



TIM PARIS

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TIM PARIS

The Spirit of Man

Franchiseav.com
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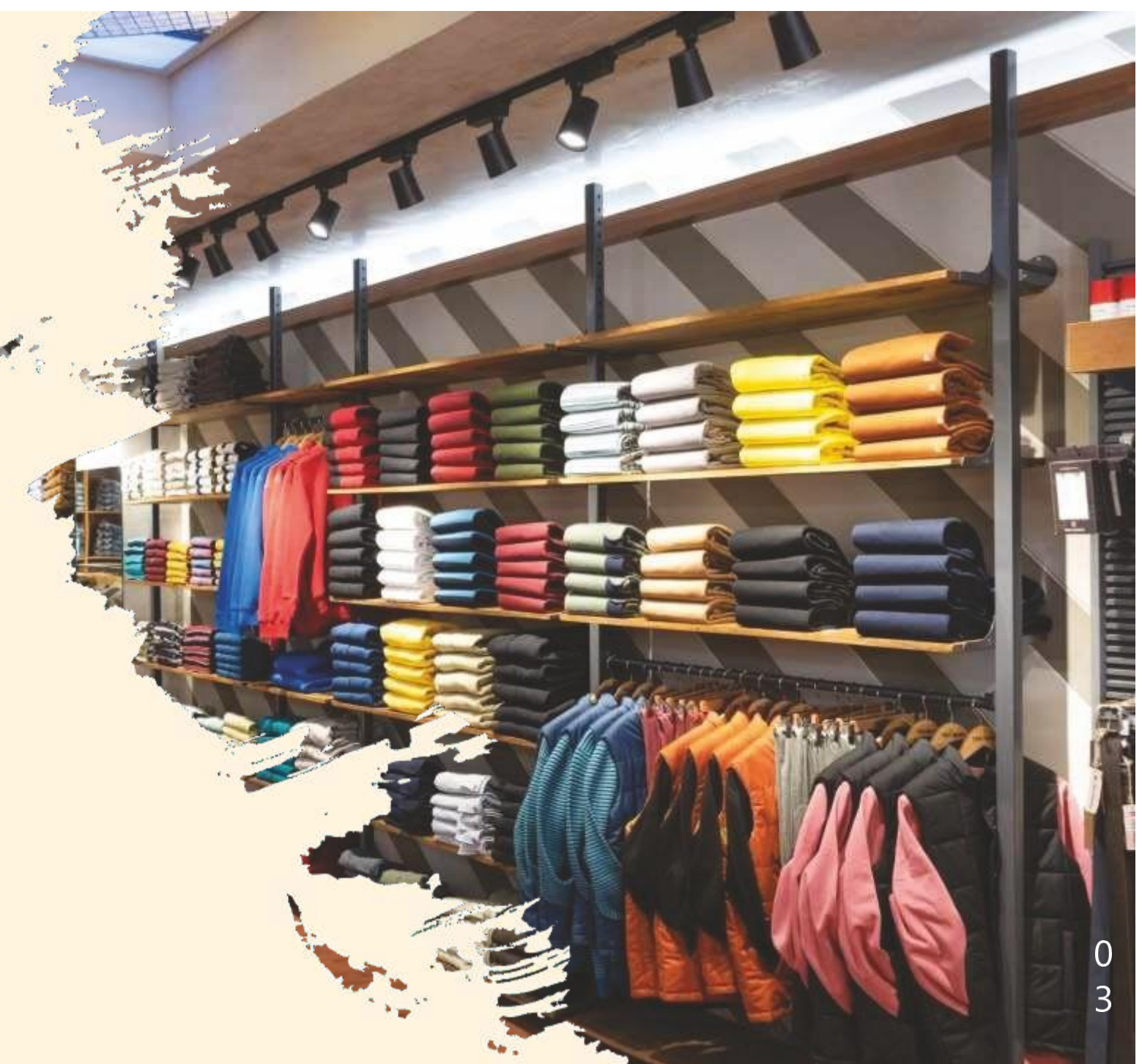
TIM PARIS
The Spirit of Man

BRAND OVERVIEW
INDUSTRY LANDSCAPE
FRANCHISE PROPOSAL «



ABOUT US

- Primafashion Global Private Limited (PGPL), Started operation in Dec'21 with an aim to deliver a range of credible brands across all wearing occasions for Indian consumers in apparel and accessories. Primafashion's first brand- Tim Paris was launched in April'22. Since then the brand has expanded across 6 states with 50+ company owned exclusive brand outlets and 20 more outlets are in project stage.
- Tim Paris aims for 250+ outlets by Mar'25. The brand has been well recognized by the consumers for its exclusive design and craftsmanship that not only looks fashionably sophisticated but is also extremely comfortable. Tim Paris strives to provide high quality international products to its customers and instil value and quality in fashion product profile.



OUR VISION & MISSION



To become the most aspirational brand in value format segment across India by 2025 through :

- Delivering best quality in everyday essential lifestyle products for men.
- Focusing on better construction with best available stock fabrics in the market.
- Achieving distinction in image and branding leading to a better lifestyle association.
- Invoking a sense of confidence through communication and campaign.



We innovate best quality in everyday essential lifestyle products for men to enhance the image of our customers.

OUR STORY



Tim Paris has been conceived to enable men from all stratum of society to make better buying choices. It strives to give high-quality international products to its customers and instill value and quality in fast fashion product profiles.

Tim Paris is for those who are free-spirited, minimalist & sensible. Whether one is a metropolitan or suburban, Tim Paris's product range is for those who aspire for top quality in everyday essentials. At Tim Paris, we design and craft menswear that not only looks sophisticated but is also extremely comfortable.

Our garments are customized and crafted to make our customers look elegant on all wearing occasions. We boast of a contemporary collection of denim jeans, chinos, polo-t-shirts, shirts, loungewear with sophisticated and stellar aesthetics.

We also design and craft superior quality and sophisticated accessories with differentiated designs such as leather belts, wallets, socks, handkerchiefs, and the deodorant range.

We at Tim Paris drive a blend of essential wear with luxury to instill confidence in our customers □ the indomitable spirit of man.

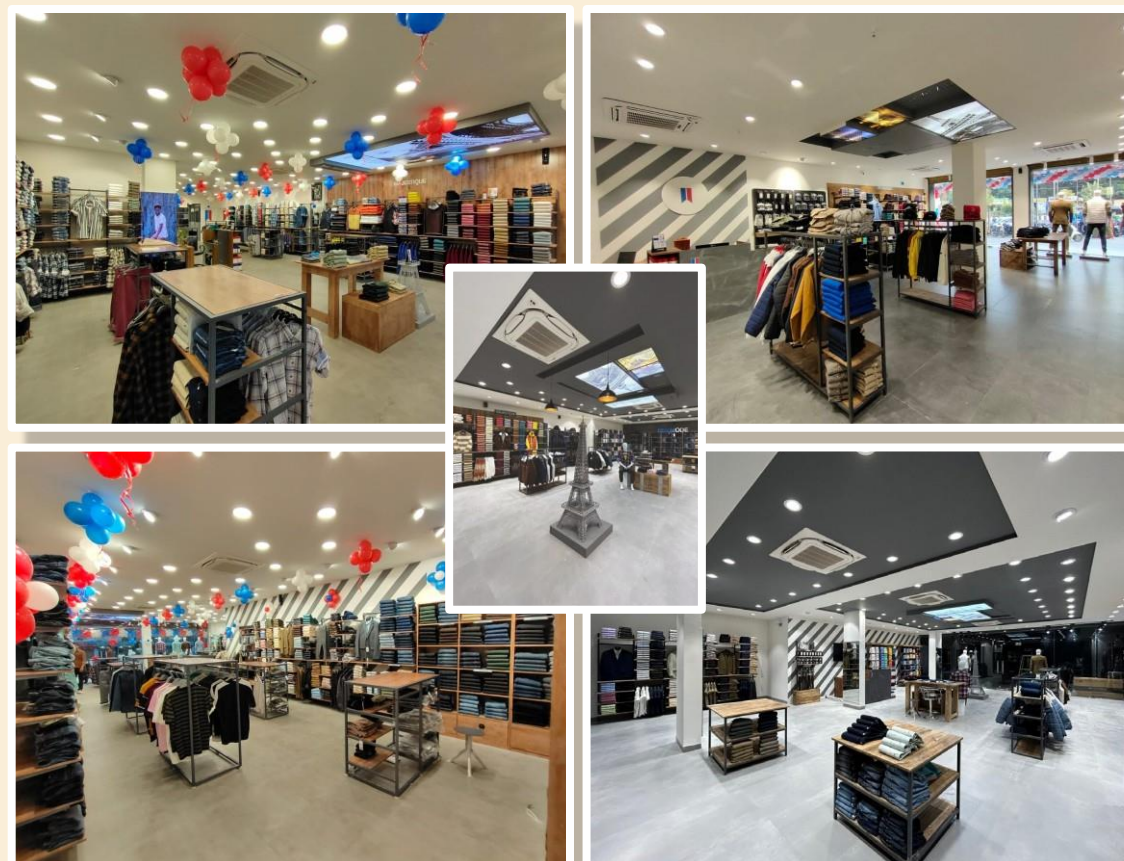


STORE VISUALS

FACADE



AMBIENCE



PRODUCT MIX STRATEGY



INDIA APPAREL MARKET DRIVERS

Emergence of
differentiated
business
models
influenced by
Fast Fashion

Rising
disposable
income &
increasing
discretionary
spending

Changing
consumer
behaviour from
need-based to
aspiration
buying

Significant
shift towards
branded
apparel

Men's apparel
category is
consistently
dominating the
overall apparel
market.

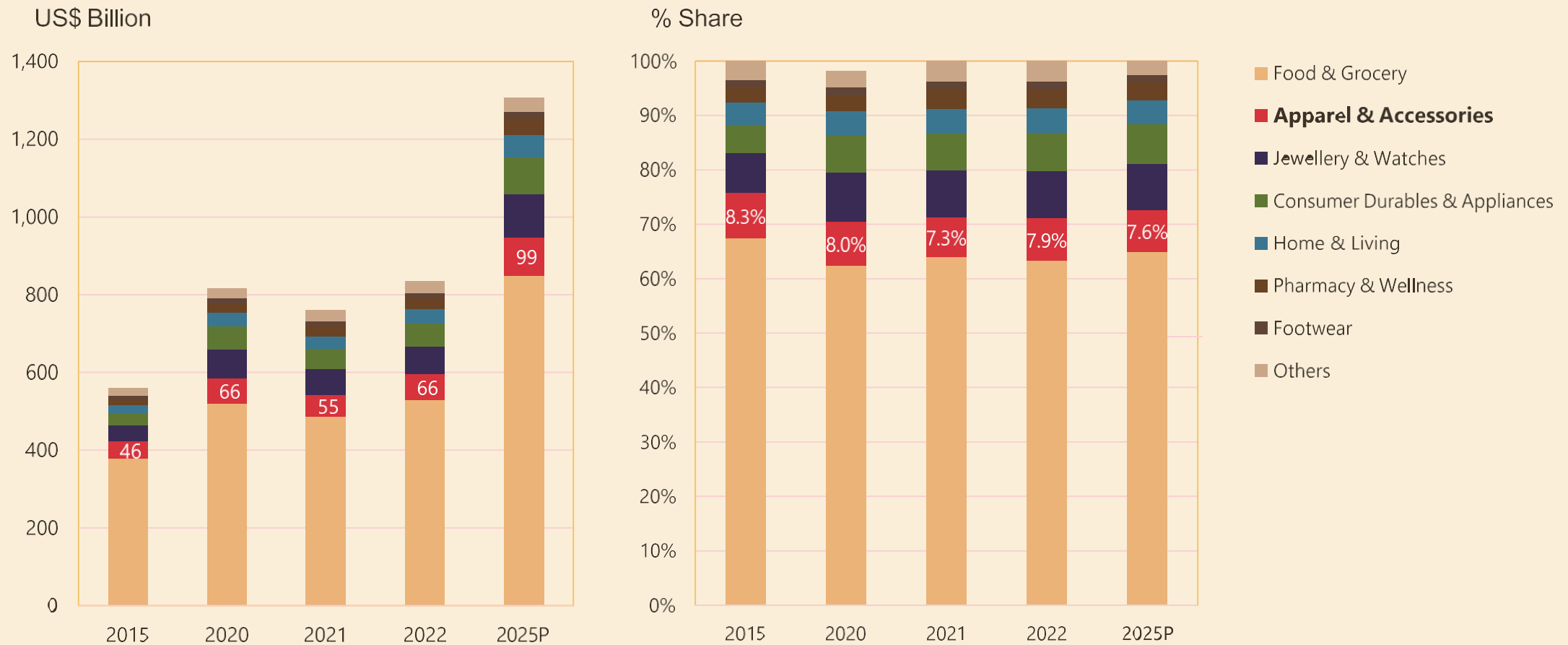
Western and
social media
savvy
generation is
influencing
fashion
consciousness

Demand is
growing in
Tier 2 & 3
cities faster
than metro
cities

INDIA: RETAIL MARKET BY SEGMENT



Indian Apparel & Accessories Industry is expected to grow from US\$ 66 Bn in 2022 to US\$ 99 Bn by 2025.



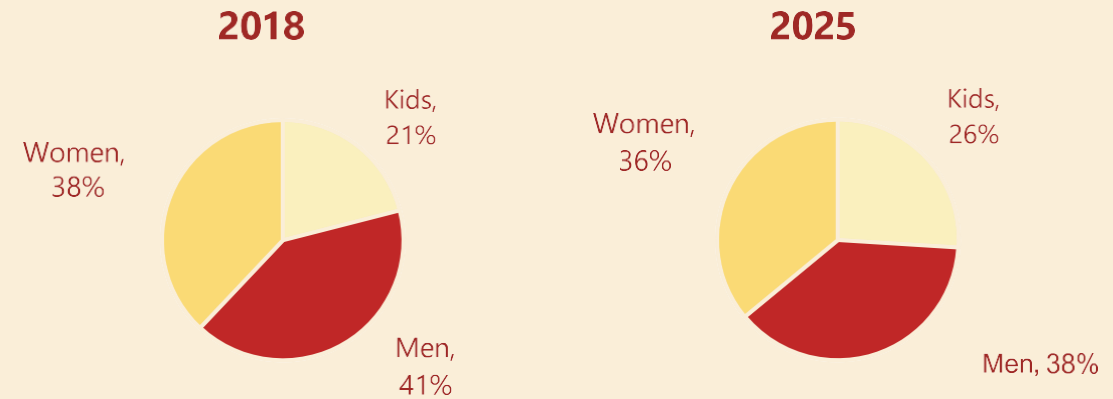
Source: Technopak Research 2022

INDIA APPAREL RETAIL MARKET



Branded Apparel account for 48% & expected to be 61% by 2025.

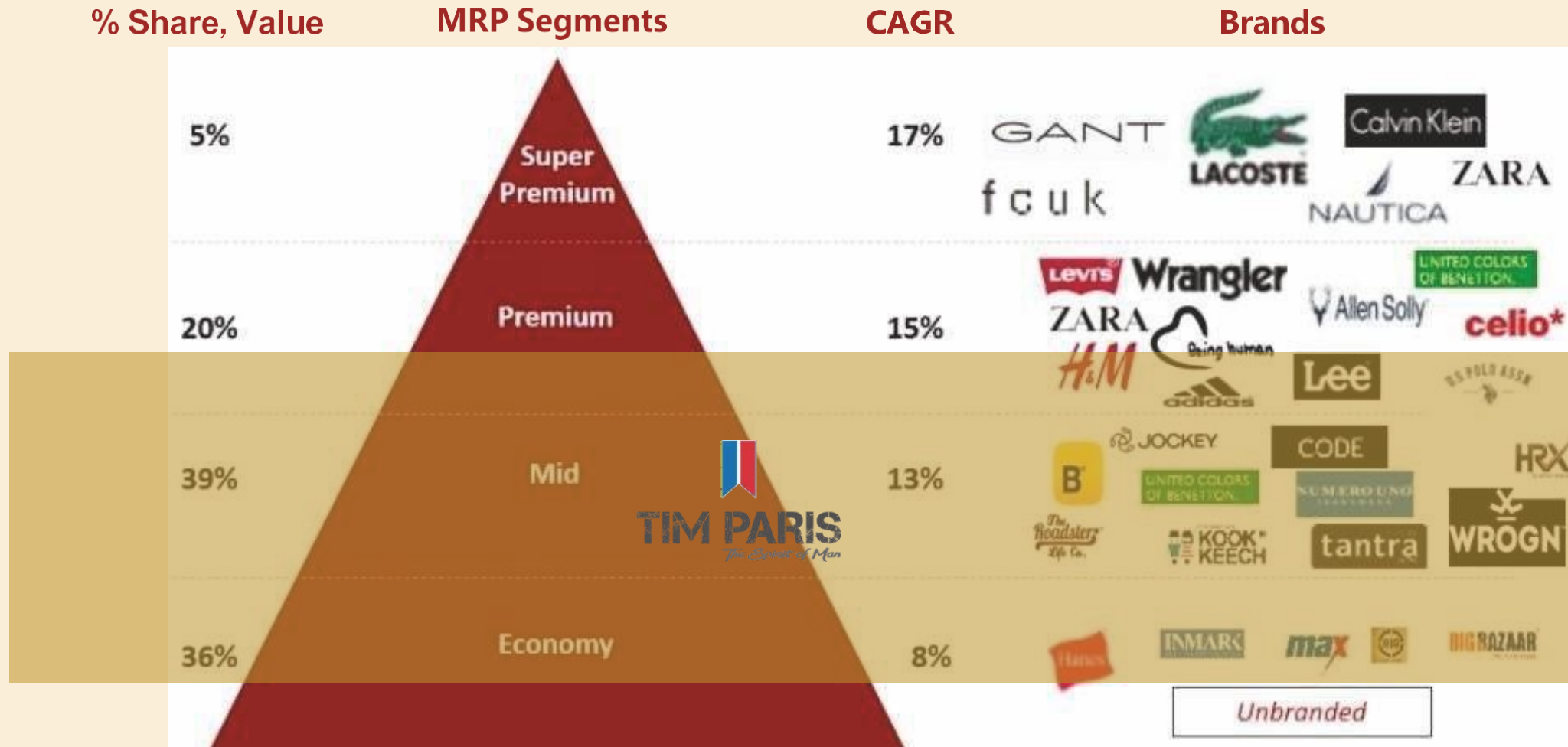
Market US\$ Bn



- KEY DRIVERS INCLUDE EVOLVING DEMOGRAPHICS, INCREASE IN ORGANIZED RETAIL AND EMERGENCE OF NEW CHANNELS.
- CONTRIBUTION OF MEN'S APPAREL MARKET TO THE OVERALL APPAREL MARKET DOMINATING CONSISTENTLY.


Source: Technopak, Statista, Avendus & Deloitte India 2022

MARKET POSITIONING



COMPETITIVE POSITIONING

Footfall Conversion	High		EBOs
	Low	Online Portals	
		Limited	Extensive
		Product Range	

Price Points	High		Competitors
	Affordable		
	Low	Local Players	
		Low	High
		Product Quality	

FRANCHISE PROPOSAL

MODEL	FOFO (Operator)	FICO (Investor)
Min. Req Area (Sq.Ft.)	800	800
Initial Investment (INR) - Infra	12,00,000 + GST	
Franchise Fees (INR)	2,00,000 + GST	2,00,000 + GST
Refundable Deposit (INR)	15,00,000	40,00,000
Minimum Guarantee (%)		18%
Margin on net sales (%)	30%	7%
Interest on Deposit (%) per annum		6%
Cumulative ROI (%)	>350%	~270%
Payback Period (Months)	22	38
Contract Period (Years)	5	5



SUITABLE PARTNER PROFILE



Property owners with sizable property at apt location

Partners with strong knowledge of apparel retail

New Investors attracted by apparel retail industry

HNIs willing to work with revenue share model

Strong retail operators in the given geography

Young Entrepreneur who wants to start career in retail sector



MASSIVE EXPANSION DRIVE



WITH A CLEAR VISION OF REACHING 100+ STORES BY MARCH 2024, THE BRAND HAS NOW OPENED ITS DOORS TO FRANCHISING AND OFFERS EXCITING OPPORTUNITIES TO POTENTIAL INVESTORS, RETAILERS AND PROPERTY OWNERS TO GROW ALONG WITH INDIA'S FASTEST GROWING CHAIN.

RAJASTHAN	DELHI - NCR	MADHYA PRADESH	UTTAR PRADESH	UTTARAKHAND	BIHAR	JHARKHAND	CHHATTISGARH
JAIPUR JODHPUR KOTA AJMER	DELHI NOIDA GURUGRAM FARIDABAD	INDORE BHOPAL GWALIOR JABALPUR DURG	LUCKNOW KANPUR PRAYAGRAJ VARANASI AGRA ALIGARH GHAZIABAD MEERUT	DEHRADUN RUDRAPUR HALDWANI ROORKEE HARI DWAR	PATNA GAYA MUZAFFARPUR BHAGALPUR BEGUSARAI	RANCHI JAMSHEDPUR DHANBAD BOKARO	RAIPUR BHILAI BILASPUR KORBA

FRANCHISEE SUPPORT FUNCTIONS

PRE-OPENING

- ❑ SITE APPROVAL & DEVELOPMENT
- ❑ ASSISTANCE IN EQUIPMENT SOURCING
- ❑ STOCK SUPPLIES & INVENTORY PLANNING

MARKETING

- ❑ END CUSTOMER DISCOUNTS
- ❑ EOSS PROMOTIONAL SCHEMES
- ❑ DIGITAL & SOCIAL MEDIA PLATFORM



TRAINING

- ❑ PRODUCT, PRICING, SALES & OPERATIONS
- ❑ CUSTOMER INTERACTION
- ❑ OUTLET AUDIT ADVISORIES

ON-GOING

- ❑ ENORMOUS PRODUCT DEVELOPMENT
 - QUICK TIME-TO-MARKET
- ❑ STOCK CORRECTION & ROTATION POLICIES



REASONS TO PARTNER WITH TIM PARIS

OPPORTUNITY

- India is the 3rd largest Apparel Market in the World.
- Men's apparel category in India is US\$ 28 Billion.
- Emerging opportunities in Tier 2 & Tier 3 cities.

BRAND STRENGTH

- High-quality men's wear brand in the value format segment.
- Vertically integrated from Design to Manufacturing to Retail.
- Brings high quality product at attractive price.

FRANCHISEE BENEFITS

- Exclusive brand outlet with extensive product range.
- Good profit margin and 100% Stock management.
- Comprehensive support by the Brand.

MEET OUR CO-FOUNDERS



CAPT. RAHUL RAJYAGURU

Co-Founder & Director

Capt. Rahul sets and evolves the strategic direction for the company and its portfolio of offerings, while nurturing a strong leadership team to drive its execution. Rahul has nearly two decades of experience in multiple domains including retail. Rahul is an ex- \square army officer and alumni of XLRI, Jamshedpur. He has done his second Masters from Oxford, United Kingdom. Rahul believes that success can only be achieved by being grounded in self-awareness and authenticity. Rahul is an avid runner & has participated in nearly all major marathons of the country.



SANDEEP CHAUDHARY

Co-Founder & Director

Sandeep Chaudhary has a wide-ranging business experience in multiple spheres of business. He has been instrumental in nurturing and operating several companies rendering garment retail, industrial support services, Construction, Horticulture and Logistics. Sandeep believes in continuous learning. He believes that in order to achieve one's full potential, one has to come out of comfort zone and develop a mind-set of continuous awe, curiosity and wonder and explore bravely.



THANK YOU!



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Franchiseavs.com

