

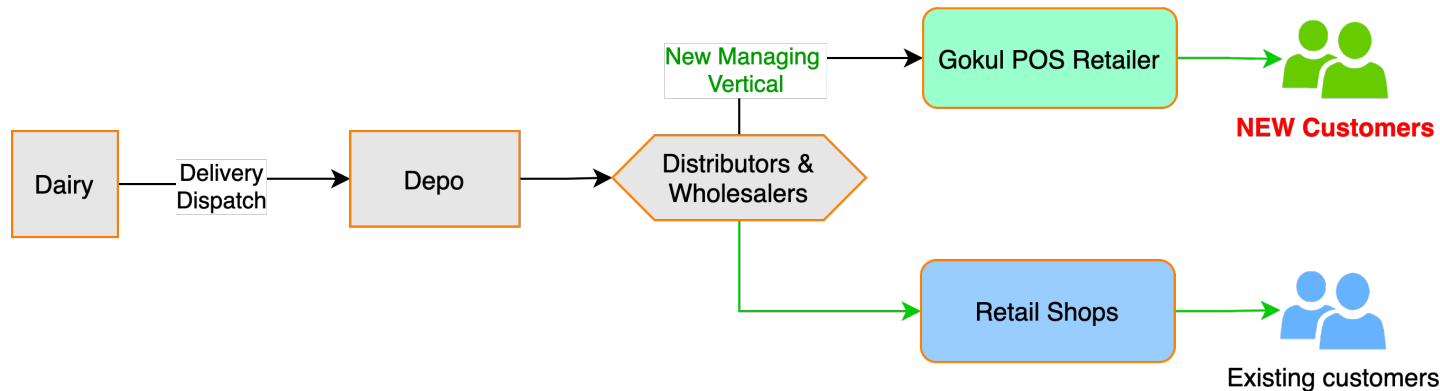


# Proprietary Retail Service Establishment Proposal

## 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 remain unchanged & would follow 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 current & new range of 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 as B2B collaboration with popular products, introduction of point of sale in ward offices, corporation premises, railway stations and other potential government institutions.

### Methodology:

- Gokul to appoint our new logistics entity to run the expansion program across the state of Maharashtra.
- New entity to identify strategic POS locations & design tier-system based outlet with safe storage.
- Establish POS retailer & related governance structure.
- Draft contract with POS owner & Transport Ministry.
- Develop Enterprise Resource Planning (ERP) platform for end-to-end management, including current operations.
- Plan implementation based on 3 tier geographical division by Transport Ministry.
- Draft training program & dashboard reporting for leadership review.

