

# METRO SUPER MARKET

MODERN GROCERY STORE

## FRANCHISE PROPOSAL



*Invest wisely in Metro Supermarket business and grow with us.*



[www.metro-supermarket.com](http://www.metro-supermarket.com)



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Siddique Shah Taleem Chowbara  
Raod Bidar 585401

# NUMBER GAME: A PROMISING OPPORTUNITY IN FMCG BUSINESS IN INDIA.

## Market size

The FMCG market size in India was valued at USD 121.8 Billion in 2023. The industry is projected to grow from USD 121.8 Billion in 2023 to USD 230.6 Billion by 2032. FMCG sales in India grew 7-9% by revenues in 2022-2023.

## Growth Rate

The FMCG industry in India has been growing at a rate of 21.4% over the last 10 years. The industry is projected to grow at a compound annual growth rate (CAGR) of 27.9% from 2021 to 2027, reaching nearly US\$ 615.87 billion.

## Factors driving growth

The growing populations throughout India together with rising disposable income are anticipated to propel revenue growth.

## Urban v/s Rural Revenue share

The rural setting accounts for 45% revenue share while the urban setting dominates with 55% revenue share of the total revenue of the FMCG industry Products.

## Employment

The FMCG industry employs around 3 million people, with women making up 13% of the workforce.

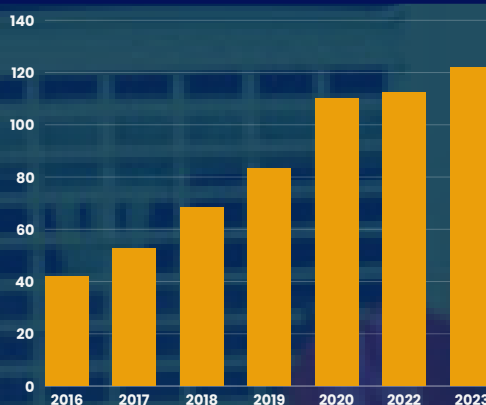
## Digital transformation

The internet user base has gone from 384 million in 2017 to 759 million in 2022 and is projected to rise to 900 million in 2025.

## E-commerce

The e-commerce sector is expected to account for 11% of all FMCG sales.

### Trends in FMCG Revenues over the years (US \$ Billions)



## METRO SUPER MARKET Brand Story:

Metro Supermarket Established in 2011 by its Founder&Director and well know business personality in Bidar Town Mr. Mohammed Ashfaque Ahmed. Basically Mr. Mohammed Ashfaque Ahmed is Pharmacist by qualification and started his first business in 1994 as pharmaceutical distributor for almost 9 years in Bidar. Then got an opportunity to work with one of the leading pharmaceutical companies in Saudia Arabia from 1997 until 2010. Having very rich experience and legacy in distribution & wholesale business in KSA & India. Mr. Mohammed Ashfaque Ahmed back to home country India by seeing ample business scope in FMCG sector specially and finally entered into FMCG retail business and laid down the foundation of Metro Supermarket in his hometown city Bider in Karnataka state. Since then, no looking back and growing his business in many folders in FMCG sector. Now wants to venture into Franchise Business to scale up his supermarket business across India and probably other region as well.

Two Stores Company Owned Company Operated (**COCO-MODEL**):

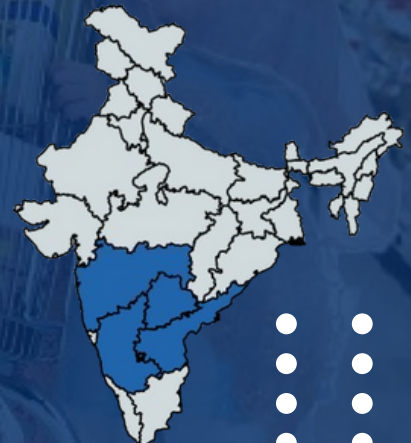
Metro Super Market has two physical stores located in the heart of Bidar town; with a combined space of 5000+ sft. The stores are spacious and well-organized, providing a convenient and enjoyable shopping experience for customers with ample parking space, customers can easily park their vehicles and shop at their leisure without any hassle.



### Founder & Director of Metro Supermarket:

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### Roll-Out Plan:



#### KARNATAKA

Bangalore, Gulberga, Bijapur, Hospet, bellari, Koppal etc.

#### TELANHANA

Hyderabad, SangaReddy, Sadashiv Peth, Zahirabad, Nizamabad, Tandur etc.

#### ANDHRA PRADESH

Nellore, Guntur, Vijaywada etc.

#### MAHARASTRA

Maharashtra- Mumbai, Pune, Solapur, Latur, Udgir, Osmanabad etc.

## WHY YOU CHOOSE TO GO WITH METRO SUPER MARKET FRANCHISE?

- Robust FMCG Industry growth prospect and corporate background.
- Omni Channel brand with presence across Offline/Online retail channels.
- Lowest Investment, Quick ROI & Minimal Risk
- Highly scalable & eccentric business ideas.
- No compromise with quality at all at any level.
- Enjoy, No Royalty for first 6 Months.
- Clarity & Transparency is the secret of our success.
- Comprehensive supply chain management & operational support by the brand.
- Lucrative Franchise format with attractive Return On Investment (ROI).
- Highly experienced team is available 24\*7 to support every franchise and help them drive maximum performance in the business.
- There's zero hierarchy principle in practice which gives every franchise partner to direct access to management team to discuss regularly about business growth opportunity and solutions on challenges.
- Always maintain wide range of FMCG brands & products.
- Rich experienced of 13 years in FMCG Supermarket & Hypermarket

## HOW TO GET METRO SUPER MARKET FRANCHISE, ITS VERY SIMPLE YET EASY FOLLOW THE STEPS:

- ✓ Fill the Franchise Inquiry form with detailed required information.
- ✓ Our team will get back to you within 7 working days for appointment
- ✓ Serious discussion will be taken place, by sharing complete Franchise business Model.
- ✓ If discussion successful then site survey and location will be finalized
- ✓ LOI will be signed by Franchise Partner
- ✓ Launching Roadmap will be shared with crystal clear Activity with Timeline within 45-60 Days.
- ✓ Franchise Agreement will be signed
- ✓ Training Schedule for the new team
- ✓ Opening/Launching Date would be finalized
- ✓ Kick-Off the Supermarket business Operation.

### INQUIRY DETAILS:



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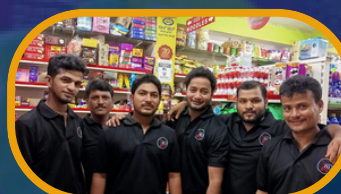
www.metro-supermarket.com



Main Branch:

Siddique Shah Taleem Chowbara  
Raod Bidar (KAR) 585401

### Store & Staff:



Metro Super Market



metro\_super\_market

## LET'S TALK ABOUT METRO SUPER MARKET FRANCHISE SNAP SHOT:

METRO SMART KIRANA MODEL	METRO EXPRESS MODEL	METRO MINI-MART MODEL	METRO MEGA-MART MODEL
<b>Investment:</b> <b>₹. 22 Lakhs</b> Space Req: 1000 SFT	<b>Investment:</b> <b>₹ 38.6 Lakhs</b> Space Req: 2000 SFT	<b>INVESTMENT:</b> <b>₹. 69.4 LAKHS</b> SPACE REQ: 4000 SFT	<b>Investment:</b> <b>₹95.4 Lakhs</b> Space Req: 6000 SFT
<b>Furniture &amp; Equipment's:</b> Rs. 500/sft X 1000= Rs. 5 Lakhs	<b>Furniture &amp; Equipment's:</b> Rs. 480/sft X 2000= Rs. 9.6 Lakhs	<b>Furniture &amp; Equipment's:</b> Rs. 460/sft X4000= Rs. 18.4 Lakhs	<b>Furniture &amp; Equipment's:</b> Rs. 440/sft X6000= Rs. 26.4 Lakhs
<b>Franchise Fee:</b> Rs. 2 Lakhs	<b>Franchise Fee:</b> Rs. 3 Lakhs	<b>Franchise Fee:</b> Rs. 3 Lakhs	<b>Franchise Fee:</b> Rs.3 Lakhs
<b>Inventory:</b> Rs. 1500/sft X 1000= Rs. 15 Lakhs	<b>Inventory:</b> Rs. 1300/sft X2000= Rs. 26 Lakhs	<b>Inventory:</b> Rs. 1200/sft X4000= Rs. 48 Lakhs	<b>Inventory:</b> Rs. 1100/sft X6000= Rs. 66 Lakhs
<b>Royalty:</b> 1st 6 Months Free	<b>Royalty:</b> 1st 6 Months Free	<b>Royalty:</b> 1st 6 Months Free	<b>Royalty:</b> 1st 6 Months Free
<b>Pay Back (ROI):</b> 16-18 Months	<b>Pay Back (ROI):</b> 18-24 Months	<b>Pay Back (ROI):</b> 24-30 Months	<b>Pay Back (ROI):</b> 30-36 Months
<b>Manpower: 5</b> <b>Execution Time:</b> 30 days	<b>Manpower: 10</b> <b>Execution Time:</b> 45 days	<b>Manpower: 25</b> <b>Execution Time:</b> 60 days	<b>Manpower: 40</b> <b>Execution Time:</b> 60 days
<b>Agreement Time:</b> 5 Years & subject to Renewal	<b>Agreement Time:</b> 5 Years & subject to Renewal	<b>Agreement Time:</b> 5 Years & subject to Renewal	<b>Agreement Time:</b> 5 Years & subject to Renewal

All Cost GST Applicable.



**Invest in Metro Supermarket Today**  
**Build a Legacy of Profitable Growth**



## METRO SUPER MARKET FRANCHISE AVAILABLE IN TWO MODELS:

★ FOCO- Franchise Owned, Company Operated ★

★ FOFO- Franchise Owned, Franchise Operated ★

UNIT | AREA | DISTRICT | STATE | REGION RIGHT AVAILABLE

### FUTURE PROSPECTS FOR METRO SUPERMARKETS IN INDIA:



Technology Integration



Omni channel Expansion



Localization & Customization



Experiential Retail



Customer-Centric Innovation



Quality and Affordability



Sustainability Leader



Community Integration



Mobile App



Smart Cart System



Automated Inventory Management



Virtual Shopping Assistant

#### Disclaimer:

Company does not guarantee Timeline of Return On Investment or monthly sale or Profit. Company running two supermarket stores on Company Owned Company Operated model, since 2011. Hence these are all our observations and can be achieved subject to franchise partners smart work and efforts. As Nothing is Impossible, Impossible word itself says I'm Possible.

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#### For Franchise Queries To Contact Us:



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