



Who We Are?

Nutrimart is the leading brand in healthy grocery store franchises in India and aims to make our fellow Indians '**Atma Nirbhar**' by providing them with supermarket franchise opportunities. We want to become your one-stop solution for all sorts of adulteration-free dry fruits, healthy snacks, and grocery items by opening our store in each city of India.



nutrimart
Dry Fruits, Healthy Snacks & Grocery

Backstory with

Farmley
DRY-FRUITS & NUTS SPECIALIST



About Farmley



Trusted Producers :

We have built deep back-end linkages over the years and have established a robust supply chain with 5000+ farmers & producers to provide the best quality, free of any adulteration.

Innovative Products :

We blend health & taste in each new product that we curate by undergoing creative innovation and R&D, to recognize and address customer needs.

Wide Variety :

We are a full-stack brand offering 150 products, bringing forth everything one can imagine under the umbrella of dry fruits & nuts.



Farmley's Journey

- Full Stack Dry Fruit brand started in **2017 (6 years)**
- Business of **480 Cr (2022-2023)**
- Major clients - **Reliance, Spar, Spencer, Metro, Amazon, Flipkart, Blinkit, Zepto** etc.

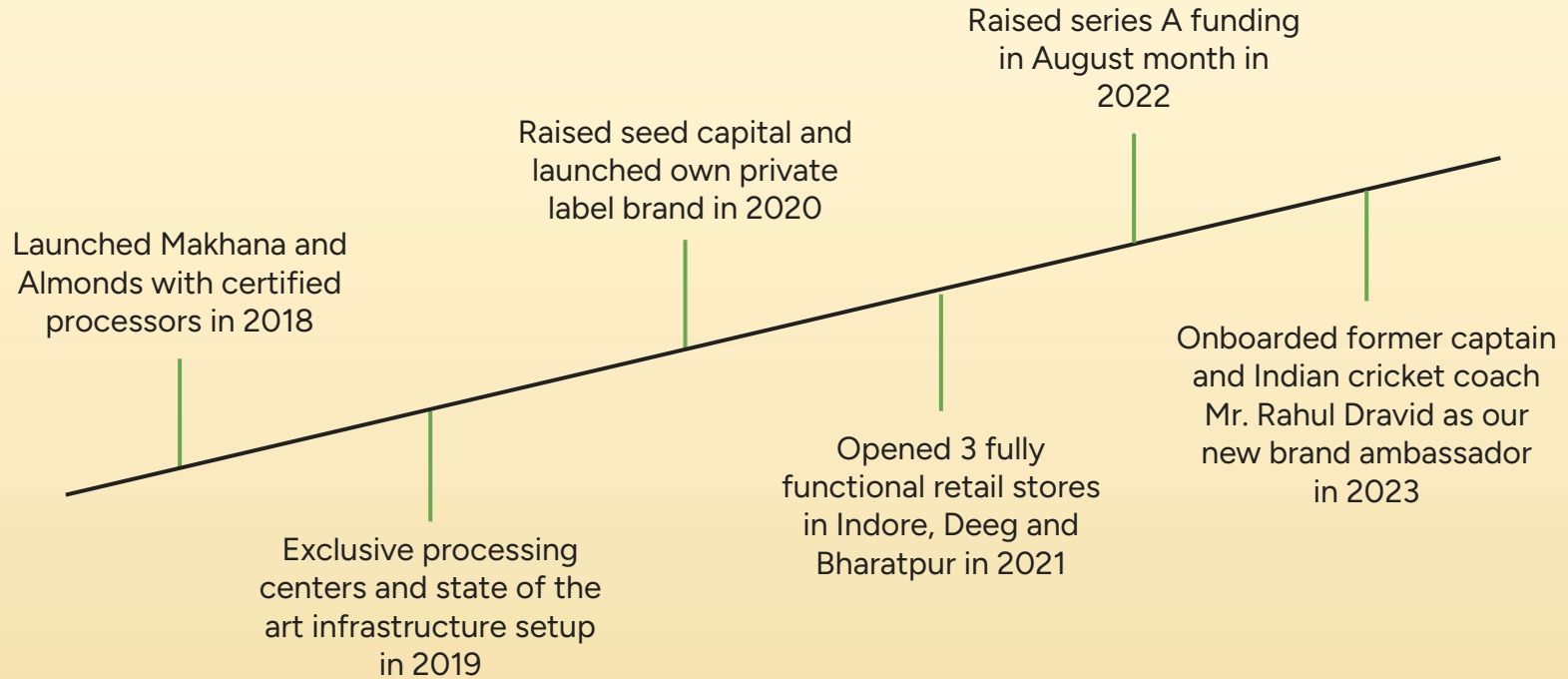
We are known to procure all the materials direct from Farmers.

We have our own factories in :

- **Indore** (Madhya Pradesh) - CMC Indore - Almond Plant
- **Mangalore** (Karnataka) - CMC Mangalore - Cashew Plant
- **Purnea** (Bihar) - CMC Purnea - Makhana Plant
- **Sangli** (Maharashtra) - CMC Sangli - Raisin Packing
- **Jammu (J&K)** - Walnut cracking (ongoing)



Farmley's Ongoing Journey



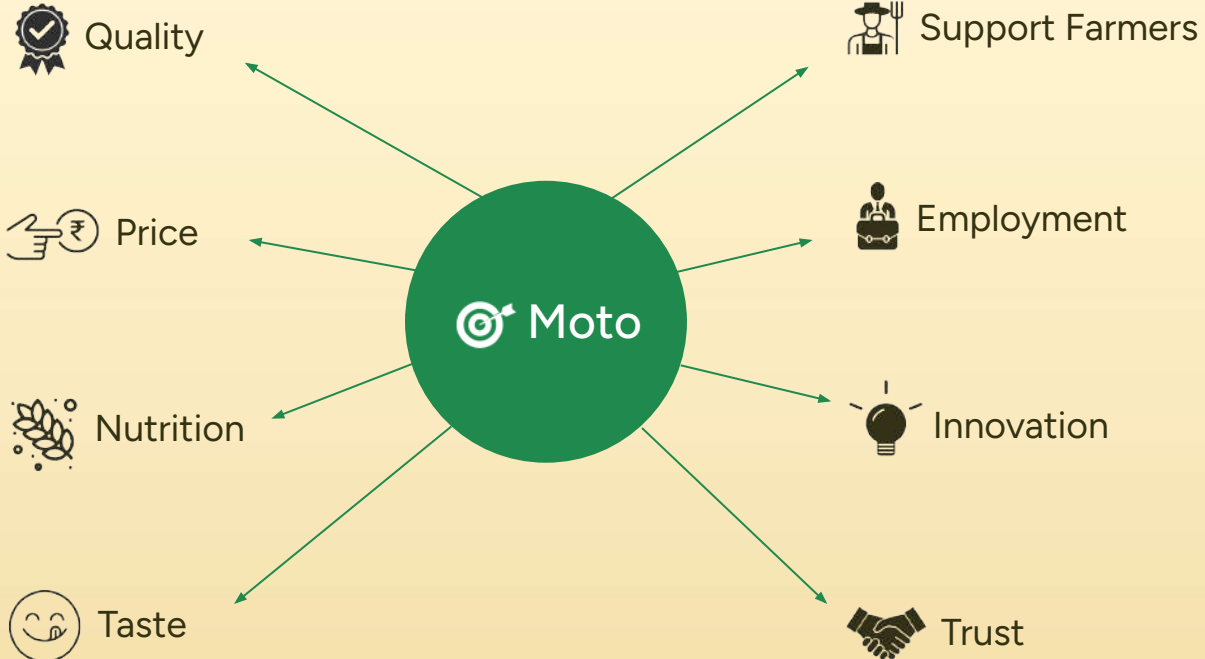
★ Appointed Master Franchisee in regions like Delhi NCR, Pune and Gujarat.



Our Brand Associations



Our Unique Value Proposition



Product Category

- 1 Breakfast Items
- 2 Dry Fruits, Nuts and Seeds
- 3 Staples
- 4 Energy Bars
- 5 Dairy Products - Ice Cream, Drinks
- 6 Premixes - Ready to cook items
- 7 Gluten Free Products

- 8 Beverages
- 9 Snacking Items
- 10 Gourmet Range
- 11 Vegan Products
- 12 Oil and Ghee
- 13 Gifting Range
- 14 Confectionery



Marketing Activities

ATL activities



Social Media Marketing

Influencer Marketing

Whatsapp blast in nearby societies of store

Email blasting nearby societies of store

Membership card and coupons

BTL activities



Pamphlets distribution

Free sampling of products

Free products tasting for customers

Canopy and Standee promotions

Festive discounts & promotions



Product Purchase Procedure

- Assistance in identifying needs of customers by our expert team of purchase
- Indepth research and analysis of every item to be placed in the store
- Easy order placement of Farmley products to Farmley
- Collaboration with all local distributors of shortlisted brands
- Category wise purchasing based on customers buying trend
- Easy restocking process



Shop Selection and Interior Procedure

- Complete support and guidance in property identification
- A standard interior layout
- Guidance in vendor sourcing
- Pre & Post launch activities
- Store opening in 45 days



Franchise Model Financials - FOFO

(Low investment, Immediate ROI)

1 **Franchise fee** = Rs. 150,000 + 18% GST

2 **Software** = On actual

3 **Interior & Civil** = Rs. 300,000 (approx.)

4 **Fixtures** = Rs. 50,000 (approx.)

5 **Product cost** = Rs. 500,000 (approx.)



Franchise Income Projection

(Low investment, Immediate ROI)

1

Per day footfall = 30 (approx.)

2

Average order size = Rs. 500

3

Per day sale = Rs. 15,000

4

Monthly Income = Rs. 4.5 lac

5

Average margin = 25%

6

Gross margin (per month) = Rs. 112,500 (approx.)



Franchise Expenses and Net Margin

Net margin = (Gross margin - Expenses)

1

[112,500 - (Rent + Electricity bill + Miscellaneous expense + Salary)]

2

[112,500 - (25,000+ 10000+ 15,000)]

3

(112,500 - 50,000)

4

Rs. 60,500 (approx.)





Nuts & Berry Mixes



Dry Fruits, Berries & Seeds



Pasta and Noodles



Essentials Range



Roasted Range



Dessert Range

Product Mix

We have built deep back-end linkages with 5000+ farmers and producers to provide adulteration free products. We are a full-stack brand offering 150+ products bringing forth everything one can imagine under the umbrella of dry-fruits & nuts.





Store Pictures

We are located in **Delhi, Noida, Gurgaon, Pune, Rajasthan, Gujarat.**
Here's a look at our existing stores for the given locations.



Are you ready to start your entrepreneurial journey with **Nutrimart**?

Yes! Then reach out to us here.

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