

THE **NEW** SHOP[®]

ANYTHING. ANYTIME. ANYWHERE



**INDIA'S LARGEST FRANCHISED
CONVENIENCE RETAIL
NETWORK**

CONVENIENCE RETAIL IS THE EASIEST SUCCESSFUL BUSINESS TO START WITH UNLIMITED UPSIDE



150,000+

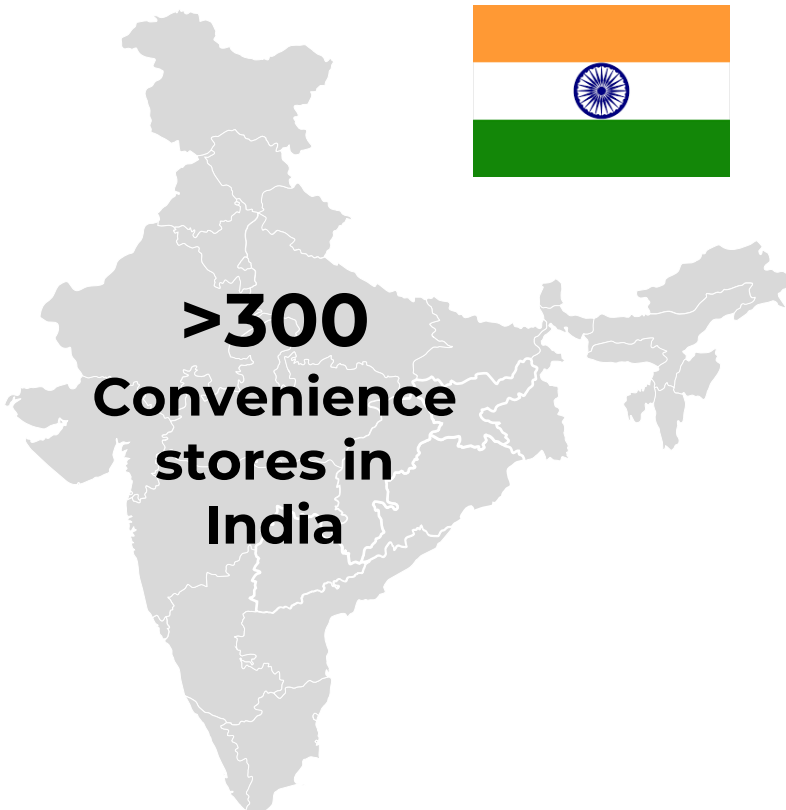
Convenience Stores in USA



\$ 3 Tn+

Global Convenience Retail Market Size

INDIA REPRESENTS A NEXT BIG OPPORTUNITY FOR ORGANIZED CONVENIENCE STORE BUSINESS



1.4 Bn+
Population

4th
Largest Retail Market

\$2 Tn+
Indian Retail industry by 2032

ABOUT THE **NEW** SHOP

Started in March 2019 by siblings, The New Shop is a chain of **24 X 7 convenience retail stores** with **omni-channel presence**.

Serve all your daily needs products snacks and beverages, personal care, home care, pet care, confectionery, Tobacco, hygiene needs, ready to eat food, Over-the-counter drugs, and grocery staples, etc.



Charak Almast
(Co-founder and
Head of Operations)



Aastha Almast
(Co-founder and
Head of Business)



Mani Dev Gyawali
(Co-founder and
Head of Technology)

The New Shop is India's fastest growing 24*7 convenience store and instant hyperlocal delivery retail network

The New Shop is trusted and backed by



WHY THE **NEW** SHOP ?



Strong Brand
The coolest store in town



Legal and licensing support



Ready pool of 10k locations



Easy exit procedure



Fastest payback franchise in India



Training, support and continuous learning



IT , Marketing & Operational support



Safe investment with financing available



Open 24/7

For all age groups



Fast food cafe

Burgers & Sandwiches, Indian meals, Tea, Coffee, Pastries, etc.



Supermarket

Dairy, Grocery, Personal care, Home products



Local Services

Printing, ATM, Courier, etc.



Truly omnichannel

TNS App, Zomato, Swiggy, etc.

AWARDS & RECOGNITIONS



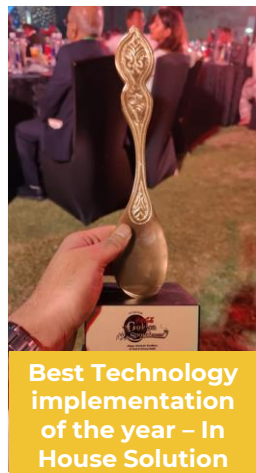
Retail Icon of India



Best Convenience store of the year



Retail Icon of India



Best Technology implementation of the year - In House Solution



Retail Icon of India



BW 40 Under 40 for Aastha Almast



Most Innovative Employee Practices



Best Store Design

NEWS & MEDIA



The NEW Shop Plans to Create 5000 Jobs Pan India

BY - Indian Retailer Bureau
Sub Editor
Jan 18, 2023 / 4 MIN READ



The New Shop: India's fastest growing 24/7 omnichannel, convenience commerce company

By Sanjay Kumar - June 22, 2022



How 'The New Shop' Plans to Take On Quick-Commerce Startups & Giants Like Reliance

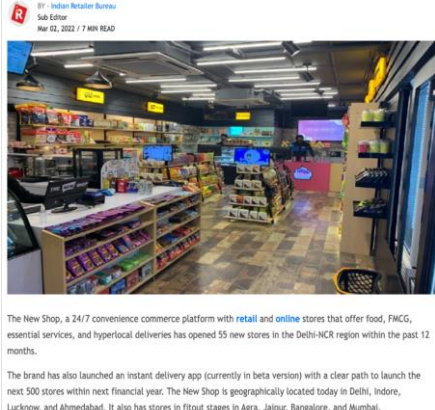


This retail startup wants to become modern India's convenience with its 24/7 open stores

By Rashi Varshney
April 15, 2021. Updated on : Fri Jun 11 2021 12:54:40 GMT+0530



The New Shop to Open 500 Stores By Next Financial Year



The New Shop, a 24/7 convenience commerce platform with retail and online stores that offer food, FMCG, essential services, and hyperlocal deliveries has opened 55 new stores in the Delhi-NCR region within the past 12 months. The brand has also launched an instant delivery app (currently in beta version) with a clear path to launch the next 500 stores within next financial year. The New Shop is geographically located today in Delhi, Indore, Lucknow, and Ahmedabad. It also has stores in fitout stages in Agra, Jaipur, Bangalore, and Mumbai.

**We welcome our Brand
Ambassador**



RAJ KUMAR RAO



OUR FLAGSHIP STORES

OUR FLAGSHIP STORES



**Gate 48, Terminal 2,
Mumbai International Airport**



**Gate 42, Terminal 2,
Mumbai International Airport**



**Puri Business Complex,
Sector 81, Faridabad**



**First store, East of Kailash,
New Delhi**



Keshav Puram, New Delhi



**Indian Oil Gas station,
Jasola, Delhi**

OUR PRESENCE

90+
Stores

60,000+
Cumulative Area (Sq.ft.)



9+
States Covered

10,000+
Daily Customer



**The best franchise
FOR JUST INR 28-30
LAKHS**

**INR 15 Lakhs
INTERIOR & EQUIPMENTS**

**INR 8-10 Lakhs
INVENTORY**

**INR 5 Lakhs
FRANCHISE FEES**



**INTERIOR &
EQUIPMENTS**

INTERIOR (FURNITURE)



WOODEN RACKS



WOODEN SHELVES



BILLING COUNTER



ISLAND RACK



CHILLER PARTITION



ICE CREAM COUNTER



VINYL BRANDING



SIGNAGE



CATEGORY SIGNAGE



WALLPAPERS



CEILING BATON FOR LIGHTS

EQUIPMENTS



CHILLING AND FREEZING EQUIPMENTS



KITCHEN EQUIPMENTS



Air Curtain

Air Conditioner

CCTV Cameras



INVENTORY

FMCG CATEGORIES WE SERVE



Bakery



Breakfast



Snacks



Cafe



Desserts



Sweet



Beverages



Chilled



Frozen



Home



Selfcare



Gadgets

OWN F&B BRANDS



CAFE

Freshly prepared lip-smacking comfort fast food like burger and sandwiches, wraps, etc.



Desi Tapri with Urban twist- Chai, Coffee, snacks and much more



Delectable desserts, cakes, pastries and much more serving your sweet cravings



Our Star products- Momo's with different tasty and tangy sauces



FRANCHISE SUPPORT

THE NEWSHOP SUPPORT

KEY ITEMS	PARTICULARS
Layout	<ul style="list-style-type: none"> • Providing layout designs in a 2D format according to the dimensions of the site as per our business model
Interior & Equipment SOPs	<ul style="list-style-type: none"> • Providing handbook detailing specifications related to the materials, dimensions, vendors and brands of racks, counters, ceiling, flooring, wall papers, electric work, air conditioning, air outlets, plumbing, signages, woodwork, branding • Providing list of equipment's according to layout with vendor/brand options
Branding/Marketing Content	<ul style="list-style-type: none"> • Providing access to all marketing/branding content including banners, videos, pamphlets, hoardings, posters, signages, menus and visual merchandising
HR SOPs	<ul style="list-style-type: none"> • Providing HR manual detailing manpower requirements along with key competencies, documentation, job responsibilities, organization chart and policies
Accounts/Relationship Manager	<ul style="list-style-type: none"> • Assigning accounts/relationship manager from TNS to act as a single point of contact for franchisee
Inventory SOPs	<ul style="list-style-type: none"> • Providing list of initial SKUs to be sold along with distributor details
Training	<ul style="list-style-type: none"> • Remote and on-site training of franchisee and franchisee's staff on usage of inventory management and billing software, customer service, visual merchandising, F&B operations, stock management and ordering, sales and marketing. • Providing access to all content on staff training
Licensing	<ul style="list-style-type: none"> • Obtaining licenses to run the store
Staff Accessories	<ul style="list-style-type: none"> • Providing uniforms and accessories (Complimentary for first 8 staff)
Dashboard Access	<ul style="list-style-type: none"> • Creating user credentials for Inventory management and billing software
Goggle listing	<ul style="list-style-type: none"> • Listing on google my business with location coordinates
3rd Party E-commerce Listings	<ul style="list-style-type: none"> • Listing on Swiggy, Zomato, Dunzo, Magicpin and any (wherever possible)
TNS Listing	<ul style="list-style-type: none"> • Listing on TNS website and delivery app

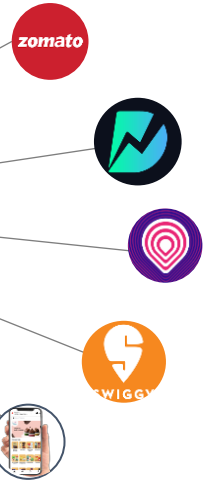
EMPOWERED BY INHOUSE TECHNOLOGY



Store



Integrated POS



Customer Experience

e-Delivery app Rewards program

Cashierless IoT stores



Business & Operations

Data Insights Inventory Management

Workflow Automation MIS for brands & partners

1 Database - enables us to make *100% integrated* applications on top of it

GROSS MARGINS

Category of Products	Gross Margins	Sales Contribution
F&B	60.00%	30.0%
FMCG- Legacy Brands	15.00%	15.0%
FMCG- New Age Brands	25.00%	15.0%
Paan	10.00%	8.0%
Electronics & Gadgets	25.00%	2.0%
Water, Soda, Cups, Ice and other Essentials	40.00%	5.0%
Breakfast & Dairy	15.00%	10.0%
Own Brands	50.00%	5.0%
Staples & Provisions (Packed)	15.00%	5.0%
Fruits & Vegetables	15.00%	2.5%
Meat & Meat Products	15.00%	2.5%
Effective Margins	32.80%	
Discounts & Offers	2.50%	
Gross Margin	30.30%	

BEST NEGOTIATED MARGINS for the Franchise Partners

UNIT ECONOMICS

Franchisee (INR)	
Monthly	Potential
Offline Sale	900,000
Online Sale- TNS App	300,000
Online Sale- Zomato/ Swiggy	300,000
Other Income	20,000
Total Revenue	1,520,000
COGS	1,041,400
Rent	50,000
Manpower	80,000
Electricity	60,000
Other Costs	10,000
Royalty	50,800
Net Revenue	227,800
Net Revenue %	15%

Payback within 12-18 months of operations

ADVANTAGES OF OWNING TNS FRANCHISE



Cooldest Brand



Everything under one roof



Low Investment, High ROI



Payback in 18- 22 months



Highest Industry Margins



Omni Channel Presence

ADVANTAGES OF OWNING TNS FRANCHISE



Legal Support & Guidance



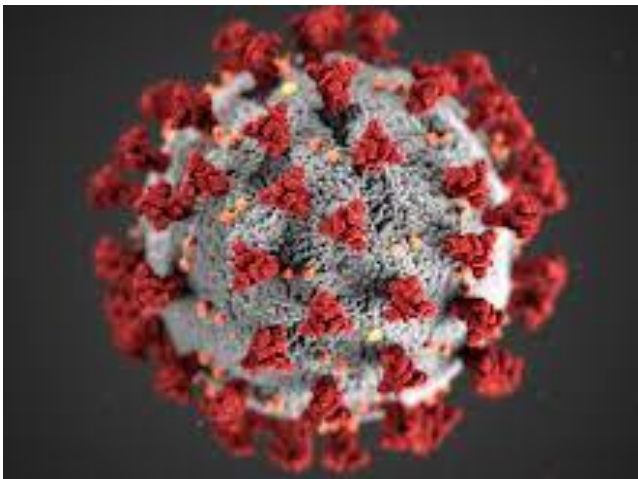
End to End Training Support



Inhouse Technology Support



Operational Excellence



COVID/Lockdown proof



Easy Exit Mechanism

The image features a collage of question marks on various colored papers. In the upper left, a white question mark is on a white paper with a gold question mark cutout. To its right, a pink question mark is on a pink paper with a brown question mark cutout. Below these, on a dark green background, are a light pink question mark and a grey question mark. A semi-transparent grey rectangle is overlaid in the center, containing the text 'FAQs' in white.

FAQs

HOW INITIAL SETUP WORKS

2- How many days to build a store?

If TNS vendors build the store, it will be done within 45 days

4- What licenses do we need?

Shops and Establishment, GST, FSSAI, 24 hrs. TNS will get FSSAI and 24hrs for partners

1- Who builds the store?

TNS's vendor or partner's vendor builds the store. Vendor will bill the partner directly. Glazing to be installed by the business partner

3- Is there a site approval requirement?

Yes, High Density Residential Area, Surrounded by Colleges or PGs, Location nearby hub of Hospitals, etc

5- Area, electricity, water required?

Area: 600 sq. ft. minimum with 13 feet minimum frontage, plain floor & plain ceiling 15kW Electricity line, Water line for café.

HOW OPERATIONS WORK

2- How will supply chain work?

TNS will align distributors for all products. Partners can use TNS's dashboard to place orders or call TNS for help in placing orders.

4- Who takes the payment?

Partners take the payment first. Every month, they make royalty payments to TNS.

1- Who manages the store?

This is upto the franchise partner. But it is preferred if partners look after day-to-day ops instead of hiring a manager

3- How many staff members are required?

4 team members* + 2 managers

(*These are all minimum wage workers)

5- Are there SOPs?

Yes, there is a comprehensive SOP in place for smooth operations of the store and best customer experience.

HOW TRAINING WORKS

1 - Who trains the partner?

TNS has a training team to train partners on operations, marketing, technology, food preparation etc.

2- Where will the training happen?

At first, TNS's team will come to partner's location and train partners and staff for a week.

Then, there are quarterly continuous learning e-classes.

3- Are there contents I can refer to?

Yes, partners will be provided a content repository to refer to when in doubt about something.

4- Are there any charges for continuous learning?

No, training and learning is absolutely FREE OF CHARGE

TNS WILL ALSO DO THESE

1 - Mystery Audits

TNS will perform bi-monthly mystery audits to ensure SOPs are followed and quality standards meet expectations.

2- Create offers, contests etc.

TNS will work with brands to create more offers, contests etc to keep the customers excited to come to the store

3- New products, categories

TNS will periodically introduce new products and categories depending on insights from sales data and customer behavior

4-Marketing & advertisements

TNS will run marketing and digital ad campaigns on a national level as well as city level