



One Of India's Fastest Growing
Supermarket & Hypermarket Chain

Your Gateway to a Profitable Retail Franchise

• www.valuebasketretail.com | info@valuebasketretail.com •



• ABOUT VALUE BASKET •

- ★ **Value Basket** is a rapidly growing supermarket and hypermarket franchise brand, built to empower entrepreneurs with a proven, scalable retail model.
- ★ With strong supply-chain partnerships, centralized procurement, and end-to-end operational support, we help our franchise partners launch and grow profitable retail stores across diverse markets.
- ★ Whether it's a neighborhood supermarket or a large-format hypermarket, Value Basket delivers quality products, competitive pricing, and a seamless shopping experience.

WHAT WE OFFER •



Turnkey Supermarket & Hypermarket Franchise



Modern Store Design & Layout Planning



Centralized Procurement & Competitive Pricing



POS, Inventory & Billing Technology



Staff Training & Operational Support



Marketing, Branding & Loyalty Programs



Your Trusted Supermarket & Hypermarket Franchise Partner



JOIN THE VALUE BASKET FRANCHISE NETWORK

————— Take your first step towards a successful future in Retail. —————



**Brand
Recognition**



**Proven
Business
Model**



**Technology
Integration**



**Marketing &
Advertising
Support**



**E-Commerce
Application
And Website**



**Well Trained
Staff And
Management**



**Ongoing
Operational
Support**



**Lowest
Prices
Big Savings**



**Logistics &
Supply Chain
Assistance**



**Customer
Loyalty
Programs**



**Why
Choose Us?**



MAJOR BRANDS ASSOCIATION

Value Basket collaborates with nearly all major brands across India.

We recognize the increasing demands of the retail business market, which is why we take responsibility for offering everything you need in one place. Our commitment is to provide a comprehensive shopping experience with top-quality products





Order Online & Get Delivered in **15** Minutes

Fast delivery services available in select locations, subject to operational feasibility.



Online Shopping

Become a part of our fastest-growing supermarket and hypermarket franchise network. We offer a powerful online ordering system with ultra-fast delivery-within 15 minutes in a 5 km radius. Boost your sales, enhance customer satisfaction, and stay ahead in the digital retail space.

**Join us and take your retail business online
with our integrated store solutions.**



Product Refilling



**Based on
Modern Trade**



**FOFO
MODEL**

Franchise Owned Franchise Operated

1 Mini/Kiosk Outlet

Area/Size	150 Sq. ft. to 400 Sq. ft.
Franchise Fee	₹ 2,00,000 + GST
Product Cost	₹ 2,000 per Sq. ft.
Interior Cost	₹ 1800 per Sq. ft. + GST
Software Cost	₹ 49000 per System Login

Investment Starts From 8 Lakh Only



Royalty Structure

No royalty will be charged for the first 3 months from the date of store opening, allowing franchise partners to establish their business and build a strong customer base. From the 4th month onwards, a 2% royalty on Total Sales will be applicable.



**FOFO
MODEL**

Franchise Owned Franchise Operated

2 Super Market Store

Area/Size	500 Sq. ft. to 5000 Sq. ft.
Franchise Fee	₹2,75,000 + GST
Product Cost	₹1,500 per Sq. ft. minimum
Interior Cost	₹1200 per Sq. ft. + GST
Software Cost	₹49000 per System Login

Investment Starts From 18 Lakh Only



Royalty Structure

No royalty will be charged for the first 3 months from the date of store opening, allowing franchise partners to establish their business and build a strong customer base. From the 4th month onwards, a 2% royalty on Total Sales will be applicable.



**FOFO
MODEL**

Franchise Owned Franchise Operated

3 Hypermarket / Mini Mall

Area/Size	5000 Sq. ft. to 15000 Sq. ft.
Franchise Fee	₹5,00,000 + GST
Product Cost	₹3,000 to 5,000/- per Sq. ft.
Interior Cost	₹1200 per Sq. ft. + GST
Software Cost	₹49000 per System Login

Investment Starts From 2 Cr. (Approx)



Royalty Structure

No royalty will be charged for the first 3 months from the date of store opening, allowing franchise partners to establish their business and build a strong customer base. From the 4th month onwards, a 2% royalty on Total Sales will be applicable.



ROI SNAPSHOT - FRANCHISE BUSINESS MODELS



Mini / Kiosk Outlet Model

Space Required : 150 – 400 sq.ft
Total Investment : ₹8 – 14 Lakh

Monthly Financials (Average)

Average Monthly Sales : ₹6 – 10 Lakh
Gross Margin : 20% – 25%
Gross Profit : ₹1.25 – 1.75 Lakh

Monthly Expenses

Rent & Utilities : ₹15,000 – 25,000
Staff (1–2 persons) : ₹15,000 – 25,000
Other Expenses : ₹10,000
Net Monthly Profit : ₹60,000 – 1,00,000

ROI / Payback Period : 14 – 18 Months

Supermarket Store Model

Space Required : 500 – 2000 sq.ft
Total Investment : ₹18 – 60 Lakh

Monthly Financials (Average)

Average Monthly Sales : ₹15 – 25 Lakh
Gross Margin : 20% – 30%
Gross Profit : ₹4 – 6 Lakh

Monthly Expenses

Rent & Utilities : ₹50,000 – 80,000
Staff (4–6 persons) : ₹60,000 – 90,000
Other Expenses : ₹30,000
Net Monthly Profit : ₹1.5 – 2.5 Lakh

ROI / Payback Period : 18 – 24 Months

Hypermarket / Mini Mall Model

Space Required : 5000 – 15000 sq.ft
Total Investment : ₹2.0 – 5.0 Cr.

Monthly Financials (Average)

Average Monthly Sales : ₹1.0 – 2.0 Cr.
Gross Margin : 18% – 30%
Gross Profit : ₹18 – 30 Lakh

Monthly Expenses

Rent & Utilities : ₹3 – 5 Lakh
Staff (20–30 persons) : ₹3 – 4 Lakh
Logistics, Marketing, other : ₹2 – 3 Lakh
Net Monthly Profit : ₹12 – 25 Lakh

ROI / Payback Period : 24 – 36 Months

Notes : ROI is calculated as: Figures are indicative and may vary with location, footfall, operations efficiency, and product mix. Expenses include basic operational costs, staff salaries, utilities and marketing/logistics estimates.



**FOCO
MODEL**

Franchise Owned Company Operated

1 Super Market Store/ Hyper Market

Area/Size	2000 Sq. ft. to 15000 Sq. ft.
Franchise Fee	₹5,00,000 + GST
Product Cost	₹2,500 per Sq. ft. minimum
Interior Cost	₹1200 per Sq. ft. + GST
Software Cost	₹49000 per System Login

Investment Starts From 80 Lakh (Approx)



Our FOCO (Franchise Owned, Company Operated) model offers a one time investment opportunity with complete operational freedom.

The Company manages all expenses and daily operations, including Staff, inventory, rent, and utilities.

Franchisee Benefit:

Earn a fixed 8% share on total sales, ensuring stable, transparent, and hassle-free income with zero operational involvement.



Franchise Owned Company Operated

Investment & ROI For 2000 sq. ft.

- Minimum One-Time Investment : ₹ 80 Lakh
- Franchisee Earnings: 8% of total sales
- Operations : Fully managed by the company.

Earnings Illustration (Example)

- Average Monthly Sales : ₹ 40 Lakh
- Franchisee Share (8%) : ₹3.20 Lakh
- Annual Earning : ₹40 Lakh (Approx)

Investment Return Timeline

- Approximate Investment Recovery : 24 - 30 months
- After recovery, earnings continue as steady long-term returns



ROI SNAPSHOT - FRANCHISE BUSINESS MODELS

Mini / Kiosk Outlet Model

Focus: Quick-selling, high-margin, small-space products

Recommended Product Categories :

- Packaged Snacks & Confectionery
- Beverages (Juices, Soft Drinks, Energy Drinks, Water)
- Instant Food / Ready-to-Eat Meals
- Dairy Products (Milk, Yogurt, Cheese – small packs)
- Bakery / Bread & Cakes (Small packs)
- Health & Personal Care (Toothpaste, Soaps, Sanitizers)
- Stationery & Small Essentials (Pens, Notebooks, Batteries)
- Seasonal Items (Festive or promotional small products) Chocolates & Candies
- Cold Drinks / Ice Cream
- Small Pack Spices & Cooking Essentials
- OTC Medicines / Basic Healthcare Items (Paracetamol, Vitamins)

Supermarket Store Model

Focus: Daily essentials, fresh & packaged goods

Recommended Product Categories:

- Fresh Produce (Fruits & Vegetables)
- Dairy & Frozen Foods
- Bakery Items & Bread
- Beverages (Juices, Soft Drinks, Tea/Coffee)
- Snacks & Confectionery
- Grocery & Staples (Rice, Pulses, Flour, Spices)
- Packaged & Ready-to-Eat Food
- Health & Personal Care (Shampoos, Soaps, Toothpaste, Skincare)
- Household Essentials (Cleaning, Detergents, Kitchen Supplies)
- Baby Products (Diapers, Baby Food)
- Small Electronics / Accessories (Batteries, Chargers)
- Pet Food & Accessories
- Stationery & Office Supplies
- Seasonal / Festival Items
- Home Decor / Furnishing (Small items like lamps, cushions) Condiments / Sauces / Pickles
- Frozen Desserts / Ice Cream
- Personal Care Appliances (Hair Dryer, Trimmer)
- Snacks & Beverages Combo Packs
- Organic / Health Food Products

Hypermarket / Mini Mall Model

Focus: Complete Retail mix – groceries, lifestyle, home, premium & specialized products

Recommended Product Categories:

- Fresh Produce: Fruits, Vegetables, Herbs
- Dairy & Frozen Foods: Milk, Cheese, Yogurt, Ice Cream, Frozen Meals
- Bakery & Confectionery: Bread, Cakes, Pastries, Chocolates, Cookies
- Beverages: Juices, Soft Drinks, Tea/Coffee
- Grocery & Staples: Rice, Pulses, Oils, Spices, Flour, Sugar, Salt, Grains
- Packaged & Ready-to-Eat Food: Snacks, Instant Meals, Canned Food, Sauces & Condiments
- Health & Personal Care: Skincare, Cosmetics, Toothpaste, Shampoos, Hygiene Products, Supplements, Vitamins
- Household & Cleaning Products: Detergents, Kitchenware, Cleaning Supplies, Storage Solutions
- Baby & Kids Products: Diapers, Baby Food, Toys, Clothing, Educational Kits
- Pet Food & Accessories: Dog/Cat Food, Toys, Grooming Supplies
- Electronics & Accessories: Mobile Accessories, Audio, Small Appliances, Batteries, Smart Home Devices
- Apparel & Accessories: Clothing, Footwear, Bags, Belts, Watches, Sunglasses
- Home Decor & Furnishing: Bedding, Curtains, Lamps, Tableware, Rugs, Wall Art
- Seasonal / Festival Merchandise: Decorations, Gift Items, Greeting Cards
- Sports & Fitness Products: Dumbbells, Yoga Mats, Sportswear, Bicycles, Fitness Trackers
- Stationery & Office Supplies: Notebooks, Pens, Office Essentials, Printers, Craft Materials
- Automotive Accessories: Car Care, Bike Accessories, Car Fresheners, Cleaning Kits
- Gardening & Outdoor: Seeds, Tools, Pots, Outdoor Furniture, Plant Fertilizers
- Home Improvement / DIY: Paints, Electricals, Tools, Light Fixtures, Hardware Items
- Books, Magazines & Entertainment: Novels, Educational Books, Kids Books, Board Games, Puzzles
- Travel & Luggage: Suitcases, Travel Bags, Backpacks, Travel Accessories
- Luxury / Premium Items (optional): Perfumes, Branded Accessories, Gift Hampers
- Electro-Home Appliances: Mixers, Toasters, Irons, Fans, Heaters

THANK YOU

**Thank You for Choosing Value Basket
Your Trust, Our Commitment!**



www.valuebasketretail.com | info@valuebasketretail.com