



SASTAKIRANA.COMTM
YOUR BUDGET, OUR PRIORITY.

DREAM BIG,
START NOW,
SUCCEED ALWAYS!

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About Us



Sastakirana Supermarket is redefining the grocery Shopping experience in India with its motto, **"Har Bharatiya ki Zarurat, Ab Sasti Aur Aasaani Se."** We offer over 25,000 products, including daily groceries, fresh produce, kitchen appliances, home essentials, and beauty supplies, ensuring a convenient and affordable shopping experience.

In just a few years, Sastakirana has become one of India's largest supermarket franchise chains, with a network of over 1,500 national and international brands. Our franchise model empowers local entrepreneurs, fostering self-reliance. Through our in-house supply chain, we deliver hand-picked, fresh products at the lowest prices.

We prioritize customer satisfaction, aiming to make quality products accessible to every household, promoting healthy living, and offering a seamless shopping experience.

Sastakirana: Empowering Entrepreneurs, Elevating Communities.

Our Vision

At Sastakirana, we strive to make quality grocery shopping affordable and accessible for every Indian. We empower local entrepreneurs while supporting India's economic growth through self-sufficiency and sustainability. Our goal is to be the top choice for every household, offering a one-stop shop for groceries, home essentials, and more—always prioritizing value and convenience.

Our Mission

Sastakirana Supermarket is committed to revolutionizing grocery shopping in India. We provide a convenient, affordable, and high-quality shopping experience, both online and in-store. Our goal is to offer a wide range of groceries, fresh produce, and home essentials at the best prices. Through our franchise model, we empower local entrepreneurs and support India's economic growth. groceries, home essentials, and more—always prioritizing value and convenience.

Our Achievements

Sastakirana Supermarket has quickly become a trusted name in grocery retail, expanding across multiple cities with 25,000+ products from 1,500+ brands. Our franchise model empowers entrepreneurs, boosting local economies. With a customer-first approach, we offer affordable prices, high-quality products, and a seamless shopping experience, making grocery shopping easier and more accessible for all. prioritizing value and convenience.

FOFO MODEL SASTAKIRANA: A Profitable Franchise Opportunity

Investment & Financial Details

Area Required	250 sq. ft. to 2,000 sq.ft.
Franchise Fee	₹1,00,000 + GST
Software Cost	₹50,000 + GST per login
Interior Setup Cost	₹800 to ₹1,200 per sq. ft.
Product Inventory Cost	₹1,000 to ₹1,500 per sq. ft.
Operational Cost	₹0
ROI	15-20% Steady Business Growth
Royalty Fee	Only 2% on net sales
Agreement Period	3 Years



Your One-Stop Grocery Solution.

Company Support

FoFo Model Sastakirana offers extensive company support to ensure a smooth business operation. Franchise owners receive



Marketing Support

- Online marketing strategies to promote the store and attract customers.
- Offline branding materials (soft copies) for in-store promotions.



Store Branding Assistance

- Guidance on store setup, interior design, and branding to create a professional retail experience.



Backend & Operational Support

- Staff Training: Comprehensive training programs to ensure high-quality customer service and product knowledge.
- Weekly Dispatch: Regular product deliveries to maintain stock levels.
- Monthly Audits: Performance evaluations and stock audits to ensure smooth business operations.



Customer Satisfaction & Return Policy

- A return policy is available before the product expiry, ensuring customer trust and reducing potential losses



FICO MODEL SASTAKIRANA: A Lucrative Franchise Opportunity

Investment & Financial Breakdown

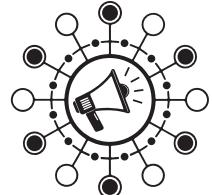
Area Required	1,000 sq. ft to 2,000 sq.ft.
Franchise Fee	₹1,00,000 + GST
Software Cost	₹50,000 + GST per login
Interior Setup Cost	₹1,000 to ₹1,200 per sq. ft.
Product Inventory Cost	₹1,200 to ₹1,500 per sq. ft.
Operational Cost	₹500 per sq. ft.
ROI	15-20% Steady Business Growth
Royalty Fee	2.5% on profit
Agreement Period	3 Years



Your One-Stop Grocery Solution.

Company Support

The company offers extensive support to ensure smooth business operations and long-term success.



Marketing & Branding Assistance

- Online Marketing: Digital marketing campaigns to attract customers.
- Offline Branding Material: Soft copy materials for in-store branding and promotions.
- Store Branding: Guidance on store setup, signage, and overall branding.



Backend & Operational Support

- Manager Support: The company provides managerial assistance to ensure smooth store operations.
- Weekly Dispatch: Regular product supply to maintain inventory levels.
- Monthly Audit: Comprehensive performance reviews and stock audits to optimize business operations.



Staff & Operational Support

- Return Policy: Available before product expiry, ensuring minimal losses and maximum customer satisfaction.



Customer Satisfaction & Return Policy



WAREHOUSE MODEL SASTAKIRANA

A High-Profit Franchise Opportunity

Investment & Financial Requirements

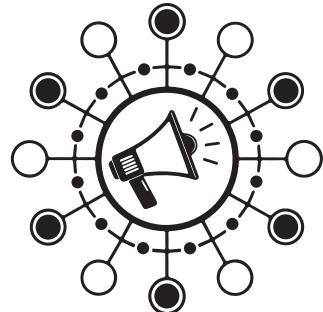
Area Required	3000 sq. ft. to 10000 sq. ft.
Franchise Fee	₹4,00,000 + GST
Software Cost	₹1,00,000 + GST per login
Interior Setup Cost	₹1,000 to ₹1,400 per sq. ft.
Product Inventory Cost	₹1,200 to ₹1,500 per sq. ft.
ROI	15-20% Steady Business Growth
Royalty Fee	2.5% on profit
Agreement Period	3 Years
Staff Requirement	Based on area size



Your One-Stop Grocery Solution.

Company Support

The company offers end-to-end support to ensure smooth operations and long-term business success.



Marketing & Branding Assistance

- **Online Marketing:** Digital campaigns to drive customer engagement
- **Offline Branding Material:** Soft copy materials for promotions.
- **Store Branding Assistance:** Complete setup and branding support.



Staff & Operational Support

- **Dedicated Manager Support:** Professional store management assistance.
- **Weekly Dispatch:** Regular inventory supply to maintain stock levels.
- **Monthly Audit:** Systematic business reviews to optimize profitability.

Master Franchise Model Sastakirana

A High-Growth Business Opportunity

Investment & Financial Requirements

Brand Fees (One - Time)	₹50,00,000 + GST
Office Setup Cost	To be borne by the franchisee
Staff Salary	To be borne by the client
Revenue Split	50% - 50% (on total sales revenue)
Agreement Period	long-term business contract
Profit Settlement	transparent business operations



Your One-Stop Grocery Solution.

Operational Responsibilities & Support

Franchisee Responsibilities

- Setting up the office and managing operational costs
- Hiring and maintaining staff (salary to be borne by the franchisee)
- Managing sales, customer service, and business expansion
- Overseeing multiple franchise outlets under the master franchise agreement

Company Support & Benefits

- Exclusive Regional Rights: The master franchisee gets exclusive control over a specific geographical region or territory.
- Operational Training & Guidance: The company provides structured training programs for the franchisee and their team.
- Ongoing Support: Regular business audits, performance reviews, and product dispatch to ensure smooth operations.
- **Marketing & Branding Support:**
 - Online Promotions: Social media & digital marketing campaigns.
 - Offline Branding Material: Soft copies of marketing materials for promotions.

Business Growth & Expansion Opportunities

The Master Franchise Model Sastakirana allows franchise owners to expand their business and earn higher profits by opening multiple franchise locations under their master franchise agreement.



The 50-50 revenue sharing model ensures Consistent earnings and sustainable business growth.



The master franchisee can manage multiple stores under their regional control, increasing revenue streams.



Being a master franchisee allows brand leadership in the assigned area, making it a dominant market player.

THANK YOU

SastaKirana – Your Trust, Our Commitment!

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