

## **Greetings From all of us at Veg Route Agri Tech Private Limited!**

We are very much happy having a discussion with you on engaging you as our Proud Franchise Partner with Veg Route, hereby as per our Discussion we have attached a fine write up for your ref about our Initiative!

**About Veg Route; VR is building to be the most efficient b2c Supply Chain Platform recently been recognized by Govt of India (Agri Tech)** by connecting farmers who works very hard for months and never gets the right pricing for the produce, in between there was huge middle men engagement in terms of trading veggies-sourcing at lowest price possible from farmers-splitting up of prices upon grades which is usual, upon all the above factors we thought of connecting farmers and consumers directly through meeting them –getting for the best price possible, checking the quality and pack it within a day to reach customers with NO REFRIGIRATION or Processing, so far we have been going through many ideation processes through meeting farmers from different regions to source veggies and deliver additional with best quality possible.

## **What do we do?**

- a) Meet Farmers Directly at their Farms from Different regions
- b) Understand the Market Pricing and Daily Fluctuations
- c) Checking the Quality of Veggies sourced from Farms
- d) Enabling Technology for Farmers at 0 costs to showcase the products they have with pricing to VR.
- e) Directly Transport entire veggies everyday upon requirement from farms with no additional costs from farmers for logistics.
- f) Employ Women for Packing and Delivering veggies.
- g) Employ Youth for Ground Level Works.

## **Employment Opportunities**

- a) We train and Create employment for Transgenders.
- b) We employ Interns from Agri Background of their UG/PG Streams
- c) We employ woman and make them a skilled professional
- d) Employ Delivery Executives

## **Uniqueness of Pack and Deliver Model:**

- We directly target customers and deliver the fresh and best quality veggies
- We organize varied stalls and direct sales at Apartments and Gated Community Areas
- We Deliver veggies with wrapped and neatly packed unique mechanism
- Helps increase the revenue from everyday sales and creates a brand impact in town
- Makes a Quality Check where other entities haven't done so far

## Our Support

- Technology and Mobile Application
- Digital Marketing and Branding
- PR Solutions
- Official Permissions from District Administration
- Hiring and Training Concerned resources
- Centralized IVR for Easy Access to Customers and Franchise Partners
- Business Growth
- Help you in Marketing Aspects to Community Operated stores(Gated Communities and Apartments)
- Account Statements and Consolidated Sale Reports Every month

### Budget Split Up (One time Investment)

**12 Years**

S.NO	Category	Budget in Rupees
1	License(OTC)	19,800/-
2	Franchise Commitment Fee(OTC)	1,00,000/-
3	Marketing Pre Launch & Post Launch	30,000/-
4	Training	20,000/-
5	Promotional Items(ID cards Tshirts etc..)	12,000/-
6	Weighing Scale	9,000/-
7	Crates & Storages	8,200/-
Total Amount in Rupees		1,99,000/-+18% Taxes

**Expenditure and Returns  
(Sales-Revenue-Flow)**

<b>S.No</b>	<b>Category</b>	<b>Budget in Rs</b>
<b>1</b>	Resources / Month Salary	36,000
<b>2</b>	30 Transactions/Day at Rs.550Each/Day for 24 Days/Month	16,500/Day 396000/Month
<b>4</b>	Marketing /Month (Field/Digital)	3,000/-
<b>6</b>	Fuel /Month (Delivery/Marketing/Executives)	14,400/-
<b>7</b>	Technology & Miscellaneous	12,500/-
<b>8</b>	Royalty @5 % for 396000	19,800/-
<b>9</b>	Monthly Expenditure	Rs.1,61,267/-
<b>10</b>	Profit Per Month	Rs.69,300/-
<b>11</b>	Total Revenue Per Month	Rs.3,96,000/-
<b>12</b>	Yearly Returns	Rs.8,40,000/-
<b>13</b>	ROI in Months	6 Months

**Payment Terms and Conditions and Further Details will be in the Agreement for Your future Reference.**



**Thanks and Regards**  
**Founder and Director**  
**Veg Route Agri Tech Private Limited**  
**Coimbatore, India.**

For Business Enquiries Please feel free to  
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