



20

No. of Marts

2K+

No. of Microstores

~₹90Cr

ARR

300+

Private Label SKUs

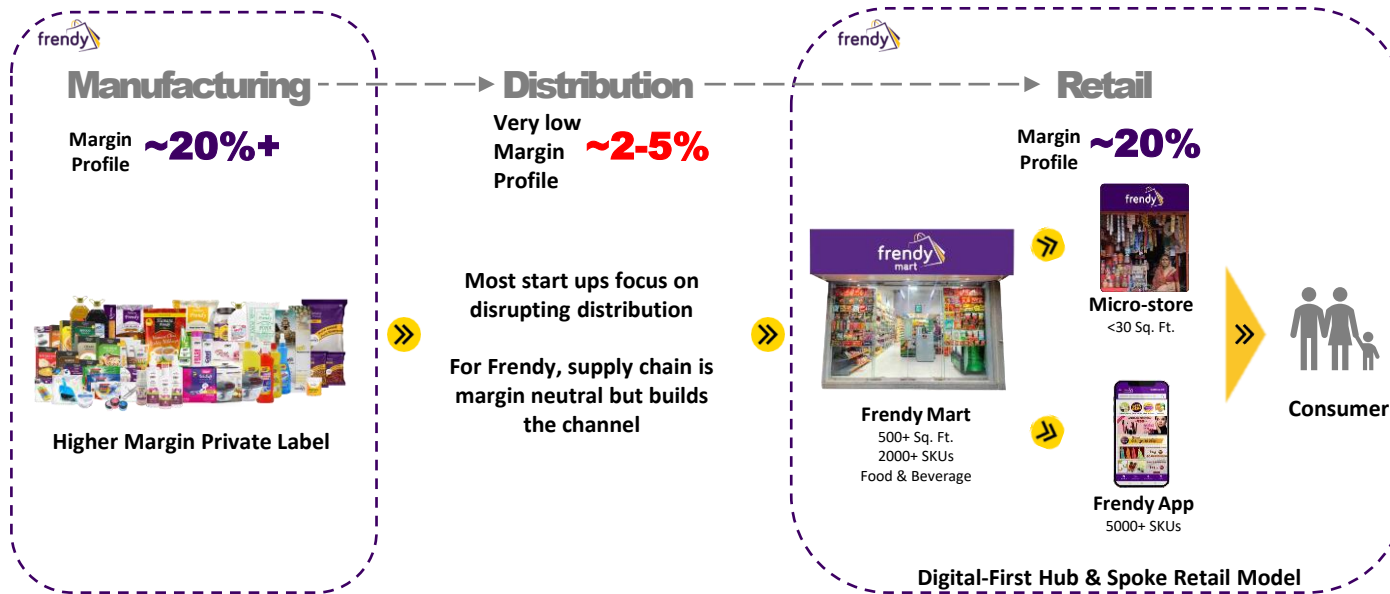
# Building India's largest network of digitized convenience stores for Bharat

500 Million consumers live in India's small towns + rural. With rising incomes, these consumers are becoming increasingly aspirational, yet are restricted to local micro kiranas who offer limited value and assortment.

Frendy is building modern mini marts that offer a "better shopping experience" to these consumers!

Frendy Marts are also digitally connected to a cluster of micro kiranas and their end customers. This allows Frendy to build a last mile digital commerce bridge to a wider range of consumers. The micro stores get a single point of supply & earn commission on a wider range of products, and the Marts significantly augment revenue and margins via a B2B business operations tech plug in.

## Frendy's Commerce Model *Earn from the higher margin stages of the consumer supply chain*



## The Frendy Promise *Not a better Kirana, a better Shopping Experience!*

- Value:** Deals & Offer
- Variety:** Entire Assortment
- Convenience:** Proximity of Customers
- Empowerment:** Power of Choice
- Environment:** Safe & Clean

## Founders



Sameer Gandotra



Gowrav Vishwakarma



Harshad Joshi

100+ years of experience in Retail, Distribution & Building Products for Bharat



## Investors



## Footprint

40+ Locations



## Traction

Added 20 Marts in 6 months  
Best in class operational & financial efficiency

