



ગુજરાત ની સૌથી ઝડપથી  
વિકસતી **Retail Chain**

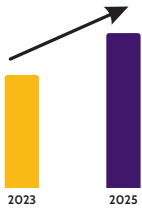
જબ મੈં સે હમ  
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# INDIAN GROCERY RETAIL INDUSTRY



Annual market growth of **8.02%**



Incremental growth (in Cr.) **₹26,823**

Source - India Brand Equity Foundation

India's grocery retail market has about **1.2 Crore** outlets and massive whole seller and distributors network. **E-commerce** has accelerated the growth of e-grocery, providing access to quality food and household items at competitive prices. This trend spans beyond metro cities to Tier-2, Tier-3, and smaller markets.

**E-grocery** players have significant growth potential, and traditional stores are embracing **digital** and **omni-channel** strategies to enhance customer reach.

## WHAT IS FRENDY MART ?

Promoting community well-being by enabling them to shop, save & share together

Frendy, launched in **2019**, aims to empower women in Tier 2-6 towns in India by offering work opportunities. With a strong presence in Gujarat, Rajasthan, and Madhya Pradesh, Frendy has achieved an **Annual Recurring Revenue (ARR)** of over **Rs. 100 Cr.** It operates as a retail chain, utilizing technology and innovation to provide high-quality products and services to small towns and cities. By becoming a **franchisee**, you can contribute to meeting the evolving needs of customers while promoting local communities and ensuring long-term success.



## FRENDY MART FRANCHISE FACTS

Expansion Format	Area Required	Total Investment	Franchise Fee	Average Payback	Agreement Term	Target Area
Unit Franchise	600-1000 Sq.ft.	INR 15-20 Lakh	INR 1 Lakh	12-18 Months	3 years	Across Gujarat

\*property acquisition cost is not included in the above calculations



# WHY FRENDY MART ?

## भारत में बना भारत के लिए



### ONE-STOP SHOP

Our retail franchise offers a one-stop shop where customers can find all their needs conveniently under one roof



### PHYSICAL+DIGITAL EXPERIENCE

Enjoy the convenience of both in-store and online shopping with our integrated approach



### COMPREHENSIVE STAFF TRAINING

Fuel business growth through our extensive training programs



### INVENTORY MANAGEMENT

Maximize productivity and streamline stock levels with the support of dedicated supervisors who specialize in efficient inventory management



### BUSINESS INSIGHTS

Our data-driven approach and advanced analytics provide actionable insights to make informed decisions and maximize your return on investment (ROI)



### CUSTOMER FIRST APPROACH

We adopt a customer-centric approach that emphasizes on quality, affordability, and reliability to provide value and build trustworthy relationships ensuring customer satisfaction



Dedicated, Home Care,  
**100+** Home & Kitchen Improvement  
Personal Care & Beauty Products

## IDEAL FRANCHISE PROFILE

- Investors with financial bandwidth and passion for the business
- Experienced investors with an interest in Retail / Grocery Business
- Sufficient back up and ability to sustain during gestation period
- Commitment to efficient customer service & long-term association



## EXCLUSIVE SUPPORT PROGRAM

For achieving a smooth and well aligned support system, Frendy management {the franchiser} has devised a systematic assistance program for its franchisees.

**Set up :** Frendy will provide support in selecting the optimal location to expand the business, as well as assisting with the setup operations, including outlet design.

**License :** Frendy will offer guidance and assistance to franchisees in obtaining the necessary licenses required to operate the business.

**Training :** Frendy will conduct a thorough training program for the main staff and Customer Relationship Executives (CREs) prior to the commencement of business operations. This training program will cover all aspects of managing the business operations.

**Supply & Sourcing :** Frendy will support franchisees in cost-effective sourcing of raw materials by providing access to a trusted and dependable supply network.

**Marketing :** In addition to centralized marketing efforts, Frendy will share its experience and knowledge with franchisees on effective local marketing and brand communication strategies. This support aims to save franchisees from the costs of trial and error in their marketing initiatives.

**Facilitation :** Franchisees will receive ongoing benefits from the franchiser, including research and development, continuous improvement, and other market development initiatives implemented by the franchiser as required.

**Frendy Network Benefits:** The franchisee will benefit from Frendy's Home Store and Partner Network, which are directly linked to Frendy Mart. This connection helps drive and enhance the online business of the franchisee.



## FOR FRANCHISEE ENQUIRIES

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