



*WORLD CLASS "BRANDS" JUST FOR YOU*

GLOBAL<sup>SM</sup>  
PROTECT DENTAL  
PRIVATE LIMITED

## *From the Desk of the Managing Director*

Today in the field of Dentistry technological advancement has taken the practice to an all time high, this opens up a lot of opportunities to do better dental practice. With a view to provide World Class dental treatments to the people of our country we have thought of establishing the **ABCD<sup>SM</sup> - ACRYLIC BRANDED COMPLETE DENTURES** and **DSD<sup>SM</sup> - DIGITAL SMILE DESIGN** brands in India .

The launch of ABCD<sup>SM</sup> and DSD<sup>SM</sup> will mark a new era in the practice of Dentistry in India. **GLOBAL PROTECT DENTAL PRIVATE LIMITED** will be setting up centers for ABCD<sup>SM</sup> and DSD<sup>SM</sup> all over India, a mastermind of **Dr. Rajiv Verma**.

To execute this business plan we have partnered with one of the most trusted and reputed companies in the dental world - **Ivoclar Vivadent** for the **BPS® - Biofunctional Prosthetic System** and for **DSD<sup>SM</sup> - Digital Smile Design** protocol with **Dr. Christian Coachman**, the conceptualiser of DSD<sup>SM</sup>.

As the Managing Director of GLOBAL PROTECT DENTAL PRIVATE LIMITED, I welcome you aboard and appreciate the desire to enhance your professional talent. I am sure, once armed with World Class technology and after acquiring expertise of International level through our hands-on programmes, you would be enjoying a much higher level of fulfillment as regards your patients' satisfaction, I would rather say patients' delight !

Needless to say that its extremely lucrative and the monetary returns would be just amazing with our branding support !

I once again take this opportunity to thank you for your ambition to grow and wish you all the success in our proposed association !

Let us grow together !!

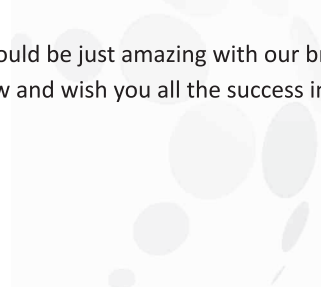
*Chandrakant Pathare*

Managing Director

## *Our Vision*

Our aim is to increase public awareness about world class dental treatment options through **Branding**. The focus of our branding is not the chain of clinics but the treatment in itself. We believe that the treatment is the most important aspect, it is the treatment and its effectiveness that the patient is most interested in and it is the treatment which needs to be popularized.

A branded treatment by our **trained dentists** at our **certified dental centers** would generate trust amongst patients. Branding will make patients walk in to our clinics and ask for an ABCD<sup>SM</sup> complete denture / a DSD<sup>SM</sup> smile. Patient awareness through brand creation allows dentists to focus on what they do the best - their practice.



GLOBAL<sup>SM</sup>  
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## Our National & International Experts



Having completed 25 years of clinical practice, 20 years of dental laboratory experience and approaching 50 years of age, **Dr. Rajiv Verma**, an exemplary speaker is known for his humorous lectures & hands-on courses at various conferences. He has been a part of GLOBAL PROTECT DENTAL PRIVATE LIMITED since its inception. His guidance and support have been the foundation stone of this venture.



**Dr. Christian Coachman**, a 6th generation dentist of the Coachman family, is a qualified Master Dental Technician (MDT) and also a highly skilled Dentist (DDS). He is the conceptualiser of **DSD® – Digital Smile Design**, a revolutionary method of Smile Designing. An international speaker of extremely high caliber, Dr. Christian Coachman currently works as a consultant and develops products for many companies as well as is working with many leading dentists all over the world. He has lectured and published articles internationally in the fields of aesthetic dentistry, oral rehabilitation, dental ceramics and implants.

### About Us

**GLOBAL PROTECT DENTAL PRIVATE LIMITED** is a company incorporated in the year 2012 with an aim to provide services to doctors and their patients in every aspect of the dental sphere be it .....

Publishing, Research, **Oralcare**, **Technology**, **Education**, **Clinics**, **Trade**; hence the name **PROTECT**.

Ms. Neha Verma (Director) and Mr. Chandrakant Pathare (Managing Director) are the driving force behind this novel venture.

**Ms. Neha Verma**, Director, a Biomedical Engineer had an exceptional vision of elevating a simple idea of Branded Treatment to a large professional business format. Her enthusiasm, interest and thorough knowledge of current medical market scenario makes her the key person for this project.

**Mr. Chandrakant Pathare**, Managing Director, is an engineer by profession, with a management qualification & having 36 years of industry experience of managing large format businesses. He is an apt person to be on board to handle the functioning of the company efficiently. He is extremely passionate & confident in making Global Protect Dental Private Limited a great success.

## Our Mission

We at Global Protect Dental Private Limited along with all our partners including some of you who would be a part of us, would love to see a day where patients walk in our clinic asking for the brands ABCD<sup>SM</sup> & DSD<sup>SM</sup> who are fully aware of the treatment modality, its advantages, etc. This will save a lot of time & energy which the dentists otherwise have to spend on explaining different treatment options to patients.



## Why Join Us ?

- By choosing to join us, you become a pioneer of this innovative venture, and one of the first ABCD<sup>SM</sup> / DSD<sup>SM</sup> trained dentist & certified dental center in India.
- ABCD<sup>SM</sup> and DSD<sup>SM</sup> are branded treatments which are sure to add Brand Value to your practice.
- Our partnering dentists get the benefit of our strong patient centric branding program to boost their practice. They also get the **exclusive territorial rights** of ABCD<sup>SM</sup> and DSD<sup>SM</sup> centers.
- Due to the brand awareness, the patients get the option of international brands which ultimately will impart the sense of achievement and work satisfaction to the dentists.



## Franchisee Profile & Support

- This program is for dentists who want to boost their practice and increase their earnings. This is for dentists who would like to provide international branded dental care to their patients and would like to refine the way they practice the science and art of dentistry.
- Franchisor will provide the dentists with the training, equipment and materials, everything needed to expand the practice and hone their skills, on a continuous basis for the brand which the dentist decides to choose either ABCD<sup>SM</sup> or DSD<sup>SM</sup> or Both.





Welcome  
Aboard  
with our

# 6

Step  
Process

## STEP 01

LEARN ABOUT US

Learn about us through an announcement at a dental conference, a personal phone call or our information brochure.



## STEP 02

LET US LEARN  
ABOUT YOU

Contact us at [info@protectdental.co](mailto:info@protectdental.co) and we will e-mail you a KYD (Know Your Doctor) form. Fill it and send it back to us.



## STEP 03

PRE-ENROLLMENT  
SEMINAR

Attend a pre-enrollment seminar on ABCD<sup>SM</sup> & / or DSD<sup>SM</sup> to help you make your decision to join us.

- ABCD<sup>SM</sup> - by Mr. Matheus Boxhoorn  
on 01 June 2012 at Mumbai
- DSD<sup>SM</sup> - by Dr. Christian Coachman  
on 06 July 2012 at Kolkatta  
on 07 July 2012 at Bengaluru  
on 08 July 2012 at Mumbai

## STEP 04

ENROLLMENT

Sign the franchise agreement and complete all the financial formalities. You are now a part of our family of ABCD<sup>SM</sup> / DSD<sup>SM</sup> certified centers.

## STEP 05

HANDS-ON  
TRAINING

Receive your equipment and material kits. Start the hands-on training module with mentors

- For ABCD<sup>SM</sup> - with Dr. Meenakshi Verma  
Dr. Rajiv Verma
- For DSD<sup>SM</sup> - with Dr. Christian Coachman &  
Dr. Rajiv Verma

## STEP 06

LET US BEGIN

Start working on patients in your clinic with the newly acquired skills along with our Branding Support



GLOBAL<sup>SM</sup>  
**PROTECT DENTAL**  
PRIVATE LIMITED



## WORLD CLASS “BRANDS” JUST FOR YOU



### GLOBAL PROTECT DENTAL PRIVATE LIMITED

is launching 100 ABCD<sup>SM</sup> – Acrylic Branded Complete Denture Centers across India to Create .....

Our vision is to add value to our Senior Citizens’ life & make them smile.  
Enhance dentures into amazing smiles.  
Let faces of Senior Citizens across India ooze out happiness.

You can be one of the ABCD<sup>SM</sup> trained doctor with a certified ABCD<sup>SM</sup> center.  
Learn from our very own National Expert Dr. Rajiv Verma, a BPS® certified instructor with invaluable support from Ivoclar Vivadent.

This vision will be achieved by setting up 100 centers in Phase I – called ABCD<sup>SM</sup> across India.

### Become a Brand Conscious Dentist - Add value to your practice.

Here is your opportunity to be a part of a BRAND REVOLUTION.

### BE THE 1st ONE IN YOUR AREA / DISTRICT & HAVE EXCLUSIVE TERRITORIAL RIGHTS.

Grab this once in a lifetime professional business opportunity.

Open a ABCD<sup>SM</sup> – Acrylic Branded Complete Denture Center  
& make a Senior Citizen Smile

### “THE GREAT INDIAN SMILE”

LEARN ABCD<sup>SM</sup> FROM EXPERTS  
START CREATING FUNCTIONAL  
& AESTHETIC DENTURES  
GET CONTINUOUS ONLINE SUPPORT

### RELATIONSHIP

#### ABCD<sup>SM</sup>

Franchise Fee	Rs. 50000/-
Master Brand Fee	Rs. 25000/-
Equipment & Materials	Rs. 181500/-
Hands-On Training Fee	Rs. 27500/-
Software	Rs. 6000/-

#### Investment

Rs. 290000/-

All the amounts mentioned are exclusive of Govt. Taxes. Add VAT 5% on equipment, materials & software. Add Service Tax @ 12.36% on franchise fee, master brand fee & hands-on training fee. Octroi on actuals.

### RETURN ON INVESTMENT (ROI) - ABCD<sup>SM</sup>

1st year	2nd year	3rd year	4th year	5th year
71%	93%	120%	156%	200%
Average Pay Back Time - 0.8 ( 9.6 months ). Money Back @ 2 CD's p.m. in 12 months				



# WORLD CLASS “BRANDS” JUST FOR YOU



Open a DSD<sup>SM</sup> – Digital Smile Design Center  
 & make Common People Smile

## “THE GREAT INDIAN SMILE”

LEARN DSD<sup>SM</sup> FROM EXPERTS

START CREATING SMILES

GET CONTINUOUS ONLINE SUPPORT

## GLOBAL PROTECT DENTAL PRIVATE LIMITED

is launching 100 DSD<sup>SM</sup> - Digital Smile Design Centers across India to Create .....

Our vision is to empower faces of common people & make them smile.

Enhance teeth into amazing smiles.

Let faces across India ooze out confidence.

You can be one of The Digital Smile Designers with a certified DSD<sup>SM</sup> center.

Get training under Internationally Famous Dr.Christian Coachman who conceptualized DSD<sup>SM</sup> &

our very own National Expert Dr. Rajiv Verma, a DSD<sup>SM</sup> Specialist with

Invaluable support from Team of 4 DSD<sup>SM</sup> Support Specialist dentists.

This vision will be achieved by setting up 100 centers – called DSD<sup>SM</sup> across India.

Here is your opportunity to be a part of a SMILE REVOLUTION.

## BE THE 1st ONE IN YOUR AREA / DISTRICT & HAVE EXCLUSIVE TERRITORIAL RIGHTS.

Grab this once in a lifetime professional business opportunity.

## Become a tech-savvy Cosmetic Dentist - Add value to your practice.

LIST OF EQUIPMENT & MATERIALS WILL BE PROVIDED AFTER DOCTOR FILLS THE KYD FORM

## RELATIONSHIP

### DSD<sup>SM</sup>

Rs. 50000/-	Franchise Fee
Rs. 25000/-	Master Brand Fee
Rs. NIL	Equipment & Materials
Rs. 75000/-	Hands-On Training Fee
Rs. 6000/-	Software

**Rs. 156000/- Investment**

All the amounts mentioned are exclusive of Govt. Taxes. Add VAT 5% on equipment, materials & software. Add Service Tax @ 12.36% on franchise fee, master brand fee & hands-on training fee. Octroi on actuals.

## RETURN ON INVESTMENT (ROI) - DSD<sup>SM</sup>

1st year	2nd year	3rd year	4th year	5th year
237%	501%	790%	1108%	1145%
Average Pay Back Time - 0.4 ( 5 months ). Money Back @ 1 Smile p.m. in 5 months				

## What is franchising ?

Franchising is a method of distributing products or services. At least two levels of people are involved in a franchise system :

- (1) the franchisor, who lends his trademark or trade name and a business system; and
- (2) the franchisee, who pays a royalty and often an initial fee for the right to do business under the franchisor's name and system. Technically, the contract binding the two parties is the “franchise”, but that term is often used to mean the actual business that the franchisee operates.

## How does a franchised chain start ?

Imagine a store owned by an individual with a particular concept. If the business is successful, the owner may develop a second or third store and hire employees for the day-to-day operations. At that point, if the entrepreneur still wants to expand but prefers not to operate additional stores himself or herself, he or she may decide to “franchise” the store name and business system to an independent business person known as a franchisee. In return, the entrepreneur may ask for an initial fee and/or a continuing royalty payment based on a percentage of that franchisee's sales. The business is now franchised.

## Why Should I Own My Own Franchise?

Business ownership offers you the opportunity to take control of your career, finances, schedule and future. You will be your own boss, work hard for yourself, and potentially reap the rewards that business ownership can offer.

## Why Should I Buy a Franchise?

Regardless of whether you have industry or business ownership experience, you can purchase most franchises because they offer complete training, comprehensive support , branding, a proven business system, and a product or service that has proven itself to be popular and in-demand.

## Can I Own More Than One Franchise?

Yes, you can buy more franchise in a different territory. You cannot buy a franchise of any other competitor offering same or similar services.

## Are the look alike characteristics of franchises a disadvantage ? Don't patients want options ?

The increasingly mobile Indian consumer has come to depend on and appreciate the consistent quality of franchised products and services. Today, no matter where they go, people expect and want the same quality, which is why consumers so often stop at franchised establishments. The ability to easily recognize a franchised clinic, store or restaurant from the outside guarantees there will be no surprises or disappointments on the inside. Quite simply, the patient knows what to expect and likes it that way.



**What should I consider before buying a franchise ?**

a. Who are the people behind the franchisor & their track record ?

Example : Track Record of Dr. Rajiv Verma & Dr. Christian Coachman.

b. How much is it going to cost to get into the franchise - as mentioned in the brochure.

c. How much am I going to pay for the right to operate the franchise – as mentioned in brochure.

d. Is there any equipment or training I must undergo from the franchisor - YES

e. The terms and conditions under which the franchise relationship can be terminated or renewed - Franchise agreement between franchisor & franchisee will be for a period of 3 years. First 12 months will be a Lock In period. During this period the franchisee cannot terminate the franchise agreement. The franchisor will have right to terminate the franchise agreement even in the Lock In period. Both franchisor & franchisee can terminate franchise agreement after completion of the Lock In period. The franchise agreement can be renewed before completion of the 3 year term for a further period of 3 years & so on.

**If I want to buy a franchise, what should I do to get started ?**

Follow the 6 STEP process as mentioned in the brochure. For any clarification feel free to call  
Mr. Chandrakant Pathare, Managing Director of GLOBAL PROTECT DENTAL PRIVATE LIMITED on  
Mobile +91 9323811212 / TATA WALKY +91 22 65611106

**What kind of investment is necessary to buy a franchise ?**

Investment requirements have been mentioned in the franchise brochure under the RELATIONSHIP heading on pages 6 & 7. Go through it & feel free to call for further clarification.

**Would I make a successful franchisee ?**

A successful franchisee should be suited to the industry of which he or she is a part, suited to the particular franchise company, and suited to the franchise system generally.

Important questions to ask yourself include :

Am I suited to the industry physically and by experience, education, learning capacity, temperament and financial ability ?

What type of work is most appealing to me, complete dentures, smile designing or both ?

Am I prepared to work hard and take low financial risks ?

Do I myself, my family and colleagues think I am adaptable and trainable?

How do I react to controls ?

Do I prefer working independently - resenting authority and restraints, or can I accept guidance and direction happily ?

If I prefer to act as a passive investor in the franchise, will the company accept this ?

How do I personally feel about the company's image and products and services?

The right answers to these types of questions help determine your potential success as a franchisee.



**How can I be sure I won't lose my money ?**

The investment in equipment, materials and hands-on training is not a loss, it is an asset. Although the majority of franchisees are satisfied, successful business people, some do suffer minor financial losses. That's why you must be particularly wary of any company which "guarantees" profit or certain success. If you hear a claim about a company that sounds too good to be true, it probably is. Investigation of all earnings claims made by a franchisor is especially important.

But, regardless of earnings claims, you must recognize that your success can come only through hard work. Success or failure ultimately depends on you. The franchisor will support the franchise by branding so as to create awareness amongst patients, give online support, conduct proposed regular training sessions through annual conferences, courses & quarterly publications.

**What are the drawbacks of owning a franchise ?**

In exchange for the security, training, and branding power of the franchise trademark, you must be able and willing to follow certain standardisation protocols & rules. As a franchise owner, you must comply with the various controls and procedures established by the franchisor. Then too, all successful businesses require a lot of dedication and plain hard work. You must be prepared to make that commitment.

**Are there exclusive territorial rights given to a unit franchise ?**

Yes, exclusive territorial rights will be given for a period of 2 years. After completion of 2 years or after 1st renewal of franchise agreement a 1st offer of one more franchise unit in the same territory will be offered to the existing franchise owner. If the existing franchise owner does not wish to have one more unit then it will be offered to other interested person.

**Are any performance guarantees given to franchise units ?**

We wish we could give performance guarantees, but unfortunately we cannot give a performance guarantee to any unit franchise. Similarly, the franchisor is not asking for a performance guarantee from the franchisee. Of course complete branding support through patient outreach programs & continuous online support will be given so as to create awareness amongst patients who in turn will seek the branded treatment.

**What is the anticipated income per annum ?**

Kindly read the ROI table on pages 6 & 7.

**What is the likely pay back period ( ROI ) of capital for a unit franchise ?**

For brand ABCD<sup>SM</sup> it is approximately in 12 months @ of 2 cases per month.

For brand DSD<sup>SM</sup> it is approximately in 5 months @ of 1 case per month.





**Are there any other financial requirements ?**

Yes, each franchisee dentist has to take out a Rs.10 lac Professional Indemnity Bond & hire services of a medico-legal lawyer appointed by the franchisor by paying a nominal annual fee under a group discount.

The franchisee will have to bear the actual expenses incurred for maintenance & upkeep of the Glow Sign Boards of ABCD<sup>SM</sup> &/or DSD<sup>SM</sup>. Other than this the franchisee will have to enquire & fulfill all local municipal requirements like payment of taxes for display of Glow Sign Board/s & the commercial electricity charges, if any. The franchisee has to bear the cost of replacement of tubelights &/or bulbs of the Glow Sign Board/s. The franchisee will have to take the permission of the Society, etc. to place the Glow Sign Board/s & do payment of any monthly charge, etc.

**As a franchisee do I have to pay any Royalty, etc. to the franchisor on per case basis ?**

Yes, as a franchisee you have to pay some part of the income per patient to the franchisor under the headings branding fee, contribution to patient outreach programmes to spread awareness and designing, professional & online consultation fees.

**What type of property is required for this franchise opportunity ?**

Existing Ownership Dental Clinic.

Rental or lease premises will be given 2nd preference.

**Preferred location of unit franchise ?**

Any location is fine.

**Where will be the franchisee training conducted ?**

For brand ABCD<sup>SM</sup> it will be at Thane on some weekends & on some weekdays for 3 days.

For brand DSD<sup>SM</sup> – Module 1 will be held at 4 locations across India on preferably a Saturday-Sunday - 2 days.

Module 2 will be held at Goa (proposed) from Tuesday, 4th Sept, 2012 to Thursday, 6th Sept, 2012 - 3 days

Module 3 is a follow-up course. It will be held 6 months later at Mumbai (proposed) as per

Dr. Christian Coachman's availability. It will be for 2 days.

**Is assistance available for franchisee ?**

Yes, online support will be available on a continuous basis through Skype, Dropbox & similar online sites.

**If I already have all or some of the equipments & materials, do I have to buy it again ?**

No, If you already have all or some of the equipment & materials then you do not have to buy it again. You will save that much amount.





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## OUR FAMILY

