একটি ছোট্ট দোকানে 'আনন্দ বাজার পত্রিকা'-সহযোগে। ভাগ্যটাকেই মূলধন করে এ ক্ষেত্রে প্রায় প্রতিযোগিতাহীন বাজারে 'প্রেস্টো' তৈরি করা হয়েছে।'— প্রেস্টোর ব্যক্তিগত উপহারের ব্যবসার মত যেমন এটা, তেমনই তার সাফল্যের শর্ত এবং কারণও এটাই, জানালেন অনুপম।

এখন যাক, জন্মদিনের উপহার। গা থেকে রাশি পেশার ছাত্রছাত্রী থেকে সামনে ইয়ার বড় কটি মন। চমক, মগের পরে টিয়ের ছবি। টিয়ে ফিলেকটিভ রাতে ঘরে ফেরার খাটের পিছনে বলে যাওয়া দেওয়াল। ফেলে আসা মুহূর্তগুলো সিমেন্ট জীবন্ত 'ওয়াল কোলাজ'-এর টেলিফোন হচ্ছে। আর এই ওপরই ক্যালেন্ডার, ঘড়ি, ফোটো ফ্রেম, টি শার্ট, পেন, চাবির রিং, কুশন, ট্রফি, কাপ, প্লিপিন, কাঁচ বা কাঠ-এর তৈরি নামান জিনিস, প্রেস্টোয় ইত্যাদিতে ফেরার বায়নাই করে দেওয়া যায়। উদ্ভবি, কবিতা, ক্যালেন্ডার, ব্যাকেসাবলি ছবি বসিয়ে ফেরাতে পারেন মানিক সাজিয়ে দেন প্রেস্টোর ডিজাইনাররা। সবার জন্য সামান্য। "পার্সোনালাইজড উপহারের দিনে মূলত জন্মদিন বা বিবাহবার্ষিকীর মতো ক্ষেত্রে 'ক্রেতা'রা জনিয়ে থাকেন কাগজ' বা একেবারে 'স্মরণি'-সহকে অনুষ্ঠান হাজির হয়ে 'আমি দা পাশে'-এর মতো আরও নানান পরিষেবা দেন তাঁরা।

কলকাতার ছটি দেশির দিনে শুরু। এখন সাত্রি সিটি মল, মল্লি কেয়ার নিয়ে কলকাতার ছটি-সহ পূর্বাঞ্চলে ২৪টি 'প্রেস্টো পার্সোনালাইজড ওয়ান্ডার্স' দিল্লি এই ফোটো। ইন্ডিয়েবেই পশ্চিম এশিয়া বাজারে চুকে পড়েছে তাঁরা। কর্পোরেট বা দেশার হৃদিয়ারের জনদিন প্রেমের ছবি, বাতা ইত্যাদিকে সাজানো ফেমেলি, পুরস্কার, সার্টিফিকেট, বিভিন্ন ধরনের ট্রফি ইত্যাদি।

গৌরী মজুমদার

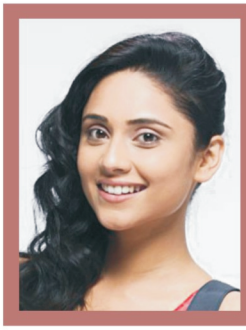
অনুরাগ পোদ্দার

অনিল বাঙাড়ার

here's what
our customers have to say

I once gifted Damini with a mug which had her & Barbie's picture. We're best friends since then!

Sejal, New Delhi

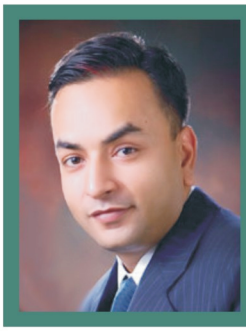


I love Presto's products for the simple reason that I can write what I want. There's no better gift than your own involvement in its making!

Rashmi Sen, Kolkata

My house has a number of Presto products displayed on the walls and side tables. Displaying your prized moments make the best showpieces!

Paromita Mukherjee, Kolkata



I have found Personalised Certificates & Awards very inspiring for our team. Thanks to Presto, they always come up with something new for our team to cherish!

Gopi More, CMD, Torsa Machines Ltd.

We use Presto's Personalised Mementos whenever we have official or Guest felicitations and other such gatherings. Their vast range and quick turn around time of few hours come extremely handy to us.

Niraj Dhote, Chairman, Calcutta Round Table

our moment
of pure pride

Hon. President of India handing out a **Presto Award**

let's hear
from some of our existing franchisees

"I started as a unit franchisee at Guwahati in 2006 and upgraded myself as Master Franchisee. Today, I have a chain of 5 Presto Stores under me in my area."

- Raja Gohain, Exponential Inc., Guwahati

"I was looking for a business that would involve creative skills and also offer flexi work timings. Presto is a perfect format where I can meet all my personal commitments with ease."

- Sandeep Pagaria, Bengaluru

"Presto's Business Model is so user friendly that we maintain our work-family balance very easily. At the same time the margins are very attractive and the break even could be achieved in just 6 months!"

- Roby Pidiyath & Santee Pidiyath, Cochin

IMAGES ★ MOST ADMIRED RETAILER OF THE YEAR ★ LEISURE

India Retail Forum is the most prestigious event for the Retail Industry in India. IRF as it is popularly known takes place at Renaissance Hotel in Mumbai every year and the who's- who of the Indian Retail Industry are present at this conference of great minds. You imagine any big Retail brand or their CEO's, they are all there at the IRF.

It is amongst these big ticket brands that Presto has emerged as "The Most Admired Retailer- Leisure" at a glittering Award Ceremony held on 26th September 2013 in front of an August Retail Fraternity.

It's time to celebrate and congratulate each one associated with Presto in any capacity. This recognition will go a long way in building the brand and it's acceptability in the most prestigious Shopping Malls across India and add stimulus in each of us to reach even higher goals.

BRAVISSIMO!

Mr Amitabh Bachhan being gifted a 3D Crystal made from Presto by Mr. Vishwas Chandwaskar, our Franchisee in Bhopal who was on the hot seat.

The episode was telecast on 20th and 25th Oct 2013.

We wish him all the very best and thank him for doing Presto so very proud!!

Presto®
PERSONALISED WONDERS

Gifts | Awards | Mementos | Premiums | Office Rubber Stamps

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