

Lumitor®

WE **PAINT** WITH **LIGHT**



ANYTHING
IS POSSIBLE

GET LIT WITH US ▶



YOU ARE HERE!

Lets Start your journey with
LumiLor by telling you a little bit
about our company, our goals and
some achievements.



1

**YOU ARE
HERE!**



2

**WHAT IS
LUMILOR?**



3

**LUMILOR
MARKET**



4

**APPLICATION
TRAINING MODULES**



5

**LUMILOR
BUSINESS MODELS**



6

**GROW YOUR
BUSINESS**



7

CONGRATULATIONS!

VISION

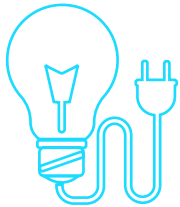
To bring everything to life with electroluminescent technology.

MISSION

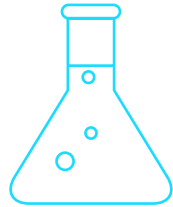
To let our customers make a unique impression by applying LumiLor to whatever they want to. LumiLor is a creative solution as it understands the customer's businesses, powered by a premium technology and unleashing its massive potential in an astonishing fashion.



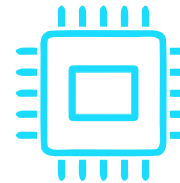
COMPANY HIGHLIGHTS



Innovative LEC technology with the potential to transform the lighting industry



Partnerships with global chemicals developers and distributors; Rust-Oleum and Merck



Highly efficient custom electronics for every small and big application successfully developed by Detailing Devils.



Significant traction to date including projects and JDAs with international manufacturers such as Airbus and two of the global top ten automotive firms



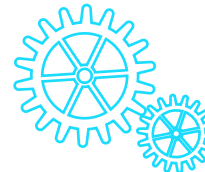
\$50bn
Estimated total addressable market



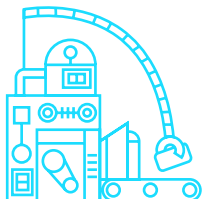
Patent protection in 52 countries



Defensible position as LEC industry leader



Scalable business model



The only LEC company globally with a viable development path to mass-application

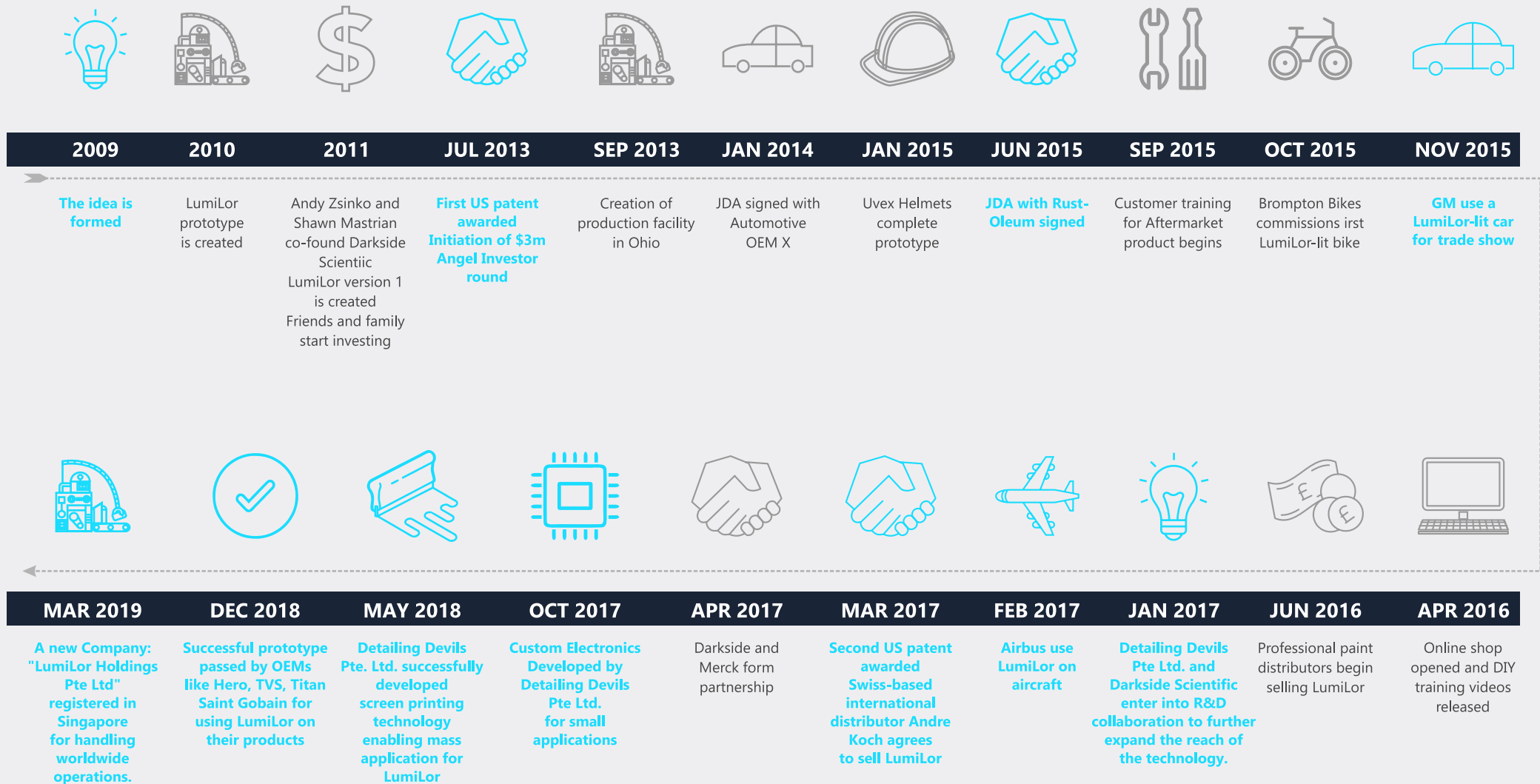


Premium brand, product and service



Screen Printing technology and material developed by Detailing Devils Pte Ltd. enabling mass application of LumiLor electroluminescent paint.

HISTORY & BACKGROUND



OEM PARTNERS



AIRBUS

AIR BUS



TITAN

TITAN



HARITA



HERO MOTOCORP



TVS



G WINE CELLAR

G WINE CELLAR



LEXUS



TESLA

TESLA



BMW



RACING

FORD RACING

POPULAR LUMILOR **APPLICATORS** ACROSS THE GLOBE



H2O GRAPHICS BY DESIGN
OHIO, USA



MAD CARBON FIBER
RUSSIA



LIGHT DESIGN STUDIO
MEXICO



RATTLE SNAKE
JAPAN



HIDRO IMPRESSION
SPAIN



CUSTOM DIGITAL
AUSTRALIA



EXTREME PAINT CONCEPT
ROMANIA



DEMON PAINT
GERMANY



SPRAY LABS LONDON
ENGLAND



LUMILOR BRASIL
BRAZIL



POPULAR LUMILOR **DEALERS & DISTRIBUTORS** ACROSS THE GLOBE



LUMILOR BRASIL
SOUTH AMERICA



XTREME PAINT
ROMANIA



**INNOVATIVE NANO-
TECHNOLOGY**
UAE



DETAILING DEVILS
INDIA



DEMON PAINT
GERMANY



CUSTOM DIGITAL
AUSTRALIA



LUMILOR RUSSIA
RUSSIA



LUMILOR WORKS
JAPAN



SHAAN'XI
CHINA



ANDRE KOCH AG
SWITZERLAND



**301 AUTOMOBILE
TRADING**
HONG KONG



NANO MATRIX
PHILLIPINES

KEY ACHIEVEMENTS



EXHIBITED IN

SEMA SHOW 2017

AUTO EXPO – COMPONENTS 2018

AWARDED

TESLA INNOVATION AWARDS

SEMA GLOBAL MEDIA AWARDS WINNER

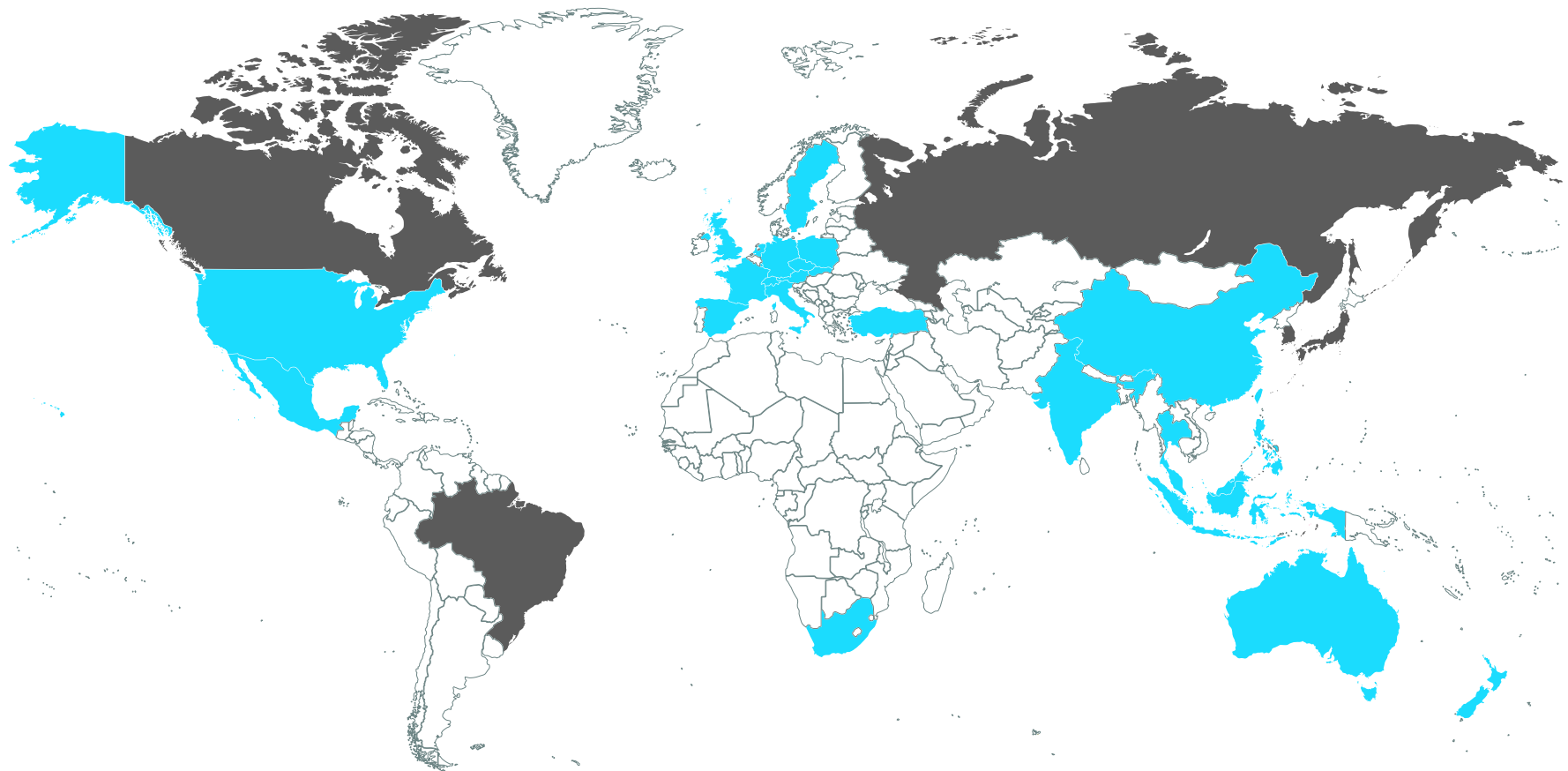
PATENTS



Patent 1 granted



Patent 1 pending



YOU ARE
HERE!

WHAT IS
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LUMILOR
MARKET

APPLICATION
TRAINING MODULES

LUMILOR
BUSINESS MODELS

GROW YOUR
BUSINESS

CONGRATULATIONS!

WHAT IS LUMILOR?

Understand **our product** by gaining some technical know-how and other basic information.

Lumilor®?



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WHAT IS LUMILOR?

LUMILOR IS A LIGHT-EMITTING COATING ("LEC").

It is a revolutionary paint-like coating system that can be applied to almost any 3D object. When an electrical current is passed through the coating, it will emit light. This means LumiLor can be programmed to turn on and off as desired.

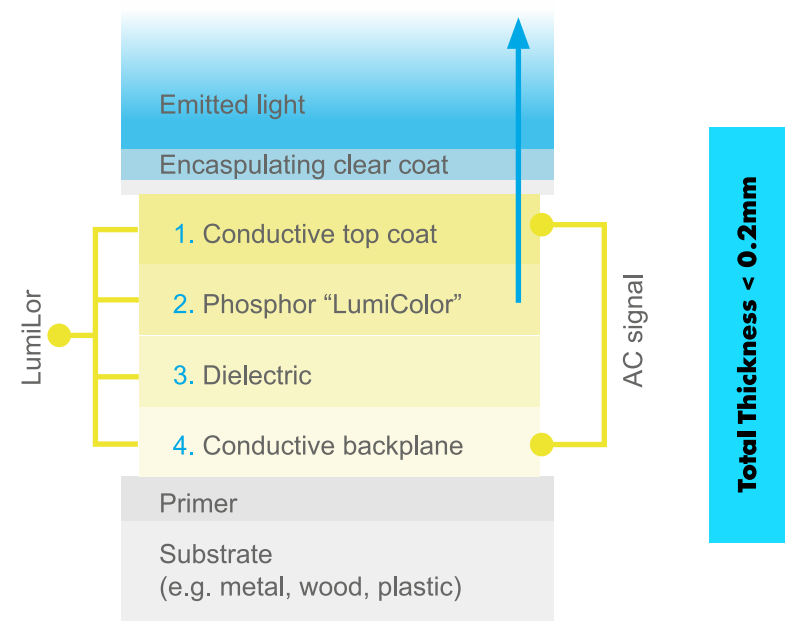
LUMILOR CAN COVER ALMOST ANY OBJECT IN LIGHT.

POWER SOURCE

Electroluminescent LECs and panels have to be driven by an "inverter" that delivers an alternating current between 50Vac and 400V ac and a frequency of between 50Hz and 2,500Hz.

THE FOUR LAYERS OF LUMILOR LEC:

- **Conductive Top Coat** - Optically transparent layer which acts as a highly conductive top coat.
- **Phosphor "LumiColor"** - The critical layer that determines life, brightness, and emitted color.
- **Dielectric** - Assists the phosphor in the emission of light, augmenting the brightness and uniformity.
- **Conductive Backplane** - Near-zero resistance ilm that provides the bottom conductor.



The four LumiLor layers when applied are less than <0.2mm (0.003") thick and are encapsulated by a clear coat for electrical insulation.

PRODUCT FEATURES



LIMITATIONS

While LumiLor has many benefits and is currently suitable for many uses, it is still in the relatively early stages of development and has some limitations to its use in its current form. By raising investment, Detailing Devils Pte Ltd. can ramp up its R&D efforts and is confident of being able to improve the performance in areas like light output, visibility, cross, mass application.

APPLICATION PROCESS

ENCAPSULATING AUTOMOTIVE CLEAR COAT

In the last step, the
Conductive Top Coat is
topped off with
**Encapsulating
Automotive Clear Coat**.

CONDUCTIVE TOP COAT

The **conductive Top Coat**
layer is the final conductive
element- the most charged
allows Lumilor to emit light.

BASIC EXPLANATION OF THE LUMILOR

BACK PLANE MATERIAL

Back Plane Layer: The Back Plane is a highly
conductive low-resistance material that allows the current
to be supported across the entire electric surface when
applied in an even and consistent manner.

DIELECTRIC

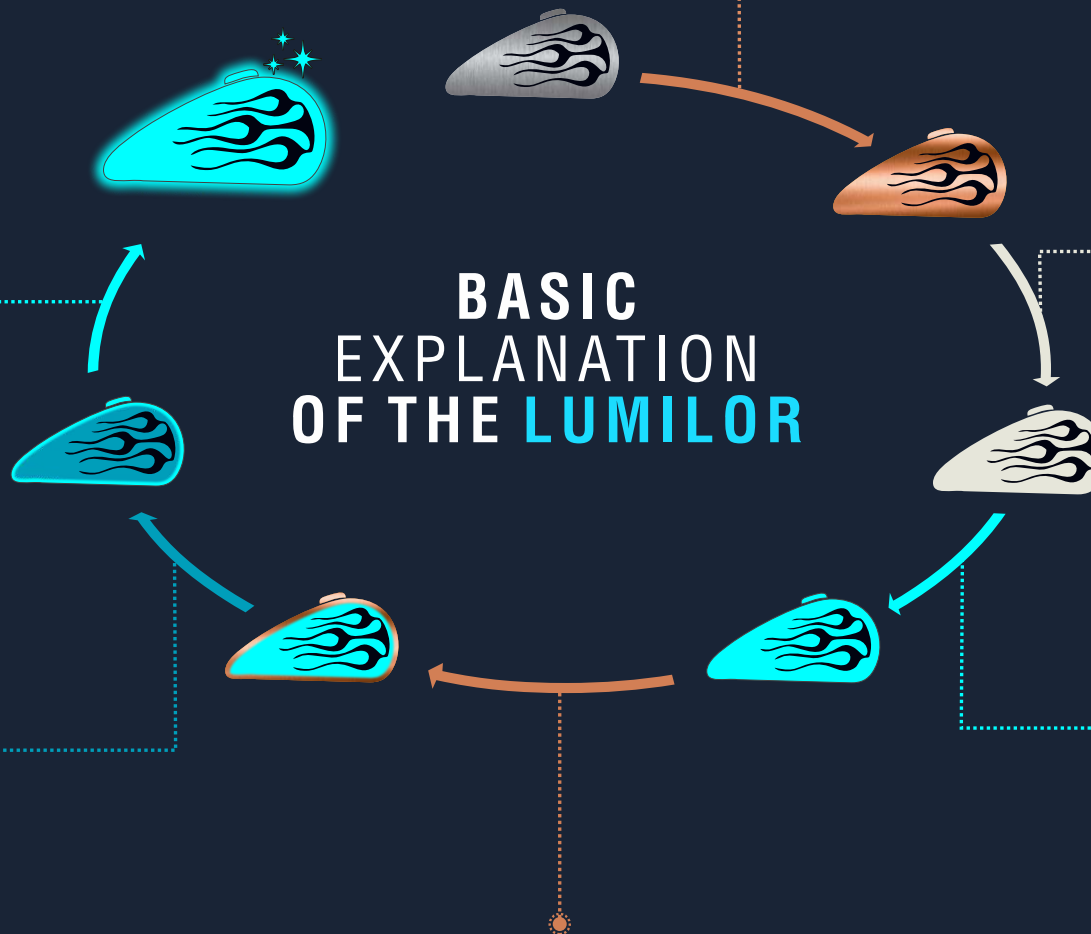
Dielectric Layer: Next is the
Dielectric layer that does two
very important things. First, it
access insulation supplied
over the entire back plane
evenly ensuring there is no
burning or shorting. Second,
it ensures the current is being
distributed evenly across the
surface to produce even light.

LUMICOLOR

Lumicolor Layer: The color
providing is the function of our
third coat called the
'LUMICOLOR'. Lumicolor is a
very large part that will be
sprayed on with black lights to
see where the color is being
applied.

BUS BAR

Bus Bar Application: The next application is the
Bus Bar. The Bus Bar is the conductive layer of
the Back Plane Material that provides a zero
resistance power for better current distribution to
the conductive top coat.



WORLD'S FIRST LIGHT EMITTING COATING

FOUR UNIQUE LAYER COATING SYSTEM

BACKPLANE | **DIELECTRIC** | **LUMICOLOR** | **CONDUCTIVE CLEAR**

LumiLor is available in **Eight native colors**, these are colors you see when LumiLor is lit.



WHITE



BLUE



ORANGE



AQUA



GREEN



YELLOW



PINK



VIOLET

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LUMILOR MARKET

Understand the numerous
application possibilities that our
product has to offer in all different
types of industries.



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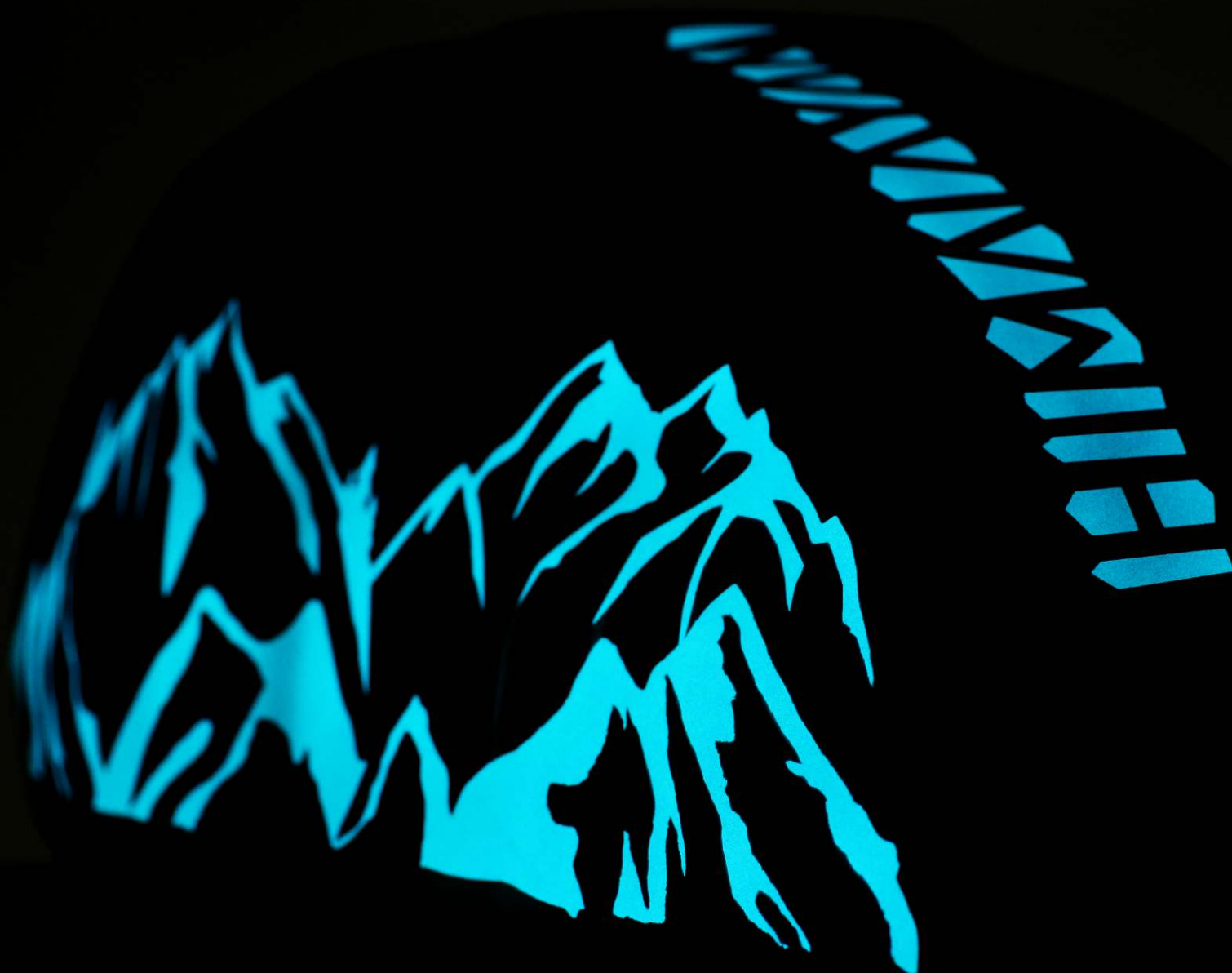
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Lumitor®

MARKET

TRANSPORT

AUTOMOTIVE

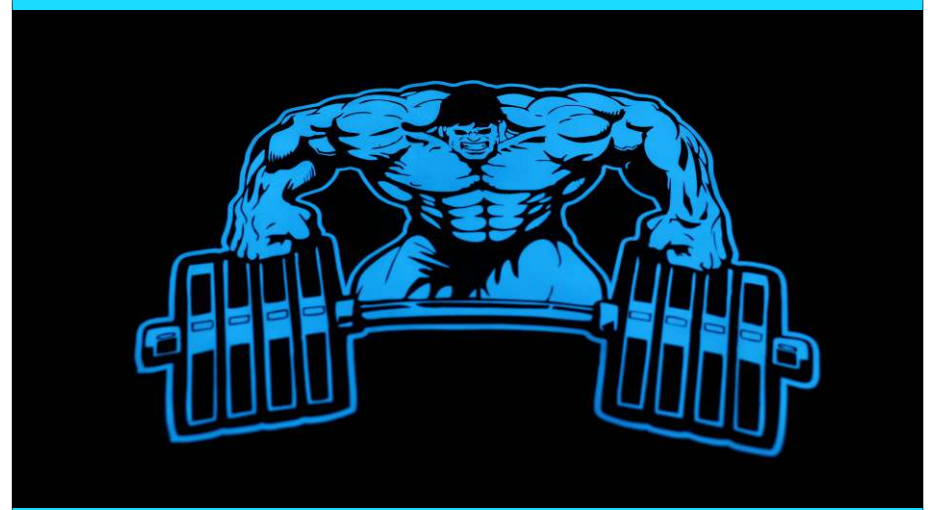
- Automotive Industry: Global Car Accessories Market will reach USD 522.01 Billion by 2022 with a CAGR of 6.4%: Zion Market Research. Most of the market is driven by increasing inclination towards vehicle customization. LumiLor is the new and coolest way to customize your vehicles.
- Manufacturers are focusing on implementation of new technologies to light up various items inside and outside of the vehicle using electroluminescent lighting ultimately driving the growth for this market.
- Automotive supply chain is moving from Just-in-Time to Just-In-Sequence model of supply chain to provide more design and personalization options to the end customer.

Sources:

<https://www.globenewswire.com/newsrelease/2017/04/14/960439/0/en/Global-Car-Accessories-Market-will-reach-USD-522-01-Billion-by-2022-Zion-Market-Research.html>

Lexus Project

<https://techxplore.com/pdf356920775.pdf>





MARKET

TRANSPORT

AVIATION & SHIPPING

- A great advantage of LumiLor is the enhanced visibility factor.
- Unlike many light sources such as LEDs, the brightness of Lumilor is distributed across the whole surface of the coating and appears the same from all angles of view. Lumilor produces a single-color light that is visible from a large distance and through many types of atmospheric conditions such as fog, snow, and smoke.
- This feature can be very useful from a safety point of view for these industries. We have done a successful project with the biggest aircraft manufacturer: Airbus. The details of project.

Sources:<https://www.businesswire.com/news/home/20170627006378/en/World%E2%80%99s-Electroluminescent-Paint-Light-Skies-Airbus-Jets>



Lumitor



MARKET

ADVERTISING

- Advertising industry finds a multiple applications for electroluminescent lighting in sign boards, banners, posters, billboards, POP signs in stores, trade show booths, special offer signs, podium in front of booth area etc.
- On an average, companies in most successful industries spend more than 10% of their budget in branding, advertising and marketing. LumiLor creates a new space in this market.
- Consumer retail brands spend anywhere between 1000\$ - 3000\$ on every retail store for branding purposes. LumiLor is the new way of creating a unique brand image.

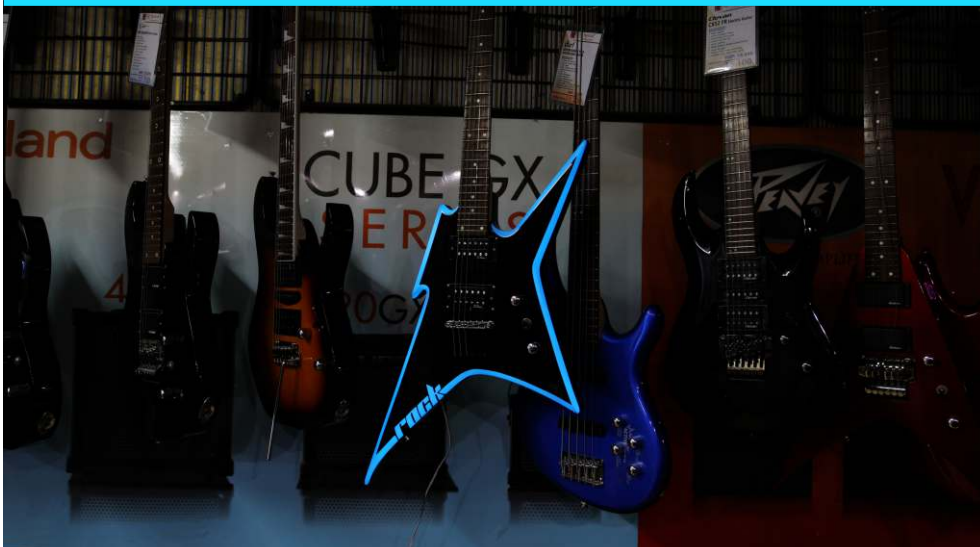
MEDICAL EQUIPMENT

- Many medical equipment and machines require uniform lighting field for measurement and testing purposes which cannot be achieved by LEDs. LumiLor is a completely uniform light source and some medical equipment manufacturers who make eye testing machines have already contacted us for the same.





Lumitor



MARKET

GIFTING

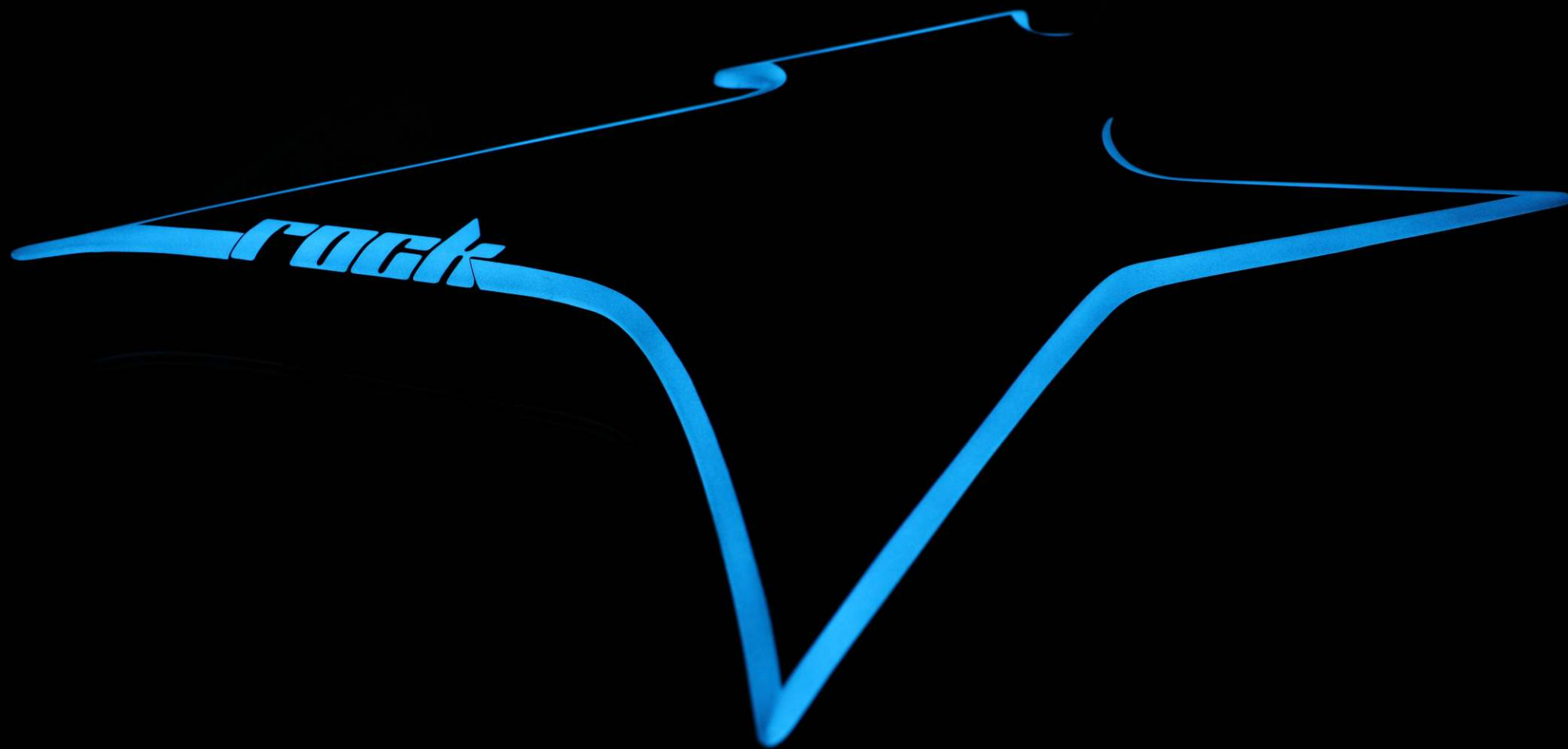
- The gifting market's size is estimated at USD 40-42 billion, with many players reporting annual growth in the range of 20-40%.
- It comprises corporate gifting and personal gifting, with the former making up a significant share.
- Higher number of occasions are being added to the tally. Father's day, Mother's day, Valentine's Day and the list is expanding.
- The consumers of today want a touch of style, uniqueness, and personalization in their gift items, in order to match their status.
- LumiLor has the potential to start new gifting trends and drive the market

Source: <http://www.technopak.com/Files/gifting-trends-market-in-india.pdf>

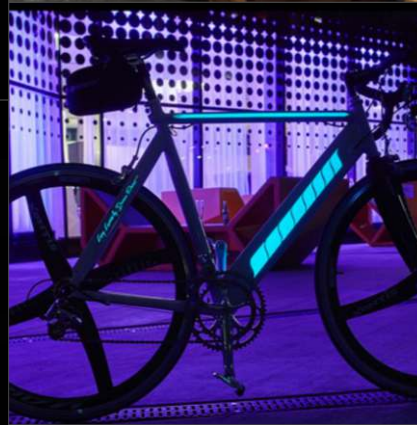
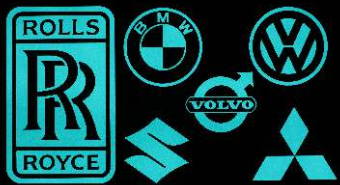
FASHION

- Includes outerwear, men's women's and children's clothing, toys, footwear, clothing accessories and sports gears etc. has seen a use of electroluminescent lighting.
- Fashion market generates more than \$250 billion annually and anticipated to drive electroluminescent lighting market.
- LumiLor gives the fashion industry a new way to show-off!

Source: <https://www.transparencymarketresearch.com/electroluminescent-lighting-market.html>



Lumitor®



Lumitor®

MARKET

CUSTOMIZATION

- More than 50% of the customers have shown interest in customized products and services. – Deloitte
- Personalized products help brands to increase conversion levels and increase brand loyalty.
- The industries are slowly moving from mass production to mass personalization of their products. Integrating the supply chain of their products in the same manner.
- Our ability to design/style any product according to customers demand makes LumiLor a part of every product manufacturing industry in the world.

(Source:<https://www2.deloitte.com/content/dam/Deloitte/ch/Documents/consumer-business/ch-en-consumer-business-made-to-order-consumer-review.pdf>)

LUMILOR CAN BE A PART OF ANY PRODUCT MANUFACTURING INDUSTRY WILLING TO MAKE CUSTOMISED DESIGN SOLUTIONS FOR THEIR CUSTOMERS.

MOVE OVER LEDs

- Detailing Devils Pte Ltd believes LECs will replace many uses of LEDs, particularly where aesthetics play an important role in the product. LEDs are extremely bright points of focused light, whereas LumiLor allows an even, consistent, and tunable light emission over the surface of the coating and can be applied as precise logos or patterns.
- For example, in the Consumer market, LEDs currently serve as a means to alert the end-user that the appliance is either "on" or in "standby" mode and are widely used in most electrical appliances such as kettles, irons, toasters, sound systems, televisions, and computers etc.
- LumiLor gives the manufacturer the opportunity to brand their product, by having their logo subtly light up when the appliance is turned on. This is even more impressive when the "hidden reveal" technique is used -when switched off nothing can be seen, but when switched on the company logo gently shines through the top coat.

YOU ARE
HERE!

WHAT IS
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LUMILOR
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APPLICATION
TRAINING
MODULES

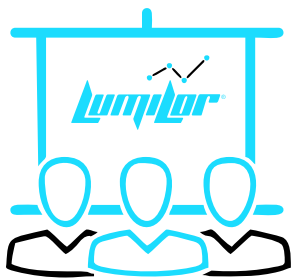
LUMILOR
BUSINESS MODELS

GROW YOUR
BUSINESS

CONGRATULATIONS!

APPLICATION TRAINING MODULES

No matter if you are an experienced spray painter or a passionate beginner, this section contains **detailed information** about our **training programs**.



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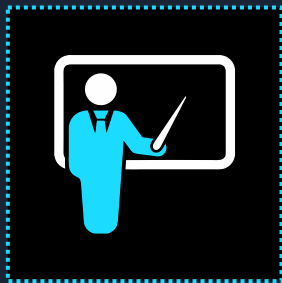
CONGRATULATIONS!

PROFESSIONAL TRAINING



COST : ₹1,00,000

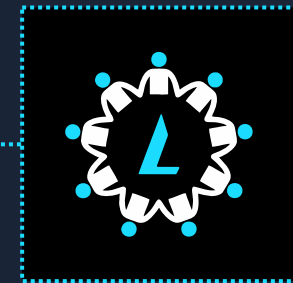
PERKS OF BEING AN AUTHORISED APPLICATOR



PROFESSIONAL TRAINING
FOR 1 INDIVIDUAL.



WILL BE **AWARDED** WITH THE
CERTIFICATE OF COMPILATION



BECOMES THE PART OF
LUMILOR COMMUNITY

THE LUMILOR TRAINING JOURNEY TAKES YOU THROUGH

7 DAYS TRAINING PROGRAMME

DAY : 1

**SURFACE PREP-UP AND
INTRODUCTION** OF VARIOUS
MATERIALS & APPARATUS

DAY : 3

**BACKPLANE MATERIAL &
DIELECTRIC COATING**
APPLICATION
(2ND – 3RD LAYER)

DAY : 5

**DESIGN PLANNING &
STARTING INDIVIDUAL
PROJECTS**

DAY : 7

**TOP COATS, CANDY,
PEARL, BLACKOUT, FINAL
FINISHING AND
POLISHING**

DAY : 2

**LUMILOR THEORY &
PRACTICAL APPLICATION**

DAY : 4

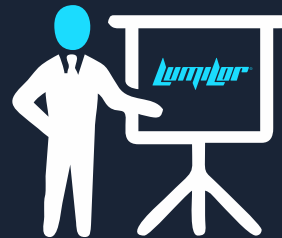
FINAL LAYERS

DAY : 6

**CORE FOCUS ON
PERFORMING INDIVIDUAL
PROJECTS**

**EVALUATION OF
THE TRAINING.**

After successfully clearing the examination candidates will be Awarded with the Certificate of “**Authorised LumiLor Applicator**”



DISCLAIMER

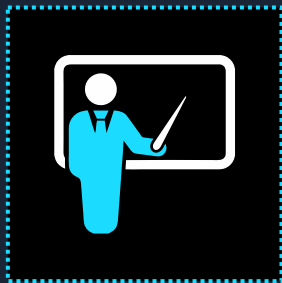
MATERIALS USED DURING TRAINING WILL BE CHARGED SEPARATELY.

BEGINNER TRAINING

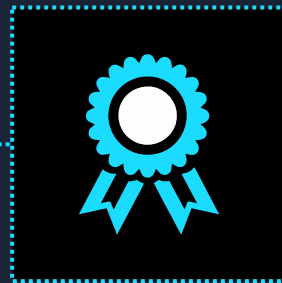


COST : ₹3,00,000

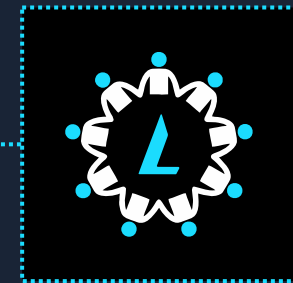
PERKS OF BEING AN AUTHORISED APPLICATOR



COMPLETE TRAINING
FOR 1 INDIVIDUAL.



WILL BE **AWARDED** WITH THE
CERTIFICATE OF COMPILATION



BECOMES THE PART OF
LUMILOR COMMUNITY

THE LUMILOR TRAINING JOURNEY TAKES YOU THROUGH

45 DAYS TRAINING PROGRAMME

WEEK : 1

DIFFERENT TYPES OF PAINT SURFACES AND BASICS OF SURFACE PREPARATION

WEEK : 2

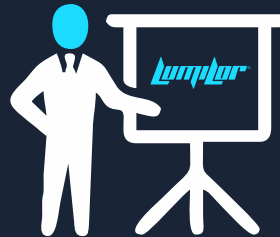
UNDERSTANDING TOOLS AND EQUIPMENTS USED IN AUTOMOTIVE BODY PAINTING

WEEK : 3

SANDING AND POLISHING TECHNIQUES. BODY FILLER AND PUTTY APPLICATION WORK

WEEK : 4

DIFFERENT SPRAY COATS. HANDLING OF DIFFERENT PAINTS BASED ON VISCOSITY AND PIGMENT



WEEK : 5

MASKING TYPES AND USING PLOTTER

WEEK : 6

LUMILOR LAYERS SPRAY APPLICATION AND AIRBRUSHING TECHNIQUES

FINAL WEEK

CORE FOCUS ON PERFORMING INDIVIDUAL PROJECTS



EVALUATION OF THE TRAINING.

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**LUMILOR
BUSINESS MODELS**

GROW YOUR
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CONGRATULATIONS!

LUMILOR BUSINESS MODELS

This section explains you about the type of setup/equipment you need for providing LumiLor service and our various business models depending on your investment capability.



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CONGRATULATIONS!

TYPES OF SETUP : BASIC SETUP



COMMERCIAL SPACE

1500 SQ FT.

SELF OWNED / LEASED / RENTED



TOTAL INVESTMENT

₹15 LAKH APPROX.

INCLUDING INSTALLATION SUPPORT

INVESTMENT BREAKUP

	SMALL PAINT BOOTH	₹ 2.5 LAKH (NORMAL PAINT BOOTH REQUIRED FOR PROFESSIONAL APPLICATION)		ELECTRONICS REQUIRED	₹ 1 LAKH (UV LIGHT + IR LAMP + HEAT GUN + MULTI METER + CONNECTORS + POWER SUPPLY)
	SPRAY PAINT ACCESSORIES	₹ 50,000 (SPRAY GUNS & RELATED EQUIPMENT)		LUMILOR PAINT + INVERTERS	₹ 3 LAKH (THREE 4 OZ. BUNDLES + THREE 8 OZ. BUNDLES + LUMILOR SAMPLES + INVERTERS)
	AIRBRUSH SETUP	₹ 1 LAKH (2 AIR BRUSH STATIONS)		TRAINING (2 PROFESSIONAL PAINTERS)	₹ 3 LAKH (1.5 LAKHS EACH)
	AIR BRUSH ACCESSORIES	₹ 20,000 (AIRBRUSH WITH ACCESSORIES AND STAND)		INSTALLATION CHARGES	₹ 1 LAKH
	COMPRESSOR AND ATTACHMENTS	₹ 80,000 (PISTON COMPRESSOR WITH CONDENSER)		MISCELLANEOUS EXPENSES BRANDING & SIGNAGE	₹ 1 LAKH BRANDING & SIGNAGE
	CUSTOM PAINT ACCESSORIES	₹ 1 LAKH (MASKING TAPE + CLEAR COAT + CUSTOM PAINT POLISHING EQUIPMENT + STANDS)	Note: The investment required for store designing and setting up infrastructure has to be born by the investor only.		

TYPES OF SETUP : **ADVANCED SETUP**



COMMERCIAL SPACE

2,500 SQ FT.

SELF OWNED / LEASED / RENTED



TOTAL INVESTMENT

₹20 LAKH APPROX.

INCLUDING INSTALLATION SUPPORT

INVESTMENT **BREAKUP**

	PROFESSIONAL PAINT BOOTH	₹ 5 LAKH (PROFESSIONAL PAINT BOOTH REQUIRED FOR ANY LARGE SCALE APPLICATION)		ELECTRONICS REQUIRED	₹ 1 LAKH (UV LIGHT + IR LAMP + HEAT GUN + MULTI METER + CONNECTORS + POWER SUPPLY)
	SPRAY PAINT ACCESSORIES	₹ 50,000 (SPRAY GUNS & RELATED EQUIPMENT)		LUMILOR PAINT + INVERTERS	₹ 3 LAKH (THREE 4 OZ. BUNDLES + THREE 8 OZ. BUNDLES + LUMILOR SAMPLES + INVERTERS)
	AIRBRUSH SETUP	₹ 1 LAKH (2 AIR BRUSH STATIONS)		TRAINING (2 PROFESSIONAL PAINTERS)	₹ 3 LAKH (1.5 LAKHS EACH)
	AIR BRUSH ACCESSORIES	₹ 20,000 (AIRBRUSH WITH ACCESSORIES AND STAND)		INSTALLATION CHARGES	₹ 1 LAKH
	INDUSTRIAL GRADE COMPRESSOR AND ATTACHMENTS	₹ 2.5 LAKH (PISTON COMPRESSOR WITH CONDENSER)		MISCELLANEOUS EXPENSES BRANDING & SIGNAGE	₹ 1.5 LAKH BRANDING & SIGNAGE
	CUSTOM PAINT ACCESSORIES	₹ 80,000 (MASKING TAPE + CLEAR COAT + CUSTOM PAINT POLISHING EQUIPMENT + STANDS)	Note: The investment required for store designing and setting up infrastructure has to be born by the investor only.		

TEAM MANAGEMENT & MONTHLY OPERATIONAL EXPENSES

RENTAL



UP TO ₹ 1 LAKH

(PREFERABLY OWNED SPACE OR RENTED IN INDUSTRIAL AREA)

2 APPLICATORS



₹ 50,000

(RS. 25,000 EACH AT THE BEGINNING)

1 MANAGER



₹ 20,000

(FOR MANAGING STORE, LEADS AND, MARKETING. COULD BE MANAGED BY OWNER ALSO)

2 BASE PAINTERS



₹ 25,000

(RS. 12,500 EACH FOR HELPING THE APPLICATORS)

1 OFFICE BOY



₹ 10,000

MAINTENANCE AND ELECTRICITY



₹ 50,000

MARKETING



₹ 25,000

(MIX DIGITAL AND OFFLINE MARKETING CHANNELS IN YOUR AREA TO GENERATE AWARENESS)

Note: The investor should have at least 6 months of operational expenses as working capital before starting business

LUMILOR PAINT DISCOUNTS AND INCENTIVES

Total Paint Ordered	Time Duration	Discount Coupons
₹ 5 LAKH	Within 6 Months	5% coupon worth ₹ 25,000
₹ 10 LAKH	Withing 6 Months	10% coupon worth ₹ 1,00,000* <small>*Only the amount remaining after deducting the previous slab discount is applicable</small>
₹ 15 LAKH	Within 12 Months	15% coupon worth ₹ 2,25,000* <small>*Only the amount remaining after deducting the previous slab discount is applicable</small>
₹ 20 LAKH	Within 12 Months	20% coupon worth ₹ 4,00,000* <small>*Only the amount remaining after deducting the previous slab discount is applicable</small>

Disclaimer:

- The time duration mentioned is from the date of signing the contract after including the setup time allotted as mentioned in the contract.
- The discount coupon will be allotted only on the order of LumiLor Paint bundles and not any other accessories
- The discount coupons can only be used for ordering LumiLor paint bundles and not any paint related accessories
- While using the discount coupons before placing a order, a maximum discount of Rs. 25,000/- only can be availed on a single order.

YOU ARE
HERE!

WHAT IS
LUMILOR?

LUMILOR
MARKET

APPLICATION
TRAINING
MODULES

LUMILOR
BUSINESS
MODELS

GROW YOUR
BUSINESS

CONGRATULATIONS!

GROW YOUR BUSINESS

Read this section carefully to know the details of running and gradually expanding your paint and customisation business with LumiLor.



1

YOU ARE
HERE!



2

WHAT IS
LUMILOR?



3

LUMILOR
MARKET



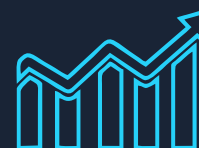
4

APPLICATION
TRAINING
MODULES



5

LUMILOR
BUSINESS
MODELS



6

GROW YOUR
BUSINESS



7

CONGRATULATIONS!

INVEST IN MARKETING

₹25,000 Per Month = Digital Marketing + Offline Marketing

MARKETING FUNNEL

Brand Awareness

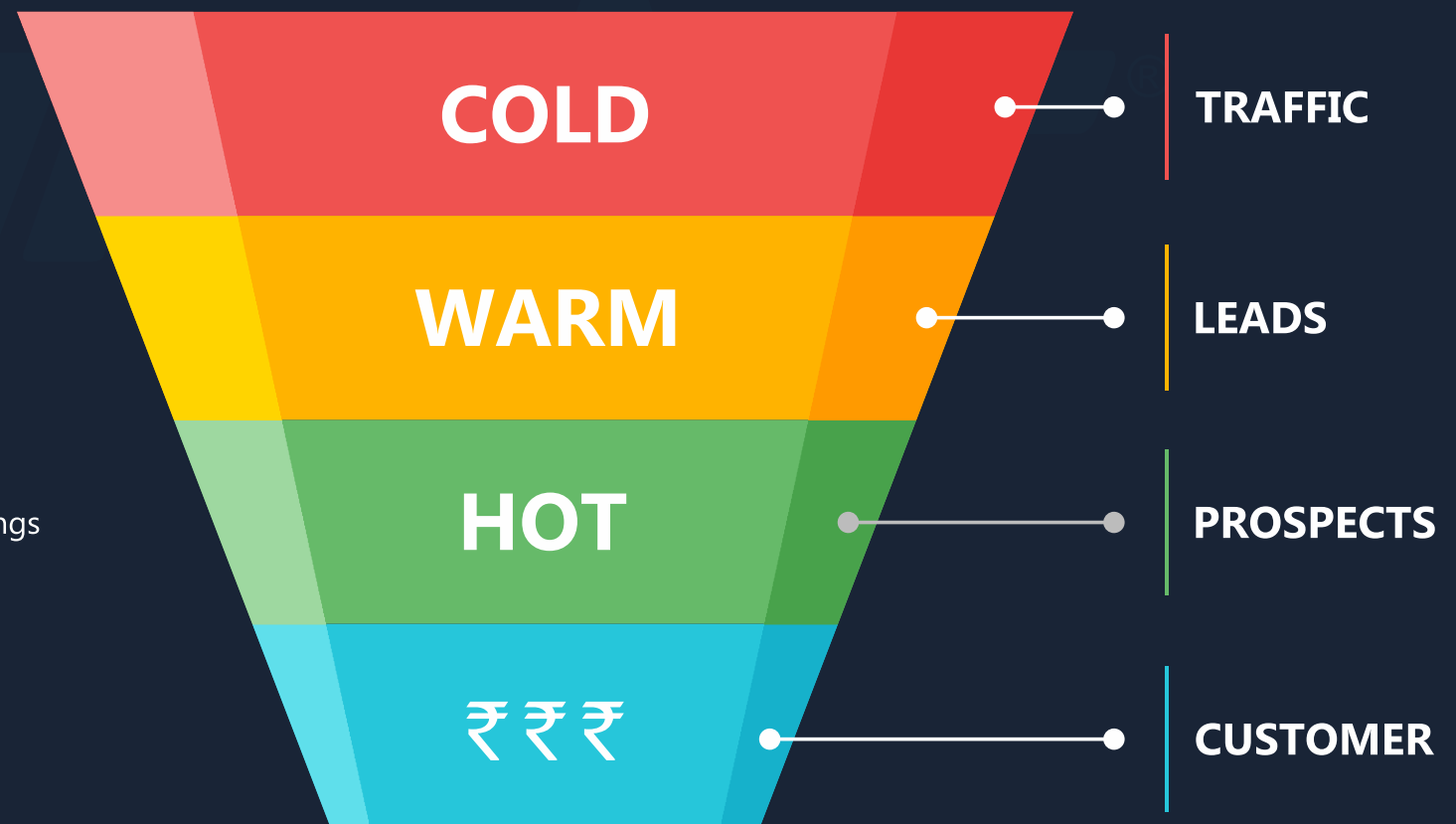
Facebook Ads, Instagram Ads,
Offline Product Showcase event,
Email Marketing

Lead Generation

Direct Messaging, Direct Call, Emails, Meetings

Customer Nurturing

Feedback call, Re-purchase discounts,
Customer events in the city for marketing



REVENUE SOURCES

LOCAL B2C MARKET



HELMETS

TICKET SIZE
₹5,000 TO 30,000 PER HELMET
AVERAGE: 5-6 HELMETS PER MONTH



CARS

TICKET SIZE
₹50,000 TO 5 LAKHS PER CAR
AVERAGE: 1 CAR PER MONTH



BIKES

TICKET SIZE
₹15,000 TO 1.5 LAKHS PER BIKE
AVERAGE: 3-4 BIKES PER MONTH



FURNITURE / ANY OTHER EQUIPMENT

TICKET SIZE STARTS FROM
₹30,000



Note: Margin on every project will vary from 50-80% of revenue generated based on design and complications of the project.

REVENUE SOURCES

B2B MARKET AND PROTOTYPING



ADDITIONAL REVENUE SOURCES



**CAR DETAILING &
NANO-CERAMIC COATING**



CAR WASH STATION



**CAR & BIKE
ACCESSORIES**



**CUSTOM PAINTING
& NORMAL PAINT JOB**



**WRAPPING AND
HYDRO-DIPPING**

Add multiple revenue sources to your existing setup and further expand your business gradually to a complete customisation center.

YOU ARE
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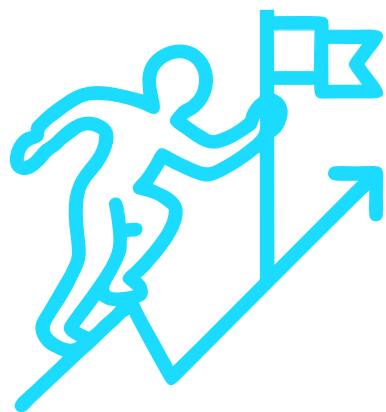
LUMILOR
BUSINESS
MODELS

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CONGRATULATIONS!



You have become a successful
Entrepreneur.



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GROW YOUR
BUSINESS



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CONGRATULATIONS!



LUMILOR

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