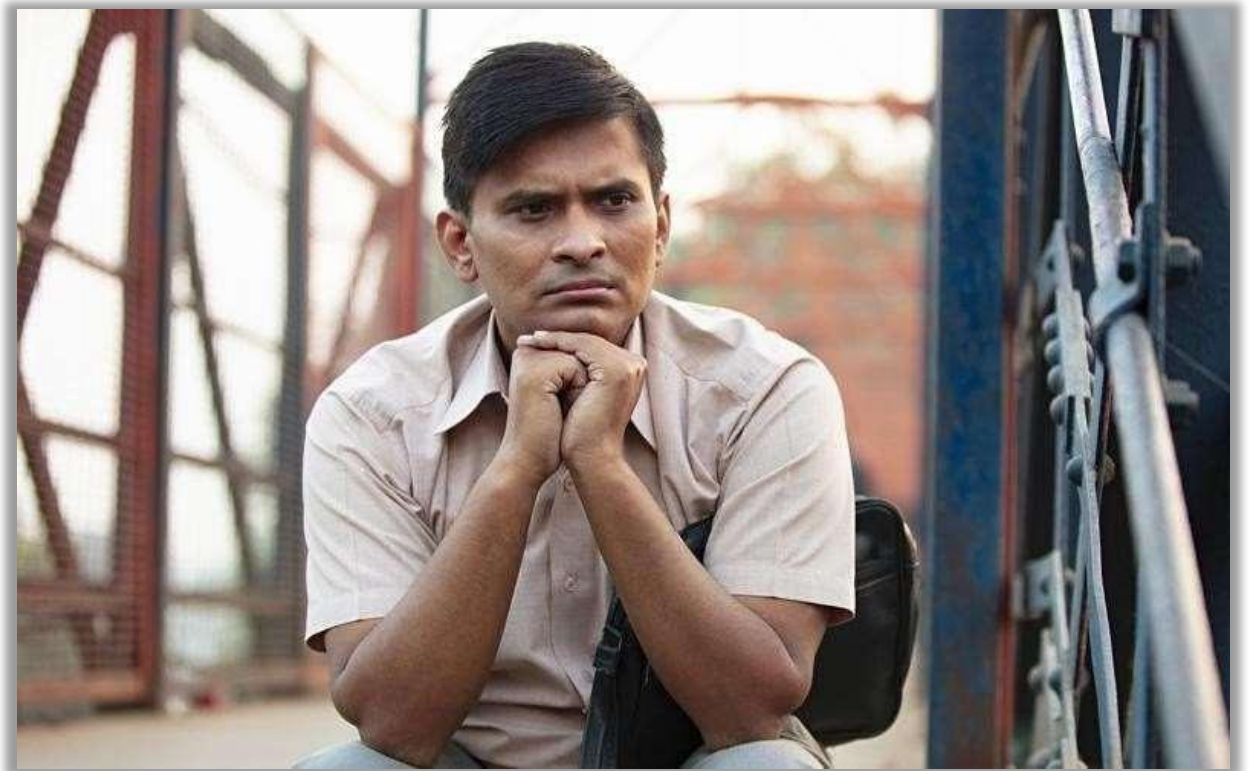




**INDIA'S LARGEST FRANCHISED
CONVENIENCE RETAIL
NETWORK**

83% Indians want to
become business owners

95% of them fail



01

42 months gestation
period

04

Legal difficulties &
compliance challenges

02

Lack of training &
formal education

05

Many Small businesses
are becoming obsolete

03

Financial Constraints

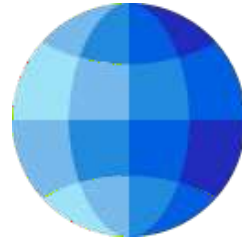
06

Lack of use of Technology -
Not being able to cope
with Digitization

CONVENIENCE RETAIL IS THE EASIEST SUCCESSFUL BUSINESS TO START WITH UNLIMITED UPSIDE



150,000+
**Convenience
Stores in USA**



\$ 3 Tn+
**Global Convenience
Retail Market Size**

INDIA REPRESENTS A NEXT BIG OPPORTUNITY FOR ORGANIZED CONVENIENCE STORE BUSINESS



1.4 Bn+
Population

4th
**Largest Retail
Market**

\$ 2 Tn+
**Indian Retail
industry by 2032**

ABOUT THE **NEW** SHOP

Started in March 2019, TheNew Shop is a chain of 24 hours convenience stores with an omni-channel presence, serving all daily needs products; snacks, beverages, personal care, home care, pet care, confectionery, Tobacco, hygiene needs, ready to eat food, Over-the-counter drugs, grocery staples etc.



Charak Almast
(Co-founder and
Head of Operations)



Aastha Almast
(Co-founder and
Head of Business)



Mani Dev Gyawali
(Co-founder and
Head of Technology)

The New Shop is India's fastest growing 24 hours convenience store and instant hyperlocal delivery retail network

The New Shop is trusted and backed by



WHY THE **NEW** SHOP ?



Strong Brand
The coolest
store in town



Legal and
licensing
support



Ready pool of
10k locations



Easy exit
procedure



Fastest
payback
franchise in
India



Training,
support and
continuous
learning



IT , Marketing
& Operational
support



Safe
investment
with financing
available



Open 24/7

For all age groups



Fast food cafe

Burgers & Sandwiches, Indian meals, Tea, Coffee, Pastries, etc.



Supermarket

Dairy, Grocery, Personal care, Home products



Local Services

Printing, ATM, Courier, etc.



Truly omnichannel

TNS App, Zomato, Swiggy, etc.

AWARDS & RECOGNITIONS



Retail Icon of India



Best Convenience store of theyear



Retail Icon of India



Best Technology implementation of the year – In House Solution



Retail Icon of India



BW 40 Under 40 for Aastha Almast



Most Innovative Employee Practices

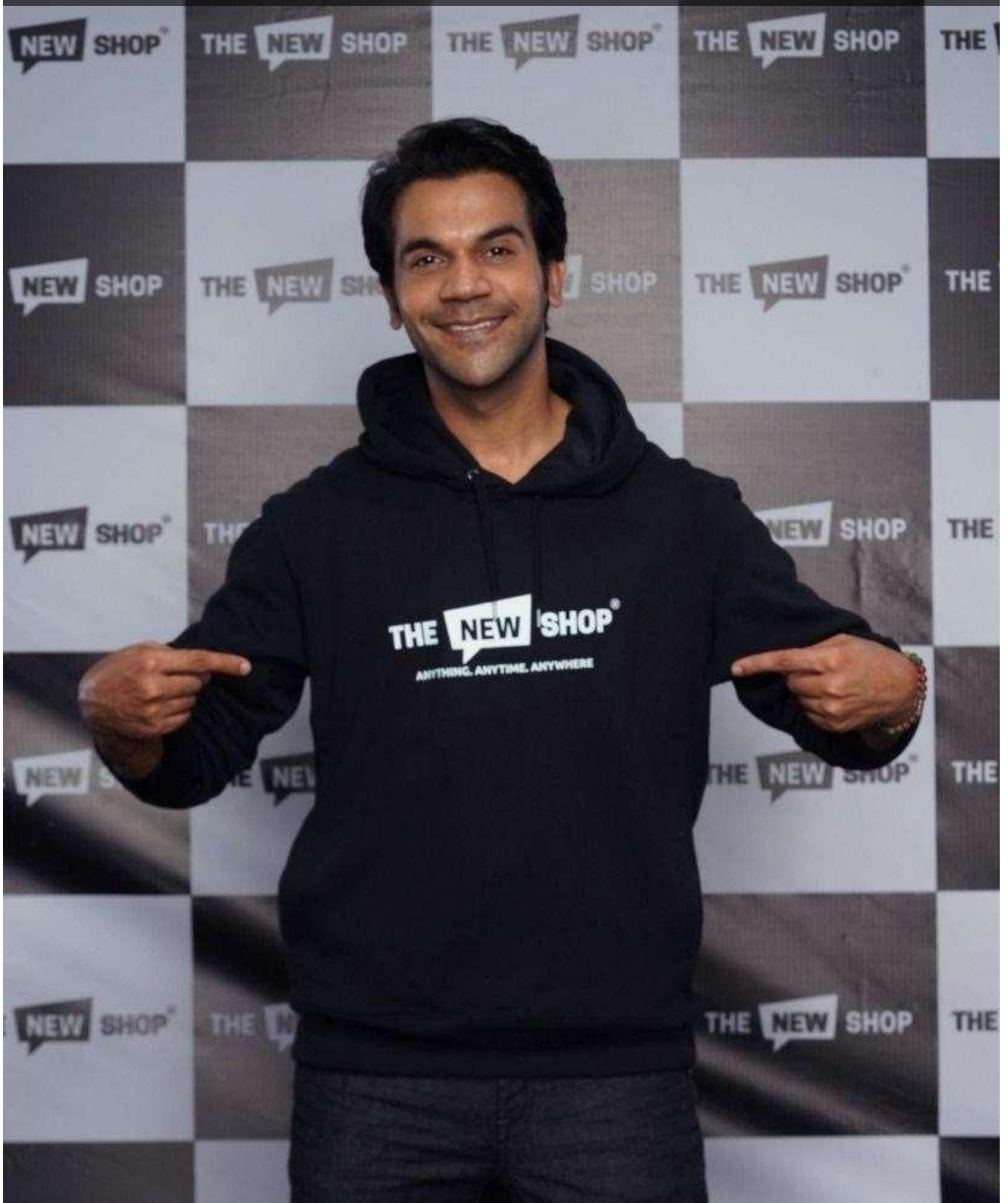


Best Store Design

NEWS & MEDIA



Our Brand Ambassador



RAJKUMMAR RAO



ANYTHING. ANYTIME. ANYWHERE

OUR FLAGSHIP STORES

OUR FLAGSHIP STORES



Chandigarh , UT



Jabalpur , MP



Dayanand colony Delhi



Ajmer , Rajasthan



Ahemdabad , Gujrat



Indian Oil Gasstation, Jasola, Delhi

OUR PRESENCE

150+
Stores

75,000+
Cumulative Area (Sq.ft.)



**Opening 20+
Stores Every
Month**

15+
States Covered

4,0000+
Daily Customers



**The best franchise
FOR JUST INR28-30
LAKHS**

**INR 15 Lakhs
INTERIOR& EQUIPMENTS**

**INR8-10Lakhs
INVENTORY**

**INR5 Lakhs
FRANCHISE FEES**

The image shows the interior of a food store. The walls are dark grey or black with horizontal slats. The ceiling is also dark and features several long, parallel fluorescent light fixtures. On the left, there are long, light-colored wooden shelves. In the center, a wall display features a grid of hexagonal images of various food items, with the text "GOODS FROM GOOD FOOD FOODS THAT" on either side. To the right, there are refrigerated display cases and a counter area with a black metal frame and light-colored wooden shelves. A yellow sign is visible on the wall above the counter. The floor is a light-colored, polished material.

INTERIOR & EQUIPMENTS

INTERIOR(FURNITURE)



WOODEN RACKS



WOODEN SHELVES



BILLING COUNTER



ISLAND RACK



CHILLER PARTITION



ICE CREAM COUNTER



VINYL BRANDING



SIGNAGE



CATEGORY SIGNAGE



WALLPAPERS



CEILING BATON FOR LIGHTS

EQUIPMENTS



CHILLING AND FREEZING EQUIPMENTS



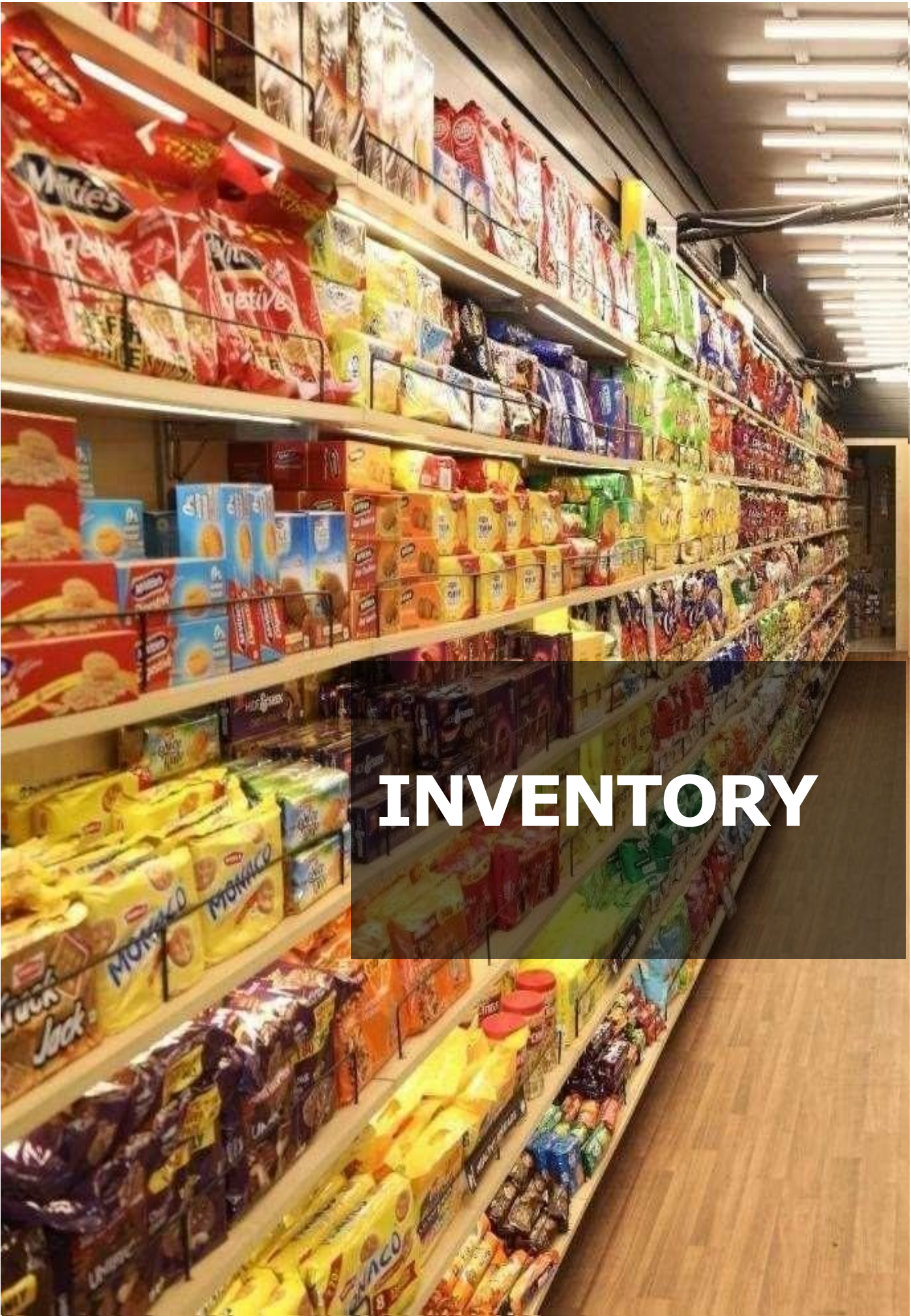
KITCHEN EQUIPMENTS



Air Curtain

Air Conditioner

CCTV Cameras



INVENTORY

OWN F&B BRANDS



Freshly prepared lip-smacking comfort fast food like burger and sandwiches, wraps, etc.



Delectable desserts, cakes, pastries and much more serving your sweet cravings



Our Star products- Momo's with different tasty and tangy sauces



FRANCHISE SUPPORT

THE NEW SHOPSUPPORT

KEY ITEMS	PARTICULARS
Layout	<ul style="list-style-type: none"> • Providing layout designs in a 2D format according to the dimensions of the site as per our business model
Interior & Equipment SOPs	<ul style="list-style-type: none"> • Providing handbook detailing specifications related to the materials, dimensions, vendors and brands of racks, counters, ceiling, flooring, wallpapers, electric work, air conditioning, air outlets, plumbing, signages, woodwork, branding • Providing list of equipments according to layout with vendor/brand options
Branding/ Marketing Content	<ul style="list-style-type: none"> • Providing access to all marketing/branding content including banners, videos, pamphlets, hoardings, posters, signages, menus and visual merchandising
HR SOPs	<ul style="list-style-type: none"> • Providing HR manual detailing manpower requirements along with key competencies, documentation, job responsibilities, organization chart and policies
Accounts/ Relationship Manager	<ul style="list-style-type: none"> • Assigning accounts/relationship manager from TNS to act as a single point of contact for franchisee
Inventory SOPs	<ul style="list-style-type: none"> • Providing list of initial SKUs to be sold along with distributor details
Training	<ul style="list-style-type: none"> • Remote and on-site training of franchisee and franchisee's staff on usage of inventory management and billing software, customer service, visual merchandising, F&B operations, stock management and ordering, sales and marketing. • Providing access to all content on staff training
Licensing	<ul style="list-style-type: none"> • Helping in licenses to run the store
Staff & Store Accessories	<ul style="list-style-type: none"> • Alignment of vendors from where the accessories have to be procured.
Dashboard Access	<ul style="list-style-type: none"> • Creating user credentials for management and billing software
Google listing	<ul style="list-style-type: none"> • Listing on google my business with location coordinates
3rd Party Listings	<ul style="list-style-type: none"> • Listing on Swiggy, Zomato, Magicpin and any (wherever possible)
TNS Listing	<ul style="list-style-type: none"> • Listing on TNS website and delivery app

EMPOWERED BY INHOUSE TECHNOLOGY






Store



Integrated POS







Customer Experience

 e-Delivery app	 Rewards program
 Cashierless IoT stores	



Business & Operations

 Data Insights	 Inventory Management
 Workflow Automation	 MIS for brands & partners

Database - enables us to make *100%integrated* applications on top of it

GROSS MARGINS

Category of Products	Gross Margin	Sales Contribution
F&B	60.00%	30.00%
FMCG- Legacy Brands	15.00%	15.00%
FMCG- NewAge Brands	25.00%	15.00%
Paan	10.00%	8.00%
Electronics & Gadgets	25.00%	2.00%
Water, Soda, Cups, Ice and other Essentials	40.00%	5.00%
Breakfast & Dairy	15.00%	10.00%
Own Brands	50.00%	5.00%
Staples & Provisions (Packed)	15.00%	5.00%
Fruits &Vegetables	15.00%	2.50%
Meat &Meat Products	15.00%	2.50%
Effective Margins	32.80%	
Discounts & Offers	2.50%	
Gross Margin	30.30%	

BEST NEGOTIATED MARGINS for the Franchise

Partners

UNITECONOMICS

Franchisee (INR)	
Monthly	Average
Offline Sale	12,00,000
Online Sale- Zomato/Swiggy , TNS app	3,00,000
Other Income	20,000
Total Revenue	15,20,000
COGS	10,41,400
Rent	70,000
Manpower	80,000
Electricity	40,000
Other Costs	10,000
Royalty	35,000
Net Revenue	2,43,600
Net Revenue%	16%

Payback in less than 18 months of operations

ADVANTAGES OF OWNING TNS FRANCHISE



Cooldest Brand



Everything under one roof



Low Investment, High ROI



Payback in >18 months



Highest Industry Margins



Omni Channel Presence

ADVANTAGES OF OWNING TNS FRANCHISE



Legal Support & Guidance



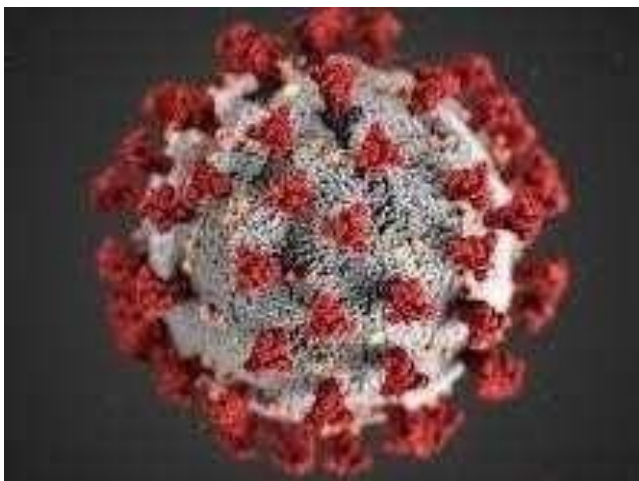
End to End Training Support



Inhouse Technology Support




Operational Excellence



COVID/Lockdown proof



Easy Exit Mechanism

The image features a collage of question marks on various colored paper scraps. In the upper left, a white question mark is on a light brown scrap. To its right, a light pink question mark is on a darker brown scrap. Below these, on a dark brown background, are a light pink question mark and a white question mark. A semi-transparent grey rectangle is overlaid on the lower half of the image, containing the text 'FAQs' in white.

FAQs

HOW INITIAL SETUP WORKS

2- How many days to build a store?

If Authorized TNS vendors build the store, it will be done within 30 days

4- What licenses do we need?

Labour license, FSSAI, trade license and 24 hour operating permission. TNS will support in procurement of licenses.

1-Who builds the store?

TNS's Authorized vendors.

3-Is there a site approval requirement?

Yes, TNS will share the location analysis form that needs to submit to TNS for approval.

5- Area, electricity and water required?

Area: 600 sq. ft. minimum with 13 feet minimum frontage, plain floor & plain ceiling, 15kW Electricity line, Water inlet outlet .

HOW OPERATION WORKS

2- How will the supply chain work?

TNS will align distributors for all products. Partners can use TNS's dashboard to place orders or call TNS head office for help in placing orders.

4- Who takes the payment?

Partners receive the payments from the customers and pay TNS royalty every month.

1-Who manages the store?

This is up to the franchise partner. But it is preferred if a partner looks after day-to-day ops instead of hiring a manager.

3- How many staff members are required?

4 team members* +2 managers

(*These are all minimum wage workers)

5-Are there SOPs?

Yes, there is a comprehensive list of SOPs for smooth operations of the store and the best customer experience .

HOW TRAINING WORKS

1-Who trains the partner?

TNS has a training team to train partners on operations, marketing, technology, food preparation ,etc.

2-Where will the training happen?

At first, training will be conducted remotely for the franchise partner and then, the staff will be trained by the TNS team on-site for a week.

3- Is there any content I can refer to?

Yes, partners will be provided with a content repository to refer to in case of any doubt.

4- Are there any charges for continuous learning?

No, training and learning are absolutely FREE OF CHARGE

TNS WILL ALSO PERFORM THESE

1-Mystery Audits

TNS will perform bi-monthly mystery audits to ensure SOPs are followed and quality standards meet expectations.

2- Create offers, contests etc.

TNS will work with brands to create more offers, contests etc. to attract customers more.

3-New products, categories

TNS will periodically introduce new products and categories depending on insights from sales data and customer behavior.

4-Marketing & advertisements

TNS will run marketing and digital ad campaigns on a national level as well as a city level.



**For more detail contact us on _ 9205434226
& visit our website – www.franchiseavs.com**