

CERCLEX FRANCHISE PROSPECTUS 2026

Build India's Circular Economy — One City at a Time

Investment: Rs 8–15 Lakhs | ROI: 28–42% p.a.

Payback: 18–24 Months | Territories: 50 Available

Waste Collection | EPR Compliance | E-Waste | Scrap Management

■ THE CERCLEX OPPORTUNITY

India's waste management sector is at a tipping point. With 5 EPR mandates now fully notified, over 50,000 industrial units require compliant waste management services. CercleX — India's fastest-growing waste-tech and circular economy platform — is offering franchise territories to driven entrepreneurs who want to build a profitable, purpose-driven business.

■ 62,000 Cr	50,000+	50	28-42%
Market Size by 2027	Industrial Clients Available	Franchise Territories Open	Annual ROI Range

WHY NOW? — MARKET TAILWINDS

■ Regulatory Push	5 EPR mandates, BRSR disclosures, CPCB enforcement stepped up in 2025-26. Every industrial unit needs a compliance partner.
■ Growing Volumes	India generates 80 million MT of industrial waste annually — growing 6% per year as manufacturing expands under Make in India.
■ High Willingness to Pay	EPR penalties of Rs 10,000-60,000/MT create urgency. Companies pay 5-15x the cost of compliance to avoid penalties.
■ Recurring Revenue	Waste is generated every day. CercleX franchise generates subscription-like recurring revenue from long-term client contracts.
■ Technology Moat	CercleX TraceChain and WasteKnot platforms create switching costs and differentiate from unorganised competitors.

■ FRANCHISE MODELS

STARTER	Investment Rs 8–10 Lakhs	Territory City-level	Minimum Team 1 Vehicle + 1 Team
<ul style="list-style-type: none"> ✓ EPR certificate facilitation ✓ Plastic & e-waste collection ✓ WasteKnot basic licence ✓ 5 SME client quota ✓ Phone & email support 			
GROWTH	Investment Rs 10–13 Lakhs	Territory District-level	Minimum Team 2 Vehicles + 3 Team
<ul style="list-style-type: none"> ✓ All Starter services ✓ B2B industrial waste contracts ✓ Battery & tyre EPR ✓ WasteKnot pro licence + reporting ✓ Dedicated relationship manager 			
ENTERPRIS E	Investment Rs 13–15 Lakhs	Territory Zone (3+ Districts)	Minimum Team 4 Vehicles + 6 Team
<ul style="list-style-type: none"> ✓ All Growth services ✓ NFM EPR + BRSR consulting ✓ Custom TraceChain integration ✓ Sub-franchise rights ✓ Priority placement on CercleX portal 			

■ ILLUSTRATIVE ROI CALCULATOR — GROWTH MODEL

■ ■ These projections are illustrative based on CercleX franchise performance data from pilot territories. Actual results depend on territory, market conditions, and operator effort. This does not constitute a guarantee of returns.

Revenue / Cost Item	Month 1-6	Month 7-12	Year 2	Year 3
REVENUE				
Plastic EPR collection (5 clients x avg Rs 1.2Bn)	Rs 2.0L	Rs 4.8L	Rs 7.2L	Rs 9.6L
E-waste & battery EPR facilitation	Rs 0.8L	Rs 2.0L	Rs 3.5L	Rs 5.0L

Step 3	Territory Assessment We conduct a joint market assessment for your proposed territory — client density, competition, and revenue potential.
Step 4	Franchise Agreement Sign the CercleX Franchise Agreement. Pay initial franchise fee. Access onboarding portal and training materials.
Step 5	Launch & Ramp-Up 90-day launch support with dedicated relationship manager. Co-branded marketing campaign. First 5 client leads provided by CercleX.

■ Apply now: cerclex.com/contact-us | sales@cerclex.com | +91-9626700043 CercleX is currently accepting applications for Tier 2 & Tier 3 cities. Only ONE franchise territory per city cluster is awarded. Limited slots — apply early.