

Project Scenario

On 14th September, 2012 a new bill was passed in the parliament which allowed 51% of FDI (Foreign Direct Investment) in retail sector. Thus, this is a big threat to the livelihood of the people who own general stores, as FDI will increase the opening of multi-national retail chains in the Indian market. Eventually, this penetration will lower down the profit of the general stores.

Dwelling Procure is comprised of two words Dwelling and Procure.

Dwelling means **Home** and **Procure** mean **Services**.

By Dwelling Procure we are giving local shopkeepers an edge over multinational retail stores, which will now look to establish their empire in India due to the allowance of 51 % of Foreign Direct Investment.

And shopkeepers can consider this as a great opportunity to promote their products and to establish themselves as a brand among the local shopkeepers.

For customers, it is an icing on cake because if they book their order through Dwelling Procure, they will not only get services to their doorsteps but they will also get special Discounts Offers from shopkeepers and Majestic Developers.