

# APMCINDIA.COM

## All Product Marketing Company

division - Francture Brands Pvt Ltd

A-1503 , Amar Harmony , Plot No - 22 , Sector - 4 , Taloja Phase - 1 , Raigad , 410208

Mobile - 9920808363 , Email - [francturebrands@gmail.com](mailto:francturebrands@gmail.com) , Web - [www.francture.com](http://www.francture.com)

### Franchise Form:-

Company Name \_\_\_\_\_

Owners Name \_\_\_\_\_

Shop Manager \_\_\_\_\_

Age-DOB \_\_\_\_\_

Sex \_\_\_\_\_

Mobile/Shop  
Contact No \_\_\_\_\_

Email \_\_\_\_\_

Shop Address \_\_\_\_\_

House Address \_\_\_\_\_

Warehouse  
Address \_\_\_\_\_

Operational  
Since \_\_\_\_\_

Monthly  
Turnover \_\_\_\_\_

Annual Turnover \_\_\_\_\_

Working Staff \_\_\_\_\_

Monthly  
Marketing  
Budget \_\_\_\_\_

Annual  
Marketing  
Budget \_\_\_\_\_

Monthly Expense	<hr/>
Annual Expense	<hr/>
Shop Area (Square Ft)	<hr/>
Per Square Ft Rent	<hr/>
Per Square Ft Owned	<hr/>
Grocery Store	Attach the list with price and buying source. Hard copy and Soft Copy <hr/>
Vegetables Store	Attach the list with price and buying source. Hard copy and Soft Copy <hr/>
Fruits Store	Attach the list with price and buying source. Hard copy and Soft Copy <hr/>
Medical Store	Attach the list with price and buying source. Hard copy and Soft Copy <hr/>
Documents (Signed and Attached)	PAN Card , Service Tax No , Gumasta License , Aadhar Card , GST , Driving License , Passport. <hr/>
Website (Yes/No)	<hr/>
Retailer Reference 1	<hr/>
Retailer Reference 2	<hr/>
Retailer Reference 3	<hr/>
Retailer Reference 4	<hr/>
Retailer Reference 5	<hr/>
Retailer Reference 6	<hr/>
Retailer Reference 7	<hr/>
Retailer Reference 8	<hr/>
Retailer Reference 9	<hr/>

## Terms & Conditions & Declaration:-

- I have read , understood and agree to abide by Francture Brands Pvt Ltd rules relating to the conduct of the above account / services / products / fees & charges.
- Franchise fees is INR 28 Per Square Ft. – Non-Refundable. i.e if your shop has an area of 1000sq ft , your franchise fees will be INR 28,000 + Applicable Taxes.
- Shop brand name , Façade , signage , carry bags , standee and all print and branding material of shop will be changed to APMCINDIA.COM and branding borne by the Franchise. Design will be given by APMCINDIA.COM a division of Francture Brands Pvt Ltd.
- Barcoding of all products will be done by the Franchise within 60 days of signup at his cost with POS machine.
- CCTV Camera connected to the Franchise shop and head office with a 3 month backup drive borne by the Franchise.
- Daily , Weekly , Monthly sale will be updated by the franchise to Francture Brands Pvt Ltd post 60 days of launch.
- Francture Brands Pvt Ltd will not take any share from the franchise for the first 6 months of the signup.
- Post expenses the profit will be shared 50:50 between the franchise and Francture Brands Pvt Ltd. 50% of the total share of Francture Brands Pvt Ltd will be given back as a reward to the Franchise as per the ratings given to him by the customers. i.e Rating will be given on a scale of 1 to 10. If the franchise gets a rating above 7.5, then on every 0.1% increase the 50% of the profit share of the total share of Francture brands pvt ltd from that Franchise will be rewarded back to the Franchise. i.e If Francture Brands Pvt Ltd made INR 1,00,000 profit from that Franchise , then 50% of the profit i.e 50,000 will be the reward money for the Franchise if his rating is 10 , if his rating is below 7.5 then INR 0 , if his rating is 8.9 then  $[rating\ scored\ (8.9 - 7.5 = 1.4)] [ ( Reward\ per\ point\ (10 - 7.5 = 2.5) ] [ cost\ per\ point\ ( INR\ 50,000 / 2.5 = INR\ 2,000 ) ]$  , in this case reward given to the franchise will be  $( 1.4 * INR\ 2000 = INR\ 28000 )$  from Francture Brands Pvt Ltd share.
- Franchise will spend INR 10 per square ft for every 500sq ft as per the size of his shop on marketing and promotions locally per month with a 90 days deposit given to Francture Brands Pvt Ltd and monthly PDC to Francture Brands Pvt Ltd for next 12 months.
- Monthly marketing and branding plan will be approved by more than 50% of the Franchise of that ward or constituency. Then only Francture Brands Pvt Ltd has the right to spend that money for the promotions.
- Franchise will appoint 1 person per 500sq ft as per the size of the shop for the local public monthly requirement registration. i.e if you have a shop of 500sq ft - 1000sq ft you will appoint 2 people , if 1000stft – 1500sq ft then 3 people for requirement registration.
- Payment collection and all banking transactions of the franchise will be done by the existing name only for first 90 days of launch. Post 90 days a centralized payment system will be introduced in all the franchise outlets and all payments will be collected in the name of Francture Brands Pvt Ltd.
- All products will be centrally purchased by Francture Brands Pvt Ltd. Requirement and funds deposit will be done by the franchise 45 days prior to the purchase of the monthly product purchase.
- Weekly meeting to be attended by the franchise is mandatory. If a franchise attendance is less than 25% in a quarter then Francture Brands Pvt Ltd has the right to terminate his franchise with immediate effect.
- If there are multiple shops in the same ward of that constituency, then the total business will be equally divided between all the shops as per the below formula  $[(Shop\ Business - Shop\ Expense)/2]$  .

Incentive per franchise will give given separately as per their ratings given by customers after purchase.

- Franchise partnership is for a period of 10 Years and renewable.
- Project implementation will start with a minimum 100 shops signup in a constituency for every category ( Grocery , Vegetables , Fruits , Medical ) .
- 10% commission of franchise fees will be given if any of the references given by the Franchise is converted into partner.
- Franchise will not sell any new product in the shop without a prior permission of Francture Brands Pvt Ltd , if they do then they are solely responsible for the said product or service and Francture Brands Pvt Ltd has the right to terminate his franchise with immediate effect..
- Any new franchise started after 31 December 2017 will be added to APMCINDIA.COM in that ward after the prior approval of more than 50% franchise in that ward.
- If the shop is owned by the Franchise then the rental to the shop will be 20% less than the market price mutually agreed and decided by the Franchise and Francture Brands Pvt Ltd paid to the Franchise from the business generated from that franchise and vice versa.
- In case of no business Francture Brands Pvt Ltd is not liable for any loss or reimbursement of business to the Franchise.
- If Franchise or Francture Brands Pvt Ltd wants to discontinue this association, then both the parties have to give an advance 4 month notice to the other counterpart else a penalty of INR 10,00,000 to be paid to the counterpart.

### **All Payments will be made to the below account:-**

- **Company Name :- Francture Brands Pvt Ltd**
- **Bank Name - Andhra Bank**
- **Branch – Taloja Phase 1**
- **Current Acc No :- 289111100001936**
- **IFS Code - ANDB0002891**

Date

Date

Signature

Signature

- Name :- Digant Sharma
- Company :- Francture Brands Pvt Ltd
- Designation: - Managing Director
- Email – [jm@digantsharma.com](mailto:jm@digantsharma.com)
- Mobile- +91- 9920808363

- Name :-
- Company :-
- Designation :-
- Email :-
- Mobile :- +91-