

APS TERRA CONSULTANT PVT. LTD.

2CLICK AMC V20

Enterprise Maintenance & Integrated
Facility Management

Your Home. Your Care. Your Choice.

Residential | Commercial | Institutional | Solar O&M



SLIDE 2 · PLATFORM VALUE PROPOSITION

Our Vision: Organised Multi-Vertical Maintenance

2CLICK AMC organizes maintenance services through structured service plans, professional coordination, digital work records, and customer-focused support.

- **Unified Platform:** One platform for multiple maintenance needs across homes and facilities.
- **Structured Plans:** Clear preventive and breakdown service plans with defined scope.
- **Verified Personnel:** Service personnel onboarding subject to operational verification.
- **Digital Work Records:** Structured job tracking, OTP workflows, and transparent reporting.
- **Multi-Segment Reach:** Tailored residential, commercial, institutional, civic, and solar solutions.



Four Business Verticals Addressing Core Upkeep Challenges

1. Residential & NRI Care

Primary Customers: Homeowners, apartments & NRI owners

- **Challenge:** Unpredictable repairs, unverified local labour, and unmonitored vacant homes.
- **2CLICK Solution:** Home Shield (₹1,499/yr), Complete Care (₹3,499/yr) & Vacant Home Care (₹799/mo).

2. Commercial Rental & Hospitality

Primary Customers: Landlords, PG hostels & budget hotels

- **Challenge:** Frequent tenant complaints, fixture wear, and room downtime hurting occupancy.
- **2CLICK Solution:** Landlord Shield (₹2,499/flat/yr), PG Care Pro (₹89/bed/mo) & Hospitality Prime (₹169/room/mo).

3. Institutional IFM

Primary Customers: Schools, colleges & hospitals

- **Challenge:** Complex electrical/DG/water upkeep and strict audit documentation needs.
- **2CLICK Solution:** EduShield Campus AMC (₹1.40/sq.ft./mo) & MediCare Hospital IFM (₹199/bed/mo).

4. Civic & Solar O&M

Primary Customers: Panchayats, urban wards & solar plants

- **Challenge:** Public accountability, streetlight/pump failures, and soiling loss on solar panels.
- **2CLICK Solution:** Gram Sabha Rakshak (₹18,000/qtr), Nagar Sanrakshan (₹35,000/mo) & Solar Pro MegaCare.

Residential AMC Plans: Two Clear Annual Tiers

2Click Home Shield — ₹1,499 / year (Response Target: 4 Hours)

- **Service Visits:** Free service visits as defined in the plan.
- **Preventive Care:** Two scheduled preventive checkups per year.
- **Labour Savings:** 30% discount on additional repair labour.

2Click Complete Care — ₹3,499 / year (Response Target: 2 Hours)

- **AC & Breakdown:** One free AC service + six breakdown visits.
- **Preventive Care:** Four quarterly preventive visits per year.
- **Labour Savings:** 50% discount on additional repair labour.



Your Property Is Away. Your Peace of Mind Isn't.

₹799 per month

Response Target: 12 Hours | Dedicated Vacant Property Supervision

- **Physical Home Audits:** Two scheduled physical home audits per month.
- **Access & Perimeter Security:** Thorough lock, door, and window inspection on every visit.
- **Moisture & Seepage Checks:** Proactive dampness, wall seepage, and plumbing leakage checks.
- **Utility & Meter Checks:** Electricity meter readings and main breaker status verification.
- **Airflow & Upkeep:** Scheduled ventilation inspection to prevent staleness and mold.
- **Visual Proof Reports:** Timestamped photographs and 360-degree video reports shared digitally.

Target: NRI homeowners, outstation families, and second-home investors.



Better Property Care. Fewer Maintenance Calls.

₹2,499 per flat per year

Response Target: 4 Hours | Plan: Landlord Shield

- **Direct Tenant Ticketing:** Tenants raise structured maintenance requests directly on the platform.
- **End-to-End Coordination:** Streamlined repair coordination without late-night landlord calls.
- **Move-In Inspection:** Documented fixture, electrical, and plumbing baseline before occupancy.
- **Move-Out Inspection:** Structured condition audit at tenancy exit to protect asset value.
- **Digital Maintenance History:** Complete service log per flat for transparent owner oversight.

Target: Residential landlords, rental flat owners, and multi-unit property investors.



PG Care Pro: High-Uptime Hostel & Co-Living Care

₹89 per bed per month

Minimum Property Size: 15 Beds | Response Target: 2 Hours

- **Water System Checks:** Routine RO purifier and drinking water-system inspections.
- **Hot-Water Readiness:** Scheduled geyser inspections for safe, uninterrupted resident use.
- **Electrical Safety:** Regular electrical distribution, switchboard, and MCB checks.
- **Washroom Upkeep:** High-frequency bathroom tap, flush, and drainage fixture inspections.
- **Bi-Weekly Schedule:** Structured preventive maintenance conducted every 15 days.

Target: PG operators, student hostels, and managed co-living businesses.



SLIDE 8 · HOSPITALITY MAINTENANCE

Hospitality Prime: Guest-Ready Rooms & Uptime

₹169 per room per month

Minimum Property Size: 10 Rooms | Response Target: 1 Hour

- **Weekly Room Audits:** Weekly room fixture audits covering lighting, sockets, locks, and fittings.
- **Climate & Hot Water:** Coordinated AC and geyser maintenance for consistent guest comfort.
- **Plumbing Inspections:** Preventive checks on bathroom pipelines, mixers, and drainage.
- **Rapid Emergency Support:** 1-hour response target for urgent guest-impacting issues.
- **Reduced Room Downtime:** Preventive maintenance keeps more rooms sellable every night.

Target: Budget hotels, guest houses, corporate transit lodges, and hospitality operators.



EduShield Campus AMC: Safe Learning Facilities

₹1.40 per sq. ft. per month

Minimum Campus Area: 2,500 sq. ft. | Response Target: 2 Hours

- **Power Infrastructure:** Scheduled substation and DG set maintenance checks.
- **Safe Drinking Water:** Periodic water tank cleaning and chlorination protocols.
- **Campus Pest Defense:** Integrated rodent and termite protection for classrooms and labs.
- **Digital Audit Trail:** Digital maintenance records for institutional administration review.
- **Coordinated Upkeep:** Single-window campus electrical, plumbing, and facility coordination.

Target: Schools, colleges, universities, coaching centres, and educational institutions.



MediCare Hospital IFM: Critical Facility Support

₹199 / bed / mo OR ₹2.80 / sq. ft. / mo

Listed Response Target: 15 Minutes for Critical Requests

- **MEP & HVAC Coordination:** Electrical, plumbing, and HVAC maintenance coordination.
- **Preventive Logs:** Structured preventive maintenance logs across utility zones.
- **Water Quality Records:** Routine water-system inspection and hygiene records.
- **Hygiene-Safe Pest Control:** Odorless pest-control service coordination suited for patient areas.
- **Compliance Documentation:** Digital documentation to support facility compliance processes.

Target: Hospitals, nursing homes, diagnostic centres, and medical colleges.

Note: Clinical safety, applicable compliance requirements, and response commitments must be validated before implementation.



Gram Sabha Rakshak: Rural Civic Upkeep

₹18,000 per panchayat per quarter

Response Target: 12 Hours | Quarterly Panchayat Maintenance Plan

- **Vector Control:** Scheduled village thermal fogging service coordination.
- **Water Supply Upkeep:** Water pump and submersible repair coordination.
- **Public Lighting:** Solar streetlight inspection and maintenance support.
- **Field Tracking:** GPS-based work tracking, where operationally available.
- **Visual Verification:** Timestamped before-and-after work photographs.
- **Accountable Billing:** Digital Measurement Book (M-Book) records for panchayat audits.

Target: Gram Panchayats, village administrations, and relevant local authorities.



Nagar Sanrakshan Ward Plan: Verifiable Civic Care

₹35,000 per ward per month

**Dedicated Urban Ward & RWA Federation Maintenance
Coordination**

- **Ward Coordination:** Structured ward-level civic maintenance coordination.
- **GPS Route Records:** GPS route records for field maintenance movements.
- **Dual OTP Verification:** Work-start and work-completion OTP verification workflows.
- **Photographic Proof:** Mandatory before-and-after photographs for every completed task.
- **Digital Measurement:** Digital work measurement records for transparent public oversight.
- **Transparent Reporting:** Consolidated monthly maintenance reporting for ward leadership.

Target: Municipal councillors, urban local bodies, and RWA federations.

Note: Response schedules and scope are defined per municipal ward agreement prior to deployment.



Solar Pro MegaCare: Preventive Solar Asset Care

₹22,000 / MW / cycle OR ₹0.20 / Wp / year

Commercial Rooftop & Utility-Scale Solar Preventive

- **Demineralized Washing:** Solar panel washing using demineralized (DM) water.
- **Low-TDS Standard:** Strict water-quality target below 100 TDS to prevent scaling.
- **Preventive Plant Upkeep:** Scheduled preventive solar plant electrical and mounting checks.
- **Thermal Inspection:** Drone-assisted thermal inspection, where operationally available.
- **Performance Reporting:** Ongoing performance monitoring and structured maintenance reporting.

Target: Commercial rooftop solar owners, factories, hospitals, universities, and solar plant operators.

Disclaimer: Actual performance depends on site conditions and verified measurements; generation recovery or ROI is not guaranteed.



Five Additional Revenue-Generating Add-On Services

1. Thermal Vector Fogging

Vector & mosquito control cycle

Retail: ₹499

Commercial: ₹4,500

2. Herbal Cockroach & Ant Gel

Odorless herbal pest gel treatment

Retail: ₹799

Commercial: ₹0.60 / sq. ft.

3. Subsurface Termite Barrier

Structural root-zone protection

Retail: ₹12 / running ft.

Commercial: ₹4.50 / sq. ft.

4. Tank UV Desilting

Mechanized water tank UV cleaning

Retail: ₹699 / 1,000 L

Commercial: ₹1,200 / 5,000 L

5. DM Solar Panel Wash

High-pressure DM water cleaning

Retail: ₹35 / panel

Bulk: ₹12 / panel

Booking Note: These are optional add-on services. Actual scope, site conditions, taxes, and applicable terms must be confirmed before booking.

Digital Service Experience: Proposed 10-Step Journey

Step 1 →

Select Service

Choose maintenance vertical or repair category.

Step 2 →

Choose Plan

Select annual/monthly AMC or one-time scope.

Step 3 →

Submit Request

Share property address, PIN, and preferred slot.

Step 4 →

Confirmation

Receive digital booking & scope confirmation.

Step 5 →

Tech Assignment

Verified specialist assigned to the request.

Step 6 →

Start OTP

Customer shares doorstep Start OTP to begin.

Step 7 →

Service Delivery

Checklist-guided maintenance & photo capture.

Step 8 →

Completion OTP

Work verified via customer Completion OTP.

Step 9 →

Digital Report

Before/after photos, invoice & M-Book log.

Step 10

Feedback

Customer rating and service history update.

Capability Note: GPS tracking, OTP verification, photographs, digital reports, and service history operate where implemented and operationally verified.

Why Customers Choose 2CLICK AMC

- **Predictable Maintenance Planning:** Fixed annual and monthly rates eliminate surprise breakdown bills.
- **Multiple Services on One Platform:** Electrical, plumbing, AC, pest control, tank care, and solar upkeep.
- **Preventive Maintenance Options:** Scheduled inspections catch minor wear before costly failures occur.
- **Structured Service Requests:** Clear ticketing, defined response targets, and scope approval.
- **Digital Work Records:** Timestamped photos, invoices, and maintenance logs stored online.
- **Homes & Commercial Support:** Unified support from individual apartments to multi-acre campuses.
- **Flexible Packages:** Modular residential and enterprise plans tailored to unit counts.



Customer Segments & Sales Channels Matrix

Customer Segment	Recommended 2CLICK Plan	Primary Outreach & Sales Channels
Homeowners & apartment residents	Home Shield (₹1,499/yr) · Complete Care (₹3,499/yr)	WhatsApp campaigns, society desk visits, phone calls
NRI & outstation property owners	Vacant Home Care (₹799/mo)	Email outreach, WhatsApp video demos, referral calls
Landlords & property investors	Landlord Shield (₹2,499/flat/yr)	Phone calls, broker partnerships, WhatsApp pitches
PG & hostel operators	PG Care Pro (₹89/bed/mo, min 15 beds)	Direct property visits, local WhatsApp & phone outreach
Hotels & guest houses	Hospitality Prime (₹169/room/mo, min 10 rooms)	Property visits, GM meetings, tailored email proposals
Schools & colleges	EduShield Campus AMC (₹1.40/sq.ft./mo)	Institutional presentations, principal/trustee B2B meetings
Hospitals & nursing homes	MediCare Hospital IFM (₹199/bed or ₹2.80/sq.ft.)	Qualified B2B meetings, hospital administrator briefings
Panchayats & municipal authorities	Gram Sabha (₹18k/qtr) · Nagar Sanrakshan (₹35k/mo)	Institutional presentations, local authority meetings
Commercial solar plant owners	Solar Pro MegaCare (₹22k/MW or ₹0.20/Wp/yr)	Email outreach, industrial visits, B2B technical meetings

30-Second Sales Pitches Across All Seven Solution Lines

Solution Line	Problem & Proposed Solution	Key Benefit & Next Action
Residential AMC	Sudden electrical/plumbing failures cause stress. Home Shield (₹1,499/yr) & Complete Care (₹3,499/yr) provide scheduled checkups.	Up to 50% off additional labour & 2–4 hr response target. Share your PIN code to activate today.
Vacant Home Care	Unattended homes risk seepage and break-ins. For ₹799/mo, we perform 2 physical audits/month checking locks, meters, and dampness.	Timestamped photos & 360° video reports for complete peace of mind. Book your first audit slot.
Landlord Shield	Tenant repair calls consume owner time. At ₹2,499/flat/yr, tenants raise tickets directly and we handle move-in/move-out inspections.	Fewer owner calls and documented flat history. Enroll your rental units for an annual quote.
PG & Hotel Care	Fixture or geyser downtime hurts reviews. PG Care Pro (₹89/bed/mo) & Hospitality Prime (₹169/room/mo) deliver routine preventive audits.	1–2 hr response target keeps beds and rooms guest-ready. Schedule a 15-minute property walkthrough.
School & Hospital IFM	Campuses and hospitals need reliable MEP/water logs. EduShield (₹1.40/sq.ft.) & MediCare (₹199/bed) coordinate upkeep & digital logs.	Streamlined compliance documentation & rapid response. Request a site survey and scope validation.
Civic Maintenance	Panchayats and wards need verifiable upkeep. Gram Sabha (₹18k/qtr) & Nagar Sanrakshan (₹35k/mo) use OTP, photos, and Digital M-Books.	Transparent civic reporting for residents and authorities. Book a ward/panchayat presentation.
Solar O&M	Dust and hotspots reduce solar output. Solar Pro MegaCare (₹22k/MW/cycle or ₹0.20/Wp/yr) uses <100 TDS DM water and thermal checks.	Sustained plant upkeep and monitoring reports. Share plant capacity (MW/kW) for a tailored proposal.

WhatsApp Marketing Campaign: Three Ready Templates

A. Home AMC Promotion

Keep your home running smoothly with 2CLICK AMC!

Choose Home Shield (₹1,499/year) or Complete Care (₹3,499/year with 1 free AC service, 4 preventive visits & 50% off additional labour).

Scheduled checkups Digital work records

B. Vacant Home Care Promotion

Living away from your property? Protect it with 2CLICK Vacant Home Care at ₹799/month.

We conduct 2 physical audits/month covering locks, windows, dampness, and meter checks—plus timestamped photos & 360° video reports.

C. Commercial & Institutional

Simplify facility upkeep with 2CLICK AMC:

- PG Care Pro: ₹89/bed/mo
- Hospitality Prime: ₹169/room/mo
- EduShield Campus: ₹1.40/sq.ft./mo
- MediCare Hospital IFM: ₹199/bed/mo
- Solar Pro MegaCare: ₹22,000/MW

Mandatory Campaign CTA: "Reply with your Name, City, PIN Code, and Service Requirement to request a customised service proposal."

Handling Customer Objections with Grounded Responses

Objection 1: "I rarely need maintenance."

- **Preventive Value:** Scheduled checkups identify loose wiring, minor leaks, and scaling before they turn into expensive emergency breakdowns.
- **Structured Access:** Having an active plan ensures priority response targets (2–4 hrs) when an unexpected issue does occur.
- **Predictable Planning:** At ₹1,499/year (₹125/mo), planned upkeep protects appliances and property value year-round.

Objection 2: "I already have a local electrician or plumber."

- **Coordinated Requests:** 2CLICK provides single-window scheduling across electrical, plumbing, AC, and pest control instead of chasing multiple vendors.
- **Transparent Scope:** Published plan allowances and upfront labour discounts (30%–50%) remove ad-hoc rate bargaining.
- **Documented Work:** Digital service logs, OTP verification, and before/after photos create a permanent maintenance record.

Objection 3: "I already employ maintenance staff."

- **Specialist Complement:** 2CLICK complements in-house staff with specialized services like substation/DG checks, UV tank desilting, and thermal scans.
- **Preventive Discipline:** Structured checklists, GPS/OTP logs, and Digital M-Books strengthen supervisory accountability.
- **Grounded Evaluation:** We recommend comparing your actual facility costs and service scope before making any cost-savings commitment.

Need-Based Cross-Selling Strategy by Plan

Existing Customer Plan	Relevant Recommended Add-Ons
Home AMC (Home Shield / Complete Care)	Plumbing, electrical upgrades & Odorless Herbal Pest-Control Gel (₹799 retail)
Vacant Home Care (NRI / Outstation ₹799/mo)	Mechanized Water Tank UV Desilting (₹699/1kL) & deep leakage inspections
PG & Hotel Maintenance (PG Care Pro / Hospitality Prime)	RO & geyser servicing, Herbal Gel (₹0.60/sq.ft.) & Thermal Fogging (₹4,500)
Institutional IFM (EduShield / MediCare IFM)	Water tank UV desilting (₹1,200/5kL) & Subsurface Termite Barrier (₹4.50/sq.ft.)
Solar O&M (Solar Pro MegaCare)	High-Pressure DM Solar Panel Wash (₹12/panel bulk) & thermal inspection

Principle: Recommend only relevant add-ons tied to the property's actual maintenance needs—never unrelated services merely to increase sales.



2CLICK AMC | APS TERRA CONSULTANT PVT. LTD.

One Platform. Multiple Maintenance Solutions.

Protect Your Property. Simplify Maintenance. Plan Ahead.

Contact Us for a Tailored Maintenance Proposal.

Website: <https://www.2click.in>

