

Partners
Invited

Fresh quality

Freshqo



THE FIRST OF ITS KIND RETAIL STORE CONCEPT

CONNECTING FARMERS &
LOCAL ARTISANS TO CONSUMERS

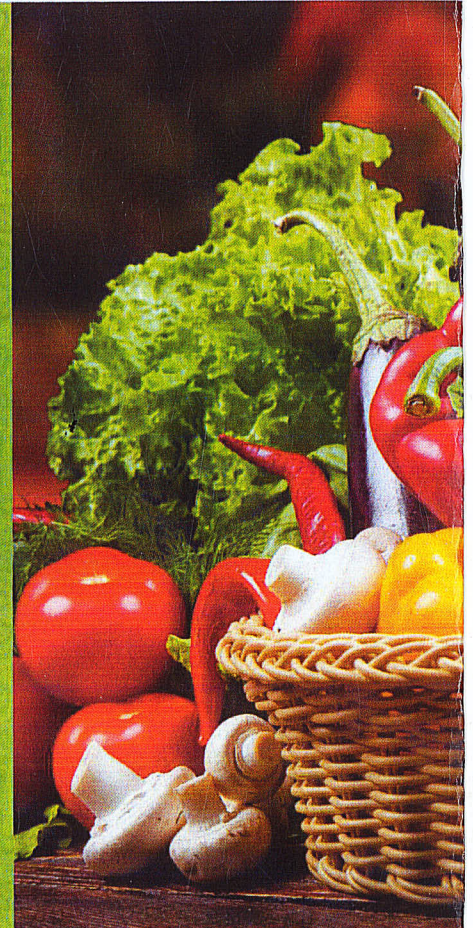


FOCO Business Format | Minimum Return Guarantee | Complete O&M by Company



ADDING VALUE TO EVERYONE'S LIFE

Based in Ahmedabad, Freshqo, an initiative of Bompod Solutions Private Limited, is a leading supplier of fresh fruits & vegetables to retail & institutional customers in India. Stepping into retail, Freshqo has developed the first of its kind retail store concept that connects farmers & local artisans directly to consumers.



FULFILLING DAILY NEEDS

Freshqo retail stores aim at adding value to everyone's life, be it the farmers, artisans or the consumers. The stores offer the choicest selection of fresh fruits & vegetables, dry fruits & nuts, honey, bread, milk products, tea, coffee, sugar, and homemade snacks, sourced from local artisans of the area.

ENCOURAGING INITIATIVE

Interestingly, Freshqo invites farmers and artisans to display their products at its retail stores and get a chance to interact with customers directly. The farmers and artisans across India are appreciating this initiative, as it is encouraging sustainable agricultural practices in India.

COMPLETE TRANSPARENCY

For customers, Freshqo offers the convenience of getting perishable and everyday use products at one place. To offer best quality and freshness, Freshqo ensures reliable procurement and sorting of the produce before making them available for sale. It further ensures that customers always get the best quality at the best price, with complete transparency.



AMBITIOUS PLAN EXPANSION THROUGH FOCO FORMAT

To reach out to more & more farmers, artisans and consumers in India, Bompod Solutions Private Limited is now promoting and franchising the Freshqo retail concept in unexplored territories of India through franchise- owned company-operated (FOCO) business format. As part of the FOCO format, complete operations & management, staff hiring & training would be borne by the company.

FRANCHISE FACTS

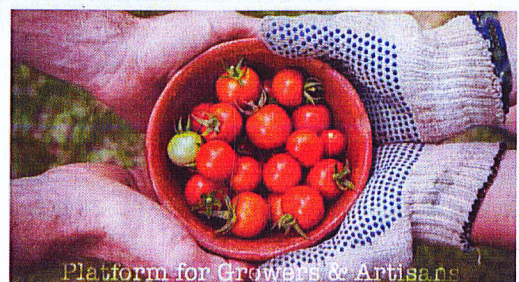
Area Required	Approx Investment ^	Franchise Fee	Average Payback	Minimum Return Guarantee*	Agreement Term
500 sq ft	INR 17 Lakh	INR 2 Lakh	1 Year, 4 Months	Own Property: 12% Rented /Leased Property: 7%	5 Years

^ Inclusive of setup cost and franchise fee |

* Higher of Revenue Percentage or Minimum Guarantee

WAY FORWARD

Leveraging its expertise in procurement, sourcing & logistics, Freshqo has been operating, licensing, and franchising its retail store format across India. Moving ahead, Freshqo is envisioning building a strong franchise network of Freshqo retail stores to scale up penetration in the market to aid brand development.



Platform for Growers & Artisans

Freshqo's objective is to **HALVE** customer prices, **DOUBLE** retail profits, **QUADRUPLE** stock movement, and **OCTUPLE** wastage efficiency.



FRESHQO V/S TRADITIONAL RETAILERS

FRESHQO RETAILERS	TRADITIONAL RETAILERS
<ul style="list-style-type: none"> Spend 100% of total time retailing and focus exclusively on customer retention and acquisition No exposure to risk of procurement and wastage Part of network, providing instant access to offload surplus stock and load diminishing stock 	<ul style="list-style-type: none"> Spend only 50% of total time retailing between procurement, stock handling/movement and wastage management Exposed to risk of handling perishable commodities...have to compensate in selling price margins Due to low volumes, don't have channels to flow degrading stock into other avenues

ROLES & RESPONSIBILITIES

	THE COMPANY	THE FRANCHISE PARTNER
Stock	<ul style="list-style-type: none"> Purchase and transport the stock Stocking up shops daily Surplus stock management 	<ul style="list-style-type: none"> No purchase of any stock Company will fill stock daily No stock management required
Pricing	Live pricing of stock and auto update in PoS	No responsibility
Process	All processes relating to procurement, pricing, cashier training, logistics and systems management	<ul style="list-style-type: none"> Morning fixed time STOCK IN Retail using PoS provided by company End of day STOCK OUT
Revenue Share	N.A.	<ul style="list-style-type: none"> Fixed percentage of retail revenue Stock loss beyond tolerable limits from retail location is penalized at retail price
Setup	Complete store setup, PoS, crates and other retail infrastructure would be ensured by the company	

FOR FRANCHISING QUERIES, PLEASE CONTACT:

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