



# Franchise proposal

PRESENTATION



**LECCO**  
CUCINA



Lecco as a name is derived from a small lakeside commune nestled between the serene waterfront of Lake Como and the snow-capped Alps, north of Milan. Blooming rhododendrons, neoclassical arcades and transformative technology work together seamlessly. It is in fact called the Iron City.

## Introduction to Lecco Cucina



Lecco Cucina was gestated with the simple thought of bringing the best designs and concepts from Italy to homeowners in India. We intend to provide organized solutions to those Indian homes that are still opting for unorganized options. We strive to break the barrier of clarity of designs & pricing before the finalization of the order and deliver the projects on committed timelines.

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India's modular kitchen market size is expected to reach USD 3.5 billion by 2028 and is projected to grow at double digit CAGR of 24.12% through 2023-2028.

In order to meet the increasing regional demand for products, international brands are growing their operations in this area. Growth in the market can be attributed to growing demand for premiumization, rising middle class population and emergence of brands such as Lecco Cucina and others. Moreover, growing internet user base, increasing number of residential construction projects, and surging number of partnerships between real estate project developers and modular kitchen manufacturers would drive the market. Consumers in India are depicting willingness to experiment with designs, texture and naïve color combinations. Consumers are increasingly looking at premium designs and features such as magic corners and kitchen island concepts to add more luxury touch to the cooking space.

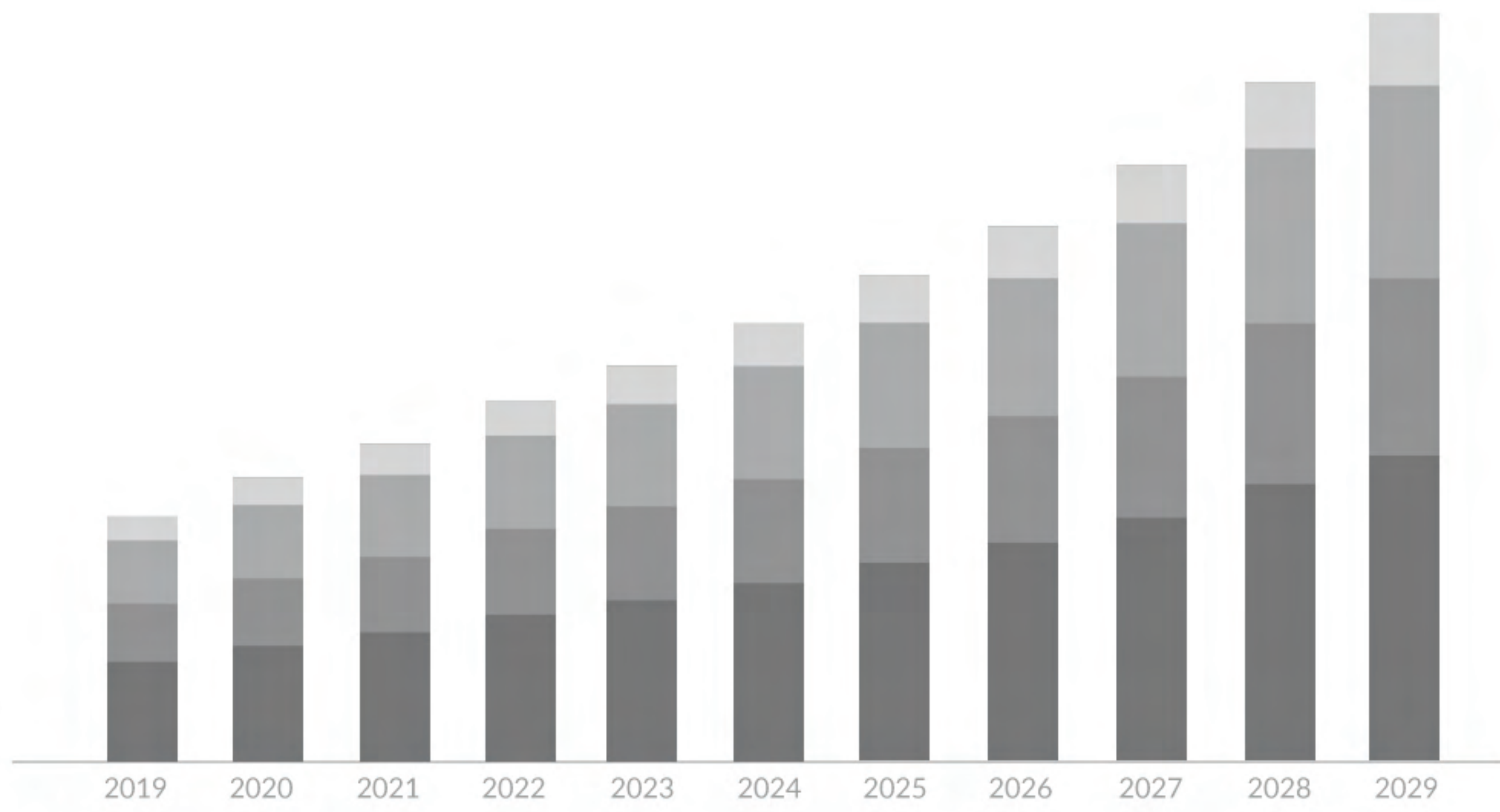
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Modular kitchen industry

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# India's Modular Kitchen Market Size



North
  South
  East
  West

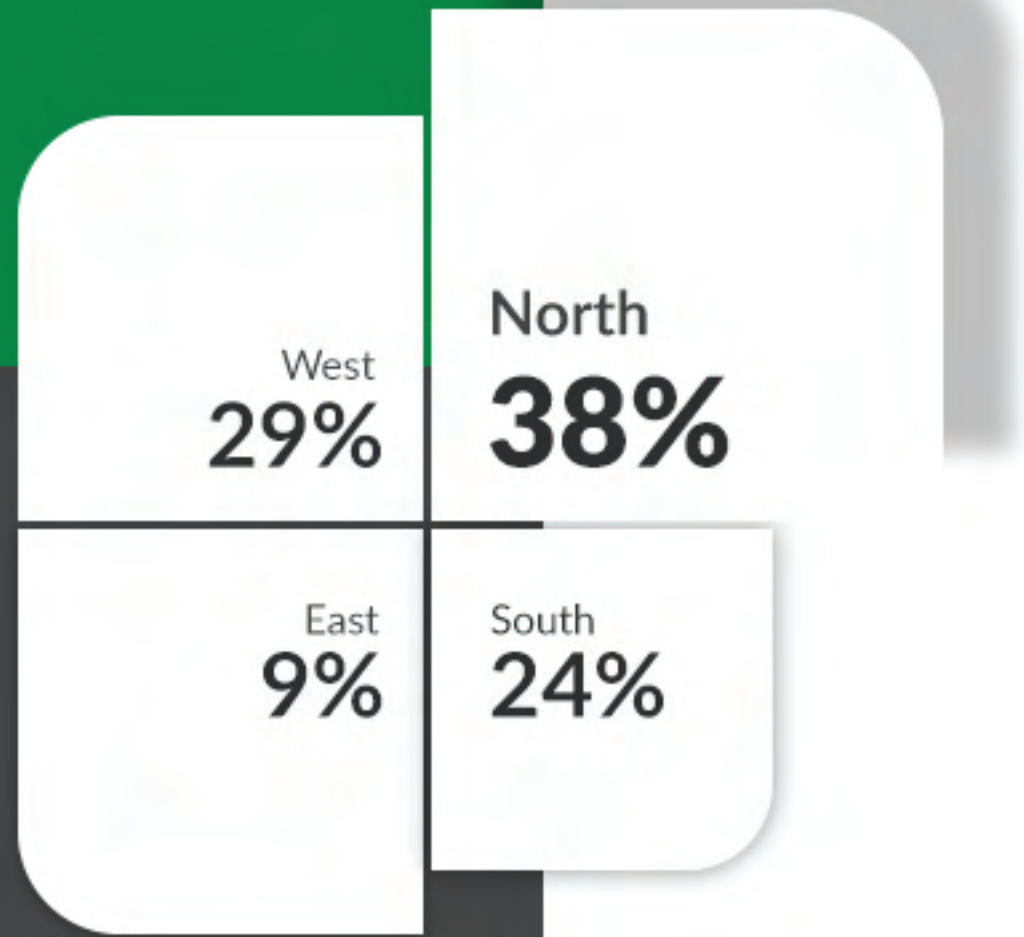
**INDIA MODULAR KITCHEN MARKET SIZE, BY REGION AND BY VALUE.**



C Level Executives
  Directors/VPs
  Managers
  Others

**BY RESPONDENT CATEGORY**

By region



## Brand history and aspiration

**2021** Market analysis and research

**2023-24** 10 Experience centre sign ups, out of which 6 are operational

**2026-27** Targeting 12 experience centres in 4 metros & 100 studios, PAN

**2022** Launch of experience centre at CBD Bangalore, Lavelle road

**2024-25** Targeting a total of 30 Experience Centres, PAN

Lecco Cucina journey

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Lecco Cucina aims to become the leading chain of modular kitchen and wardrobes brand in the country and be the top choice for anyone seeking high-quality design at an affordable price. The goal is to upgrade all unorganised kitchens and wardrobes to high-quality, factory-finished products and change the perception towards organized brands.



Brand vision

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Focus on quality of design and product, ensuring the best price for the product is always intake and expand to every single possible small cities and bring hope to minds of every aspirational modular kitchen and wardrobe buyer.



Brand mission

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- Best price for quality
- Eco-friendly
- 10 years warranty & after sales services
- Unique raw materials
- Italian designs
- State of the art technology
- ACS - Alloy coated steel kitchen carcass and sink carcass



**Our expertise, our USPs**

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- Transparent policies & pricing
- Kitchens delivered in 30 Days
- EMIs starting at Rs 3,000 per month
- Kitchens starting at Rs. 1,50,000
- Wardrobes starting at Rs. 50,000
- Hassle-Free handover



Our expertise, our USPs

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- CRM: Connect
- Company-owned manufacturing unit
- Design software: Lecco Cucina
- Manpower: Business development manager - 1
- Monthly lead generation
- Experience centre launch marketing
- Guidance: Best industry expertise

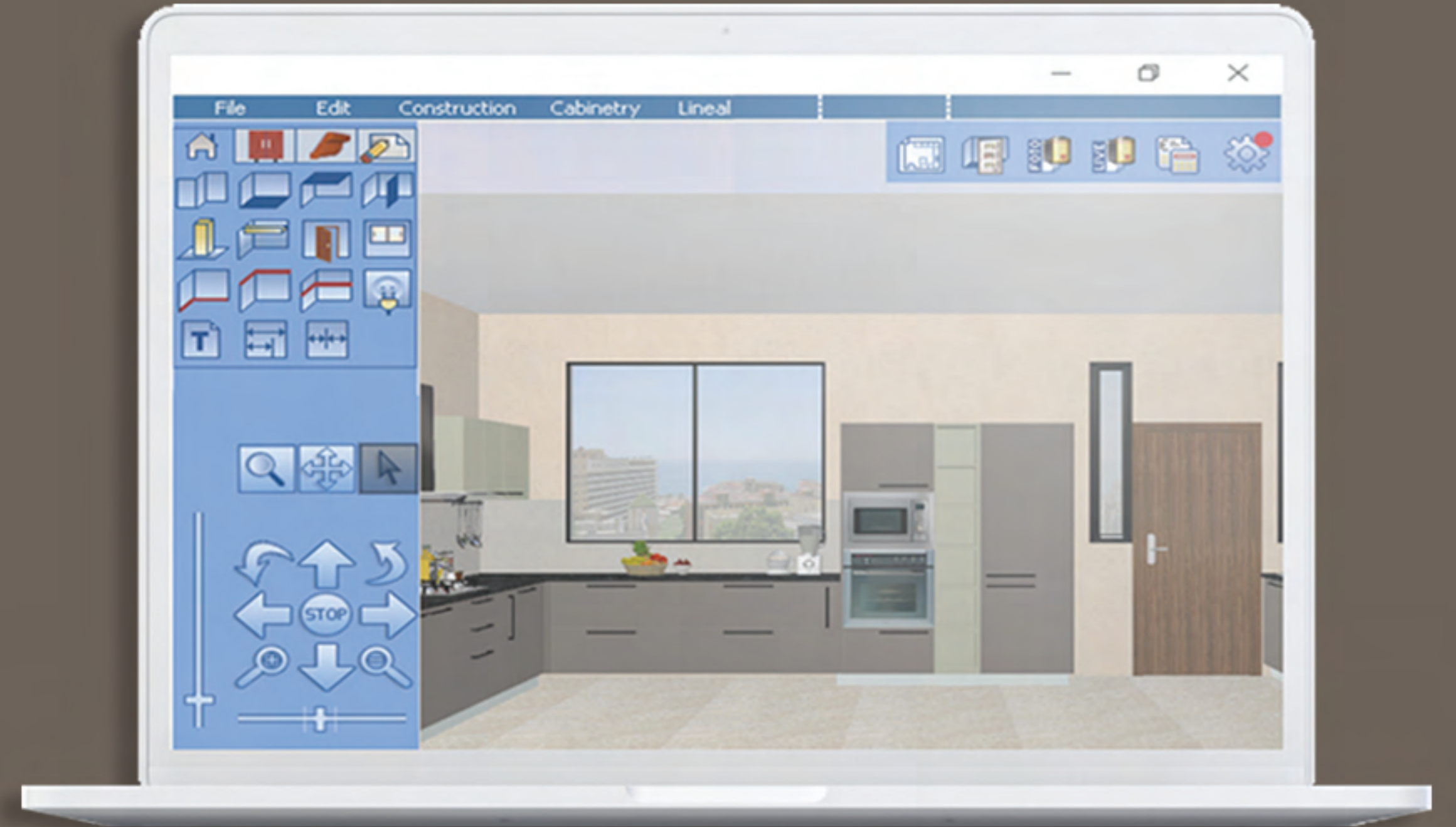


Our support

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## The advantages:

- Highly user friendly
- Easy to work with and train
- Good renders
- Auto calculation of price
- Software connected to factory



Our design tool allows us to drag and drop any modular component from our existing vast library to create the desired products.

## Our design software

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Are you interested to join our  
Lecco Cucina family?

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- Investment capability
- Rich location exposure
- Good real estate network base
- Future aspirations
- Society presence

Who can own an experience centre?

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- Be the face of Lecco Cucina in your market
- Promotion of brand, its products and services
- Chart a market growth plan which is geo specific and time bound
- Develop the market for a long run business partnership



**Our expectations from our partners**

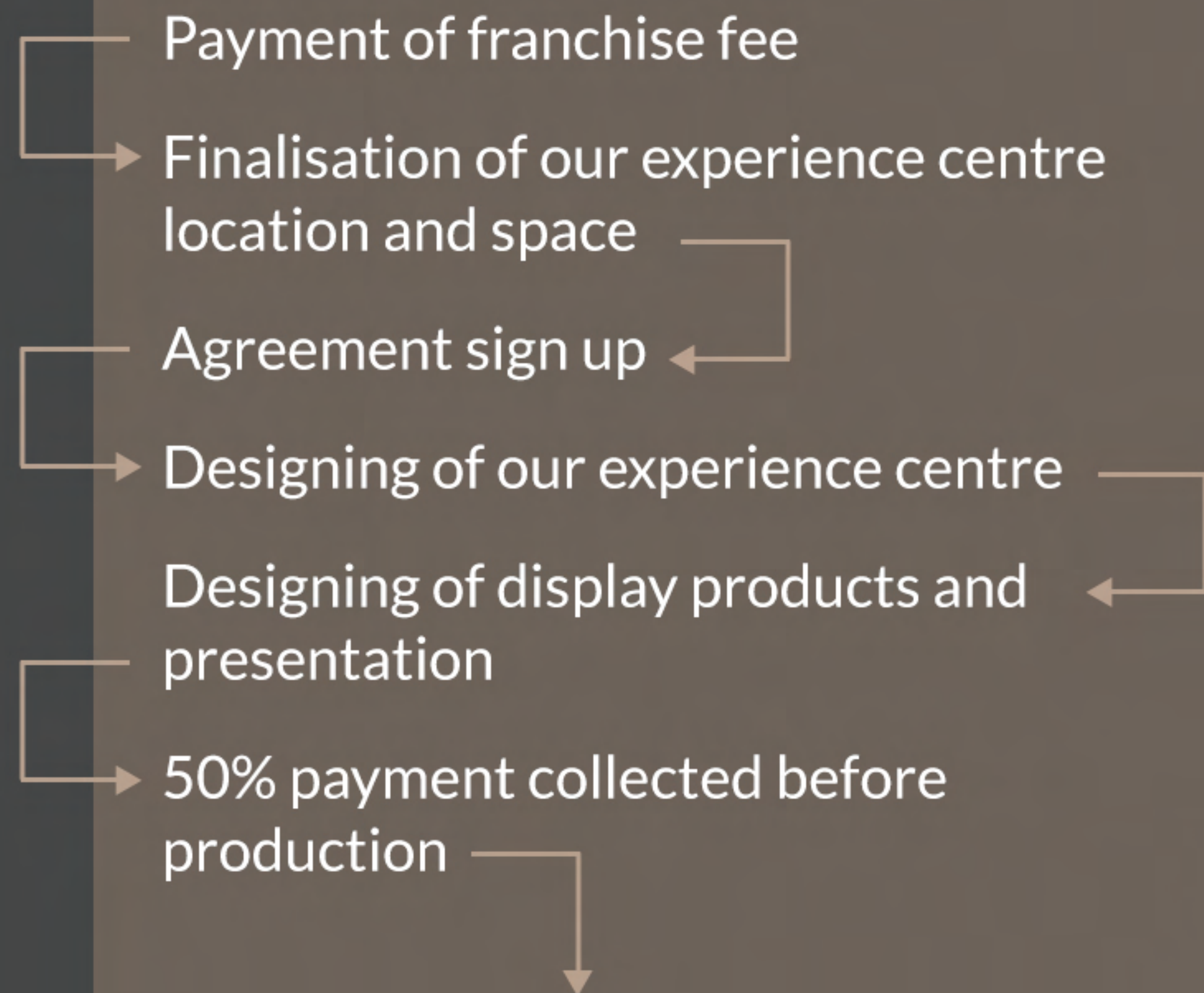
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- **Investment**  
Approximately 25-35 lakhs
- **Franchisee Margin**  
28%
- **Return on Investment**  
Most traditional business gives you 20% ROI, few progressive ones may give you 25% ROI. But, at Lecco Cucina our partners can enjoy over 200% ROI.  
25% + 2% (Quarterly) + 1% TOD (Annually)
- **Time to setup the Showroom**  
Up to 4 months post finalization of location



**At a glance**

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What's next?

- Other experience centre setup
- 50% payment collected before dispatch
- Installation of display products at our experience centre
- Launch preparations and invitations
- Launch of studio



What's next?

Our basic experience centre team is built on the below structure and may vary with the growth of revenue, the same grows proportionately.

- Lecco Cucina

Business development  
manager -1

- Franchisee

Designer + In-store sales -1

BDE\Runner -1

Installation / Site supervisor -1

Housekeeping

CRM (optional)



Experience centre team size

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- 75% discount on selling price
- 50% of that amount to be paid before production
- 50% to be paid before dispatch
- Display discount would be available every 2 years to keep the showroom fresh and lively
- Payment terms for display in 2 years remain the same



## Franchisee partner's display policy

- Attractive profit share
- Location exclusivity & defined territory\*
- Annual performance linked variable bonuses



What is in it for our partners?

## Linear kitchens starting at Rs. 1,50,000

A linear modular kitchen is ideal for small spaces, such as studio apartments or narrow kitchens where space is at a premium. The finish of the kitchen looks premium and perfectly compliments a home.



Linear kitchens

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## L-shaped kitchens starting at Rs. 1,62,000

This L-shaped modular kitchen allows for a good flow of traffic in and out of the kitchen. With wall cabinets, this kitchen is the perfect setup for a close knit family.



L-shaped kitchens

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## U-shaped kitchens starting at Rs. 1,57,000

The u-shaped modular kitchen is popular because it provides a lot of storage and countertop space while keeping everything within easy reach. The color perfectly compliment each other and looks beautiful.



## U-shaped kitchens

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## Island kitchens starting at Rs. 2,15,000

With this modular kitchen, you will have a space that celebrates the beauty of simplicity with clean lines, luxurious design and cool colors.



Island kitchens

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Call us at +91-8951766045



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## Contact Us

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