

Explore



Multipay SERVICES



Internet



Wifi Hotspots



OTT & IPTV



Phone

MULTICRAFT DIGITAL TECHNOLOGIES PVT. LTD.

Class A Internet Service Provider

www.multifi.in

Welcome Note

Dear Sir,

The Global economic crises due to COVID-19 has brought overall recession and great depression. This virus scrambled the way we used to live and work. But it also created all sorts of new marketplaces. We need to understand them and grab them in time.

Lets find what good can come from all this bad?

Lets start a new lifestyle.

Lets explore new opportunities.

There's reason to be optimistic. Today in each field we need Internet.. Be its education, entertainment, working from home, ordering glossary or food everything needs Internet.

To make our nation digitally empowered is the number one goal of all governments – All Government policies are revolving around Mission “DIGITAL INDIA”. Not just governments, but general public, private institutions and every sector of industry who wish to improve the capacities and productivity of their organisation are now looking for High speed reliable internet connectivity.

MULTICRAFT is the group of professionals who are pioneer in innovative Internet solutions and Network development, from customised products to blended Technologies, delivering superior internet services.

MULTICRAFT provide their Franchises with a wealth of resources that include training, manpower and latest trends in Network Up gradation.

Remember, every crisis creates new needs — which we together can solve with Multicraft!

We welcome you to be a part of MULTICRAFT family!



Mr. Kiran Padte

Chairman & Managing Director

Multicraft Digital Technologies Pvt. Ltd.

WELCOME

About Internet Business

Internet is now a part of everyday life. High speed internet is a need of all latest applications.

However there are extreme contradictory facts as regards to internet usage in India...

Global Ranking Of India		
Users	2 nd	Considering the user wise Ranking worldwide, India stands second with approximate 340 Million internet users.

This clearly shows that “Though a country like India who has world’s second largest internet literate subscriber base, and a potential to grow from 26 % to at least 50 % in next few years, still needs fast Internet that is faster and cheaper than Mobile Internet.

This is possible through Fixed line internet with a technology like Wireless in Gram Panchayat and FTTH with a GPON or GEAPON in Block or Tahasil.

This is what exactly targeted in this project.

About Multicraft

Multicraft Digital Technologies Pvt. Ltd. is a Unified License for provision of services under ISP Category A with authorization to set up and provide “INTERNET SERVICES IN ALL INDIA SERVICE AREA”

Multicraft Digital Technologies Pvt. Ltd. also have a valid Registration Certificate for Infrastructure Provider Category – I (IP-1) for provision of services to establish and maintain Infrastructure assets

Multicraft under the brand **Multifi** offers Broadband, Lease Line, and Hspot services that gives ample business opportunities for any individual or company to setup a commercial Broadband and hotspot business in any area and start selling Broadband, Internet Lease Line, wifi and wireless data to customers.

Multicraft has the most advanced state of the art technology platform which can manage millions of broadband clients and hotspots and deliver a rich seamless customer experience without the hassle.

Multifi has simple plug n play solution which can be installed and activated by any person with very less technical experience. Multifi also provides a web account to manage and monitor such client usage on various fronts like revenue, data usage, user profiles, user nos, etc.

Multicraft also provides data connectivity through lease line, broadband line.

Multicraft proposes many revenue generating streams like VOIP calling, online gaming, order food, airtime recharge, bill payments, fund transfer, merchant POS payments, ticketing, ordering medicines, advertising and promotional tools for retailers apart from its Broadband business.

About Multicraft Team

Highly accomplished well-known team, with more than 15 years of experience in ISP segment, offering services of to many leading Telecom organizations, ISP's and Cable Operators.

- Dynamic team managed by professionals having more than 10+ years' Experience. Leading multi-play (voice, video and data) service provider with a distinct quality of service and content
- Focused on Price, Quality Services and Customer Satisfaction
- India Nationwide Service provider with presence in more than 300 Locations
- Preferred SI and Service Provider across Nation

Multicraft Highlights

- **CLASS A ISP**
- **Innovative products and Technology for Network development**
- **Rich product portfolio for all segments of clients**
- **Tie-ups with TELCOs and Vendors to implement large-scale projects**
- **National-level expertise**
- **Next generation Technologies**
- **Strong business model**

Why Franchise With Multicraft?

The concept of franchising has proven to be a very successful business model across sectors and countries.

Multicraft offers some important advantages to an entrepreneur. One of the biggest advantages is that Multicraft has already laid out all the steps and processes for a successful business. The standard processes are all set and practically proven for a successful venture.

Parameters	Multicraft Franchise	Own or Other Franchise
Risk of failure	Low	High
Profit Margins	Higher	Lower
Gigabit Bandwidth	Start from Day One	Not possible
Products R & D	Highly effective	Difficult
Start-up Assistance	Easy	Difficult
Financing	Easy	Difficult

Multicraft Franchise Model

Multicraft Franchise model offers lucrative business opportunities for entrepreneurs who have the desire to flourish in Digital India Opportunities. The project aims to bring Gigabit Internet Experience for the users in small towns through Our Franchise model ensures vital support on most important aspects of business. We offer a superior business model by optimizing Franchise operating model and maximizing benefits. **Multicraft** assure its Franchise a Minimum Monthly payment commitment to manage its Bank Repayments.

Eligibility

The following criteria are desired from the applicants applying for **MULTICRAFT Franchise**.

- Knowledge of Digital Business.
- Person with strong character and morale.
- Possess good business and management skills.
- Interested in long-term business relationship.
- Possess the capital and the drive to grow a successful learning center.

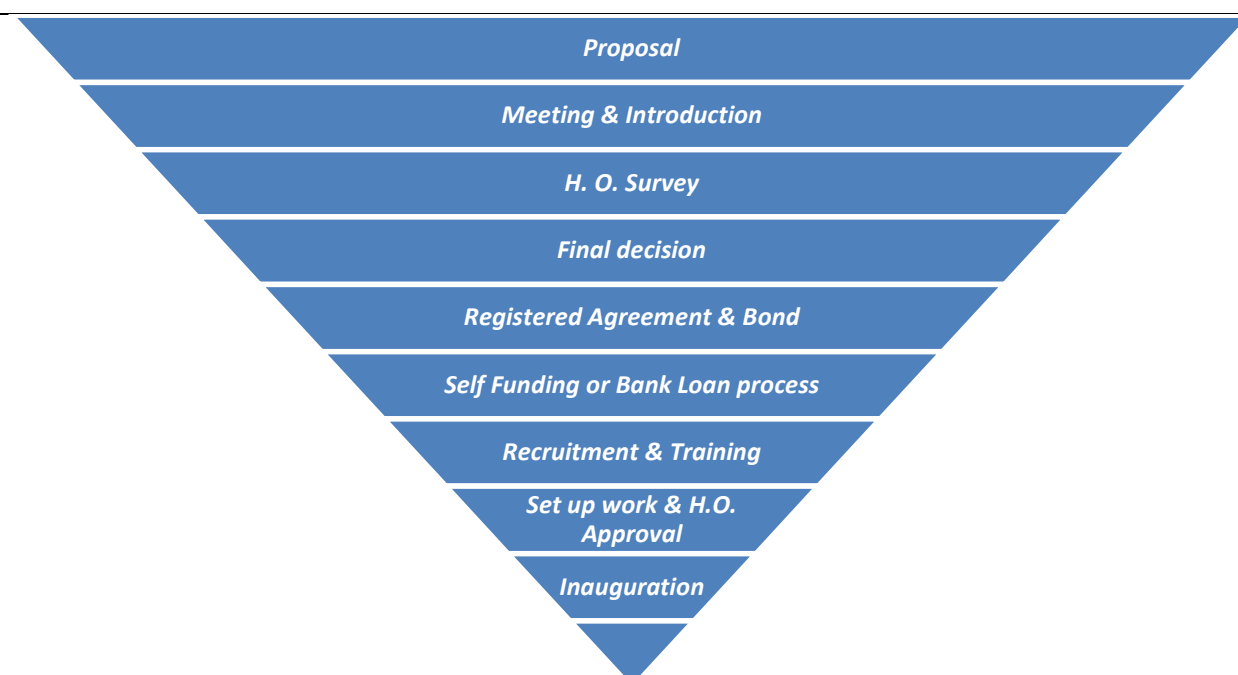
Franchise Role

Most important roles & responsibilities to be meticulously carried out include the following

- 24x7 Availability
- Local Support
- Follow SOPs..Never Miss SOPs* and Adopt T.Q.M.S**
- Achieve Sales and Service Targets
- Mobilise Sales and Tech Team
- Establish centre as per specifications
- Maintain Sufficient Working Capital
- Maintain Quality of Training

***SOPs : Standard Operating Procedures**TQMS : Total Quality Management Systems**

Franchise Process



Proposed Business Options

Multiplay SERVICES



Multicraft Digital Technologies Pvt. Ltd.
(Class A Internet Service Provider ISP)

INTRODUCING NEW MULTIFI PLANS*

- TRULY UNLIMITED INTERNET
- PROVIDING PAID OTT APPS AT NO EXTRA COST
- PLANS STARTING AT ₹ 399/MONTH
- SYMMETRIC SPEED UPLOAD - DOWNLOAD

INTRODUCING NEW MULTIFI PLANS

Plans :	₹ 399	₹ 499	₹ 599	₹ 699	₹ 999	₹ 1,499
Multifi Unlimited Offers	10 Mbps	25 Mbps	35 Mbps	50 Mbps	75 Mbps	100Mbps
Unlimited Voice *	✓	✓	✓	✓	✓	✓
OTT APP Subscriptions **	✓	✓	✓	✓	✓	✓

Term & Conditions apply. Voice & OTT charges applicable extra.

OTT Apps: Sony Liv, Hotstar, Voot Select, Zee5+, Alt Balaji, Amazon Prime

SAMPLE INTERNET PLANS

Multicraft Digital Technologies Pvt. Ltd.
(Class A Internet Service Provider ISP)

Your 10 Digit Multi Featured Phone 9XXXX XXXXX

- Unlimited calls to any network with Zero Monthly billing
- Operates on multiple devices
- Works even if your mobile battery is discharged
- Free domestic Roaming Mobile
- Smart phone features like Video calling & Messaging
- Works Internationally
- Any where and Always in range like Landline Phone

+91 99587 45418
+91 98180 36799

Mumbai Office: 216, Ecosyst Business Park, Near-Off Of Joy, JSD Road, Mulund (West), Mumbai-400080
Uttar Pradesh Office: D-23, near HCL, Buddhi Vihar, D Block, Sector 11, Noida, Uttar Pradesh 201301
www.multifi.in

TELEPHONY PLANS

OTT Services: Sony Liv, Hotstar, Voot Select, Zee5+, Alt Balaji, Amazon Prime

SAMPLE OTT PLANS

6G Wi-Fi connectivity in your area



OUTDOOR WI-FI

CLASS A ISP LICENCE ISSUED BY DEPARTMENT OF TELECOMMUNICATIONS

Government of India
Ministry of Communications
Department of Telecommunications
SANCHAR BHAVAN, 25, Ashoka Road,
New Delhi - 110 001, India.

LICENSE AGREEMENT
For
UNIFIED LICENSE

NO. DS-11025016-CS-II, DATED 05.01.2017.

TOTAL PAGES: (175+11+187)

License Agreement
This Agreement is made on the 05th day of January 2017, between the Government of India, Ministry of Communications, Department of Telecommunications, Sanchar Bhavan, New Delhi - 110 001, India, and the Licensee, M/s. Multicraft Digital Technologies Private Limited, 101 B, Connaught Place, New Delhi - 110 001, India.

WHEREAS the Government of India, Ministry of Communications, Department of Telecommunications, Sanchar Bhavan, New Delhi - 110 001, India, is the owner of the Unified License and the Licensee, M/s. Multicraft Digital Technologies Private Limited, 101 B, Connaught Place, New Delhi - 110 001, India, is the holder of the Unified License.

AND WHEREAS the Licensee, M/s. Multicraft Digital Technologies Private Limited, 101 B, Connaught Place, New Delhi - 110 001, India, has applied for the Unified License and the Government of India, Ministry of Communications, Department of Telecommunications, Sanchar Bhavan, New Delhi - 110 001, India, has granted the Unified License to the Licensee, M/s. Multicraft Digital Technologies Private Limited, 101 B, Connaught Place, New Delhi - 110 001, India.

IT IS AGREED that the Licensee, M/s. Multicraft Digital Technologies Private Limited, 101 B, Connaught Place, New Delhi - 110 001, India, shall comply with the conditions of the Unified License and the Government of India, Ministry of Communications, Department of Telecommunications, Sanchar Bhavan, New Delhi - 110 001, India, shall ensure that the Licensee, M/s. Multicraft Digital Technologies Private Limited, 101 B, Connaught Place, New Delhi - 110 001, India, complies with the conditions of the Unified License.

IN WITNESS WHEREOF the parties have signed the Agreement and the Government of India, Ministry of Communications, Department of Telecommunications, Sanchar Bhavan, New Delhi - 110 001, India, has affixed its seal.

Signed for and on behalf of
Government of India
Ministry of Communications
Department of Telecommunications
Sanchar Bhavan, New Delhi - 110 001, India.

Signed for and on behalf of
M/s. Multicraft Digital Technologies Private Limited
101 B, Connaught Place, New Delhi - 110 001, India.

IN THE PRESENCE OF
1. Signature: [Signature]
Name: [Name]
Designation: [Designation]
Address: [Address]
2. Signature: [Signature]
Name: [Name]
Designation: [Designation]
Address: [Address]

ISO 27001:2013

ISO 9001:2015

IP – 1 Licence



FEW LOCATIONS WHERE MULTICRAFTIS ACTIVE

No	City	State	No	City	State	No	City	State	No	City	State
1	Sarjapuratown	Karnataka	21	Khurja	U.P	41	Madhepura	Bihar	61	Kokrajhar	Assam
2	GANGAKHED	Maharashtra	22	Dhubri	Assam	42	Sonakhali	West Bengal	62	Muzffarpur	Bihar
3	Chiplun	Maharashtra	23	Paradeep	Orissa	43	Araria	Bihar	63	Kaushamb	U.P
4	Annatnag	JAMMU & KASHMIR	24	Bhusawal	Maharashtra	44	Titwala	Maharashtra	64	hmednaga	Maharashtra
5	Bandipora	JAMMU & KASHMIR	25	Hojai	Assam	45	Kutch	Gujarat	65	Raichur	Karnataka
6		Bihar	26	Hosakote	Karnataka	46	Vanarasi	U.P	66	Devgad	Maharashtra
7	Jalgaon	Maharashtra	27	Bangaon	West Bengal	47	Renukoot	U.P	67	Malvan	Maharashtra
8	pundri	Haryana	28	Bishnupur	West Bengal	48	UTRAULA	U.P	68	Doda	Jammu & Kashmir
9	jalaun	U.P	29	Bankura	West Bengal	49	Gondia	Maharashtra	69	AKKALKOT	Maharashtra
10	Haridwar	Uttarakhand	30	Fulwarisarif	Bihar	50	Nagpur	Maharashtra	70	Moradabad	U.P
11	Ratnagiri	Maharashtra	31	Burdwan	West Bengal	51	Guhagar	Maharashtra	71	Biharsharif	Bihar
12	Jalana	Maharashtra	32	Siliguri	West Bengal	52	Sopore	JAMMU & KASHMIR	72	Nalanda	Bihar
13	Sangli	Maharashtra	33	Patna City	Bihar	53	Dhanbad	Jharkhand	73	Rohtak	Haryana
14	Raipur	Chattisgarh	34	Kankavali	Maharashtra	54	Balurghat	West Bengal	74	Banikhet	HIMACHAL PRADESH
15	Belgaum	Karnataka	35	Nashik	Maharashtra	55	Pachora	Maharashtra	75	Sisana	Haryana
16	Noida	U.P	36	Nimrana	Rajasthan	56	Guwahati	Assam	76	Margao	Goa
17	Narbal	JAMMU & KASHMIR	37	Baramulla	JAMMU & KASHMIR	57	Nigdhu	Haryana	77	Kurushetra	Haryana
18	Ghaziabad	U.P	38	Giridhi	Jharkhand	58	Pithoragarh	Uttarakhand	78	Dibai	U.P
19	Sawantwadi	Maharashtra	39	Parbhani	Maharashtra	59	Kudal	Maharashtra	79	Srinagar	Jammu & Kashmir
20	Siyana	U.P	40	Rewari	Haryana	60	Narnaul	Haryana	80	Birur	Karnataka

Proposed Business Options

INTERNET +Wi Fi + TV (IPTV / OTT) + PHONE

Monthly & Yearly Business with Cable and Internet Operators

Personal Point Revenue Share with Cable and Internet Operators

Bandwidth Sale with Cable and Internet Operators

Direct Business

Corporate Business

ADDITIONAL OPPORTUNITY – WiFi FOR EVERY BUSINESS

MultiFi WiFi
MOUNTAINS OF OPPORTUNITY

						
Bars & Pubs	Cafes & Restaurants	Library	Spa	Gym	Saloon	Schools & Colleges
						
Shopping Hub	Retail Shop	Events & Conferences	Super Market	Hotels	Other	Community

WiFi Hotspot is the most powerful marketing tool..Offering Next Generation business internet and WiFi Solution that Lets You deliver a great Customer Experience and Promote business Growth. It delivers Big-time features on a small Business Budgets. Meeting Business Goals by Getting customer's insights and Engaged them by tailored promotions.

ADDITIONAL OFFER (MULTIFI WIFI HOTSPOTS)

ONE WIFI HOTSPOT WITH

- 1 Year Bandwidth (10 Mbps Plan)
- 150 Mrt Coverage
- Antenna and radio
- PREPAID Billing with coupons

Rs.20,000/- Per hotspot + GST

How and why Wifi Benefit?

FRANCHESE BENEFIT	SME BENEFIT
Gets Free wifi	Gets customer insights
Gets new offers	Managed WiFi and complete control over network
Gets reward points for check-in	Customer over network
Gets Coupons and Discounts INR 10/-	Customer engagement by Pushing offers, rewards etc
-	Save on marketing spends
-	Reward repeat customers

Franchise Investment

INVESTMENT STRUCTURE

OPTION 1 : Multicraft Partnership Program (For Tahesil or Blocks)

Initial Investment Amount	Rs 10,00,000/-
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- Additional Investment: 5 to 10 Lac (For working Capital)
- Commission from direct Subscribers: 50 %
- Commission from LCO Subscribers: 5 %
- Commission from Gram Panchayat Subscribers: 5 %
- Expected Rol : 1 Lac to 3 Lac per month

OPTION 2 : Bharat Vikas Net (For Gram Panchayat) – BBNL + MULTIFI

Initial Investment Amount	Rs 1,00,000/-
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- Additional Investment : 50000 to 1 Lac (For working Capital)
- Commission from direct Subscribers : 50 %
- Commission from LCO Subscribers : 5 %
- Expected Rol : 50000 to 1 Lac per month

SILVER PLANS – Standard Bandwidth

Plan (UL-Mbps)	MONTHLY		QUARTERLY		HALF YEARLY		YEARLY	
	MRP exclusive of Tax	FREE OTT	MRP exclusive of Tax	FREE OTT	MRP exclusive of Tax	FREE OTT	MRP exclusive of Tax	FREE OTT
30	₹ 399.00	-	₹ 1,077.00	-	₹ 1,995.00	-	₹ 3,990.00	-
40	₹ 499.00	-	₹ 1,347.00	-	₹ 2,495.00	-	₹ 4,990.00	-
50	₹ 599.00	-	₹ 1,617.00	-	₹ 2,995.00	-	₹ 5,990.00	-
75	₹ 699.00	-	₹ 1,887.00	-	₹ 3,495.00	-	₹ 6,990.00	-
100	₹ 799.00	-	₹ 2,157.00	-	₹ 3,995.00	-	₹ 7,990.00	-
150	₹ 899.00	4 App	₹ 2,427.00	4 App	₹ 4,495.00	4 App	₹ 8,990.00	4 App
300	₹ 1,499.00	4 App	₹ 4,047.00	4 App	₹ 7,495.00	4 App	₹ 14,990.00	4 App

GOLD PLANS – Premium Bandwidth

Plan (UL-Mbps)	MONTHLY		QUARTERLY		HALF YEARLY		YEARLY	
	MRP exclusive of Tax	FREE OTT	MRP exclusive of Tax	FREE OTT	MRP exclusive of Tax	FREE OTT	MRP exclusive of Tax	FREE OTT
35	₹ 459.00	-	₹ 1,239.30	FREE CALLING	₹ 2,295.00	FREE CALLING	₹ 4,590.00	FREE CALLING
45	₹ 559.00	-	₹ 1,509.30	FREE CALLING	₹ 2,795.00	FREE CALLING	₹ 5,590.00	FREE CALLING
60	₹ 659.00	-	₹ 1,779.30	FREE CALLING	₹ 3,295.00	FREE CALLING	₹ 6,590.00	FREE CALLING
75	₹ 759.00	-	₹ 2,049.30	FREE CALLING	₹ 3,795.00	FREE CALLING	₹ 7,590.00	FREE CALLING
100	₹ 859.00	-	₹ 2,319.30	FREE CALLING	₹ 4,295.00	FREE CALLING	₹ 8,590.00	FREE CALLING
150	₹ 959.00	4 App	₹ 2,589.30	FREE CALLING + 4 App	₹ 4,795.00	FREE CALLING + 4 App	₹ 9,590.00	FREE CALLING + 4 App
300	₹ 1,559.00	4 App	₹ 4,209.30	FREE CALLING + 4 App	₹ 7,795.00	FREE CALLING + 4 App	₹ 15,590.00	FREE CALLING + 4 App

PLATINUM PLAN – Premium Bandwidth 150 Mbps

	3 Months
DUEL BAND GPON ROUTER	₹ 1,502.00
Internet Special Rate	₹ 897.00
Refundable Deposit	₹ 1,000.00
Total Payment	₹ 3,399.00
Free Phone device	NO
Free calling	YES
Commission on Internet rate	45%

MULTICRAFT – SUPPORT & SERVICES

MULTICRAFT is here always for your support and to provide you the best services ever. We provide you our foot steps towards growth

- 24 X 7 Call centre Support
- Multicraft offers staff recruitment support
- You will always be a part of Our All INDIA/STATE Joint Promotional Activities
- We will pay Half the cost of mutually accepted Expenses
- This Socially Respectable Business concept has endless profit as you can enhance
- Appointment and Free Training for staff
- Opportunity to Earn limitless income
- Free Welcome Kit.
- Provide you the soft copies of all designs
- Authority to use BRAND MULTIFY in your promotional activities.
- Specially designed unique Products to beat the competition
- Development programs and seminars
- We will furnish you any type of legal and financial guidance and help you to avail funding
- Help you to recruit a well qualified Manpower
- Always be in touch with your own official E-mail id provided by us.
- All-India network.
- Honesty and transparency – hallmark of our relationship.

MARKETING

- Bear 50 % salary of Local sales person
- Publish Write-ups / Videos
- Email Campaign
- Ad in Corporate Magazines
- Pamphlet printing and Distribution
- Website / Marketing
- Lead Generation
- Social Networking Sites(like Face book, Whatsapp, Instagram etc)
- Calendar
- All type of common marketing
- No parking banner

And many more.....

MULTICRAFT – WELCOME KIT

This welcome kit along with The entire material like- CAF forms, Receipt books etc will be provided once to the Franchise wh agreement would be done.

- Sign Board
- Setup – Portfolio
- Franchise manual
- Marketing tools
- Soft copy of all creative for advertisement like Poster, Flex, etc
- Reporting Formats bunch
- Rate card for material
- Subscriber kit
- Visiting Cards
- Leaflets
- Press cuttings

SAMPLE OTT PLANS

S. No.	OTT Platforms offered (May change from time to time)	PLAN RATE (INR)
1	<ul style="list-style-type: none"> • Voot • Sony LIV • Eros Now • ZEE5 • ALT Balaji • Hotstar • Amazon Prime Video 	To be discussed as per various combo offers

SPECIAL COMBO PLANS

To be designed as per need

- Plans will be mutually discussed as per the local market
- Taxes extra as applicable
- AGR will be deducted from MRP before computation of revenue share

Partner with US

- *If you are an individual with IT background or ISP or broadband Franchise of any ISP you can now join with Multifi and multiply your revenue by going with Digital India mission.*
- *If you have a potential area or retail or commercial network of shops or offices, you can start selling Broadband and wifi services to such places and start earning recurring revenue every month through Multifi.*

BANK ACCOUNT DETAILS

Bank Account details of Multicraft Digital Technologies Pvt. Ltd.
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A.. Bank Name: ICICI Bank Ltd.

A/C Name:- Multicraft Digital Technologies pvt. Ltd.

A/C No. : 003105037002

IFSC : ICIC0000031

Branch: Noida sector-18

B. Bank Name:- State Bank of India

A/C Name:- Multicraft Digital Technologies pvt. Ltd.

A/C No. :- 35875587071

IFSC :- SBIN0004210

MICR:- 400002165

C. Bank Name:- IDFC Bank

A/C Name:- Multicraft Digital Technologies pvt. Ltd

A/C No. :- 10001902436

IFSC :- IDFB0040104

MICR:- 400751005

D. Bank Name : Kotak Mahindra Bank

A/C Name:- Multicraft Digital Technologies Private Limited

A/C No. :- 1914149557

IFSC :- KKBK0001432