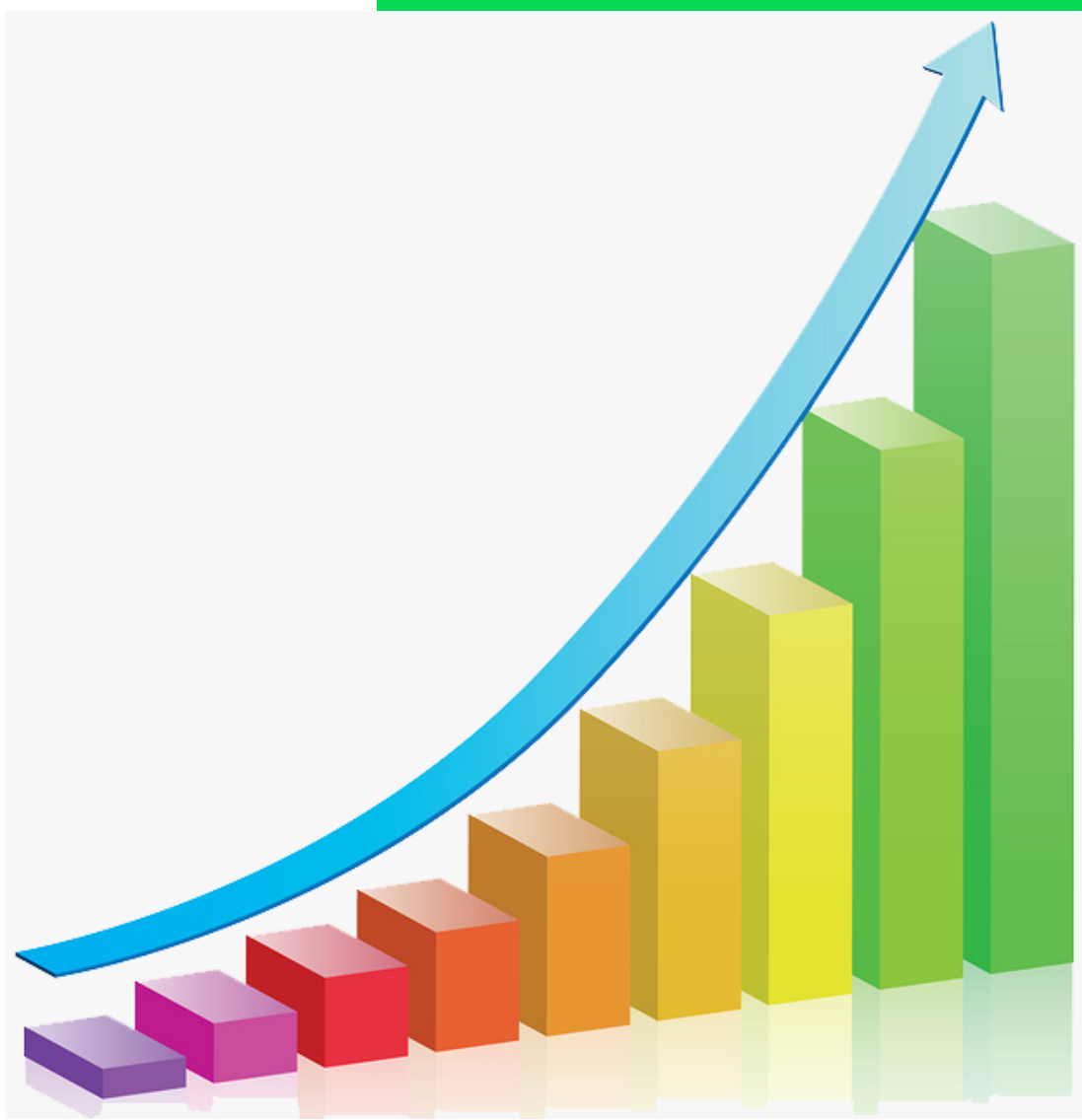




**MSME**  
सूक्ष्म , लघु एवं मध्यम उद्यम  
MICRO, SMALL & MEDIUM ENTERPRISES



## **EXECUTIVE SUMMARY :**

**THE KIRANA MART** is India's leading company committed to provide all grocery needs to the consumers of India at the best price. Along with this, we will give all support to those who want to start own business of grocery mart.

The supermarket chain of **THE KIRANA MART** stores is owned by **Er. ANJALI VERMA** and governed by **Er. ABHISHEK KUMAR JHA & TEAM**. The company has its headquarter in **Noida**.

**THE KIRANA MART** today has a well established presence in all over India with our mission to be the lowest price provider in the regions we operate.

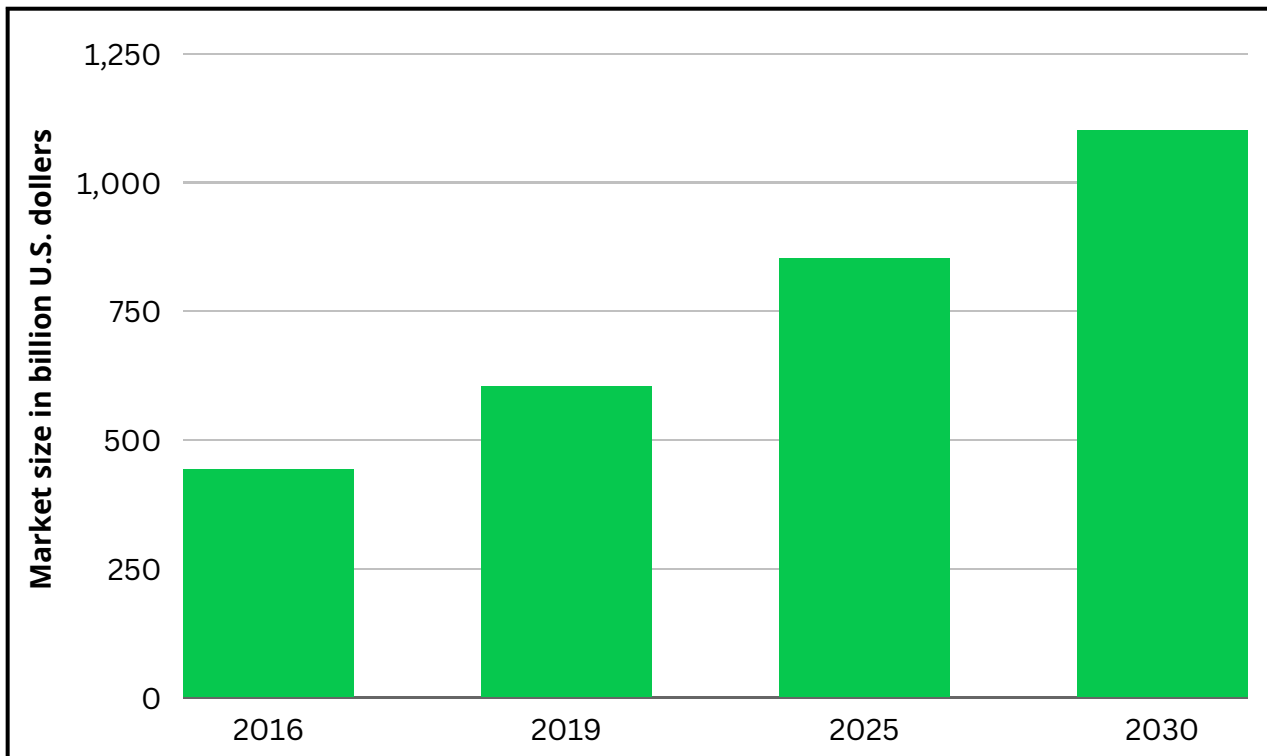
**THE KIRANA MART** is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each mart store stocks home utility products - including grocery, food, toiletries, beauty products, stationery, kitchenware, crockery, toys, home care and more available at competitive prices.

**THE KIRANA MART** pursue highest standards of objectivity, honesty and transparency. They create a trusting environment where everyone speaks up their mind resulting in everyone committing to the best idea. They always do the right thing even when no one is looking. We display curiosity, encourage experimentation and exemplify innovative thinking in creating better and disruptive customer solutions that are sustainable.

## **OUR MISSION :**

Our mission is to provide the best value possible for our customers. We research, identify and make available new products and categories that suit the everyday needs of customers. We understand customer's evolving needs and aspirations, obsess 24/7 on improving customer's experience.

## MARKET OF GROCERY RETAIL IN INDIA



It is expected that the grocery retail market in India will be reaching approximately \$1.10 trillion by the year 2030.

In India market kirana and small stores are surviving due to the service specialty involving personal touch, monthly credit and proximity to the consumers. Growth in e-commerce and organized retail is being witnessed post-COVID-19 with preferences for a hygienic environment as well as heavy discounts offered by organized retailers.

India's retail market contributes 10% to India's GDP and employs 8% of India's population.

India is the third largest grocery retail market. The Indian retail market is dominated by the food and grocery segment, which captured around 65% (\$525 billion) of market share.

Organized grocery retail in India is highly demanding, they lure consumers with lucrative offers. They give consumers a unique experience of shopping with properly stocked shelves and a neat and tidy, well-lit space with a variety of products to stimulate the consumers to purchase them.

The future growth of the grocery segment in India is likely to come all from urban & semi-urban (Tier 2 and Tier 3 cities) and rural areas. With a rapid pace of urbanization, emerging cities and semi-urban areas are likely to witness an increase in monetary value of consumption of grocery items (value growth).

## WHY WE ARE DIFFERENT FROM OTHERS ?

- **BACKEND SUPPORT FOR LIFETIME.**
- **0% ROYALTY MODEL.**
- **DEALS IN ALL MAJOR BRANDS & PRODUCTS.**
- **BEST INVENTORY MANAGEMENT.**
- **IT-SUPPORT BY INDIA'S BEST IT ENGINEERS.**
- **TEAM OF WELL TRAINED PROFESSIONALS.**
- **MARKET RESEARCH & SITE SELECTION ASSISTANCE.**
- **FINANCIAL GUIDANCE.**
- **24/7 SUPPORT.**

the  
**Kirana** mart



**SERVICE**

**GUIDANCE**

**SUPPORT**

## OUR SERVICES

### MARKETING & PROMOTION

Marketing is most important for running any business & our team helps you in all types of marketing and promotion for the growth of your business.

### MOST ADVANCE SOFTWARE

We have a team of best IT professionals in the market who design software for your business so that your business can be in autopilot.

### WORLD CLASS INTERIOR

Our Company provide you the best interior work of your grocery mart at the lowest rate in the market. We focus on quality of products using in interior work.

### PURCHASING & RE-FILLING

We deal in manly fast moving and high demanding products which are in demand. We provide product at best margin and deal in 100% original products.

## OUR PRODUCT CATEGORY

- GROCERY
- FRUIT & VEGETABLE
- DAIRY
- BAKERY
- BEVERAGES
- STATIONERY
- PERSONAL CARE
- BABY CARE
- BEAUTY & MAKEUP
- FROZEN FOOD
- TOYS & GIFT
- CROCKERY
- TRAVEL SOLUTIONS & MUCH MORE.

**500 + BRANDS**  
**25000 + PRODUCTS**



**GREAT PRODUCT**

**GREAT PRICE**

**GREAT OFFER**

**GREAT MARGINE**

**THE KIRANA MART** deals in more than **25000 types of products** from more than **500 Indian & international companies**.

There is a demand for different products at every location in the Indian market so we focus on keeping the products according to the consumers of every place. We wish that all the products of the needs of the consumers of every category should be available at our grocery mart at very good prices.

BECOME A FRANCHISEE OF THE KIRANA MART

## REQUIRED AREA

*500 sqft to 10,000 sqft*

**FRANCHISE FEE**

**₹ 3,00,000/-**

(GST Extra)

**INTERIOR COST**

**₹ 1,500/-**

(per sqft)

**PRODUCT COST**

**₹ 1,500/-**

(per sqft approx)

**SECURITY DEPOSIT**

**₹ 5,00,000/-**

The KIRANA MART deals only in :

- *FOFO (Franchise Owned Franchise Operated) model &*
- *FOCO (Franchise Owned Company Operated) model.*





There is only one boss: the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

— Sam Walton  
(Founder - WALLMART)



**CONNECT WITH US**



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**THANK YOU**