
Become a KKE Distributor

A complete professional vehicle-care range, manufacturer-direct,
with a 55% distributor discount and a partner system that runs
your leads, quotations and stock in one place.

„Präzision in jeder Anwendung.“

ESTABLISHED	ORIGIN	QUALITY SYSTEM	PRESENCE
1993 30+ years	German engineering, made in India	ISO 9001:2000 since 2003	India · Frankfurt Ashburn · Calgary

Engineered for performance. Built for business.

KKE began in 1993 with engineering solutions for automatic vehicle cleaning. Three decades on, the group formulates and manufactures its own professional vehicle-care chemistry in India and sells it through partners in four countries.

Manufacturer-direct

You buy from the company that formulates and fills the product. No importer, no national distributor, no layer between you and the plant.

Made in India, engineered globally

The same formulation discipline as the imported premium brands, without the duty, freight and importer margin stacked onto every bottle.

A complete range

Ten ranges covering the whole bay — wash, degreasing, glass, dressing, paint protection, interior care and professional correction.

MANUFACTURING AND QUALITY

Quality management

ISO 9001:2000 certified quality management systems since 2003.

Quality control

Structured in-process quality control designed to hold batch-to-batch consistency, so what you sell this month performs like what you sold last month.

Eco-conscious formulation

Biodegradable and eco-conscious formulations developed in-house.

Technical documentation

MSDS and SDS documentation available for applicable products, with dilution charts and application guides.

Five categories. Ten ranges.

Every product comes in retail packs for counter sale and bulk packs for car washes, detailing studios and fleet workshops — two revenue streams from one catalogue.

ACTIVE SKUS	RETAIL PACK SIZES	BULK PACK SIZES
47 across ten product ranges	200 ml · 500 ml · 750 ml for counter sale and walk-in customers	5 L · 26 L · 200 L for car washes, studios and fleet workshops



Clean & Wash

APC · Car Wash Shampoo · Glasso · Zap Grease — the highest-turnover group and the reason a car wash reorders every month.

Restore & Protect

Drubber · Cerna Glow — visible-result products that sell on demonstration.

Interior Care

Freshener · Fabric Clean — fast-moving counter lines with strong repeat.

Quick Care

Express Wash — the low-price entry that opens a new retail account.

Professional Detailing

KKE+ Correction Series — the high-value range for detailing studios, sold with KKE technical support.

Clean & Wash FOUR RANGES



APC — All Purpose Cleaner

Heavy-duty multi-surface concentrate for tar, upholstery stains and tyre grime.

200 ML • ₹290



Car Wash Shampoo

High-foaming, pH-neutral biodegradable concentrate. Dilution 1:500–600.

500 ML • ₹549



Glasso — Glass Cleaner

Streak-free, ammonia-free window concentrate. Dilution 1:50.

500 ML • ₹549



Zap Grease

Heavy-duty engine degreaser concentrate for tough oil and engine grime.

500 ML • ₹449

Restore & Protect TWO RANGES



Drubber — Tyre & Dashboard

Non-oily dual-action polish restoring satin shine to dashboards, bumpers and tyres.

200 ML • ₹449



Cerna Glow

High-shine hybrid wax engineered for water beading, UV protection and lasting lustre.

₹949

Quick Care ONE RANGE



Express Wash

Spray-and-wipe formula that restores showroom shine between full washes.

200 ML • ₹199

Interior Care TWO RANGES



Freshener

Concentrated interior scent formulation that neutralises stubborn cabin odours.

200 ML • ₹399



Fabric Clean — Upholstery

Deep-cleaning fabric and carpet concentrate with optical brighteners.

500 ML • ₹499

Professional Detailing ONE RANGE



KKE+ Correction Series

Professional paint-correction and restoration range for detailing professionals — refinement, correction and finishing.

₹1,449 - ₹2,449

Two pack formats, two customers.

Retail packs build counter turnover at accessible shelf prices.
Bulk packs supply the car washes and detailing studios in your territory, where the repeat volume sits.

MAXIMUM RETAIL PRICE BY CATEGORY

CATEGORY	RETAIL PACKS	BULK 5 L	BULK 26 L
Clean & Wash	₹290 – ₹549	₹2,499 – ₹3,499	₹8,899 – ₹11,899
Restore & Protect	₹449 – ₹949	₹7,890	–
Interior Care	₹399 – ₹499	₹2,499 – ₹2,999	₹8,899 – ₹12,899
Quick Care	₹199 – ₹399	₹2,499	–
Professional Detailing	₹1,449 – ₹2,449	On application	On application

Prices are maximum retail price, inclusive of GST. Your purchase price is 55% below MRP. Pack sizes and MRP are subject to the current price list issued at appointment.

Imported quality. Indian pricing.

The imported premium brands carry duty, freight and an importer margin on every bottle. The value brands compete on price alone. KKE is built to sit where the volume is.

PUBLISHED INDIAN RETAIL PRICES, LIKE FOR LIKE

PRODUCT TYPE	KKE	3M	MEGUIAR'S	SONAX	VALUE BRANDS
Car wash shampoo	₹549	₹450-550	₹699	₹803	—
Glass cleaner 200 ml	₹249	₹259	₹396	—	—
Tyre & dash dressing 200 ml	₹449	₹370-385	—	—	—
Air freshener 200 ml	₹399	₹400	₹1,039	₹400-700	₹99-149
Ceramic-infused wax	₹949	—	₹1,326	₹1,300-2,000	—
Quick detailer 200 ml	₹199	—	₹900+	—	—
Cutting compound 500 g	₹1,449	₹1,899	₹2,049	—	—
Finishing compound 500 g	₹1,949	₹1,899	—	—	—

Competitor figures are publicly listed Indian retail prices for the nearest comparable pack, recorded 2026. Pack sizes differ between brands; the comparison is by product type, not by volume.

55%

distributor discount on maximum retail price, direct from the manufacturer.

This is a distributor purchase discount against MRP, not a profit figure. It gives you room to build a retailer network, service institutional accounts and still hold a working margin.

PAYMENT

100% advance before dispatch, on every order. There is no credit facility — the discount is the consideration for cash terms.

TERRITORY

Non-exclusive by default. Exclusivity is earned on performance and granted in writing.

DISPATCH

Within three working days of cleared payment. Freight paid by KKE on orders of ₹50,000 and above.

SECURITY DEPOSIT

₹25,000, refundable on clean exit or adjustable against your final order.

„Präzision in jeder Anwendung.“

Where every rupee of MRP goes.

Every trade discount is a straight percentage off MRP — the price printed on the pack, GST already included. Nothing is calculated on the tax-exclusive value.



YOU BUY AT

55% off MRP. On a ₹449 pack that is ₹202.05 on the invoice, GST included.

YOU KEEP

20 points of MRP — 30.8% on your selling price, 44.4% markup on cost. It funds your godown, transport, field salesman and the credit you give retailers.

YOUR RETAILER KEEPS

35% off MRP as standard, with a 40% ceiling you may use for chain accounts. At that ceiling your own share drops to 15 points.

WORKED EXAMPLE • DRUBBER 200 ML, MRP ₹449

STAGE	INVOICE	NET OF GST	GST 18%	MARGIN	ON COST
MRP printed on the pack	449.00	380.51	68.49	—	—
KKE → you 55% OFF MRP	202.05	171.23	30.82	—	—
You → retailer 35% OFF MRP	291.85	247.33	44.52	76.10	44.4%
Retailer → consumer AT MRP	449.00	380.51	68.49	133.18	53.8%
If the retailer takes the ceiling 40% OFF MRP	269.40	228.31	41.10	57.08	33.3%

All figures in rupees. Every discount is a straight percentage off the MRP printed on the pack; the net-of-GST and GST columns only show how that invoice splits for your books, and are not a second discount basis. GST is a pass-through — you claim input credit on what you pay and charge output GST on what you sell — so your real earning is the difference between the net-of-GST figures, shown in the margin column.

For every ₹100 of stock you buy, you sell it for ₹144.

You buy at 55% off MRP and supply your retailers at 35% off MRP. The twenty points in between are yours.

INDICATIVE MONTHLY EARNING

YOU BUY FROM KKE	YOU SELL TO RETAILERS	YOUR GROSS EARNING	OVER 12 MONTHS
₹25,000	₹36,100	₹11,100	₹1,33,300
₹50,000	₹72,200	₹22,200	₹2,66,700
₹75,000	₹1,08,300	₹33,300	₹4,00,000
₹1,00,000	₹1,44,400	₹44,400	₹5,33,300
₹1,50,000	₹2,16,700	₹66,700	₹8,00,000
₹2,00,000	₹2,88,900	₹88,900	₹10,66,700

WHAT ₹1,00,000 A MONTH ACTUALLY LOOKS LIKE

₹1,00,000 of stock at 55% off is ₹2,22,200 at maximum retail price — roughly 460 retail units across the range. Spread over 40 retail outlets, that is 12 units per outlet per month.

Figures are net of GST, which is a pass-through in both directions. Gross earning is before your own local delivery, field salary and godown costs. The table assumes you supply retailers at 35% below MRP; at the maximum 40% retailer discount your gross on ₹1,00,000 of purchases is ₹33,300 rather than ₹44,400. Bulk and institutional sales are priced on a separate schedule.

What it takes to start, and to keep going.

Order sizes are set by market class, because a ₹50,000 opening order in a tier-3 town is six months of stock rather than a working portfolio.

BY MARKET CLASS

MARKET CLASS	FIRST ORDER	MINIMUM REPEAT ORDER	SUGGESTED MONTHLY TARGET
Metro / Tier-1	₹50,000	₹25,000	₹1,00,000
Tier-2	₹35,000	₹20,000	₹60,000
Tier-3 and emerging	₹25,000	₹15,000	₹35,000

THE TARGET RAMPS — IT DOES NOT START ON DAY ONE

The monthly target applies at **50%** for months 1–3 and **75%** for months 4–6, reaching full from month 7. A new brand needs time to reach a standing number, and you are not measured as though it does not.

What is not offered

- ✗ No credit, at any volume or stage
- ✗ No sale-or-return or consignment stock
- ✗ No exclusivity at appointment
- ✗ No signage or shop-fit funding
- ✗ No guaranteed spend beyond the launch quarter

Equipment referral income.

Your customers buy machines as well as chemistry. Register the lead and earn a commission on the realised order — without carrying stock, installation or warranty.

REFERRAL COMMISSION BY EQUIPMENT CATEGORY

CATEGORY	TYPICAL ORDER VALUE	YOUR COMMISSION
Detailing accessories & pads	up to ₹1,299	Sold direct at your discount
Pressure washers, wet & dry vacuums	₹10,199 – ₹1,35,550	3.0%
KKE steam cleaners, DR100–DR118	₹2,19,480 – ₹3,84,680	4.0%
Wash systems — up to ₹10 lakh	—	2.5%
Wash systems — ₹10 to ₹25 lakh	—	1.5%
Wash systems — above ₹25 lakh	—	1.0%
Spares & first AMC renewal	—	5.0%

THREE WORKED EXAMPLES

One pressure washer at ₹1,35,550 earns you ₹4,100.

One steam cleaner at ₹3,00,000 earns you ₹12,000.

One wash system at ₹18,00,000 earns you ₹37,000 — 2.5% on the first ₹10 lakh, then 1.5% on the balance.

Commission is calculated on realised net order value, excluding GST, freight, installation and civil works, and is released after KKE has realised full payment. The lead must be registered in the partner portal before the customer has been contacted. Total commission on a single order is capped at ₹1,50,000. You never quote a price, commit a delivery date, or carry any installation, warranty or service liability.

You are not handed a price list and left alone.

Most of what follows already exists as a working asset rather than a promise on a page.

Enquiries in your territory

KKE receives around 2,000 vehicle-care enquiries a month nationally. The ones in your pincodes are handed to you at appointment and refreshed monthly.

Your retail universe, mapped

KKE's field data on the detailing studios, car washes and PPF outlets in your city, handed over as a working call list on day one.

Training and certification

Free seats on the KKE training course for your team and your retailers' staff, with certification for those who pass.

Demonstration kit

A full set of all ten ranges with a written demonstration procedure. In this category the sale is made by demonstrating, not by leaving a sample bottle behind.

Technical documentation

MSDS and SDS sheets, dilution charts, application guides and HSN details for every product you carry.

Launch-quarter advertising

KKE runs geo-targeted digital advertising in your city through your launch quarter, carrying your business as the local contact.

Point-of-sale material

Shelf strips, counter standee, dilution wall chart, catalogue and danglers.

Damage and defect cover

Transit leakage and breakage replaced on photographic proof within 48 hours. Manufacturing defects replaced by batch within shelf life.

Annual stock exchange

Once a year, exchange slow-moving or near-expiry sellable stock against fast movers. You are not left holding a range that did not move.

One partner system, not a WhatsApp thread.

Every KKE distributor works through the partner portal. Orders, quotations and equipment referrals are accepted through no other channel.

Leads and opportunities

Enquiries KKE routes to your territory land in your pipeline directly. You work them and record the outcome.

Quotations

Raise quotations to your retailers and institutional customers with your current price list already loaded.

Orders to KKE

Place and track purchase orders, see what has been dispatched, and hold your order history in one place.

Stock

See what is available at the plant before you order, and record your own closing stock so replenishment is planned.

WHO WE ARE LOOKING FOR

Established trade relationships

You already supply automotive retailers, workshops or detailing studios in your region.

Warehousing and field sales

Dry storage, a workable local delivery arrangement, and one person who will carry the demonstration kit.

Category ambition

An interest in building vehicle care as a line of business, not adding a tenth brand to a shelf.

HOW TO APPLY

STEP 01

Register online

Open the partner portal, choose Distributor, and enter your business name, email and phone.

STEP 02

Complete your application

Territory, financials, infrastructure and market experience — completed online and saved as you go.

STEP 03

Review and discussion

KKE reviews it and arranges a call on territory, product focus, terms and your opening order.

STEP 04

Appointment

Agreement issued, portal access enabled, territory enquiries handed over, opening order dispatched.

START HERE

Apply to become a KKE distributor.

Applications are made online. There is no form to print, scan or email.

partners.kkechemicals.com

KKE CHEMICALS
kkechemicals.com

KKE AUTOCARE
kkeautocare.com

PHONE / WHATSAPP
+91 96733 30226

EMAIL
sales@kkechemicals.com

LOCATIONS
India · Frankfurt · Ashburn, Virginia · Calgary