



A.G.P
BUSINESS
PROPOSAL

ABOUT US

Hornvin Enterprises, founded in 2024, is a globally positioned automotive brand rooted in New Delhi and fully operated from Mumbai, India. The company is built on a strong foundation of experience, performance, and trust, delivering high-quality lubricants and automotive solutions for modern vehicles.

With a founder having over 40 years of experience in the lubricants industry, Hornvin brings deep technical expertise and market understanding to develop products that meet real-world performance demands.

At Hornvin, we believe:

We are Indian, and we understand Indian market needs and India's weather conditions.

From extreme heat and heavy traffic to dusty environments and long-distance driving, Indian conditions require stronger and more reliable engine protection. Our products are specially designed to perform efficiently in these demanding conditions

We strictly follow Indian compliance standards and use imported additives and premium base oils to ensure our products deliver:

- ***Superior engine protection***
- ***Smooth and consistent performance***
- ***Longer engine life***
- ***Reliable performance in all weather conditions***

In addition to lubricants, Hornvin Enterprises is also engaged in the import and export of automotive goods and parts, expanding its presence across domestic and international markets.

OUR VALUES

VISION

To become a globally trusted automotive brand, delivering high-performance lubricants and automotive solutions that meet international standards while being perfectly suited for real-world driving conditions.

We aim to build Hornvin Enterprises into a name that represents German-level precision, innovation, and reliability, combined with a deep understanding of Indian markets and weather conditions.

Our vision is to expand across global markets and establish a strong presence as a brand known for quality, performance, and long-term trust.

MISSION

Our mission is to develop and deliver high-performance lubricants and automotive solutions using imported additives, premium base oils, and advanced technology that ensure superior engine protection and performance.

We are committed to:

- Understanding Indian market needs and weather conditions
- Maintaining strict quality standards and compliance
- Delivering reliable, high-quality products for all vehicle segments
- Expanding globally through import and export of automotive goods and parts
- Building long-term relationships based on trust, performance, and consistency

At Hornvin Enterprises, our mission is simple

ABOUT GROWTH PARTNER

Introduction

The Hornvin Enterprises Growth Partner Program (AGP) is a modern, structured, and result-driven business model designed to create high-profit opportunities with minimum operational burden.

In today's competitive market, starting and managing a business requires strong systems, market understanding, and continuous effort. Keeping this in mind, Hornvin has developed a program where partners can enter the automotive lubricants industry with confidence, without facing the common challenges of sales pressure, team management, and market uncertainty.

This program is specially built for individuals, dealers, distributors, and investors who want to establish a secure, scalable, and professionally managed business in a high-demand industry. With the rising need for engine oils and automotive products, this model ensures that partners are connected to a daily consumption market, creating continuous earning opportunities.

The Growth Partner Program is not just about supplying products it is about building a complete business ecosystem where every important function is handled with expertise and planning. From market activation and sales execution to order generation and demand creation, Hornvin ensures that the business runs smoothly and efficiently. At Hornvin Enterprises, we combine 40+ years of industry experience, strong market understanding, and global-quality product formulation to create a system that works in real conditions. Our approach is simple to make business easy, profitable, and sustainable for our partners.

At Hornvin, we don't just appoint partners

STEP-BY-STEP WORKING

1

Step 1: Partner Onboarding

- You join as a **Hornvin Growth Partner (AGP)**
- You make an initial investment by purchasing stock
- A specific area is assigned to you

2

Step 2: Area Activation

- **Hornvin** activates your assigned area
- A dedicated sales team and support system is provided

You don't need to handle sales operations

3

Step 3: Market Development

- Hornvin** handles complete market setup:
- Visiting retail shops
 - Connecting with garages & workshops
 - Building relationships with mechanics
 - Creating product demand

Your market is professionally developed

STEP-BY-STEP WORKING

4

Step 4: Order Generation

- The sales team generates daily orders
- Regular demand comes from:
 - Retail shops
 - Garages
 - Workshops

5

Step 5: Product Movement

- *Products are supplied to the market*
- *Your stock starts rotating quickly*

No chances of dead stock

6

Step 6: Earning Flow

- *You earn a fixed margin (approx. 8%) on every buy*
- *More buy = more profit*

Consistent earning cycle

Business starts running smoothly

OVERALL CONCEPT AGP STEP BY STEP

1

Step 1: Company Role

- Hornvin provides:
- Sales team
- Marketing support
- Strategy & execution
- The company's sales team works for AGP

They go into the market and generate business

2

Step 2: Sales Team Work

- *Sales team visits:*
- *Spare parts shops*
- *Garages*
- *Accessories shops*
- *They:*
- *Build relationships*
- *Create demand*
- *Generate daily orders*

Orders are generated on behalf of AGP

3

Step 3: AGP (Area Growth Partner)

- *AGP provides stock*
- *Products are supplied to the market*

AGP acts as stock owner + supply point

OVERALL CONCEPT AGP STEP BY STEP

3

Step 4: Market (Retail Level)

- Market includes:
- Spare parts shops
- Garages
- Accessories shops

- They:
- Buy products from AGP
- Sell to end customers

5

Step 5: End Customers

- *End users are:*
- *Car owners*
- *Bike owners*
- *Vehicle users*

*Final consumption happens
here*

EARNING STRUCTURE



Company Earnings

- Company earns from AGP
- Company sells products to AGP
- Billing is done at RLP – 8% (discount)
- This 8% difference is called:
- “Locked Profit for AGP”

AGP Earnings

- *AGP earns from the market*
- *AGP supplies products to:*
- *Garages*
- *Spare parts shops*
- *Accessories shops*
- *Selling is done on RLP (Retail Landing Price)*
- *Profit = Difference between:*
- *Purchase price (RLP – 8%)*
- *Selling price (RLP)*

Market Earnings (Retailers)

- *Market earns from end customers*
- *Shops sell products at MRP (Maximum Retail Price)*
- *Profit = Difference between:*
- *Buying price (RLP)*
- *Selling price (MRP)*

BUSINESS MODEL ROAD MAP



HORNVIN GROWTH PARTNER PROGRAM

BUSINESS ROADMAP & EARNING STRUCTURE

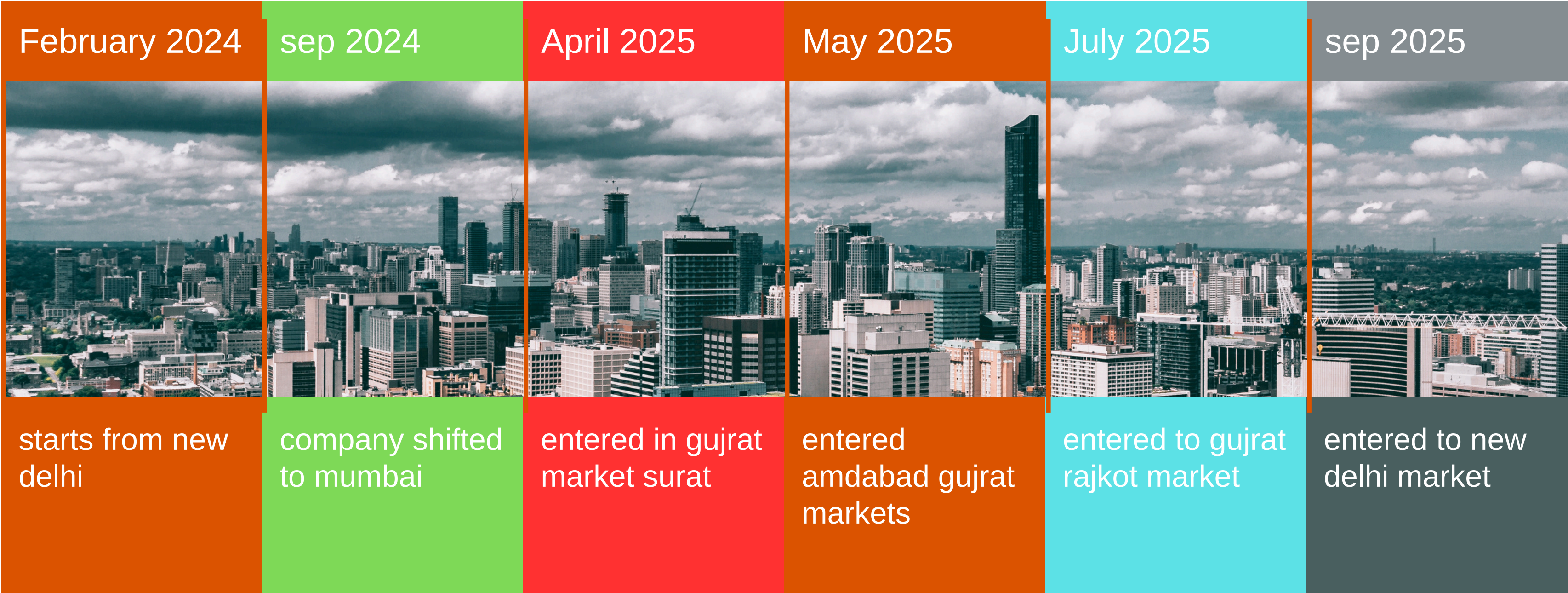
Simple Flow : Company → AGP → Market → End Users | Everyone Earns Profit



PAYMENT STRUCTURE & PROFIT FLOW



HORNVIN WORKING STATES



WHY MARKET BUYS HORNVIN PRODUCTS

MARKET = SHOPS + GARAGES + ACCESSORIES SHOPS ECT.

1

How the Coupon System Works

- Every Hornvin product comes with a coupon inside
- When garages, spare parts shops, and accessories shops purchase and sell our products:

They can collect these coupons

2

What the Market Gets

- Collected coupons can be redeemed for exciting gift items
- Partners can choose rewards according to their needs and preferences

Examples:

- Home appliances
- Tools & equipment
- Useful business items
- Lifestyle products

3

Why Shops & Garages Prefer Hornvin

- More sales = more coupons
- More coupons = bigger rewards

Indirect extra income without additional investment

HOW THE SYSTEM WORKS

MARKET = SHOPS + GARAGES + ACCESSORIES SHOPS ECT.

1

- Every Hornvin product contains a coupon inside
- Each coupon displays points instead of value

Example:

“10 to 1000Points”

2

What the Market Needs to Do

Shops / garages / accessories sellers:

- Collect coupons from sold products
 - Accumulate (save) points over time
- More sales = More coupons = More points

3

Gift System (Pre-Defined)

Before starting, the company provides a:

Winning Article List (Gift Catalog)

This includes:

- Available gift items
- Required points for each gift
- Complete product details

EXAMPLE

- Mixer = 500 points
 - Mobile = 2000 points
 - Tool Kit = 300 points
- Partners can choose gifts based on their collected points

CLAIM PROCESS

1. Collect coupons from products
2. Calculate total points
3. Select gift from the winning list
4. Contact company / salesman
5. Company verifies and delivers the gift

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THANK YOU