



BRANDING GUIDELINES



Frontage Glow Sign Board

Domestic & International Express Logistics Services

Authorised Franchisee

RS WORLDWIDE EXPRESS

Shop No. 6, TAP Building, Asmeeta Textile Park,
Kongaon, Kalyan (W), Pin Code - 421311.

Mob: 9637051575 / 9699030854

Email: sm.kalyan@smexpresslogistics.com
www.smexpresslogistics.com

GST No: 27ALZPV1425C2ZQ

CIN NO: U64120MH2006PTC159694

एस एम एक्सप्रेस लॉजिस्टिक्स प्राइवेट लिमिटेड



Main Wall



0

C

M

100

60

Y

K

0

COLOUR CODE

C: 0

M: 100

Y: 60

K: 0

40

C

M

20

0

Y

K

40

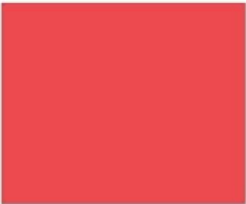
C: 40

M: 20

Y: 0

K: 40

X179



Front Look



Front Look



- Front wall “SM Logo” color
- All 3 other walls “Milky White” color
- Ceiling “Milky White” color
- L shape table with White sunmica
- Flooring light grey / light wood texture Linoleum
- Black Chairs
- White ceiling / wall Fan
- New electrical switch board
- SM Clock
- Led Lights



Wall Branding - 1



25 YEARS OF TRUSTED SERVICES

SM Express is one of the India's leading express logistic company, providing specialized B2B services to all industries through multimodal operations Pan India.

SM Express got incorporated in 1996 with headquarters in Mumbai and branches across all India serving since 25 Years.

SM's experience, commitment and determination to succeed ensures that customer receives the best possible delivery experience with personal attention regardless of whether the need is large or small.

SM offers reliability and knowledge of a large company with the friendliness of small business.

Over 25 years SM has continued to grow larger and stronger, whilst maintaining the personal touch with its customers.

SM offers both Domestic & International services to more than 3500 loyal customers.



Mission

To be among the top ten Express Logistics company in India; This we can do by creating an entrepreneurship opportunities for aspiring individuals through unique Franchise System, Diversifying Business, Inorganic Growth, Talent Acquisition, continuous training and by adoption of the best industry practices.

www.smexpresslogistics.com



Vision

"To match the Global Service Standards by adopting change Management practices, investment in talent & technology and innovating products & services."

www.smexpresslogistics.com



OUR STRENGTH

25 Years
Brand & Goodwill

1500
Employee

10000
Location

5000
Pincodes

3500
Loyal Customer

300
Commercial Vehicles

100000
Sq. Ft Space

4000 Tons
Weight PM

14
RD + BU

200
Franchisee

700
Cities

90% +
Service Level



Our Products & Services



A Premium Product keeping in mind your needs towards safe & swift delivery of important & day definite consignments across India.



Another reliable product compared to Surface for safely transporting consignments from one location to another via rail transportation.



This product helps to pay "Freight" (TOPAY) at the time of delivery. Also provides an exceptional service for all COS shipments with timely remittance of product price as "Cash On Delivery" at the time of delivery.



*An efficient 3 PL / 4 PL solution with customized warehouse as per client's desired requirement.



A door-to-door delivery service within India for bulk consignments sent via cargo flights to various destinations within 24-48 hours with an efficient delivery solution.



An Economy Product keeping in mind your needs towards competitive pricing with quality service to serve & fulfil your expectations through Surface mode.



SM has its International Division serving all countries across globe through agent network.



Apart from PTL, we also provide all type of vehicles across major locations for full truck load.



Quality

The Company's Quality Policy calls for continual improvement in its Management practices and business will be conducted according to

- Comply with all applicable statutory laws and regulations.
- Communicate Quality objectives and performance against these objectives to our Internal and external customers.
- Apply professional and transparent approach in every activity and actions.
- Create culture that promotes growth, employee longevity and profitability.
- Make best use of available resources to meet our short term and long term goals.
- Ensure safety of our employees, Franchisees and associates members and suppliers.
- Work closely with our customers and suppliers to deliver quality services.
- Encourage high level of competitiveness and create environment in which everyone succeed.
- Build team, partnership and cooperation.

Wall Branding - 2



SM Rapid
Introducing a unique rapid
express
Service!

SM Ground Cargo

WORLDWIDE DELIVERY

Sr. No	Features - R1 (24 HRS) & R2 (48 HRS)	Yes	Benefits / Advantage
1	Money Back Guaranteed	✓	Money Back if Not Delivered
2	Shipments Are Moved Under First Available Flight	✓	Full Preference To Your Shipment
3	R1 - Next Business Day / R2 - Second Business Day	✓	Committed Delivery
4	Service To Metres & Second Day Locations	✓	Reach To Important Locations
5	Delivery Of Non Dst Above 1 KG Only	✓	No Weight Limit
6	Seamless Service Through RAPID Team	✓	Quality Service

EXPRESS SERVICES

- Documents
- Non Documents

CARGO SERVICES

- Door To Door
- Door To Airport
- Airport To Airport

OTHER SERVICES

- Excess Baggage
- Import

RESTRICTED

SM EXPRESS

Actual Weight Or Volumetric Weight

$L \times H \times B / 5000$ (in cms)

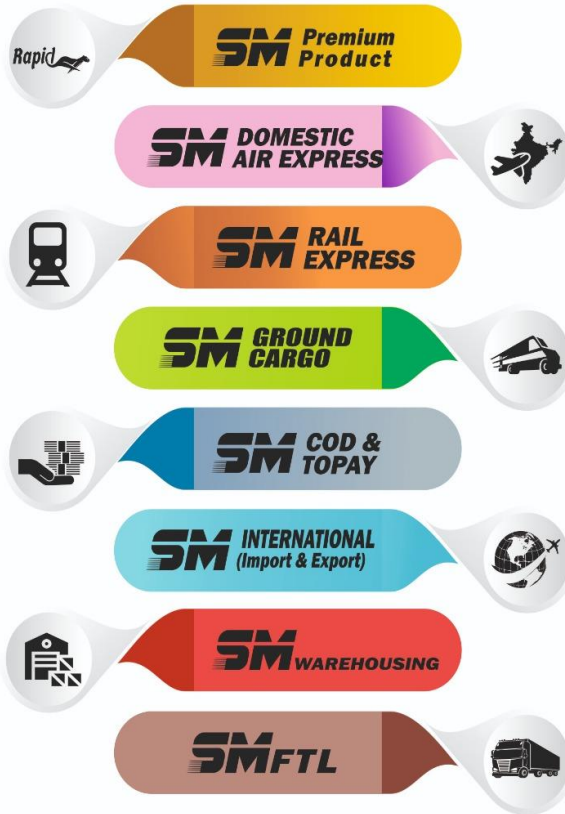
Wall Branding - 3

SALIENT FEATURES

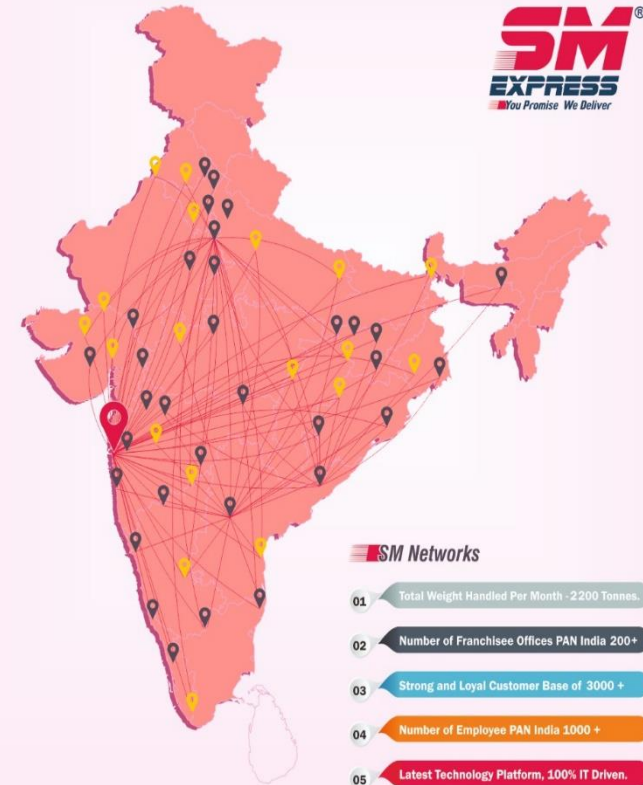


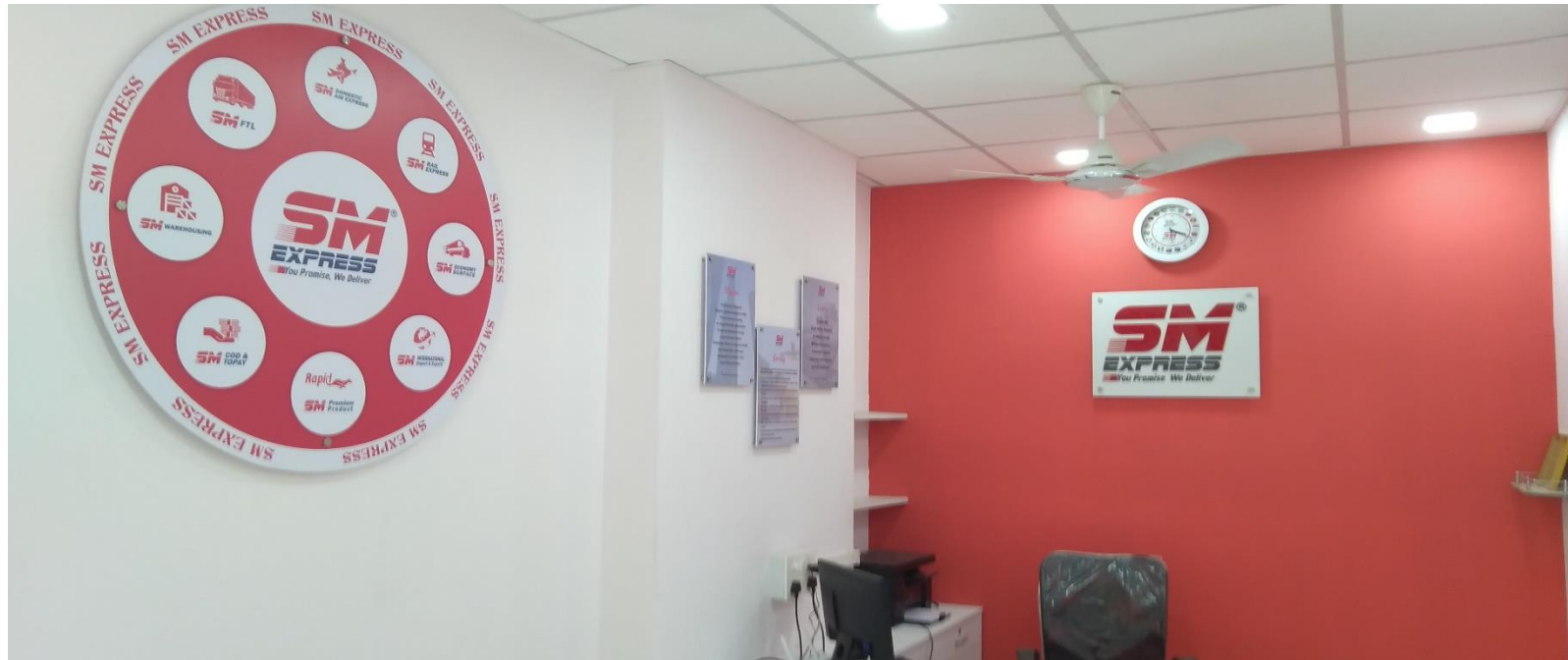
- 01 Late Evening Pickup Facility
- 02 Approachable Management Team
- 03 GPS Tracking Available
- 04 Pickups & Deliveries Available On Public & Weekly Holidays
- 05 24 x 7 Attainable
- 06 Reverse Pickup @ Same Rate
- 07 Centralized Pickup Facility

SM Products and Services



INDIA'S MAJOR LOGISTIC PARTNER FOR HOME TEXTILE INDUSTRY







Rs. 20,000/- + GST

This is approximate cost and may differ depending on the size of the office and local vendor charges.

Additional Artwork As Per The Space Availability

24 x 72 MS Frame Star Flex Standy



SM Rapid Express Service



On Site Features: (R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15, R16, R17, R18, R19, R20, R21, R22, R23, R24, R25, R26, R27, R28, R29, R30, R31, R32, R33, R34, R35, R36, R37, R38, R39, R40, R41, R42, R43, R44, R45, R46, R47, R48, R49, R50, R51, R52, R53, R54, R55, R56, R57, R58, R59, R60, R61, R62, R63, R64, R65, R66, R67, R68, R69, R70, R71, R72, R73, R74, R75, R76, R77, R78, R79, R80, R81, R82, R83, R84, R85, R86, R87, R88, R89, R90, R91, R92, R93, R94, R95, R96, R97, R98, R99, R100, R101, R102, R103, R104, R105, R106, R107, R108, R109, R110, R111, R112, R113, R114, R115, R116, R117, R118, R119, R120, R121, R122, R123, R124, R125, R126, R127, R128, R129, R130, R131, R132, R133, R134, R135, R136, R137, R138, R139, R140, R141, R142, R143, R144, R145, R146, R147, R148, R149, R150, R151, R152, R153, R154, R155, R156, R157, R158, R159, R160, R161, R162, R163, R164, R165, R166, R167, R168, R169, R170, R171, R172, R173, R174, R175, R176, R177, R178, R179, R180, R181, R182, R183, R184, R185, R186, R187, R188, R189, R190, R191, R192, R193, R194, R195, R196, R197, R198, R199, R200, R201, R202, R203, R204, R205, R206, R207, R208, R209, R210, R211, R212, R213, R214, R215, R216, R217, R218, R219, R220, R221, R222, R223, R224, R225, R226, R227, R228, R229, R230, R231, R232, R233, R234, R235, R236, R237, R238, R239, R240, R241, R242, R243, R244, R245, R246, R247, R248, R249, R250, R251, R252, R253, R254, R255, R256, R257, R258, R259, R260, R261, R262, R263, R264, R265, R266, R267, R268, R269, R270, R271, R272, R273, R274, R275, R276, R277, R278, R279, R280, R281, R282, R283, R284, R285, R286, R287, R288, R289, R290, R291, R292, R293, R294, R295, R296, R297, R298, R299, R300, R301, R302, R303, R304, R305, R306, R307, R308, R309, R310, R311, R312, R313, R314, R315, R316, R317, R318, R319, R320, R321, R322, R323, R324, R325, R326, R327, R328, R329, R330, R331, R332, R333, R334, R335, R336, R337, R338, R339, R340, R341, R342, R343, R344, R345, R346, R347, R348, R349, R350, R351, R352, R353, R354, R355, R356, R357, R358, R359, R360, R361, R362, R363, R364, R365, R366, R367, R368, R369, R370, R371, R372, R373, R374, R375, R376, R377, R378, R379, R380, R381, R382, R383, R384, R385, R386, R387, R388, R389, R390, R391, R392, R393, R394, R395, R396, R397, R398, R399, R400, R401, R402, R403, R404, R405, R406, R407, R408, R409, R410, R411, R412, R413, R414, R415, R416, R417, R418, R419, R420, R421, R422, R423, R424, R425, R426, R427, R428, R429, R430, R431, R432, R433, R434, R435, R436, R437, R438, R439, R440, R441, R442, R443, R444, R445, R446, R447, R448, R449, R450, R451, R452, R453, R454, R455, R456, R457, R458, R459, R460, R461, R462, R463, R464, R465, R466, R467, R468, R469, R470, R471, R472, R473, R474, R475, R476, R477, R478, R479, R480, R481, R482, R483, R484, R485, R486, R487, R488, R489, R490, R491, R492, R493, R494, R495, R496, R497, R498, R499, R500, R501, R502, R503, R504, R505, R506, R507, R508, R509, R510, R511, R512, R513, R514, R515, R516, R517, R518, R519, R520, R521, R522, R523, R524, R525, R526, R527, R528, R529, R530, R531, R532, R533, R534, R535, R536, R537, R538, R539, R540, R541, R542, R543, R544, R545, R546, R547, R548, R549, R550, R551, R552, R553, R554, R555, R556, R557, R558, R559, R560, R561, R562, R563, R564, R565, R566, R567, R568, R569, R570, R571, R572, R573, R574, R575, R576, R577, R578, R579, R580, R581, R582, R583, R584, R585, R586, R587, R588, R589, R590, R591, R592, R593, R594, R595, R596, R597, R598, R599, R600, R601, R602, R603, R604, R605, R606, R607, R608, R609, R610, R611, R612, R613, R614, R615, R616, R617, R618, R619, R620, R621, R622, R623, R624, R625, R626, R627, R628, R629, R630, R631, R632, R633, R634, R635, R636, R637, R638, R639, R640, R641, R642, R643, R644, R645, R646, R647, R648, R649, R650, R651, R652, R653, R654, R655, R656, R657, R658, R659, R660, R661, R662, R663, R664, R665, R666, R667, R668, R669, R670, R671, R672, R673, R674, R675, R676, R677, R678, R679, R680, R681, R682, R683, R684, R685, R686, R687, R688, R689, R690, R691, R692, R693, R694, R695, R696, R697, R698, R699, R700, R701, R702, R703, R704, R705, R706, R707, R708, R709, R710, R711, R712, R713, R714, R715, R716, R717, R718, R719, R720, R721, R722, R723, R724, R725, R726, R727, R728, R729, R730, R731, R732, R733, R734, R735, R736, R737, R738, R739, R740, R741, R742, R743, R744, R745, R746, R747, R748, R749, R750, R751, R752, R753, R754, R755, R756, R757, R758, R759, R760, R761, R762, R763, R764, R765, R766, R767, R768, R769, R770, R771, R772, R773, R774, R775, R776, R777, R778, R779, R780, R781, R782, R783, R784, R785, R786, R787, R788, R789, R790, R791, R792, R793, R794, R795, R796, R797, R798, R799, R800, R801, R802, R803, R804, R805, R806, R807, R808, R809, R8

WORLDWIDE DELIVERY

GO2 INTERNATIONAL

- INTERNATIONAL EXPRESS SERVICE
- Airfreight / Air Sealservice
- Express Mail Service
- Express by Sea
- Sea Freight
- 20' DRY VANS
- 40' HIGH CUBE
- STANDARD FREIGHTS
- RETAIL FREIGHTS

CONNECTING ALL METROS

SMGC
Ground Cargo

AHMEDABAD

BANGALORE

CHENNAI

DELHI

HYDERABAD


JAIPUR

MUMBAI



PUNE

The image displays the logo for SMGC Ground Cargo, which includes a green train icon and the text "SMGC Ground Cargo". Below the logo, a vertical list of Indian metro cities is shown, each on a separate colored background: Ahmedabad (green), Bangalore (dark grey), Chennai (green), Delhi (dark grey), Hyderabad (green), Jaipur (dark grey), Mumbai (green), and Pune (dark grey).

SM[®]
EXPRESS
You Promise We Deliver



Grab The Franchisee Opportunity & Be Your Own Boss!

What SM Offers to its Franchisee?

- ✓ Over 24 Years of Goodwill.
- ✓ Strong, competent and ethical management.
- ✓ Assured return on investment.
- ✓ Strong National and International Service Network.
- ✓ Distinctive Brand Image.
- ✓ Periodic Training and Operation Support.
- ✓ IT Support & Standard Uniform Policies.
- ✓ Bulk Lead / Assured Time Bond Delivery Services.

For Franchisee enquiry please call :

Tel.: 022 68420900/01/02

Email - support@smexpresslogistics.com

Celebrating
25th
ANNIVERSARY

SM[®]
EXPRESS
You Promise, We Deliver

Products and Services

- SM LOGISTICS
- SM EXPRESS
- SM FREIGHT
- SM AIRFREIGHT
- SM SEAFREIGHT
- SM PARCEL
- SM COLD CHAIN



Corporate Office
SM EXPRESS LOGISTICS PRIVATE LIMITED
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M.V. Road, Marol, Andheri - L, Mumbai - 400059.
Tel. 6842 0900 / 11/2 Email : support@smexpresslogistics.com
www.smexpresslogistics.com

Branch Office
SM EXPRESS LOGISTICS PRIVATE LIMITED
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Western Express Highway, Near Hotel Golden Tulip,
Vasai East, Thane - 401208
Tel. : 7045691352 Email : cs.vasai@smexpresslogistics.com



Wall Of Fame



Vehicle Branding



Franchisee Office Equipment Requirement



Computer



Printer / Scanner




Mobile



Camera



Weighing Scale

DATE -		SM EXPRESS BRANDING EVALUATION SHEET V5 - MAR '22			
FRANCHISEE CODE -		FRANCHISEE ENTERPRISE -		LOCATION -	
No	Criteria		Parameteres for the inspector / examiner - Kindly write YES/ NO on underline	Pts	Pts Earned
1	Office Location		Road facing _____, upmarket area_____, commercial / residential importance of the location _____, Ground floor _____, good visibility _____, customer convenience _____	6	
2	Office Size (Carpet Area)		Minimum 175 - 200 Sq.ft._____, a separate area for customer booking centre_____ & operation desk / area _____	3	
3	Quality of Signage Board (Front or Back Lit)		1. Size of the signage board covering complete front portion of the entrance door _____, quality of flex _____, board lighting _____, visibility from the distance _____.	6	
			2. Side Boards (lit or non lit)	3	
4	Painting		Quality & Color tone of paint used as per corporate policy _____, covered all office area with colour _____, shutters covered _____, doors & windows _____, operation area _____, ceiling with paint _____	6	
5	Ceiling		False ceiling # decent and nice looking design	4	
6	Flooring		Vitrified tiles _____ (4 pts) / Lilonium _____(2 pts)	4	
7	Entrance Door		Glass doors with clear vision # Full Glass _____ (5) / Partition Glass _____(2)	5	
8	Carpentry work quality- laminates/sunmica, channel work		All furniture in WHITE _____ "L" shape WHITE table _____ finishing, quality of sunmica etc.	6	
9	Sofa & Chair Quality		Red (x179) or White or Black colour Chairs _____ (2) / Sofa (White) _____ (4)	4	
10	Air Conditioner		AC _____ (3 pts) / Air cooler _____ (2 pt) / Fan _____ (1 pt)	3	
11	Display of Statutory & other Certificates		SM Franchisee Certificate _____, GST Certificate _____, Shop & Estd Licence _____, Calibration Certificate _____ properly framed	4	
12	Proper positioning of all Boards (merchandize) + Wall Of Fame		5 mm sunboards with studs, ACP material, One Way Vision, Vinyl work etc. Eco Solvent printing, Quality of sunboard, placement position & wall fitting correctness	7	
13	Office Lighting		Sufficient Lighting with more brightness & new / clean switch boards, all closed wirings	4	
14	IT Hardware / Maintainence		PC _____, Scanners_____, Printer _____, Electronic Weighing Scale _____ properly maintained # neat clean	4	
Page 1 Total				69	

No	Criteria	Parameteres for the inspector / examiner	Pts	Pts Earned
16	Marketing Stationary	Visting cards ____, letter heads ____, envelopes ____, brochures _____ parcel stickers _____ packing material ____ etc	6	
17	Pickup / Delivery Kit	SM Carry pouch / bag with all pickup / delivery related items	3	
18	Branded Staff	All staff in uniform (T-Shirt) / Shirt, female staff in SM blazer	3	
19	Vehicle Branding	All goods / commercial vehicle to be branded	4	
20	CS Support	Customer Service Executive appointed	3	
21	Dash Board	100% Same Day Delivery & Mobile Updation (avg last 3 months) _____, ZERO TOPAY O/S _____, SM O/S - ZERO 60 days & above _____	9	
22	Monthly Sales To SM	Franchisee sales to SM # 3 times of Security Deposit amount	3	
		Page 2 Total	31	
		Page 1 + Page 2 Total	100	
	Other Additional Initiatives - 3 Pt extra for each of the below Initiatives			
	(1) Awareness created through pamphlet distribution, (2) Installation of CCTV Camera, (3) Customers / Locals invites on Inaurgration - 3 points each		9	
		Main Total Points		
	Marks / points	Star rating		
	<i>Less than 50</i>	<i>No stars (Try again)</i>		
	<i>50 to 59</i>	<i>2 star</i>		
	<i>60 to 74</i>	<i>3 star</i>		
	<i>75 to 89</i>	<i>4 star</i>		
	<i>90 to 100 & Above</i>	<i>5 star</i>		
	Star Rating Awarded			
	Name Of Evaluator			
	Date Of Evaluation			
	Signature Of Evaluator			
Note : One copy of evaluation sheet should be given to Franchisee while the original must be retained by the corporate				



Thank You!

**No changes to be made in any
branding artwork or in any
branding guidelines by anyone.**