



Investor Presentation – RasoiShop Franchisee

About RasoiShop



- RasoiShop was incorporated through the parent company SOFTEL which has been in the manufacturing of kitchen appliances since 25 years
- The management diversified from appliances towards offering overall kitchen related products which gave existence to RasoiShop, an Omni Channel platform selling kitchenware and appliances
- RasoiShop operates with an offering of 3000+ SKU's across all categories in Appliances, Bakeware and Cookware, Dinnerware and Storage, Kitchen Tools, Kitchen Decor and Cookbooks with plans to scale up to 5000 SKUs by Q3 of 2018
- RasoiShop is India's First Chain of Multi Brand Kitchenware Stores and One Stop Destination for buying Kitchenware through Stores as well as Online
- Promoters having wide experience in Consumer marketing and Kitchen industry
- Being an exclusive Kitchen Merchandise Omni Channel store, RasoiShop focuses on the three aspects - Premium Products, Honest Prices and Best Customer Service
- RasoiShop is a complete integration of Brick & Mortar Stores, Internet, Print Media and TV to entice customer through all available sales channels
- Currently, RasoiShop has 15 Operational Stores in Gujarat with another 25 in the pipeline to roll out before Q3 2018
- Backed by parent company of Times of India, Bennett Coleman & Co. Ltd to expand across India

***Aim: To become every Indians first go-to place for Kitchenware
by opening 1000 Stores till the year 2022***

CONFIDENTIAL

RasoiShop Stores



RasoiShop Stores



RasoiShop deploys an Omni Channel Sales approach for covering all possible channels for customer purchase



Products



Appliances

- Small appliances : Mixer Grinders, Hand Blenders, Juicers, JMGs, Kettles, Sandwich Makers, Toasters, Soda Makers, Air Fryer
- Major appliances : Food Processors, Chimneys, Gas Stoves, Ovens, OTG



Bake and Cook

- Cookware : Tawa, Fry Pans, Deep Kadhai, Pressure Cooker, Grill Pans, Idly/Dhokla Cooker, Kadhai, Sauce Pan, Cook and Serve, Handi
- Bakeware : Baking Moulds and Baking Tools



Dinnerware and Storage

- Dinnerware : Casseroles , Coffee and Tea Mugs, Cutlery, Dinnerware Sets, Glass and Glass Trays, Microwavable, Serving ware)
- Storage : Bottles, Containers, Jars, Tiffins



Kitchen Tools

- Choppers and Graters, Chopping Board, Knives, Peeler and Graters, Slicers, Openers, Colanders & Other Kitchen Tools



Kitchen Decor

- Clothing : Kitchen Towels, Aprons, Gloves, Table Linen Table Runner, Linen Set, Kids Apron



Cookbooks

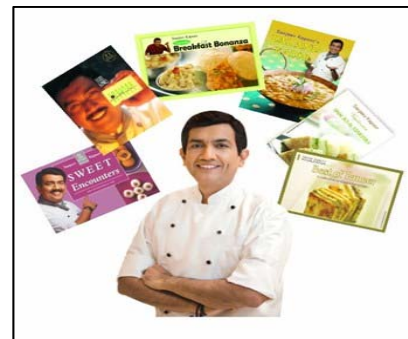
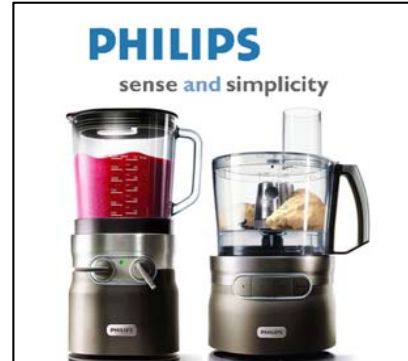
- Cookbooks from Chefs such as Sanjeev Kapoor, Jenish Parmar, Tarla Dalal, Hina Gautam & Nita Mehta

Rasei Shop

India's First Chain of Multi Brand Kitchenware Stores



Products



Brand Partnerships

Our Partners

- Direct Brand Tie-Ups in All Categories
- 40 brands already part of the RasoiShop and many more in joining phase
- At present there are 3000+ SKU's and targeting 5000 SKU's in near future

Value Proposition for End Customers

Vision

To be India's first Omni-Channel Retail Destination for Branded Kitchen Merchandise by offering Verified Quality products at Honest Prices and build a Community of buyers interested in Home Cooking

Value to customers

Fair and affordable Pricing

Reliable brands

Complete range of kitchen products

Promotional Offers

Premium products

Omni Channel Shopping Experience



One stop solution to their kitchen appliances and kitchenware needs

Brand Ambassador for RasoiShop



By 2020, the first thing that a Billion Indians think when they talk Kitchen Shopping should be –



Celebrity Chef – Mrs. Jenish Parmar, of the 'Rasoi Show' Fame, has been signed as RasoiShop's Brand Ambassador

Launch Cooking Classes/Workshops for young target audience who aren't familiar with cooking

Collaborate with famous Bloggers/Chefs to host Online/Offline Events

Jenish Parmar

Home Maker, Celebrity Chef, Author, TV Host

Industry Outline

Indian Kitchenware Industry

The kitchenware category (pressure cookers, cookware, stoves and small kitchen electrical appliances) in India is highly fragmented, not only in terms of number of manufacturers, but also in terms of product range

Unorganized players command a significant portion of the category – about 50% of the pressure cooker and 60% of the nonstick cookware segment is unorganized

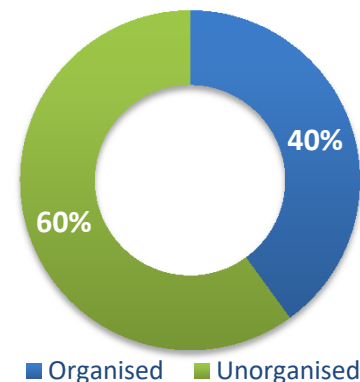
Penetration levels are still low – about 40% for pressure cookers, with rural penetration at 25%

Multi brand kitchenware retailers: RasoiShop is India's First Chain of Multi Brand Kitchenware Retail Stores

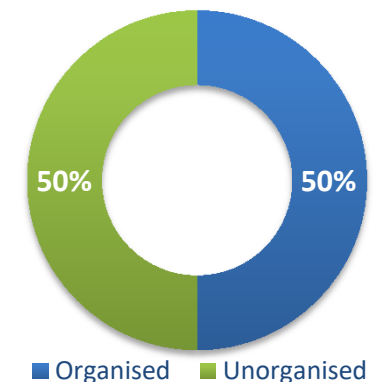
Categories	Market Size (INR b)	Organized proportion(%)
Pressure Cookers	13.2	50%
Non-Stick cookware	7.2	40%
Gas Stoves	18	50%
Kitchen electrical appliances	51.6	50%

* Estimated

Share of Organized Vs. Unorganized in Non Stick cookware segment



Share of Organized Vs. Unorganized in Pressure cooker segment



Kitchenware industry moving from 'being functional' to 'being fashionable'

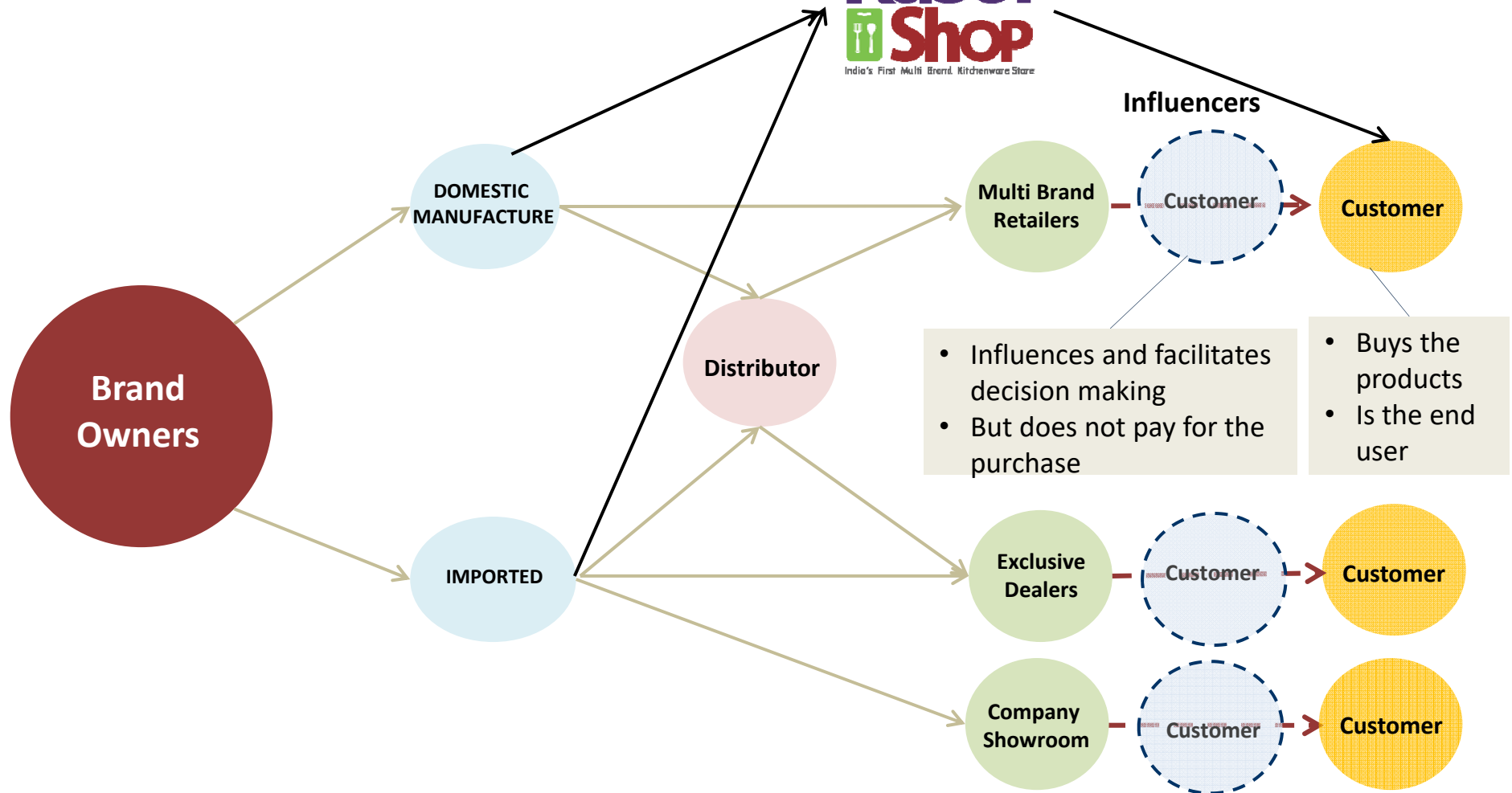
- Psychographic changes are making way for national brands like Prestige, Bajaj, Maharaja, Pigeon, Hawkins etc.
- With rising affluence and aspiration levels, consumers are willing to pay a premium for branded kitchenware, which offers assurance of quality and a reliable service network. Also, kitchens are rapidly changing from being functional to being fashionable.
- Consumers are increasingly spending time and resources to build convenient, organized and fashionable kitchens.
- While most of the demand is from upper middle class urban households, middle class families (even in tier-II/III cities) are also adding to demand.
- Consumers are spending not just on furniture and modular kitchens, but also on branded kitchenware.

The Size of Modern Retail in India is expected to double to **Rs 1,71,800 Cr** from Rs 87,100 Cr in 3 years driven by Omni-Channel Retail.

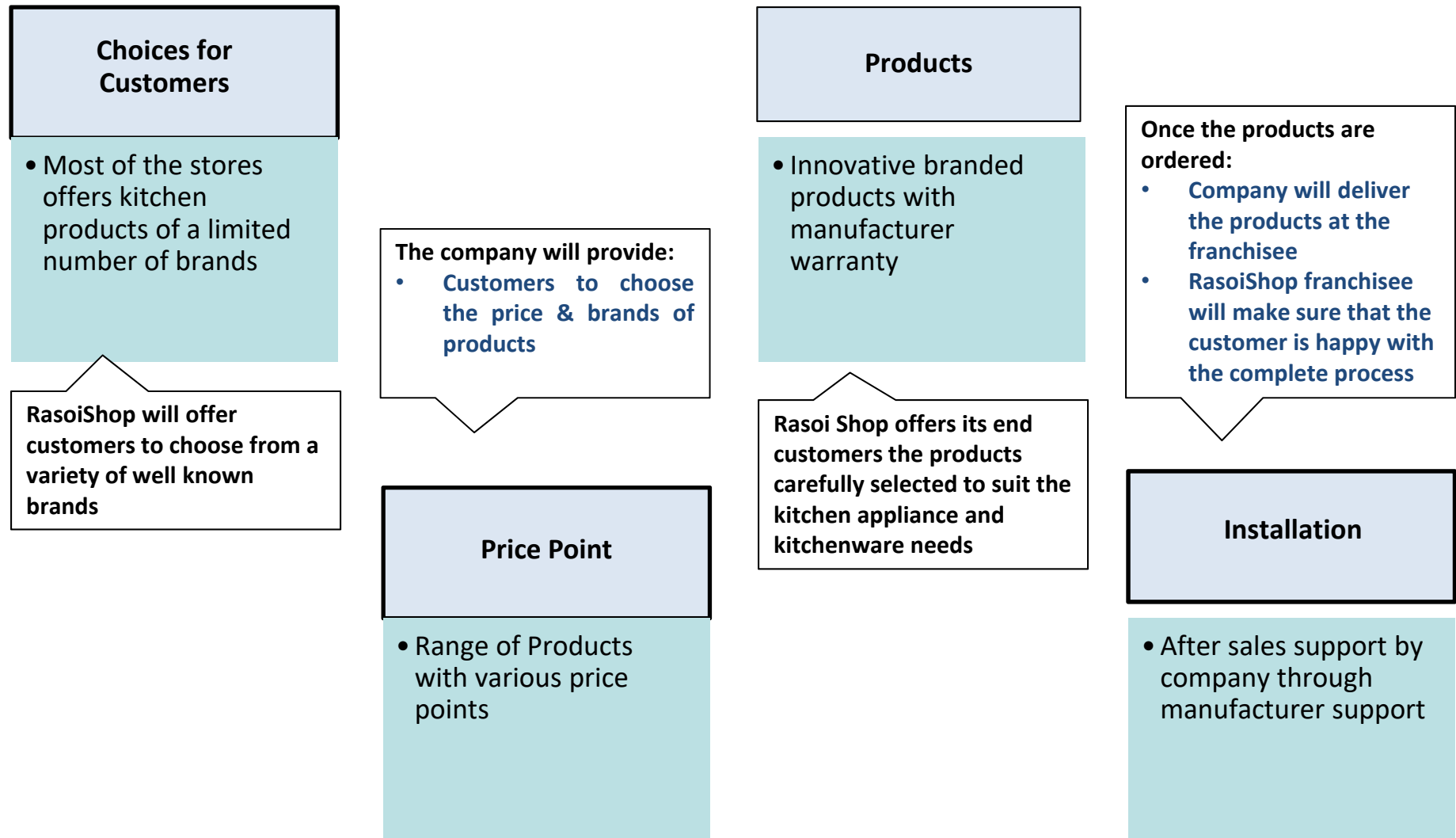
- *as per a joint report from Knight Frank India and Retailers Association of India (RAI)*

For the opportunity it is vital to understand the Ecosystem

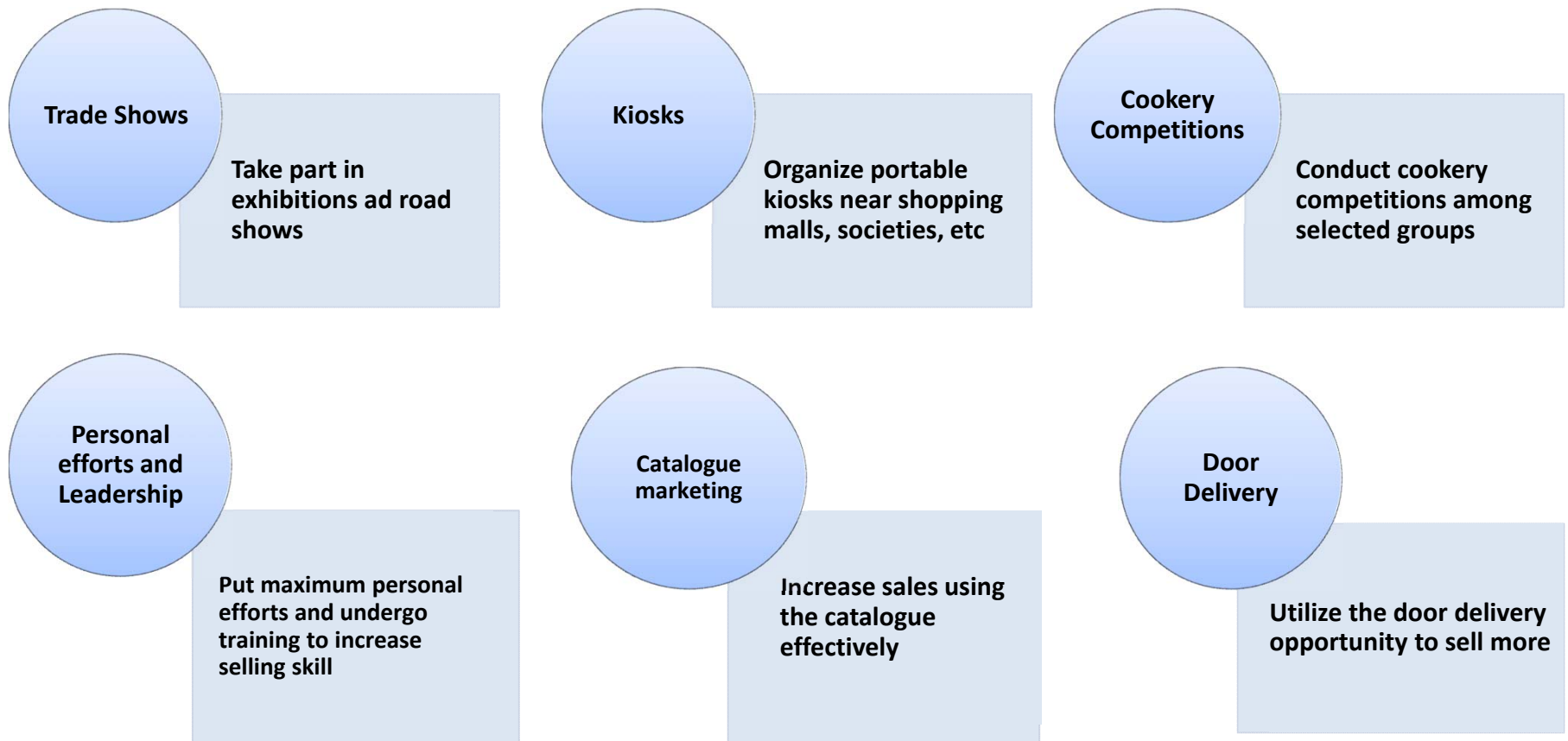
RasoiShop is shortening the path to customer by eliminating the nodes between the brands and the customers



Differentiating factors by Company to End Customers

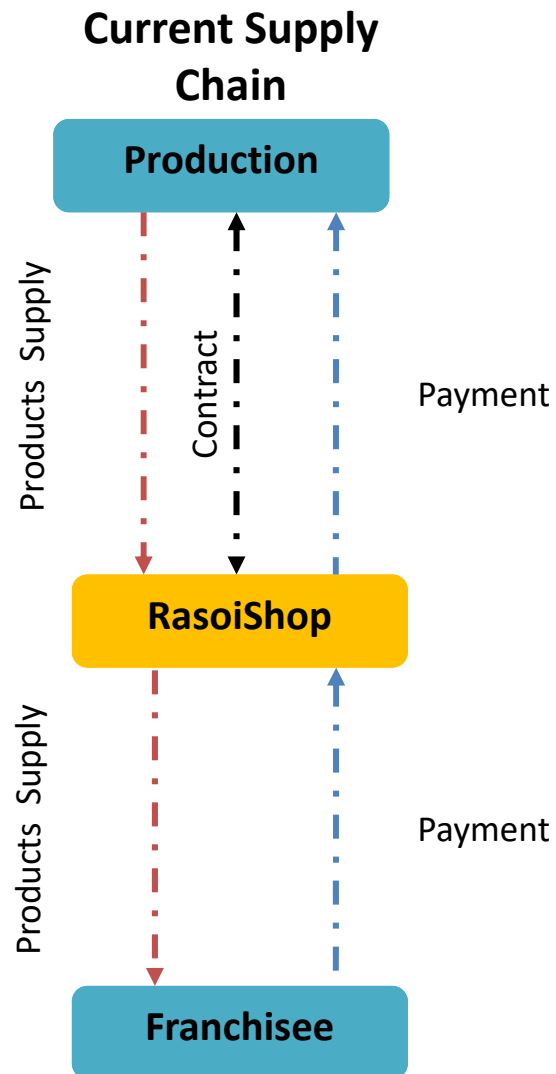


Events and Lead Generation



Franchisee will have to participate in training and skill development programs arranged by RasoiShop

Effective Supply Chain Strategy



Value proposition & Unit Franchise Business Model

An Overview of the Unit Franchise Model which operates under the Master Franchise

Unit franchise model

- Franchisee invests into one unit and is responsible for running that unit
- RasoiShop will help the Master Franchise in appointing Unit Franchisees in its region/territory
- Pure FOFO model deployed

Low investment of 31 Lakhs and minimal area of 700 Sq ft.

**Model 1 : Own property investment: 31 Lakhs
(Including stock of 25 lakhs)**

**Model 2: Rental property investment: 31 Lakhs
(Including stock of 25 lakhs)**

- **Weighted Average Gross Margin of 15% on Sales**
- **Targeted Turnover of Rs 100-125 Lakhs Per Annum Per Unit Franchise**

- **Established Promoters: Promoted by Softel, a 25 year old Trusted Brand**
- **Fully supported under the Franchisee Business**

Franchising offers benefit to both the Parties

Franchisor

- Simpler operations management
- Faster business expansion
- Deeper market penetration
- International potential



Franchisor - RasoiShop

Very high scope in creating Network of Entrepreneurs



Franchisee Model makes expansion of number of stores much faster



Franchise Model helps RasoiShop focus on its core competency of Marketing & Increasing store sales



42% companies are deriving 40-60% of their revenues through franchising

Franchisee

- Turnkey businesses
- Proven operating systems in place
- Existing brand awareness
- Greater likelihood of success
- Training and marketing support



Unit Franchisee

Become a part of a very innovative concept which is already taking the Kitchenware Industry by storm



Fully supported by a 25 years richly experienced team in Kitchenware Industry



Major Stakeholder in the whole RasoiShop Franchisee Network as Unit Franchisee

RasoiShop Franchise Business Operation



- Merchandise selection
- Procurement
- Marketing and Promotion Activities
- Stock management
- Pricing
- Publicity
- Order generation
- New launches
- Warranty and After sales Service(Through manufacturers)

RasoiShop Responsibility

- Purchase of Stock of 25 Lakhs through Master Franchise
- Sale of products to the customers
- Last Mile Delivery for sales orders
- Products presentation and demonstration
- Events participation
- Personalized efforts

Unit Franchisee's Responsibility

Franchisee Support & Training

RasoiShop TV Commercials



RasoiShop in Print

GAS STOVE Bazaar

On Purchase of Any Gas Stove
Get Softel 6 Pcs Non stick cookware set
worth ₹ 2870/- FREE!

Preethi Blaze 3 Burner
MRP ₹ 8375 | OFFER ₹ 6245

Store ship may | Deteriorable legs | 30% Gas saving | Life long free service

Prestige Premia 3 Burner
MRP ₹ 10795 | OFFER ₹ 8095

German Silver Clad | Italian SABAF Gas Valves | Life time Warranty

Pigeon Troika 3 Burner
MRP ₹ 6995 | OFFER ₹ 4345

Powder Coated SS body | Glass top with front glass | 2 Year Warranty

Shop online at : www.rasoiishop.com

For RasoiShop Showroom Franchisee Inquiry at

RasoiShop Vadodara
Sensate Square, Opp. Gangotri Flats,
30 Meter Vada-Golri Road
M. 96625 49721

RasoiShop Ahmedabad
Maninagar
Rajni Complex,
Opp. Maninagar Police Station
M. 91730 12706

RasoiShop Gandhinagar
C.G. Road
Nr. MyMy - Shagwadi Chambers,
Sardul Chaur Rasta
M. 70961 11314

Rasoi Shop
India's First Chain of Multi Brand Kitchenware Stores

Best Selection of all Top Brands

GRAB INAUGURAL OFFER
₹10000 Value

On Purchase of ₹ 2000 or above
Get Softel non-stick Dosa Tawa
worth ₹ 570/- FREE!

On Purchase of ₹ 4000 or above
Get Softel non-stick Spec Cookware set
worth ₹ 1070/- FREE!

Lowest Price Challenge Offer

COMBO
MRP ₹ 10280/-
SPECIAL PRICE
₹ 4995/-

2 or 4 Burner
Option available

Pigeon Brand
Favorite 3 Br Gasstove + Nonstick Set (Flat Tawa 230 + Fry Pan 240 + Kadai 240 with Lid)
+ Prime Mixer Grinder + 3 L Induction Base Pressure Cooker

Many more exciting Combo Offers available at our Showrooms

Ideal for Gifting

To Order 78188 78188
Get Home Delivery | Pay Cash on Delivery

RasoiShop - India's First Omni Channel Sales Platform for selling a wide variety of Verified Premium Quality Kitchenware from renowned Brands at Honest Lowest Prices, promoted through exclusive Showrooms, E-Commerce, TV, Print, Catalogue and various Events.

Limited Period Offer : This Offer cannot be combined with any other Offer

To Join us as a RasoiShop Franchisee at Ghod Dod, Anajan, Alhwa Lines, Varachha, Katargam, Udhna, Kamrej, Navsari, Bardoli, Valsad, Vapi
Please Contact : 91067 73406 | 98250 25146

Our Associate Brands

GRAB INAUGURAL OFFER
₹10000 Value

SPECIAL COMBO OFFERS

Softel Domestic Flour Mill
50% Weight, 50% Dosa, 50% Price
AND yet 100% Performance!

Combo MRP ₹ 3499/- OFFER ₹ 899/-

*This Offer Offer will apply on brand combo offers

Our Partner Brands

GRAB INAUGURAL OFFER
₹10000 Value

Social Media Campaigns

Rasoi Shop
Published by Abhishek Jain [?] · March 29 · 🌐

કેમ છો અમદાવાદ !?
શું તમે 600-800 સુ દુટ જગ્યા ધરાવો છો ? શું તમે ઝડપથી વધી રહેલા બ્રાન્ડેડ રેટાઇલ બિઝનેસમાં જોડાવો માંગો છો ?
રસોઈશોપ વર્ધન આપ્યું છે એક અનોખી તક... રસોઈશોપ ભારતની સર્વ પ્રથમ મલ્ટી બ્રાન્ડ કિચનવેર સ્ટોરની શૃંખલા જેમાં 40 થી વધુ બ્રાન્ડના 2500 થી વધુ પ્રોડક્ટ્સ ઉપલબ્ધ છે ! ... See More

Rasoi Shop
India's First Multi Brand Kitchenware Store



શું આપ એક સારા બિઝનેસ ની શોધમાં છો..?

111,090 people reached 🌐 [Boost Again](#)

👍👎🗨️ Prajapati Arvind, Kiran Thakor and 15K others · 144 Comments · 103 Shares

👍 Like 💬 Comment ➦ Share 🇮🇳

Rasoi Shop
Published by Vikesh Solanki [?] · May 5 at 3:15pm · 🌐

રસોઈશોપ ધમાકેદાર ઓફર - મેળવો 52% ની છુટ !
પીજન બ્રાન્ડનું 3 બર્નર ગેસ સ્ટોવ + પીજન મિક્સર ગ્રાઇન્ડર ૫૫૦ વોટ્સ + નોનસ્ટીક સેટ (પીજન તવો + ફાઇ પેન + કઢાઈ કાંચની લીડ સાથે) + પીજન ૩ લીટર પ્રેશર કૂકર
MRP રૂ.10280 /-... See More

Rasoi Shop
ભારતની સર્વપ્રથમ મલ્ટી બ્રાન્ડ કિચનવેર સ્ટોર શૃંખલા



માત્ર ૫ પ્રોડક્ટ્સ પીજન બ્રાન્ડ ની
ફેસેટ ૩ બર્નર ગેસસ્ટોવ + નોનસ્ટીક સેટ (ફાઇ લેપ પેન + ક્રાઇ પેન + ૬૬૦ઈ ૧૨૦ તીડ સાથે)
+ પ્રેશર કુકર ૩લિટર ૫૫૦ વોટ્સ + ૩ લીટર બેન્ડરન વેટ પ્રેશર કૂકર

127,283 people reached 🌐 [Boost Again](#)

👍👎🗨️ 4.2K · 80 Comments · 78 Shares

👍 Like 💬 Comment ➦ Share 🇮🇳

RasoiShop Website



India's First Multi Brand Kitchenware Store

PREMIUM PRODUCTS | PROMOTIONAL OFFERS | SUPER SAVING COMBOS | MUST HAVE APPLIANCES | CORPORATE GIFTING | TV SCHEDULE

APPLIANCES | BAKE & COOK | DINNERWARE & STORAGE | KITCHEN TOOLS | KITCHEN DECOR | COOKBOOKS

Pigeon Brand
Favorite 3 Br Glasstop + Nonstick Set (Flat Tawa 250 + Fry Pan 240 + Kadai 240 with 1 lid)

Home » Appliances » Small Appliances » Blenders

Product Details

Sofitel Hand Blender Turbo With Chutney Maker And Chopper and 3 Attachments
Brand: Sofitel
Item No: SOF0025

★★★★★ Be the first to write the review | [Write Review](#)

Sofitel Hand Blender Turbo with 4 Attachments
1) Chopper
2) Chutney maker
3) Sieve jar
4) Measuring jar and a wall bracket

MRP : ₹2,670
OUR PRICE : ₹1,895

Stock Available
2-3 Business Days

Qty:

[Add to wishlist](#) [Refer this to your friend](#) [Share this product](#)

[Twitter](#) [Google+](#) [Facebook](#)

Delivery Options

RasoiShop Events



RasoShop Gift Vouchers



₹ 500/-
GIFT VOUCHER

Valid on All Offers

How to Use

- Please visit nearest RasoShop Showroom.
- Select any Product / Offer available.
- Surrender this card to avail ₹ 500/- credit from Invoice Value.
- In case of any difficulty please Call : 78188 78188

Terms :

1) This voucher value can be adjusted on any purchase from RasoShop. 2) This voucher cannot be encashed.
3) One voucher can be used for one invoice of minimum ₹ 500 /-. 4) Prices are subject to change without prior notice.
5) Subject to Gandhidham jurisdiction.

Voucher Code : _____

This Gift Voucher is valid strictly upto 30/06/2018.

Shop online at | www.rasoishop.com | [f](#) [@](#) / rasoishop

₹ 1000/-
GIFT VOUCHER

Valid on All Offers

How to Use

- Please visit nearest RasoShop Showroom.
- Select any Product / Offer available.
- Surrender this card to avail ₹ 1000/- credit from Invoice Value.
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Voucher Code : _____

This Gift Voucher is valid strictly upto 30/06/2018.

Shop online at | www.rasoishop.com | [f](#) [@](#) / rasoishop

₹ 5000/-
GIFT VOUCHER

Valid on All Offers

How to Use

- Please visit nearest RasoShop Showroom.
- Select any Product / Offer available.
- Surrender this card to avail ₹ 5000/- credit from Invoice Value.
- In case of any difficulty please Call : 78188 78188

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RasoiShop Catalogue Marketing



Thank You
