

www.superkirana.in

SUPERKIRANA

COMMUNITY EMPOWERMENT

LEADING INDIA'S SUPERMARKET REVOLUTION

Building Profitable Franchise Networks Nationwide

सुपरकिराना के साथ
आपका व्यापार, हमारी ज़िम्मेदारी



SUPERKIRANA



**AAPKA VYAPAR,
HAMARI JIMMEDAARI**

30 DAYS STORE OPEN GURANTEED

About Us

Step Into the Future with Superkirana

SuperKirana is an automated grocery franchise model offering full store setup, advanced inventory management, and reliable supply chain support, delivering profitability and operational efficiency for franchise owners across India.

Turn your supermarket dream into reality with us



Modern Spacious Interior



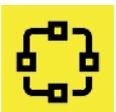
Working Capital Finance



Wide Range of Brands



Budget Friendly



Largest Network of Stores



Supply Chain & Warehousing Management's

Why SuperKirana?



Premium Products



High Profit Margins



Competitive Pricing



Fast Setup



Exciting Promotions



Supply Chain Finance

SuperKirana Franchisee Support:

- **30 days** store launch guarantee.
- Simple **billing software** for smooth operations.
- **Free 3-month accounting** for business support
- **Free GST Registration and GST filing for 6 months** to support store support activity.
- **No Royalty fees** for initial 6 Months with Key account manager support.
- **Advanced expiry management** for stock near to expiry automatic offers applied.
- **Pan-India stock delivery** from **27 locations**.
- **Digital marketing support** with **Facebook & Instagram ads, YouTube promotion** and store visibility through multiple promotional channels.
- **Free 2-year business website** for your setup to know how the store visibility and presence.
- **Full branding support** flyers, banners, danglers, hording, boarding and digital ads campaign for store.
- **Working capital finance** or Supply chain finance facility for stock fulfilment under Fintech.
- **30 days Stock Credit** Facility under Fintech.
- Help with Shop & Establishment Act registration also **support in opening 24x7 open store after area verification**.
- **SuperKirana application support** after successful launch of store, Customer can order directly to store through mobile application.
- **Montly Stock Audit** for continue check the stock reports to minimise the expiry and check the demanding products.

Interior Features

- 3D Store's layout view, store design & theme Preparation.
- False ceiling of store.
- White washing in all areas Lighting and wirings.
- Air conditioner & Wall Fans (Quantity depends on area).
- Visi Freezer and Deep Freezer for Cold drinks and dairy products.
- Racks, Trolley, and buckets, Billing Counter, Barcode Scanner, and printer.
- All items come from the company through courier from SuperKirana.
- All items come with Brand Warranty
- CCTV Cameras for enhanced security.
- Customer seating area for comfort.



Software Features

- Unlimited User
- Unlimited Training & Support 5000 SMS Alerts
- Pricing Management – Change MRP Product Wise Sale Reports & Purchase Report
- Use Existing Barcodes
- Stock Report & Import Existing Stock By Excel Sheet
- Generate & Print BarcodePurchase Return Report
- Daily & Monthly Reports for All
- Sale Return & Exchange Reports
- GST Tax Report & Many More
- Excel Export of All Reports
- Past Bill Editing
- Real-time Inventory Tracking
- Automatic Reordering Alerts



Inventory Features

Grocery, Household Items, Food & Snacks, Dairy Products, Ready-To-Eat Items & Frozen Food, Fruits & Vegetables, Home And Kitchen, and many other categories

- 1000+ Brands and 20,000+ Products 20% to 30% Average **Margin**
- Largest Network of stores across India Easy Distribution and Warehousing chain Easy and efficient logistics
- Wide range of products and brands Well-trained staff and management Attractive Offers and discounts BUY ONE GET ONE Offers
- Easy Return of expired products Seasonal Discounts and Festive Offers Efficient Supplier Management System



Product Refilling

Other Company



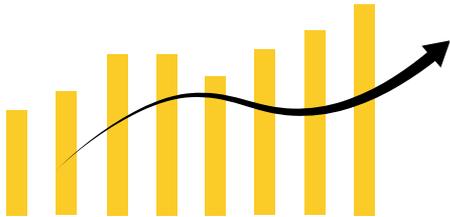
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Income Projection

for a 500 sq. ft. Store (SuperKirana):



ESTIMATED DAILY SALES

₹50,000 per day



25%

PROFIT MARGIN: 25%

₹12,500 profit per day

MONTHLY SALES PROJECTION:

Daily Sales: ₹50,000 x 30 days = ₹15,00,000 per month
Profit Margin: 25% of ₹15,00,000 = ₹3,75,000 profit per month



FRANCHISE SETUP COSTS:

Franchise Fee: ₹1,50,000 + GST
Security Deposit: ₹50,000
Total Setup Cost: Based on area and interior customizations



INCOME AND ROI:

Income Overview:
Monthly Sales: ₹15,00,000
Estimated Profit: ₹3,75,000 per month with a 25% profit margin
Royalty Charges: 1% of overall sales once they exceed ₹10,00,000 per month





Our Services

★ MOST ADVANCED SOFTWARE:

We provide the best and most advanced software in the industry, helping you run your supermarket in autopilot mode without human involvement.

★ INVENTORY SETUP:

Purchasing management helps control costs in multiple ways. This involves understanding the supply chain and raw material market fluctuations.

★ MARKETING AND PROMOTION:

Creative supermarket branding combined with targeted advertisements helps raise awareness of your store and promotions.

Documents Required

by Super Kirana Mart Franchise



FRANCHISE AGREEMENT
Required



PROPRIETOR AADHAAR COPY
Required



PHOTO
Required



BUSINESS PAN COPY
Required



GST CERTIFICATE
Required



BUSINESS ADDRESS PROOF
Required

Products Offered

by Super Kirana Mart Franchise



FRUITS & VEGETABLES
Yes



GROCERY, OIL & MASALA
Yes



BAKERY, CAKES & DAIRY
Yes



BEVERAGES
Yes



SNACKS & BRANDED FOODS
Yes



HEALTHCARE & BEAUTY
Yes

Overview

by Super Kirana Mart Franchise



INDUSTRY
Retail



STORE SET UP TIME
30 Days Guaranteed



TYPE OF BUSINESS
Supermart



ORGANIZATION TYPE
Private



HEAD OFFICE
Noida, Delhi NCR



FRANCHISE TENURE
5 Years



FOFO MODEL
Available



FRANCHISE LOCATION
PAN INDIA

Fees & Royalty

of Super Kirana Mart Franchise



FRANCHISE FEES
Rs. 1,50,000/- + GST



ROYALTY

1% of royalty on total sales only when sales exceeds 10,00,000/- per month (For First 6 Months Royalty free)

Return On Investment

of Super Kirana Mart Franchise



IN MONTHS

Candidate Profile

Area / Size

500 Sqft to 10000+ Sqft

Franchise Fees

Rs. 1,50,000/- + GST

Software Fees

Rs. 50,000/- + GST Per Login

Product Cost (Minimum Order)

Rs. 1000/- Per Sqft Approx*

Interior Cost

Rs. 1000-1200/- Per Sqft

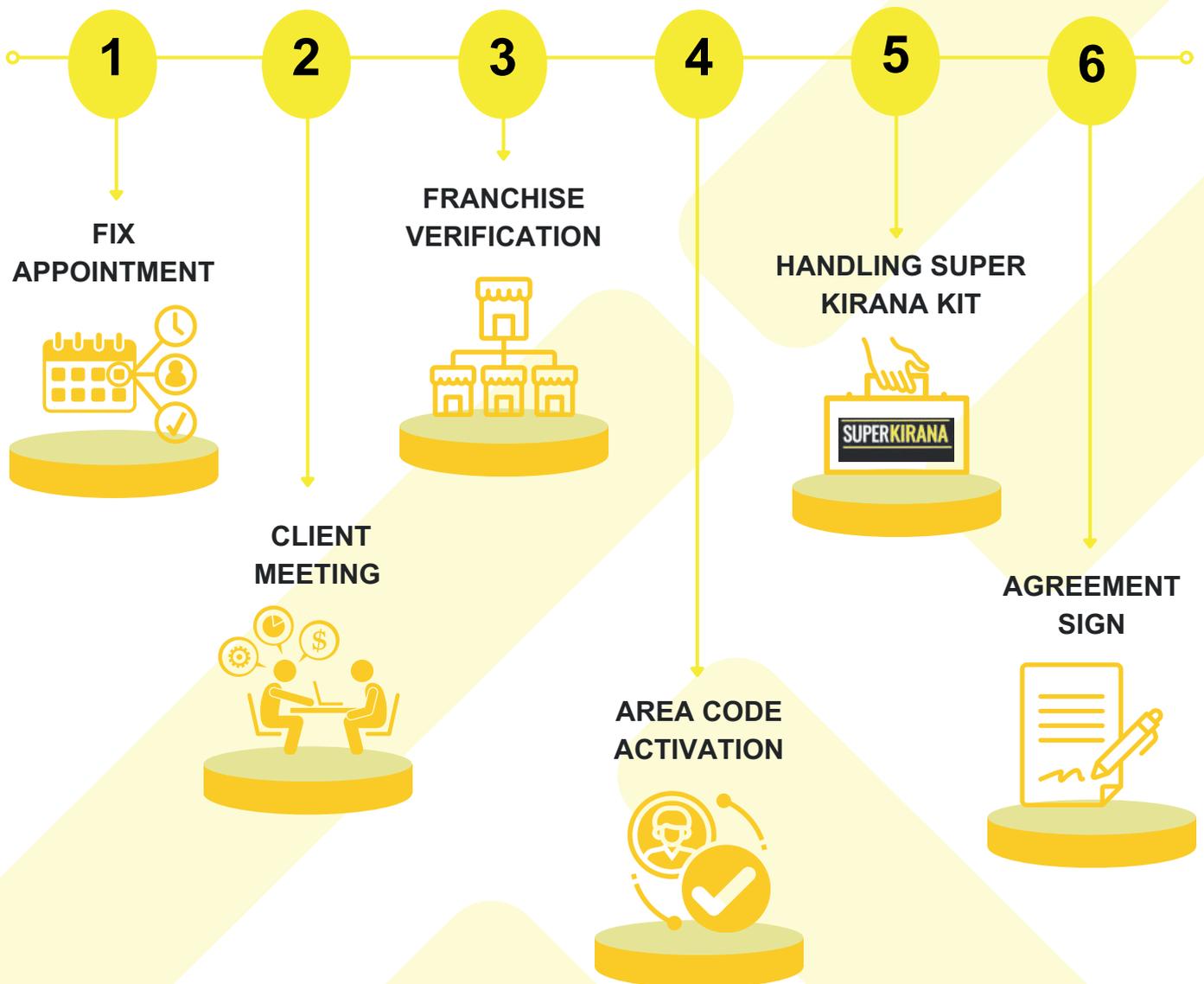
Security

Rs. 50,000/-



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Application Form

FIRST NAME:

LAST NAME:

EMAIL ID:

MOBILE NO:

ADDRESS 1:

ADDRESS 2:

STATE:

PINCODE:

FIRM NAME:

GST NUMBER:

ACCOUNT NUMBER:

IFSC CODE:

BANK NAME:

PAN NUMBER:

DOCUMENTS: ID Proof, Address Proof, Photo, GST No, PAN No

FRANCHISE SIGNATURE

Brand Associations

As a Superkirana Franchise Partner you get to sell products from all leading brands.



SUPER KIRANA



MATHILLS PRIVATE LIMITED.

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