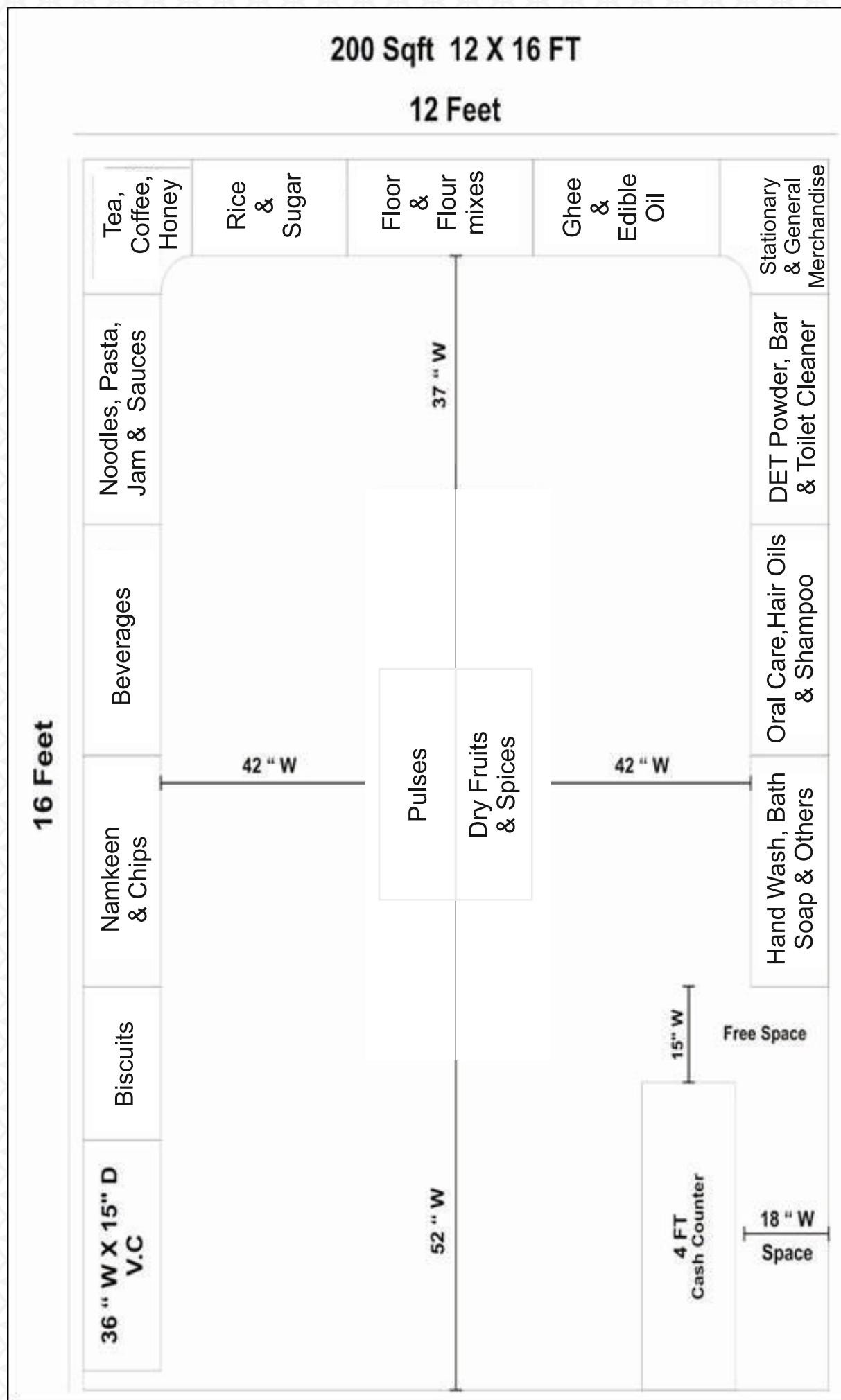


PLANOGRAM

Planogram is the term retailers use to describe the merchandising plan for the layout of the store. It can be a diagram or model that indicates the placement of retail products on shelves, as well as the layout for the entire store.

HAICL Retail Expansion Project

An Initiative of Haryana State Government



Store Entry

Rack 1



1 BARCAKE PINEAPPLE 60G 60PK CBB NR	2 BARCAKE CHOCOLATE 55G 60PK CBB REG	3 Patanjali Doodh Biscuit 90 gm
4 Parle-G 110+20g	5 TIGER GLUCOSE 124G	6 Parle-G 800g

1 20-20 Cashew 150+50g	2 Bd13 Coconut Cookies 200g X 30p	3 GOOD DAY CASHEW 100G	4 GD CASHEW 58+8G 72PK CBB NI NR
5 GOOD DAY NUTS COOKIE 100G ROI 60PK CBB	6 Cremica Butter Gold 41GM	7 Cremica Butter Cookies 82GM	8 Cremica Coconut Cookies 200g

1 Bajra Jeera Biscuit 200GM	2 Jawar Till Biscuit 200GM	3 BRIT. BOURBON 150G 36PK CBB NEW RECIPE	4 TREAT JIMJAM 62G 100PK WC PR	5 LITTLE HEARTS 34.5G 112PK
6 Bf556 Fab Bourbon 120g X 80p	7 Bf78 Fab Bourbon 60g X 60 P	8 Hide & Seek Choc. 33g	9 Cremica Bourbon 60GM	

1 Monaco Zeera 100+20g	2 Monaco Sixer 200g	3 Bf880 Krackjack 66.7+8.9g X 80p	4 GD CHOCOCHIP 100G 60PK CBB NR
5 NICE TIME 73G 60PK CBB NR	6 NC DIGESTIVE ZERO 100G 72PK CBB	7 Cremica Ajwain Cracker 88 GM	

1 Cremica Marie Classic 70GM	2 Cremica Marie Classic 250GM	3 Cremica Digestive 200GM(150+50GM)
4 MARIEGOLD 250G 36PK CBB NORTH NEW RECIPE	5 VITA MARIEGOLD 150G 40PK CBB NEW DESIGN	6 PREMIUM BAKE RUSK 273G 30PK CBB PR

Biscuits

Rack 2



1 Potato C hips Classic Salt 14G	2 Potato Chips Cream Onion 14G	3 Potato Chips Tomato Punch 14G	4 Potato Chips Cream Onion (32G)
5 Potato Chips Tomato Punch 32G	6 Potato Chips Cream Onion (60G)	7 Potato Chips Tomato Punch (60G)	

1 Bingo Chips Yumitoz 26gm	2 Bingo Chips Mad Angles 26gm
3 Bingo Chips Yumitoz 52gm	4 Bingo Chips Mad Angles 52gm

1 Roasted Jawar Namkeen 100gm	2 Roasted Bajra Namkeen 100gm	3 Mix Grains Namkeen 100gm
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1 Moong Dal 150gm	2 Bikaneri Bhujia 175gm	3 Aloo Bhujia 200gm
4 Navratna Mixture 200gm	5 Khatta Meetha 200gm	

1 Aloo Bhujia 250gm	2 Bikaneri Bhujia 250gm
3 Khatta Meetha 250gm	4 Navratna Mixture 250g

Namkeens chips

Rack 3



Shelf for excess stock

1 Apple Tetra Pack 200ml	2 Guava Tetra Pack 200ml	3 Orange Tetra Pack 200ml	4 Litchi Tetra Pack 200ml	5 Mango Tetra Pack 200ml
6 Pineapple Tetra Pack 200ml	7 100% apple juice Tetra Pack 200ml	8 Nimbu pani Tetra Pack 200ml	9 Real Koolerz 150ml	

1 Fruit Fun, Alphonso Mango	2 Fruit Fun, Nagpure Orange	3 Fruit Fun Shikanji Nimbupana	4 Fruit Plus Poly Pouch Orange	5 Fruit Plus Poly Pouch Mango
6 Rasna Native Haat Aam Panna	7 Rasna Glucose-D	8 Rasna Orange 1ltr. Pack	9 Rasna Mango 1ltr. Pack	10 GILOY JUICE 500 ML

1 Kinley Water Pet 1ltr	2 KINGFISHER 1ltr	3 Kinley Soda Pet 600ml	4 Maaza-PET 600ml	5 Maaza-PET 1.25ltr
6 Rc200 MI	7 RC 300MI	8 Coke 250 ML PET	9 RC 600 MI	10 Coke 750 ML

1 Fanta 750ML	2 Limca 750ml	3 Coke -PET 1.25Ltr
4 Fanta -PET 1.25Ltr	5 Limca-PET 1.25Ltr	

1 Coca-Cola 2Ltr	2 Thums Up 2Ltr	3 Fanta 2Ltr
4 Sprite 2Ltr	5 Limca 2Ltr	

Beverages

Rack 4

Shelf for excess stock



1 TOMATO KETCHUP 90GM	2 GREEN CHILLI SAUCE 90GM	3 RED CHILLI SAUCE 90GM
4 Mix Pickle 400gm	5 Red Chilli Pickle 400gm	

1 Bambino VERMICELLI (SC)95G	2 ANCHAL VERMI 95G-192PKT	3 Bambino VERMICELLI (SC)-200G
4 ANCHAL VERMI 200G	5 ROASTED VERMICELLI-200G	

1 Bambino Macaroni 200gm	2 MAGGI PAZZTA CHEESE 70GM	
3 MAGGI PAZZTA CHEESY TOMATO 64GM	4 MAGGI PAZZTA MASALA 65GM	

1 MAGGI 2-MINN Mas 70g	2 MAGGI 2-MIN MAS NDLS FE FORT 140G	3 MAGGI 2-MINN Masala Fe Fort 560g

1 HOT GARLIC NOODLES 60GM	2 S & J MASALA NOODLES 60G	3 HOT Manchrian NOODLES 60GM
4 HOT GARLIC NOODLES 240g	5 VEG HAKKA NOODLES 150gm	

Noodles Pasta
James Sauces

Rack 5

Shelf for excess stock



1 Instant Badam Milk Mix 15gm	2 I.KHEER MIX 40GM	3 Inst. Gulab Jamun Mix 40x175g(1+1)
4 MTR Magic Masala Upma 60G		

1 Inst. Rava Idli Mix 200g	2 Inst. Rice Idli Mix 200g	3 Inst. Plain Upma Mix 170g

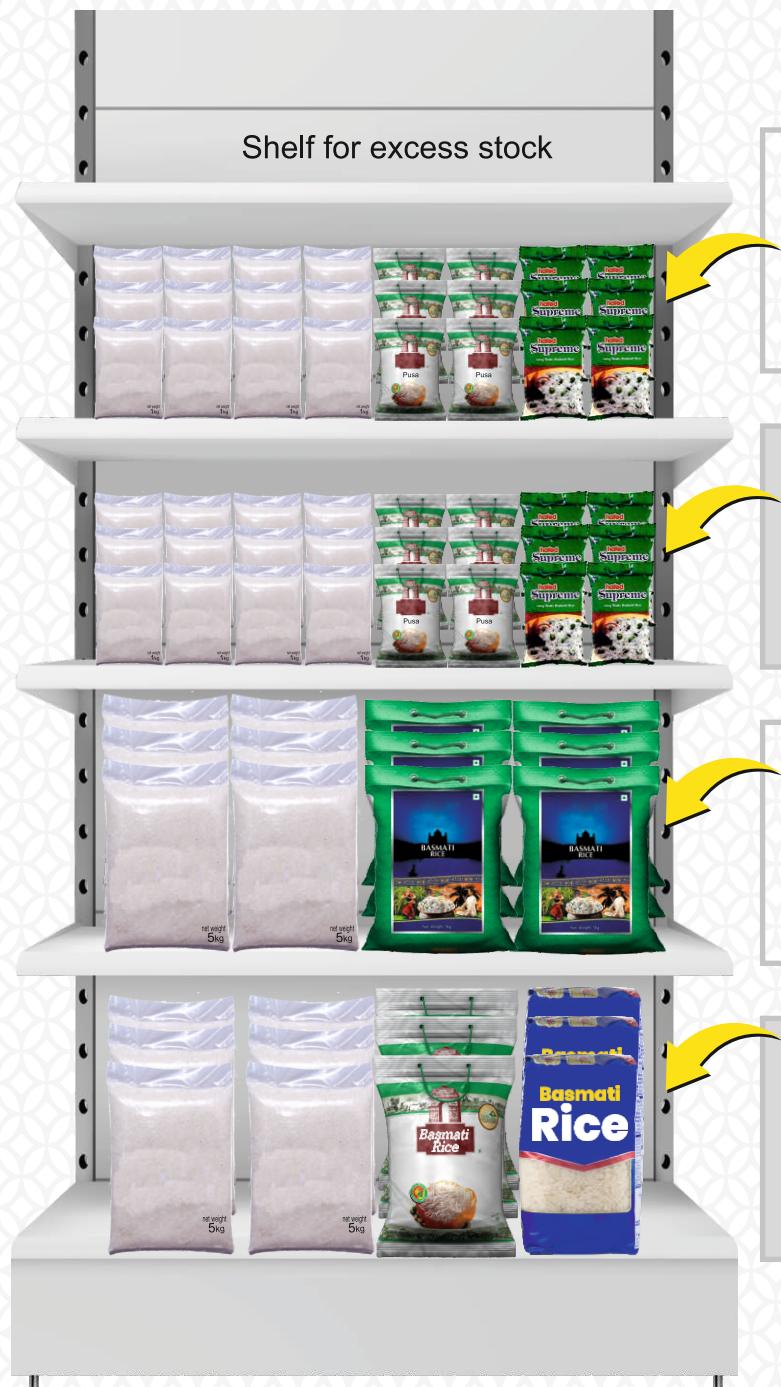
1 Dabur Honey 50gm	2 BOURNVITA 100Gx10 POUCH(9+1 PACK FREE)	3 NESCAFE CLASSIC Sachet 7.5gm
4 Tata Tea Elaichi 75g	5 Taza Tea 100gm	6 Tata Premium 100g

1 Birla Tea Medium 250gm	2 Tata Agni 250gm	3 Marvel Red 250 gm
4 Tata Tea Elaichi 250g	5 Tazaa Tea 250gm	

1 Birla Tea Medium 500gm	2 Tata Agni 500gm	3 Marvel Red 500 gm
4 NAFED Tea 500gm	5 Marvel Red 1 kg	6 Tata Tea Elaichi 1kg

Tea Coffee Honey

Rack 6



1
Sugar
1kg

2
Special Pusa
Basmati 1kg

3
Supreme Long
Grain 1kg

1
Sugar 1kg

2
Special Pusa
Basmati 1kg

3
Supreme Long
Grain 1kg

1
Sugar 5kg

2
Special Pusa
Basmati Tibar 5kg

3
Superior
Dubar 5kg

1
Sugar 5kg

2
Superior
Dubar 5kg

3
Supreme
parmal 5kg

Rice & Sugar

Rack 7



1
Poha
500gm

4
Sabudana
200gm

2
Dalia
500gm

3
Soya Badi
500gm

1
Besan
500gm

2
Maida
500gm

3
Rava Sooji
500gm

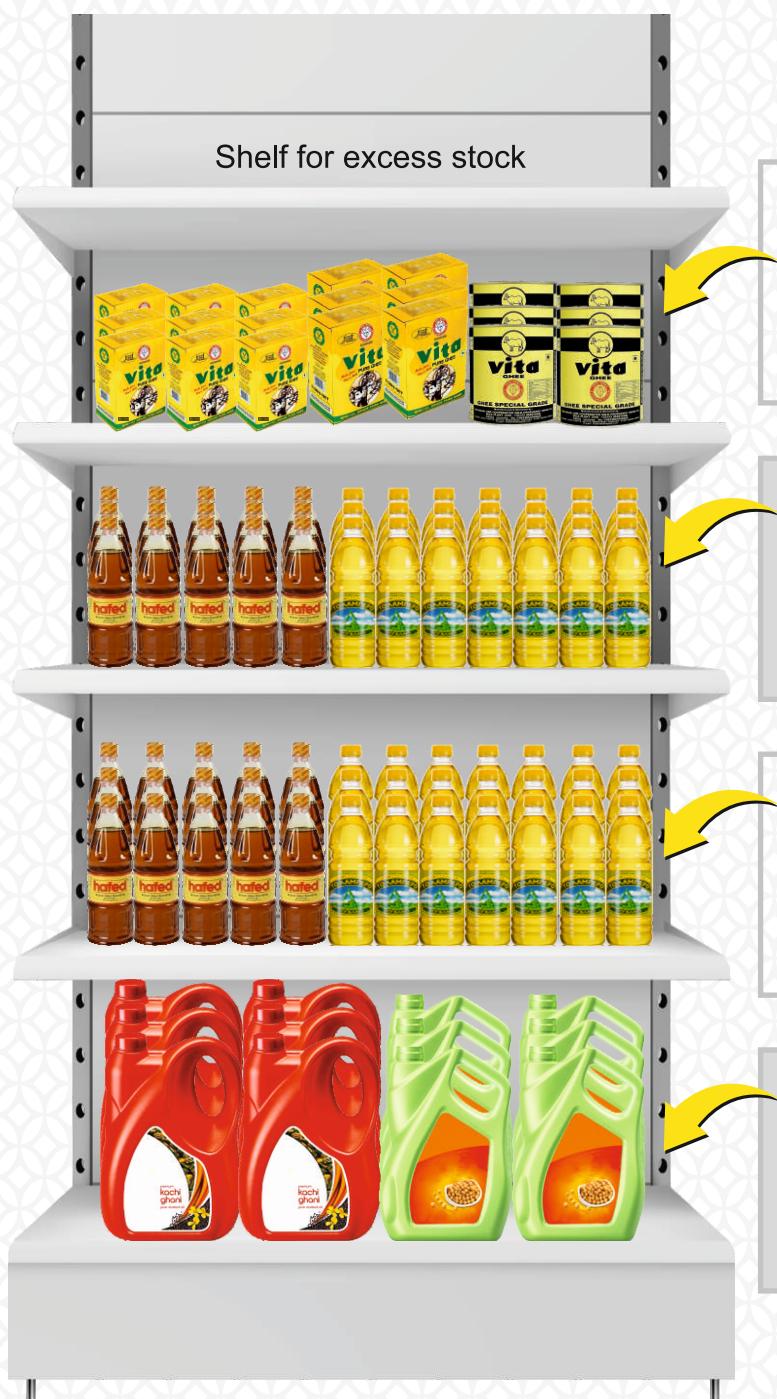
1
Wheat Flour 5Kg

1
Wheat Flour 10Kg

Flour and Flour Mixes

Rack 8

Wall Rack



1
Vita Ghee
Pet jar 1/2 LT

2
Vita Ghee
Mono Pack 1LT

3
Cow
Ghee- 1Ltr

1
Kachi Ghani
Mustard
Oil-Bottle 1lt

2
Refined
Soyabean -Bottle
1lt

1
Kachi Ghani
Mustard
Oil-Bottle 1lt

2
Refined
Soyabean -Bottle
1lt

1
Kachi Ghani
Mustard Oil-Poly
Jar 5lt

2
Refined
Soyabean - Poly
Jar 5lt

Ghee & Oil

Rack 9

Gondola side 1



1
Chana
Dal 500g

4
Moong
Chilka 500g

2
Arhar
Dal 500g

5
Masoor
Red 500g

3
Moong
Dhuli 500g

1
Kabuli
Chana 500g

4
Urad
Whole 500G

2
Chana black/
brown 500g

5
Urad dal
chilka 500g

3
Rajma
Chitra 500g

1
Chana
Dal 1 kg

4
Masoor
Red 1kg

2
Brown/Black
Chana 1kg

5
Moong
Chilka 1kg

3
Moong
Dhuli 1kg

1
Arhar
Dal 1kg

2

2
Kabuli
Chana 1kg

3
Rajma
Chitra 1kg

Pulses

Rack 10

Wall Rack



1 California Almonds 100g	2 California Almonds 200g	3 Yellow Seedless Raisins 100g
4 Cashew W-450/ W-320/2pc 100g	5 Asafoetida/Hing Powder 25g	6 Clove/Laung Whole 25g

1 Cumin/Jeera Whole 100g	2 Coriander/Khada Dhania Whole 100g	3 Chilli Whole (Mirch) 100g	4 Carrom/Ajwain Whole 100g
5 Fenugreek Whole/ Methi dana 100g	6 Fennel/Saunf Whole 100g	7 Black Pepper Whole 100g	

1 Chilli/Mirch Powder 100g	2 Turmeric/Haldi Powder 100g	3 Coriander/Dhania Powder 100g
4 Cumin/Jeera Powder 100g	5 Dry Mango Powder 100g	6 Kasoori Methi 100g

1 Tata Salt (50 x 1kg)	2 I-Shakti (25 x 1kg)
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Spices

Rack 11



1 LASER SHAVING BRUSH CARD 5	2 LASER II READY RAZOR POUCH 1 DISPO	3 LSR SELFIE PCH R+2 SINGLE
4 GALLANT II DC 5 CARTDGS	5 Guard Razor MR	6 Vector 2s



1 VIJOHN SHAVING CREAM CLASSIC 125gm	2 VIJOHN SHAVING CREAM TROPICAL LIME 30gm Rs 5 OFF	3 Cream GIL Reg 93gm
4 Laser SHV CR 125 GM REG	5 Laser SHV CR 125 GM LEM	6 VIJOHN AFTER SHAVE LOTION SPLASH (COMBO OFFER) 50ml



1 SAUNDARYA FACE WASH 100 G	2 Gulab Jal 120ml	3 Vaseline Intensive Care Pure Oat 100gm
4 NR I - Cool Talc/ Max/Smart Cool 100g	5 TALC 22 DEGREE AYURVEDIC COOL TALC 300gm -2's Combo	6 DEO COBRA LTD EDITION LIVE/ COOL/SPORT 150ml



1 Lifebouy 90 gm	2 Lux 60gm	3 Lux Body Soft Touch4* 125gm
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1 Haldi Chandan 75G	2 Neem Kanti 75G	3 ALOEVERA KANTI BODY CLEANSER 75 G
4 Margo Original Neem Soap 75 g	5 Margo Original Neem Soap 100g*4+1(Set 5)	



1 Raj NJoy Soap Fresh Lime 125G	2 Raj NJoy Soap Haldi Chandan 125G
3 Raj NJoy Soap Rich M & A 125G	4 Raj NJoy Soap P. Neem &Coconut 125G

Hand Wash, Bath
Soap & Others

Rack 12



Hanging Display of Tooth Brush

1
Dabur Red
Paste 100g

2
Dabur Red
Paste 200g

3
D.KANTI NAT.100G-C.P
SHMP-T.P B.CLN.100G

4
Lal Dant
Manjan 60gm

1
CDC 100g

2
CDC 150G
Rs10 Off

3
CDC 200g

1
Bajaj Almond Drops
Hair Oil 50 ml

2
Bajaj Almond Drop
Hair Oil 100 ml

3
Bajaj Cool Almond
Drops Hair Oil 190ml

4
Amla Hair
Oil 100ml

5
Amla Hair
Oil 180 ml

6
Anmol Coconut
Oil 175ml WM

1
Bajaj Brahmi Amla
Ayurvedic Hair Oil 180ml

2
Bajaj Brahmi Amla
Ayurvedic Hair Oil 300ml

3
Navratna
Oil 100ml

4
Sunsilk-Bottle
180ML

5
Clinic Plus
175ML

1
Paree
Dry XL

2
Paree Super Dry
Ultra XL (Tri-Fold)

3
Paree Soft
Regular

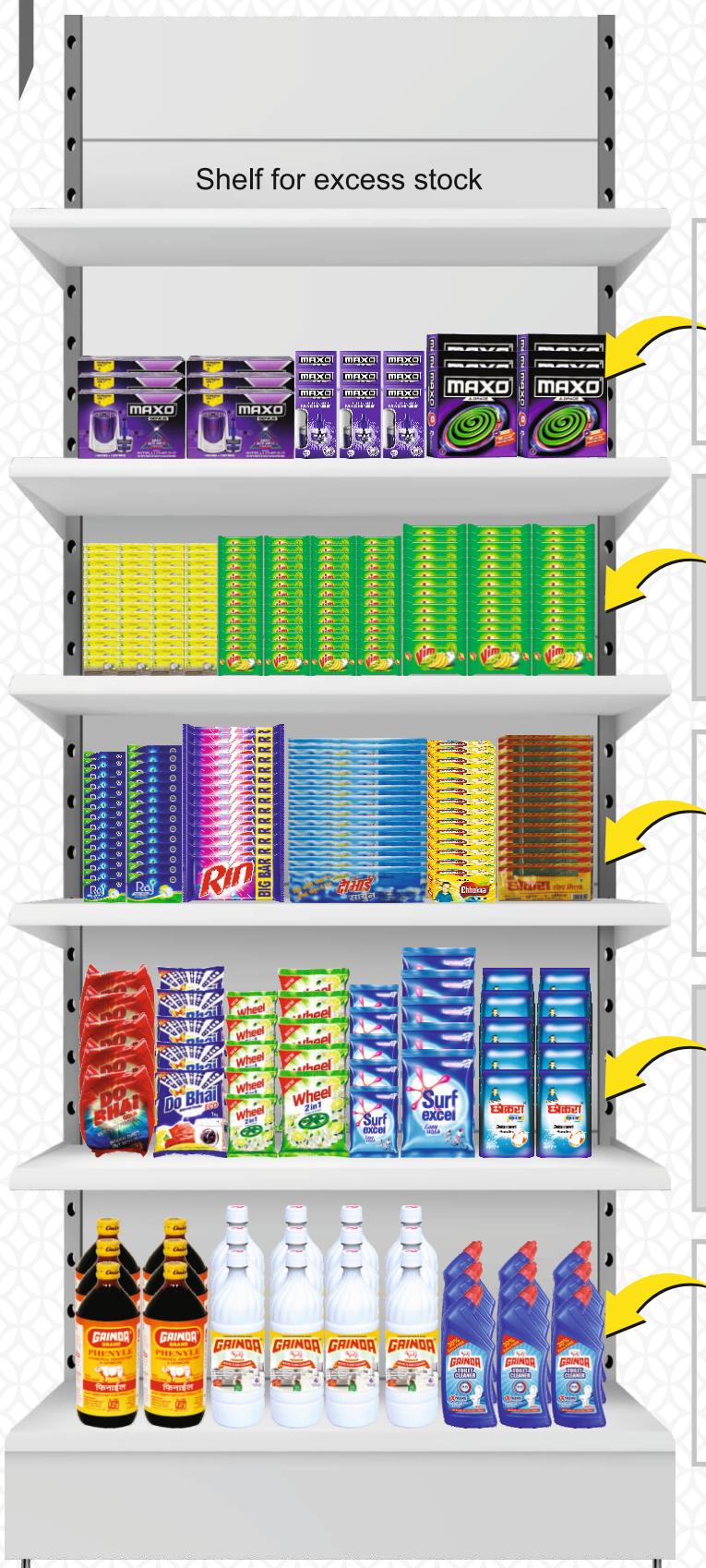
4
Super Cute's
Base (S 1)

5
Supera Cute's
Base (M 1)

6
Super Cute's
Base (L 1)

Hair Oils & Shampoo

Rack 13



1
Maxo A Grade
Combi (Globe Mach)

2
Maxo A Grade
LV Refill 45ml

3
Maxo Coil Green
8hrs Regular

1
DISH WASH
BAR 175 GM

2
Vim Utensils
145g

3
Vim Utensils
200gm

1
Raj Super White Soap
-Chain 80gm

2
Rin Detergent
Bar 250g

3
Do Bhai Detergent
Cake 250gm

4
Do Bhai Soap
(3 Tikki) 800gm

5
CHHOKRA Washing
Soap 20 X 1 kg

6
CHHOKRA Nirol
Lining 10 X 1 kg

1
Do Bhai Detergent
Powder Blue 1kg

2
Do Bhai Detergent
Powder Eco 1kg

3
Wheel
500g

4
Wheel
1kg

5
Surf Excel
500g

6
Surf Excel
1.5kg

7
CHHOKRA Washing
Powder Blue 20 X 1 kg

1
Gainda Brand
Phenyle (450ML)

2
Gainda
Disinfectant(W)(1Ltr)

3
Gainda Toilet
Cleaner 650ml

DET Powder & Bar



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