



Dear Sir/Ma'am

Compliments of the day!

Thank you for the interest shown in VPG Stores London™, a unit of VPG STORES (P) LTD. The endeavour is to deliver quality food and non-food items to the Indian customers. We are all set to invest Rs.3000 crores in the Indian Market targeting 1130 stores. All our products are accredited with highest "food quality standards" unmatched in Indian domestic market.

As a Franchise Channel partner (domestic) the investment amount would be in the range of Rs.2000/Per Sqft & 3000/Per Sqft which is inclusive of stock contribution and interior, software, machines etc.

**Break up of your investment amount is as follows:**

1. Rs.2000/Per Sq. ft. towards store set up including Racks approved by Brand, Deep Freezers, freezers, chillers, Genset, machines, software, and uniform for staff which would be a portion of your investment.  
&
2. Rs. 3000/Per Sq. Ft. Towards store set up including wooden racks, furnish interior, Spot lights, acrylic branding, digital frames, Deep Freezers, freezers, chillers, Genset, machines, software, and uniform for staff which would be a portion of your investment.
3. The investment amount will be taken in two parts:
  - a) 50% on the day we sign the Agreement.
  - b) 50% on inaugural of store.

**Returns on Investment (ROD):**

- a) 12% annually as fixed return. The fixed payout amount would be proportionate to the investment amount (as per the range).
- b) Minimum Guarantee of 2%/ per month of your investment.
- c) 25% of profit sharing out of the net profit calculated every quarter.

**Responsibility of Franchisee and Franchisor:-**

1. If franchisee proposing own property for store then franchisee will do all civil work including paint, tiles, ceiling, front glass, split ac and in this case franchisor will pay rent of the property to franchisee which will be deducted from gross profit.
2. If franchisee asking franchisor's owned property for store then franchisor will provide all civil work including paint, tiles, ceiling, front glass, split AC.



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Stores (P) Ltd

**Responsibility of Franchisor:-**

1. All the offers and related discounts.
2. Operation of the store which includes stock availability, inventory, branding, controlling of manpower.
3. Provide uniform to staff.
4. Training to staff and guards.
5. Software and Machines in store.

**Marketing of Stores:**

First time marketing will be done by the Franchisor. Further, marketing will be done on shared basis i.e. 60:40 for franchisee and franchisor.

**Calculation of Net Profit:-**

1. Expenses will be deducted from overall sale.
2. Salary, electricity bills, water bill, rent, benefits of franchisee other miscellaneous expenses will be deducted from gross profit. After that only Net profit will be calculated.

If you feel interested to be associated with us as a franchisee and the above listed criteria are full-filled, your consent along with the investment amount is requested by return email.

To initiate the registration process you have to complete the franchisee form (attached for your reference) and send it along with a **DD of Rs. 100000/-** (Refundable if your location is rejected by the Brand) towards registration cost favouring “**VPG Stores (P) LTD**, New Delhi”. The documents are to be couriered to 609, 610, 6<sup>th</sup> Floor, DLF Tower A, Jasola District Centre, old Mathura road, New Delhi -110025.

With Best regards,

**VPG STORES PVT. LTD.**

**609, 610, 6th Floor, DLF Tower A, Jasola District Centre,  
New Delhi-110025.**

**Tel: 011-41080926, 29**

**Email: [info@vpgstores.in](mailto:info@vpgstores.in)**

**[www.vpgstores.in](http://www.vpgstores.in)**



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### FRANCHISE APPLICATION FORM

(EXPRESSION OF INTEREST: THIS IS NOT A CONTRACT)

(Please answer all questions using "No", "None" or "N/A" (not applicable) where necessary)

Thank you for your expression of interest in a franchise for VPG STORES. In order to facilitate the evaluation process, please fill this form with complete and accurate details. Your 'Expression of Interest' will be processed within week.

PERSONAL INFORMATION	
Surname	
First Name	
Residential Address	
Phone	
Mobile	
Fax	
E-Mail	

BUSINESS EXPERIENCE	
<i>(If additional space is needed, please attach a separate sheet)</i>	
Company Name	
Company Address	
Type of Business (Business/Job)	



Annual Income	
Balance sheet with 2 years ITR	
No. of Staff (If you are Businessmen)	
Describe duties and responsibilities along with period of employment	
Please tell us your reason for taking up a VPG STORES Franchise	
Do you have a business partner(s)? If yes, please give us the full name of your partner(s)	
To what extent will you be actively involved in the operations of the business? (Partially/ fully)	
<b>If you have Own Place</b> <b>Please provide information of the location(s) where you intend to open a 'VPG STORES' Franchise:</b>	
Complete Address of the Location	
Total Area/Floor Location	
Ownership: Owned / Rented	
Commercial / Residential location	
<b>About Investment</b>	
Investment Capacity	
Time Frame to invest for our franchisee	



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Details of Cheque/ DD Enclosed (Providing for proceeding)	
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The undersigned certifies that the information furnished in this franchise application is true and correct. Incomplete application form will not be accepted

Date:

Name:

