

2026 BUSINESS PROPOSAL

CONFIDENTIAL INFORMATION
MEMORANDUM

PRESENTED BY
RUPINDER MARBLES
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Rupendra Singh
Founder & Proprietor
Rupinder Marbles

FOUNDER'S MESSAGE TO

SERIOUS INVESTOR, STRATEGIC PARTNER,
OR PROSPECTIVE BUYER

I am **Rupendra Singh**, founder of **Rupinder Marbles**. As I am now settled in New Zealand, I am offering an investment, partnership, or buyout opportunity for my highly profitable, What began in 1992, is today a highly defensible, independently owned commercial platform, **30+ year** old building materials business.

Why We Dominate the Market

I have positioned Rupinder Marbles to be a leader, not just a participant. Here is why we stand out

- Always No 1 in sales and the exclusive authorised wholesaler in District Malerkotla.
- Top 10 authorised wholesaler in all of Punjab.
- We are officially ranked as a Top 20 dealer in Punjab for industry giants including Kajaria, Johnson, Pankaj Adhesive, and Ceramax.
- Massive demand with 5000+ and more monthly sales in adhesive chemicals alone.
- Trusted loyal network of over 600+ contractors and thousands of direct customers.
- Modern sales edge using a fully functional website, 3D visualisation, and active social media.

Infrastructure and Assets

The business operates on a massive scale backed by solid physical assets:

- A prime 12,525 sq ft showroom on the Ludhiana to Malerkotla Highway.
- A fully covered 9,800 sq ft godown at Kalar Road Highway Link.

Financial Snapshot

- Net Value for 100 percent Acquisition: INR 13 Crore open for mutual discussion.
- Strategic Partnership: Minimum investment of INR 4 Crore.
- Tangible Assets: Prefer to ask.
- Intangible Assets: Prefer to ask.
- Profit Margins: Prefer to ask.

I will provide my complete support, supplier network, and market knowledge to ensure a smooth transition. Detailed commercial information can be shared with serious parties during further discussions.

CONFIDENTIALITY AND DISCLAIMER

This Information Memorandum has been prepared solely for selected parties to evaluate a potential transaction relating to Rupinder Marbles, including a business sale, investment, partnership, or joint venture.

This Memorandum is confidential and is provided on a private and non-transferable basis. By accepting this Memorandum, the recipient agrees to keep all information contained herein, and any other information shared in connection with the proposed transaction, strictly confidential and to use it only for evaluation purposes.

The recipient shall not copy, reproduce, distribute, disclose, or share this Memorandum with any other person except its employees, advisors, or representatives who need to know such information for evaluation of the proposed transaction and who are bound by appropriate confidentiality obligations.

The information contained in this Memorandum has been prepared from sources believed to be reliable. However, no representation or warranty, express or implied, is given as to its accuracy, completeness, or fairness. Any forecasts, estimates, or forward-looking statements are based on current assumptions and may differ from actual results.

This Memorandum does not constitute an offer, invitation, or commitment to enter into any transaction. Any sale, investment, partnership, or other arrangement shall be subject to independent review, due diligence, negotiation, and execution of definitive legal agreements by the relevant parties.

Each recipient must rely on its own independent investigation and professional advice in evaluating Rupinder Marbles. Neither the business, its owners, management, nor their advisors shall have any liability arising from reliance on this Memorandum.

Rupinder Marbles reserves the right to amend, withdraw, or terminate the process at any time, to negotiate with any party, and to accept or reject any proposal without assigning any reason.

No binding obligation shall arise unless and until a final written agreement is executed by the relevant parties. Upon request, this Memorandum and all related materials must be returned or destroyed immediately.

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Business Overview

Read More 

WHO WE ARE



Business Overview

Rupinder Marbles represents a trusted and established presence in the premium surfaces and building finishes market, offering a refined selection of tiles, marble, granite, and allied solutions to customers across Ludhiana and nearby markets. Built over more than 30+ years, the business has earned recognition for product quality, category depth, competitive pricing, and a service approach centred on informed customer guidance.

The business caters to a diverse clientele that includes homeowners, builders, contractors, architects, and renovation buyers, with product choices designed to meet both aesthetic aspirations and practical construction needs. Supported by access to leading brands such as Kajaria, Somany, Johnson, and other reputed names, Rupinder Marbles has positioned itself as a dependable destination for customers seeking trusted materials and a wide design selection.

With its strong showroom appeal, established customer confidence, and proven local market standing, Rupinder Marbles offers more than a trading business; it offers a platform with brand value, operating credibility, and meaningful growth potential. This makes the business well suited for a prospective buyer or strategic partner seeking entry into a respected and scalable building materials enterprise.



Executive Summary

OWNERSHIP

Business Type	Tiles, Marble & Granite Trading / Wholesale / Retail Showroom
Business Name	Rupinder Marbles
Business Model	Established showroom-led business serving residential, commercial, and trade buyers through a combination of product variety, brand trust, and customer guidance.

PRODUCT & BRANDS

Product Categories	Designer Tiles, Floor Tiles, Wall Tiles, Marble Granite, Premium Surface & Finishing Solutions
Brand Associations	We are the exclusive authorised wholesaler in District Malerkotla and channel presence with leading brands including Kajaria, Somany, Johnson, and other recognised names in the category.
Customer Profile	Homeowners, Builders, Contractors, Architects Interior Designers, Renovation and Project Buyers

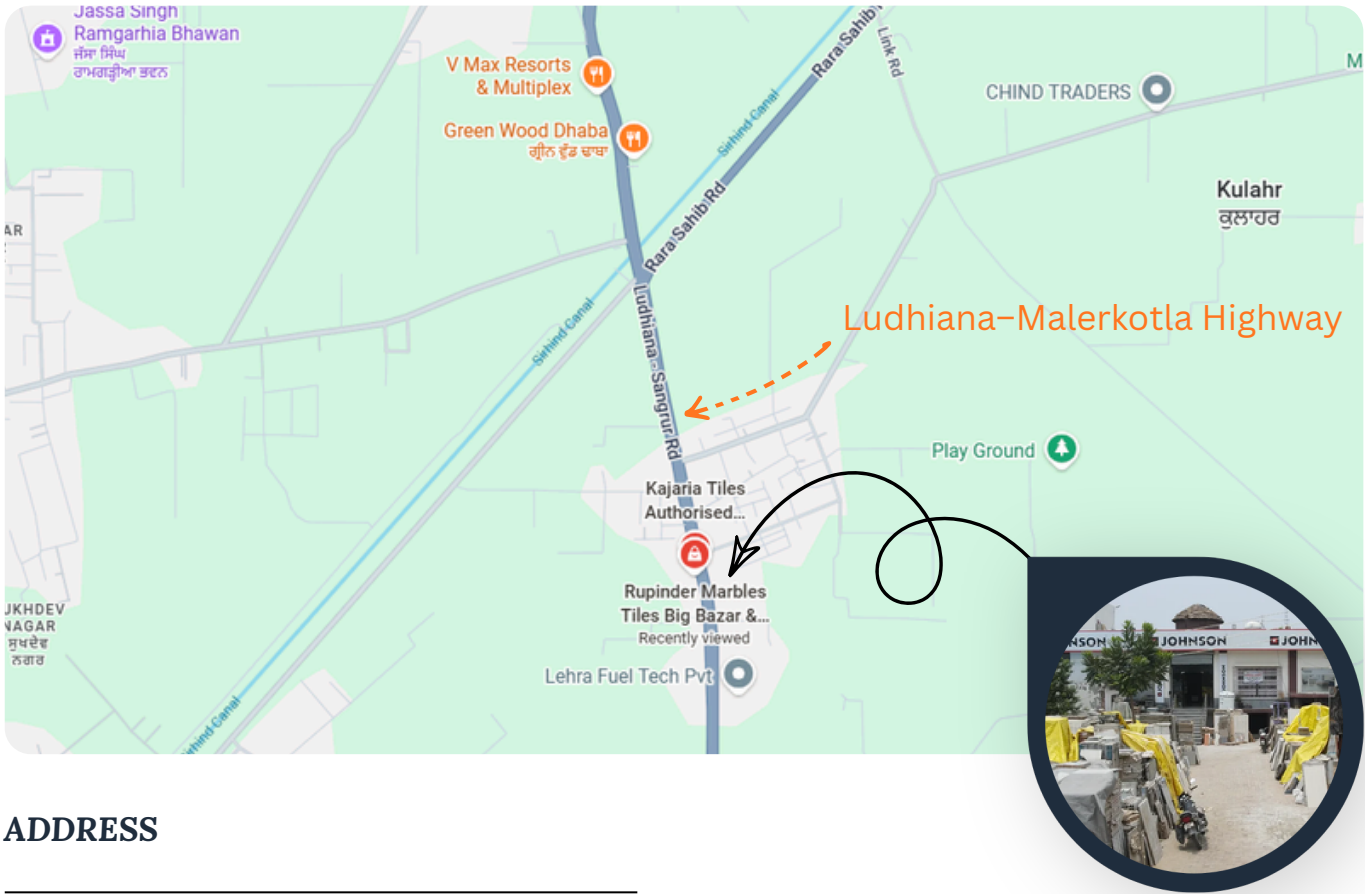
CUSTOMERS & POSITIONING

Market Position	A well-established and trusted name in the regional tiles and marble market, supported by strong local visibility, repeat business, and relationship-led sales.
Operating Strength	Wide product range, established customer confidence, premium showroom experience, and the ability to serve both individual buyers and bulk trade requirements.
Transaction Opportunity	Business Sale, Strategic Partnership Growth Investment / Commercial Collaboration

TRANSACTION OPPORTUNITY

Information Note	Detailed financial, sales, and confidential commercial information shall be shared separately with serious and qualified parties, subject to confidentiality requirements.
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BRAND POSITIONING



ADDRESS

Ludhiana-Malerkotla Highway, Near Jagera Bridge,
VPO Nanakpur, Ahmedgarh, Punjab

LOCATION POSITIONING

Rupinder Marbles enjoys a strategically placed location on the Ludhiana-Malerkotla Highway near Jagera Bridge, VPO Nanakpur, Ahmedgarh, giving the business strong highway visibility and convenient access for customers travelling from Ludhiana, Ahmedgarh, Malerkotla, and surrounding areas.

Its location on a busy and recognisable road corridor supports everyday business visibility and makes the showroom easy to locate for both retail and trade buyers. The surrounding catchment is commercially active and familiar to local consumers, helping strengthen brand recall and customer convenience.

The wider corridor also features recognised hospitality and food landmarks such as Green Wood Dhaba, V Max Resort & Multiplex, and Subway, which adds to the prominence and public familiarity of the area. This combination of accessibility, visibility, and surrounding commercial activity strengthens the location advantage of the business and supports repeat customer movement across the region.

COMPETITIVE STRENGTHS

Our Market Position & Core Strengths

Backed by 30+ years of experience, Rupinder Marbles is a trusted leader in premium tiles, marble, granite, and surface solutions. We deliver quality, wide variety, and value-oriented pricing to retail and project buyers alike. Our success is driven by deep local roots and immense goodwill within the contractor ecosystem, creating a powerful referral network that guarantees consistent repeat business.

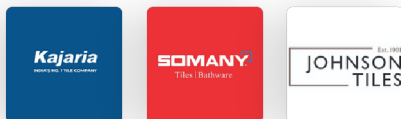
What Sets Our Showroom Apart:

- **Elite Brand Associations:** Officially backed by trusted brands like Kajaria, Somany, and Johnson, enabling us to serve all requirements from value-focused to premium, design-led solutions.
- **Solution-Oriented Approach:** We operate as a consultative showroom, offering expert guidance and value-added support rather than just supplying products.
- **Advanced Buying Experience:** We enhance the buying journey with product selection assistance, design consulting, and 3D visualization support for homeowners, builders, and architects.

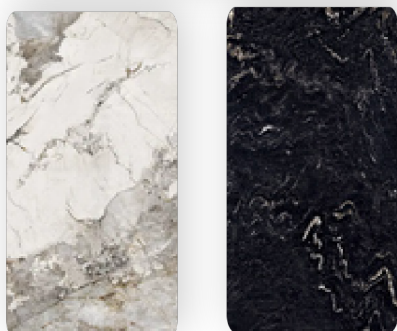
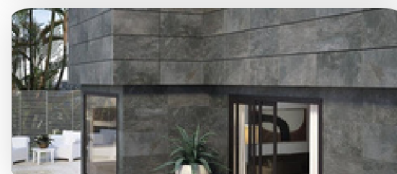
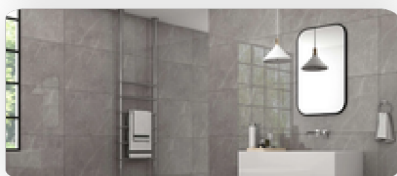
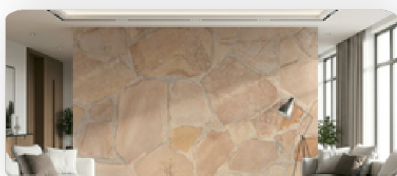
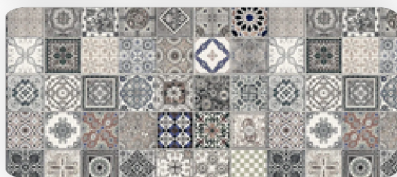
USP

- *Since 1992, with over 30+ years of market presence*
- *Trusted name in the 600+ contractor and building community,*
- *Wide customer and referral network.*
- *Exclusive authorised wholesaler in District Malerkotla .*
- *Top 10 authorised wholesaler in Punjab.*
- *Top 20 dealer in Punjab for industry giants including Kajaria, Johnson, Pankaj Adhesive, and Ceramax.*
- *Backing of leading brands such as Kajaria, Somany, and Johnson.*
- *Always No 1 in Sales district Malerkotla.*
- *Broad range across tiles, marble, granite, and related surface solutions.*
- *Expert guidance and 3D visualisation support.*
- *Competitive pricing with quality-focused offerings.*
- *Suitable for both retail buyers and bulk / project customers.*





CORE PRODUCT CATEGORIES



- **Designer Tiles**
A wide collection of contemporary and trend-driven tile options designed to suit modern interiors, premium homes, and renovation projects.
- **Floor Tiles**
Durable and design-led flooring solutions suitable for living areas, bedrooms, commercial spaces, and high-traffic environments.
- **Wall Tiles**
Decorative and functional wall solutions for interiors requiring both visual appeal and easy maintenance.
- **Bathroom Tiles**
Specialised options for bathrooms and wash areas, combining aesthetics, water suitability, and long-term durability.
- **Kitchen Tiles**
Practical and stylish tile selections for kitchens, backsplashes, and utility-focused spaces.
- **Exterior Elevation Tiles**
Practical and stylish tile selections for kitchens, backsplashes, and utility-focused spaces.
- **Marble Range**
A broad offering across classic and premium marble choices, including options suited to luxury homes and high-finish interior requirements.
- **Granite Range**
Strong and versatile granite solutions for flooring, counters, heavy-use areas, and long-lasting installations.
- **Chemical Bond, Sanitary & Allied Products**
Public business listings also indicate sanitary and related home-solution categories, strengthening the overall one-stop destination appeal of the business.

Customer Profile

Our Diversified Customer Base

We serve a highly diversified and well-balanced customer base across retail, trade, and project-led demand segments. Our business caters specifically to customers who value product variety, dependable availability, brand trust, practical guidance, and a buying experience backed by long-standing market credibility.

Our Key Customer Segments:

- **Retail & Homeowners:** This segment primarily includes families undertaking new home construction, interior upgrades, and renovation projects. They rely on us for a combination of design appeal, proven product quality, pricing confidence, and expert assistance in selecting the perfect surface solutions for different spaces within their homes.
- **Builders & Contractors:** We support a robust, loyal network of over 600+ contractors and project executors. These professionals require reliable supply, consistent availability, commercially viable pricing, and smooth purchase coordination. Their repeat business is driven by our fulfillment capability and their confidence in our ability to support ongoing, time-sensitive project requirements.
- **Architects & Interior Designers:** We strongly appeal to design-influenced buyers who prioritize high-end finishes, aesthetics, design compatibility, and category depth. They value our premium showroom environment where product selection is supported by presentation quality and solution-oriented guidance, rather than just transactional selling.
- **Renovation Buyers:** We serve improvement-led customers who may not require massive project quantities but place extremely high importance on decision support, product suitability, and having access to the right options within a single, comprehensive destination.

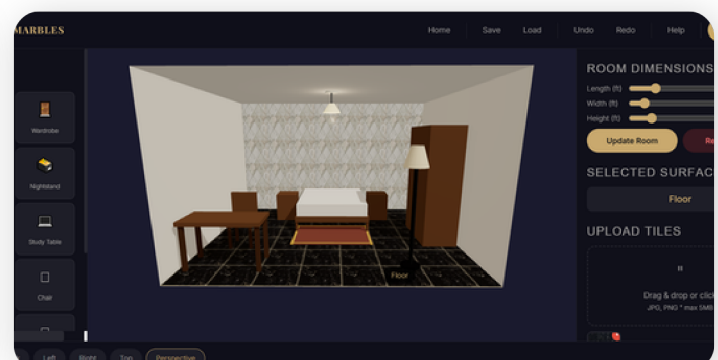


Operations Overview

Rupinder Marbles operates through a professionally managed, showroom-led business model. We are structured to serve both retail and trade customers with maximum efficiency, consistency, and customer-focused support.

Key Operational Strengths:

- **End-to-End Execution:** We seamlessly combine premium product display, assisted customer selection, order coordination, and stock-backed fulfillment within a proven operating structure.
- **Consultative Showroom Experience:** Our showroom serves as the primary customer engagement point. We provide solution-oriented guidance across tiles, marble, granite, and surface solutions, matching products to design preferences, practical requirements, and budgets.
- **Dependable Fulfillment:** A major strength of our model is connecting product presentation with reliable execution. With inventory-backed availability, we efficiently handle both planned retail purchases and ongoing, time-sensitive project requirements.
- **Advanced Digital Visualization:** We elevate the customer experience by offering 3D visualization, 360° videos, and detailed product imagery. This allows buyers to confidently understand design applications, space suitability, and overall finishes before making a decision.
- **Strong Supply Chain & Market Stability:** Supported by long-standing supplier relationships and a relationship-driven approach to customer service, we maintain a highly stable daily operation driven by repeat business and referral-led inquiries.



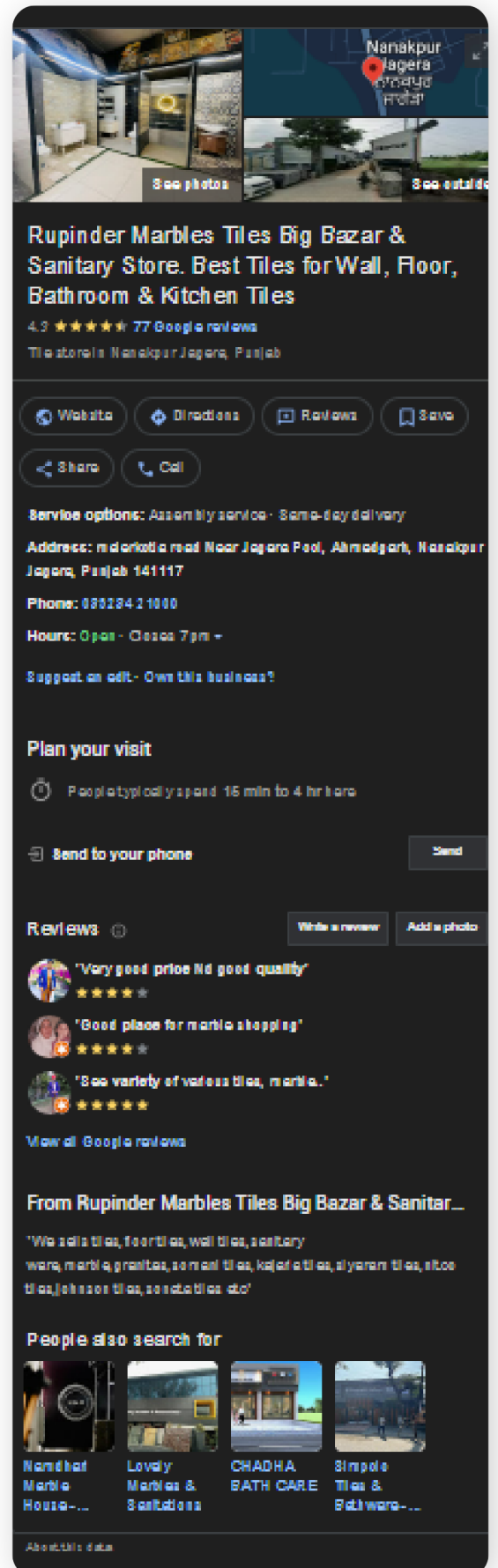
Digital Presence & Marketing

Our Modern Digital Presence & Marketing

I have built a modern and professionally aligned digital presence that perfectly complements our strong offline market reputation. Through a combination of our official website, dedicated social media accounts, and practical engagement tools, we continuously strengthen our brand reach, accessibility, and customer confidence.

Key Digital Touchpoints:

- **Official Website:** We maintain a dedicated, fully functional website that serves as our central digital platform for brand presentation, customer information, and online visibility.
- **Multi-Channel Social Presence:** We actively engage with our audience across major platforms, including Facebook, Instagram, YouTube, and LinkedIn, allowing customers to easily discover and connect with our business.
- **Direct Customer Engagement:** We utilize WhatsApp Business and maintain a strong presence on local business directories like Justdial. This multi-channel approach ensures consistent visibility and significantly improves our direct inquiry generation.



Growth Opportunities

I have positioned Rupinder Marbles to capitalize on massive growth opportunities, supported by our established market presence, recognized brand standing, and a professionally developed operating platform.

Key Avenues for Expansion:

- **Regional Market Expansion:** An immediate avenue for growth is expanding our reach into surrounding towns. Our prime showroom on the Ludhiana-Malerkotla Highway guarantees massive visibility and natural customer movement, creating a perfect launchpad for wider regional penetration.
- **Scaling Project-Led Business:** There is clear scope to secure larger, recurring contracts from builders, contractors, and architects. Our consultative selling approach and vast product range make us the ideal supply partner for high-volume project requirements.
- **Digital Lead Conversion:** With a solid digital foundation already active, targeted promotion across our website, WhatsApp Business, and social media channels can significantly boost lead conversion and drive incremental sales growth.
- **Category & Premium Expansion:** Expanding into broader categories and deeper premium product lines—especially allied surface and finishing solutions—will consistently increase our average ticket value and cement our status as a comprehensive, one-stop destination.

A Scalable Foundation for the Future

Our established showroom platform, stock-backed operations, and unmatched local goodwill drastically reduce any start-up risks. Rupinder Marbles offers a highly credible, scalable foundation ready for disciplined business expansion under the right investor, strategic partner, or acquirer.

Assets & Business Strengths

I have built Rupinder Marbles on a strong foundation of both tangible physical assets and long-established commercial strengths. Together, these create a highly credible, stable operating platform primed for immediate business continuity and massive future growth.

Tangible Physical Assets

- **Prime Commercial Showroom:** A massive 12,525 sq. ft. showroom strategically located on the Ludhiana-Malerkotla Highway, guaranteeing exceptional frontage, customer accessibility, and brand visibility.
- **High-Capacity Storage:** A fully covered 9,800 sq. ft. godown situated at the Kalar Road Highway Link, ensuring storage efficiency and highly dependable order fulfillment.
- **Ready-to-Move Inventory:** We operate with a robust, stock-backed structure featuring over INR 3 crore in active inventory. This enables immediate product availability across multiple categories and eliminates dependency on short-cycle procurement.

Intangible & Commercial Strengths

- **Unrivaled Market Goodwill:** Over 30 years of established local standing, driven by a deeply rooted network of 600+ contractors and thousands of direct customers that guarantee consistent, referral-led repeat business.
- **Elite Brand Authority:** Authorized associations with industry giants like Kajaria, Somany, Johnson, and Ceramax, solidifying our position as a dependable source for premium, design-oriented products.
- **Modern Sales Infrastructure:** High intangible value driven by strong brand identity, customer confidence, and advanced digital tools—including 3D visualization, 360° videos, and an active online presence.

Taken together, these assets represent far more than just physical infrastructure. They reflect a stable, deeply rooted commercial platform with unmatched operational depth, market trust, and highly scalable long-term value for any prospective investor, strategic partner, or acquirer.

NEXT STEPS / SALE PROCESS

I am open to beginning conversations with qualified buyers, strategic partners, or serious investors who wish to explore an ownership transition or investment in the business.

The Evaluation Process

- **Initial Engagement:** After a preliminary discussion and an expression of genuine interest, chosen candidates will move forward to the detailed evaluation phase.
- **Confidential Disclosures:** We will share comprehensive commercial, operational, and financial data under strict confidentiality with parties that show clear intent.
- **Direct Interaction:** Candidates will get the chance to speak directly with me. This ensures a deep understanding of our market standing, daily operations, and avenues for future growth.
- **Due Diligence:** The pathway forward includes formal business reviews, strategic conversations, independent audits, and standard due diligence.

Terms & Conditions

Any final arrangement for a partnership, investment, or complete sale is strictly subject to mutual agreement and comprehensive legal review. I maintain the right to halt conversations at any point, request further details, or evaluate multiple proposals simultaneously without any prior obligation. Formal commitments will only commence once all relevant parties have signed definitive legal agreements.

HAVE QUESTIONS? CONTACT US

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THANK YOU