



Franchisee Booklet

## HAICL Retail Expansion Project

\*An Initiative of Haryana State Government\*



हर

हिन्दू<sup>TM</sup>  
Store

# AIMS OF हरदौहित™ RETAIL STORE

PROMOTE  
ENTREPRENEURSHIP





## FRANCHISEE BENEFITS

Promote Young Entrepreneurs

Zero Royalty & Zero Franchisee Fee

Average 10% Margin on overall Sales Mix

Door Step Delivery at Stores

Facilitation of Mudra Loan

Range of Fastest Selling Products

Range of Best Quality Products

IT Assistance & In-Shop Branding Support

Customer Schemes & Promotional Discounts

Training & Business Skills Development

Marketing & Branding Support

बाकी सब है पुराना,  
अब ह्रूदय का  
है ज़माना



# सिर्फ फायदे ही फायदे....

## हरौहित Franchisee

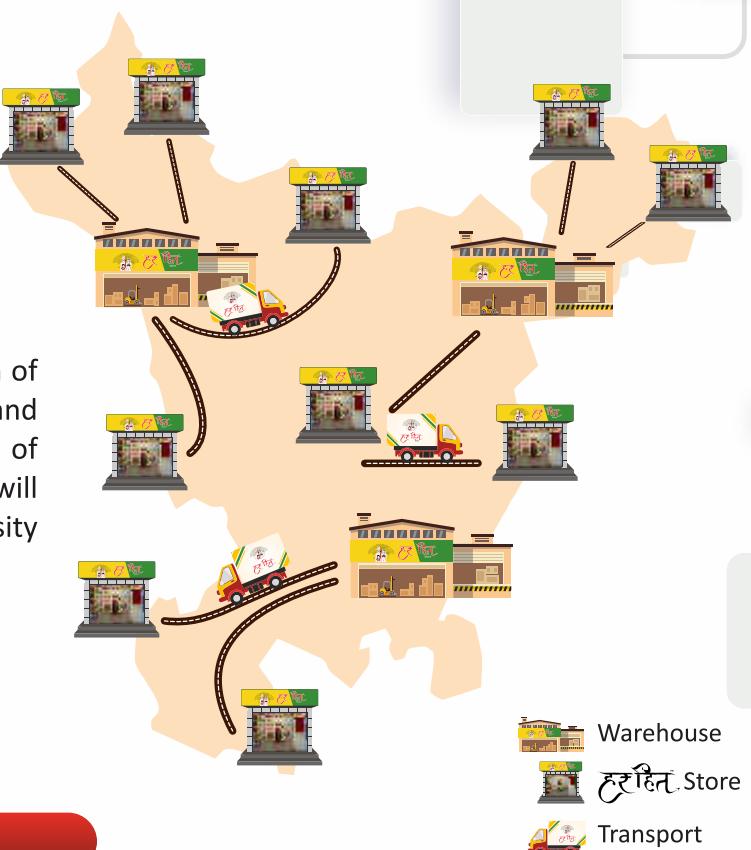
-  ✓ Zero franchisee fees
-  ✓ Low investment
-  ✓ Average 10% Margin overall Sales Mix
-  ✓ Door step delivery at store
-  ✓ Least inventory
-  ✓ IT support & Business Development
-  ✓ Exciting offers & discounts
-  ✓ Publicity, promotion & marketing support
-  ✓ Best quality products
-  ✓ Mudra loan support
-  ✓ Business training support

## Other Franchisee

-  High franchisee fees & Royalty
-  High Investment
-  Profit change time to time
-  Stock maintenance: time taking, expensive & hectic
-  Risk of non-Selling Stock
-  Expensive IT support
-  Ineffective Offers & Schemes discounts
-  No local publicity support
-  Lower quality and response
-  Self management of investment
-  No support from Business experts
-  Life time royalty tension
-  Delayed break even

## Target of 2000 हर्हित stores in Haryana

HAICL will allot 1 franchisee of 200 sq. ft. over a population of 3000 per village, 1 at least per ward in municipal corporation and 1 at least in group of ward having cumulative population of 10000 in municipal committee/ council. However, HAICL will increase the number of outlets based upon population density and demand analysis in future.



## Eligibility Criteria for a Franchisee Partner

Eligibility Criteria	Rural Franchisee	Small Urban Franchisee	Large Urban Franchisee
<b>Age Limit</b>	Preferably 21-35 Years	Preferably 21-35 Years	Preferably 21-35 Years
<b>Maximum Age for Ex-Service men</b>	50 Years	50 Years	50 Years
<b>Min. Education Qualification</b>	12th Pass	12th Pass	12th Pass
<b>Non-criminal Background</b>	Neither convicted nor pending criminal case		
<b>No Financial Defaults</b>	Zero liability in Govt. run projects		
<b>Haryana Domicile</b>	Same village	Same ward	Same ward
<b>Retail Space Requirements</b>	≤200 sq. ft. preferably on Ground Floor and Centrally Located	200-800 sq. ft. preferably on Ground Floor and Centrally Located	>800 sq. ft. preferably on Ground Floor and Centrally Located

## Selection Process for a franchisee partner

- 1. Visit to [www.harhith.com](http://www.harhith.com)
- 2. Online Registration
- 3. Fill Form with Complete Details
- 4. Successfully Registered
- 5. Applicant KYC detail review by HAICL
- 6. Proposed Site Assessment
- 7. Mudra Loan approval if any
- 8. Allotment of Har-Hith Store

**A.** In case of multiple applications from a particular ward or village, applicants will be preferred in following sequence:

- A.1.** Female
- A.2.** Based on analysis of Parivar Pahchan Patra
- A.3.** Persons with disability
- A.4.** Business experienced youth/Higher Education/Financial Stability
- B.** A person currently employed/self-employed will not be preferred for a rural retail outlet.

HAICL reserves the right to allot the franchisee to any applicant in an area based upon the viability and achieving the objectives of the retail project, especially to promote entrepreneurship.

## Benefits to a Franchisee Partner



### ऐसा क्या है हरूहित में जो तुमको भा गया?

इतनी कम पूंजी में स्टोर खुलवाना तो सिर्फ हरियाणा एग्रो की हरूहित योजना से ही संभव हो सके। दूसरी कंपनियां तो लाखों रुपये सिर्फ फ्रैंचाइजी फीस के नाम पर ही वसूल लेती हैं। यहां पर फ्रैंचाइजी फीस कुछ भी नहीं।

#### 1. Margin to Franchisee Partner

HAICL may guarantee a minimum of 10% margin to the franchisee partner as a percentage of the total monthly sales. To earn Rs.15,000/- per month the franchisee partner needs to do a sale of Rs.1,50,000/- in a calendar month. The 10% margin is indicative and will be dependent on the sale of product mix where the share of National Brands in the overall sales mix of the Franchisee is to be around 40%. In case the sales mix of National brands is above 40% the overall margin for the Franchisee will be in the range of 8-10%. HAICL may also run promotional schemes and discounts to increase the sales and margins of the franchisee partner.

#### म्हारी मेहनत म्हारा हक



अरे बेटा मोनू जरा ये तो बता, यह दुकान खोलकर तने के फायदा होए।

फायदा ही फायदा से ताई। तने पता है क्या कि दूसरे स्टोर में तो हर महीने मुनाफा बदल जाता है लेकिन हरियाणा सरकार की हरूहित योजना में 10% मुनाफा होणा ही होणा है। लै बण गई ना बात।



#### 2. IT Support to Franchisee Partner

**IT Infrastructure Support:** HAICL will assist franchisee partner in setting up IT infrastructure for his retail outlet. HAICL will invest Rs 1,00,000/- per outlet in 5 years to provide IT assistance for Display/Handheld POS Machine with Compatible software.



सभी सामान की कंप्यूटर पर जानकारी

POS मशीन से स्कैन करके बेचें सामान



ऑनलाइन पेमेंट / बिलिंग की सुविधा

पेमेंट, रेट और मुनाफे का ब्यौरा

सभी सामान की सप्लाई एक विलक पर

वेबसाइट और मोबाइल एप्लीकेशन के साथ IT सपोर्ट

Franchisee will pay Rs. 500/- per POS machine per month for 5 years or will pay Rs. 30,000/- one time. After Full payment Ownership of POS machine will be transferred to franchisee owner.

### 3. Marketing, Advertising & Digital Media Support:

HAICL will provide promotional material including leaflets, danglers, posters and shelf talkers, etc, for in-store advertising.

In Additions HAICL will do advertisements in social media, newspapers, etc. for brand, product and store promotion.

हरोहित स्टोर में मिले घर की जरूरत का हर सामान, वो भी बेहतरीन क्वॉलिटी और वाजिब दार्मों में। इतनी अच्छी गुणवत्ता तो बस हर हित स्टोर में ही मुमकिन है।



#### वो सब तो ठीक है लेकिन ग्राहक कैसे आएंगे



SEASONAL OFFERS

BEST QUALITY WITH BEST PRICE

FASTEAST SELLING PRODUCTS

PUBLICITY AT ALL LEVEL

MARKETING SUPPORT



SCHEMES

**Scheme Support:** HAICL will provide Best Quality Products at Discounted Rates to customers.

HAICL will also introduce schemes and discount offers in order to increase sales and attract customers.



### 4. Support for Loan Requirement



HAICL will provide a list of empanelled banks for loan disbursal to the shortlisted applicants. The collateral free loan may be extended under Pradhan Mantri MUDRA Yojana (PMMY).

#### Loan Support हर कदम पर थारे साथ



के बात करे हो, मारे धौरे तो समान खरीदने के भी रुपये ना, मैं स्टोर कैसे खोल दूँ ?

अरे भाई, इतनी कम लागत में तो स्टोर खुलना हरोहित योजना में ही संभव हो सके। अगर फिर भी खुद पूंजी नहीं लगा सकते हो तो बिना कुछ गिरवी रखे सरकार की मुद्रा योजना के तहत लाभ पाया जा सकता है। हरियाणा एग्रो बैंक के साथ तालमेल में मदद करेगी।





## **HAICL SUPPORT CELL FOR LOAN ARRANGEMENTS**

The HAICL Support cell will provide a list of empanelled banks for loan disbursal to the shortlisted applicants. To avail of the loan facility, the shortlisted partner must fulfil the loan approval criteria as decided by the loan approving bank. Failing the same the applicant might not be awarded the franchisee.

- The collateral free loan may be extended under Pradhan Mantri MUDRA Yojana (PMMY).
- The applicant has to submit his CIBIL score/ CIBIL report for assessment of credit history and viability of loan disbursal.
- Applicants who haven't availed of any loan in past are eligible to apply and their loan application will be treated as a fresh case.
- As per franchisee policy Section 12.9, HAICL will forfeit the security deposit of franchisee partner in case of loan instalment(s) default.
- All banking transactions with HAICL will be done from the same bank account from which the MUDRA loan or any relevant scheme is extended to the franchisee partner.
- A quarterly business statement of loan taking franchisee will be provided to loan giving bank.

## 5. Training Support to the Franchisee Partner



एक छोटी सी ट्रेनिंग से, मैं अब कंप्यूटर पर देख सकता हूँ कि कौनसा सामन बिक चुका है और कौनसा सामन मंगवाना है।

The franchisee partner will be trained and certified on HAICL retail business rules, processes, sales techniques, products, standard operating procedures, and key deliverables required to successfully run the retail outlet on day-to-day basis. The skill training will include:

**Retail Knowledge:** A brief introduction to retail landscape in India.

**Retail Selling Skills:** Product Mix Offer, Price Structures, Margins, Earnings Structure, Cash Management, Product Pitching, Customer Objection Handling, Upselling, Cross Selling, Store Sanitation, etc.

**Visual Merchandising:** Planogram, Shelf Management, Façade Decor, Retail Outlet Hygiene.

**Demand Planning & Forecasting:** Stock Management, Ordering and Replenishment, Ageing Stock Management, Stock Rebalancing.

**360° Communication:** IT Systems Management, POS Management, Daily Reporting, etc.

**Behavioural Skills Management:** Personal Hygiene, Grooming, Personality Development, Etiquettes, Ethics, Value, and Integrity.

**Customer Service:** CRM, Walk-in customer service SOPs.

**Leadership:** Team Management, Problem Analysis & Resolution.

**Food, Beverages, Grocery & FMCGs:** Product details & pricing.

**Time Management:** SOP adherence on retail outlet timing Practical hands-on “learning by doing” aspect of retail outlet operations.

The POS live training and other practical retail outlet handling training will be done in the classroom as well.

## व्यापार के तौर तरीके का मिलेगा प्रशिक्षण

भाई तू हृषीहैट योजना से जुड़ जा, वो दुकान भी लगवाएंगे, व्यापार करना सिखाएंगे और सभी बड़ी कंपनियों से दुकान पर बैठे ही अच्छे रेट पर सामान भी दिलाएंगे।



# Door Step Delivery : हर सामान आपके द्वार



यार मुझे तो हर दूसरे दिन दुकान का सामान लेने के लिए अलग अलग थोक व्यापारी के चक्कर काटने पड़ते हैं। दुकान छोड़कर जाओ, अपना पेट्रोल खर्च और समय भी खराब होता है सो अलग।

अरे भाई, ये सब तो मुझे हरहित स्टोर में बैठे बैठे ही मिल जावे। हरहित योजना के फायदे तुझे नहीं पता क्या। मेरे स्टोर के दरवाजे पर ही हर सामान एक किलक पर ही पहुंच जाता है, ना पेट्रोल का खर्च, न समय की बर्बादी और म्हारी दुकान चले ठाठम ठाक।



भाई, एक बात और बताऊँ, इस योजना में तो जितने का भी सामान मंगावाओं दाम तन्ने थोक वाला ही मिलेंगे। दूसरे दुकानदारों की तरह एक साथ लाखों का सामान खरीदने का झांझट भी नहीं। मुझे थोक दामों पर सभी सामान मिलता है और मेरे सभी ग्राहक ढेरों डिस्काउंट ऑफर्स का भी फायदा उठाते हैं।

## 6. Logistics Benefits

The various benefits to a franchise partner of such logistics support are listed below

**Doorstep Delivery:** Ordered stock to be delivered at franchisee door step.

**Timely Delivery:** Timely & efficient delivery to meet 100% customer demand.

**Value Addition to Business:** Doorstep Delivery will save your time which will add value to business

**Cost Saving:** Save Manpower, Fuel, Vehicle Maintenance & Storage Cost

**Delivery Time:** Delivery within 48-72 hours.

**Least investment:** Regular & Timely delivery to insure low investment in stock.



## 7. Infrastructure Benefits

*For self-owned/leased / rent agreement\* vacant space*

**Interior infrastructure assistance - interior branding support will be provided by HAICL.** In a standard 200 sq. feet outlet, HAICL empanelled vendor will provide 12 wall racks, 1 gondola, 1 lit sign-board and 1 cash counter. The cost of above mentioned items will be between Rs 75000/- to 1,00,000/-\*\* inclusive of all taxes. The cost of recee and transportation charges will be extra & as per actuals.

Franchisee may use the services of HAICL empanelled contractors and pay them.



**Pre-Fabricated Shop Assistance - HAICL** will provide 200 sq. feet pre-fabricated shop at a cost of 4.50/- to 5.00/- Lacs including installation and GST. (Excluding Transportation Charges) These outlet will be ready to operate. Franchisee partner has to bear this cost.

HAICL will install finished pre-fabricated outlet in 30 days. The standard life of this outlet may be 7 years, however Franchisee has to maintain this outlet properly and has to get repair done for damaged parts at his/her own cost.

\* T & C apply. The franchisee has to ensure complete civil work before interior fit-out work is executed. Civil work will preferably include vitrified tiles flooring, RCC roofing, white washed walls & shuttering/wide door at the entrance.

\* T & C apply

\*Five years or more lease required

\*\* T & C apply. The cost may vary on the basis of changes in cost of raw materials such as iron etc.

# Our Products

Product Category		Product Sub- Category	Product List
1	<b>Food Grains, Oils &amp; Spices</b> 	Dry fruit	Almonds, Raisins, Cashew
		Cereals & Cereal Products	Dubar Rice, Special Pusa Basmati Rice, Parmal rice Superfine Parmal Rice, Sabudana, Poha, Murmura, Bhel Mixture
		Spices Whole	Jeera Whole, Saunf, Methi, Elaichi, Ajwain, Mirch Whole, Laung, Dhania Whole, Black pepper, Imli whole, Kasoori Methi
		Spices Powder	Dhania Powder, Hing, Mirch Powder, Jeera Powder, Haldi, Mixed Masala
		Pulses	Chana Dal, Kabuli Chana, Urad Chilka, Urad Dal, Masoor whole, Mixed Dal, Kaala chana
			Moong Chilka, Moong Dal, Moong whole, Rajma whole, Arhar Dal, Soya Chunks, Badi
		Flour & Flour Mixes	Besan, Maida, Sooji, Dalia, Wheat Flour
		Edible Oil	Mustard Oil, Soyabean Oil, Sunflower Oil, Cow Ghee
		Salt & Sweetner	Sugar and Salt
2	<b>Snacks and processed foods</b> 	Packages Foods	Jams, Honey, Sauces, Pickle, Ready to Eat, etc.
		Namkeen & Chips	Different types of Namkeen, snacks Chips etc.
		Processed Foods	Noodles, Macaroni, Ready to Cook, Ready to Eat
3	<b>Bakery, Cakes &amp; Dairy</b> 	Chocolates	Chocolates, Candies, Jellies Etc.
		Biscuits	Glucose Biscuits, Cookies, Grain Biscuits, Rusk, Salted Biscuits etc.
4		Beverages	Carbonated drinks, Fruit based juices, Packaged water, Packaged tea, Coffee powder etc.
5	<b>Homecare</b> 	Puja items	Agarbatti, Dhoopbatti, Match box
		Laundry	Detergent Powder and Detergent Bar, Ujala, Starch etc
		Floor cleaner	Floor & Toilet cleaners
		Utensil cleaners	Utensil cleaner, Dishwashe Bars, Scrubbers etc.
		Others	Aluminum foil, Brooms, etc.
6	<b>Personal care</b> 	Hair Care	Hair oils, Shampoos
		Men's Care	Shaving brush, Shaving Cream, Razors and Blades
		Body Care	Bathing Soap, Handwash, Face Wash, Body wash
		Oral Care	Toothbrush, Toothpaste
		OTC/ Pharma	Medicated Creams, Vicks & Zandu Balm etc

## Other Important Information

### 1. Estimated total investment

Estimated total investment in an already built shop:			
Particulars of Investment	Amount (in Rs.)		
	Rural ( $\leq 200$ sq. ft.)	Urban Small ( $200-800$ sq. ft.)	Urban Large ( $>800$ sq. ft.)
Refundable Security Deposit**^	10,000/-	25,000/-	50,000/-
Business Support Fee (POS Machine, IT support, training, etc.)	30,000/-	30,000/-	30,000/-
Stock/ Merchandise Fill	2 Lacs	5-9 Lacs	18 - 20 Lacs
Store Fixture**	75k-1 Lacs	3-4 Lacs	6-8 Lacs
<b>Estimated Total investment in an already built shop</b>	<b>3.15-3.40 Lacs</b>	<b>8.55-13.55 Lacs</b>	<b>24.80-28.80 Lacs</b>

\*Security deposit is non-interest bearing.

\*T&C Apply.

\*\*T&C Apply.

Estimated total investment in a prefabricated shop:	
Particulars of Investment	Amount (in Rs.)
	Prefabricated shop $\leq 200$ sq. ft.
Refundable Security Deposit**^	10,000/-
Business Support Fee (POS Machine, IT support, training, etc.)	30,000/-
Stock/ Merchandise Fill	2 Lacs
Prefabricated shop + Store fixture	4 - 5 Lacs
<b>Estimated Total investment in an already built shop</b>	<b>6.40-7.40 Lacs***</b>

\*\*\*Prefabricated shop can be opted if a franchisee partner does not have an already built shop but has a viable retail space of at least 200 sq. ft.

**Security Deposit:** The security deposit will be paid before the allotment of the franchise.

**Business Support Fee:** Business Support Fee needs to be paid as One Time Deposition or in monthly EMIs. For the monthly EMI plan, franchisee will be charged Rs.500/- per month after achieving monthly sales of Rs.1,50,000/- till the time amount of Rs.30,000/- is recovered completely.

**Duration of Franchisee Agreement:** The first term of agreement is for 5 Years & Extendable on based performance parameters.

### 2. Duties of a Franchisee Partner:

- **Prepaid Stock:** All stock order placement will be prepaid and the franchisee has to deposit the fund in HAICL's bank account for delivery. Franchisee partner can also place his order on daily basis if required by him.
- **Minimum Order Value:** The minimum order value of stock orders that a franchisee partner can place is as per table below.

Minimum Order Value (in Rs.)		
Rural Franchisee	Small Urban Franchisee	Large Urban Franchisee
₹ 10,000/-	₹ 10,000/-	₹ 25,000/-

Orders below Rs.2,500/- will not be processed. Any order between Rs. 2,500/- to Rs.10,000/- can be placed by a rural franchisee on paid basis. Franchisee partner will be charged @4% of total ordered value.

For example: If a franchisee partner, places an order of Rs.5,000/-, he will have to pay Rs.200/- extra as delivery charge.

In case any franchisee partner is not able to take a scheduled stock delivery and the delivery happens the next day, the franchisee partner will be charged for re-attempted stock delivery next day @ 4% of total ordered value.

- The franchisee partner must keep the retail outlet open and in continuous operation for hours HAICL prescribes and use the retail outlet only as a HAICL business.
- The franchisee partner must place an initial order with HAICL within 1 month of signing the franchisee agreement.
- **Stock Maintenance:** The franchisee partner has to maintain stock levels for minimum 7-days and franchisee will place an order in advance in order to maintain the stock.
- The franchisee partner will not sell any product without POS generated invoice. The franchisee partner will not sell any item on price more than MRP or any other price which is not fixed by HAICL.
- The Franchisee partner is required to provide any discount, cashback and promotional offer as approved by HAICL.
- The franchisee partner is advised to take general insurance of the retail outlet against fire, theft, burglary, etc.
- The franchisee partner is advised to take fire NOC and install BIS (or ISI) marked fire extinguishers of either 4.5 kg or 6.5 kg at his outlet.
- Retail Outlet Timing: The suggested operational timings are as below:

**Rural Outlet : 8 AM to 7 PM**

**Urban Outlet : 8 AM to 10 PM**



- **In rural franchisee, in case of employment or any other reason which makes the existing franchisee not eligible during the course of agreement except age,** the franchisee will apply to transfer the right of operations to his/her eligible family member. The application by a franchisee partner has to reach HAICL office in writing three months prior to the intended date of transfer. MD HAICL is the decision making and final authority of matters pertaining to transfer of right of operations.

**List of the permission and related documents required to run a retail outlet in rural or urban locations are as listed below:**

Sr. No.	List of Permission Documents	Rural	Small Urban	Large Urban
1.	<b>Aadhaar</b>	Yes	Yes	Yes
2.	<b>PAN</b>	Yes	Yes	Yes
3.	<b>Shops &amp; Commercial Establishments License</b>	Yes	Yes	Yes
4.	<b>ITR Filing</b>	Yes	Yes	Yes
5.	<b>Trade license</b>	No	Yes	Yes
6.	<b>Electricity Meter Connection</b>	Yes	Yes	Yes
7.	<b>GST No.</b>	To be furnished only if projection of annual turnover will exceed 40 Lacs		

### 3. Customer Support Cell: Feedback, Grievances Handling

The complaint of a consumer will be resolved by franchisee partner and/ or his staff at the retail outlet. If the complaint is not resolved or not resolved to the satisfaction of the consumer at the retail outlet, he can lodge another complaint to “**Customer Support Cell - 9517 9517 11**” through email, on the consumer care e-mail id: harhithretail@gmail.com, haicpkl@gmail.com.

Customer complaint redressal address: Following is the contact information to the “**Customer Support Cell - 9517 9517 11**”: **Haryana Agro Industries Corporation Limited, Bays No. 15-20, Sector-4, Panchkula – 134112, Haryana, INDIA.** Email: [harhithretail@gmail.com](mailto:harhithretail@gmail.com), [haicpkl@gmail.com](mailto:haicpkl@gmail.com).

## Sample Store Fixture (200 sq.ft.)

Signage 9 ft X 3 ft (Qty - 1)



Wall Rack 3 ft X 7 ft (Qty - 10)



Wall Rack 2 ft X 7 ft (Qty - 2)



Gondola Rack 3 ft X 5 ft X 3 ft (Qty - 1)



Cash counter (Qty - 1)





## HARYANA AGRO INDUSTRIES CORPORATION LIMITED

Bays No.15-20, Sector 4, Panchkula, Haryana 134112

Email: harhithretail@gmail.com, haicpkl@gmail.com | Website: www.harhith.com

Customer Support Cell - 9517 9517 11