

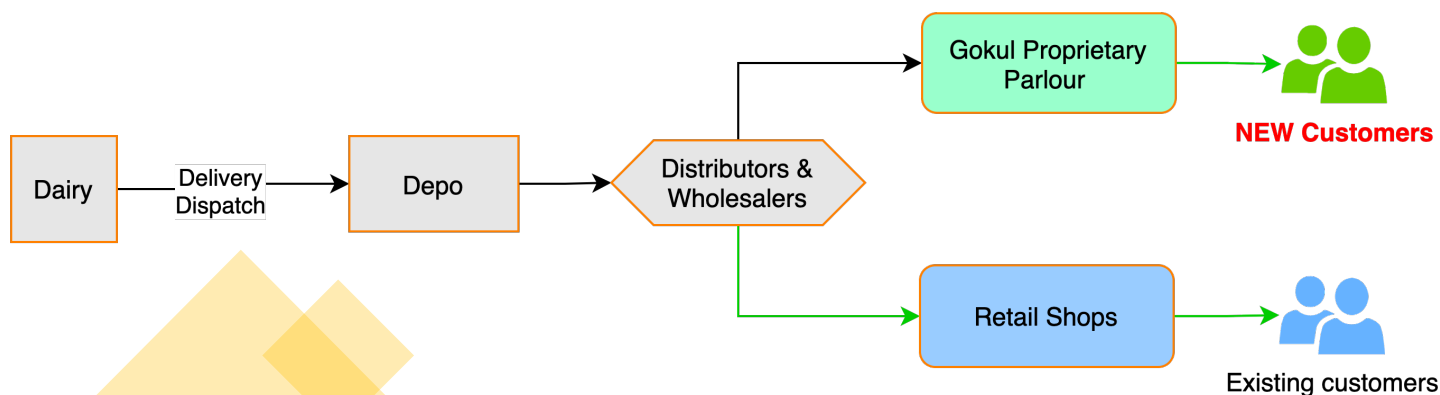


# Proprietary Retail Service Establishment Proposal

This proposal aims to launch a new wave of service offering, driven by retail service expansion & strategic partnership.

- ❖ **Vision:** To develop a closed loop retail network & broaden reach of Gokul products through Proprietary Parlors, dedicated to sell products manufactured by Gokul only.
- ❖ **Approach:** To maximize productivity of the expansion, Gokul will tie up with Maharashtra Ministry of Transport, to procure strategically positioned locations with high footfall like district bus depots across the state.

The overall state of operations will not be impacted & would be similar to existing structure as below:



## Value & Benefits:

- A case study of Amul & a Karnataka based Milk producer's expansion scheme has highlighted proven increase in procurement, distribution and sale of Milk products via the proprietary kiosks/parlors.
- Proprietary retail network multiplies number of ways of introducing & promoting the entire range of Milk products & also create consumer awareness by engaging customers directly.
- Increased efficiency of existing operational model by establishing the proprietary services on the existing business model.
- Strategic partnerships will create foundation of future opportunities like introduction of point of sale in ward offices, corporation premises, railway stations and other potential government institutions.

## Methodology:

- Need your input here RD

