Dear Amul Team,

I want to partner with Amul and open an Amul preferred outlet in North East Delhi region. Region which I had chosen to open Amul outlet don’t have any other Amul store in 5 kms radius, also the area is dense in terms of people. Hence, I can see thoroughly a very high demand at present and in near future of Amul products, that will also boost my moral to partnership with Amul to grow business.

**I had some query listed, please help me to answer below queries.**

* Refundable security deposit: 25,000/-
* Shop area: 100 to 150 SQ FT (Rented).

**Query 1** – I haven’t booked any property yet for outlet, once the queries answered by Amul team will start looking for a rented property. I will try to secure a place with a safe environment and easily approachable location to customers. Any other feedback can be taken into consideration.

* Renovation: 80,000/-

**Query 2** – Renovation will be done by Amul team as per standard design, nothing will require from my side except documentation, costing and location, right?

* Equipment’s: 80,000/-

**Query 3** – This will include (Deep freezer / Visicooler / Milk cooler / Pizza oven) and all equipment’s will be procured by Amul team only, right? All equipment’s are necessary to have or is there any optional to have it.

**Query 4** – What are the subsidy that will provide by Amul team on equipment’s and branding? Need some example.

**Query 5** - What are the additional purchase discount that will provide by Amul team? Need some example.

**Query 6** - What are the special consumer offers that will provide by Amul team? Need some example.

**Seeking a business insight:**

* What are the average sales (Value & Unique customers) of a newly opened outlet in city like Delhi.
* What is the average Gross/Net profit of newly opened outlet in initial months.

**What are the documents required to complete the registration process of owning an outlet?**

**How much day it will take to open an outlet from the day I completed registration process?**

Regards,

Aakash Pandey