

India's Fastest Growing Modern Retail Chain





Chairman Message

 SGG has always focused on development of Real India and is now introducing consumer-oriented services to ensure all round community growth. Star Localmart is our retail franchisee model launched to assist anyone and everyone aspiring to enter the Essentials Retail industry.

We have opened 50 stores and goal of opening 3000 stores over the course of the next three years, Star Localmart aims to generate 25000 local employment opportunities that would aid the expansion of the retail stores into new markets. As an exceptionally proficient one-stop shopping destination, Star Localmart is perfect for consumers looking for high-quality products with convenience at affordable prices.

I firmly believe that Star Localmart will transform the dreams of local retailers, budding entrepreneurs, and investors into realities by providing them an avenue for greater growth and wealth creation. I urge you to consider this opportunity and get associated with Sanjay Ghodawat Group, by becoming a franchise owner of Star Localmart and be a front runner for an exciting and prosperous future. 

Mr. Sanjay Ghodawat

Founder & Chairman Sanjay Ghodawat Group



STAR
Localmart

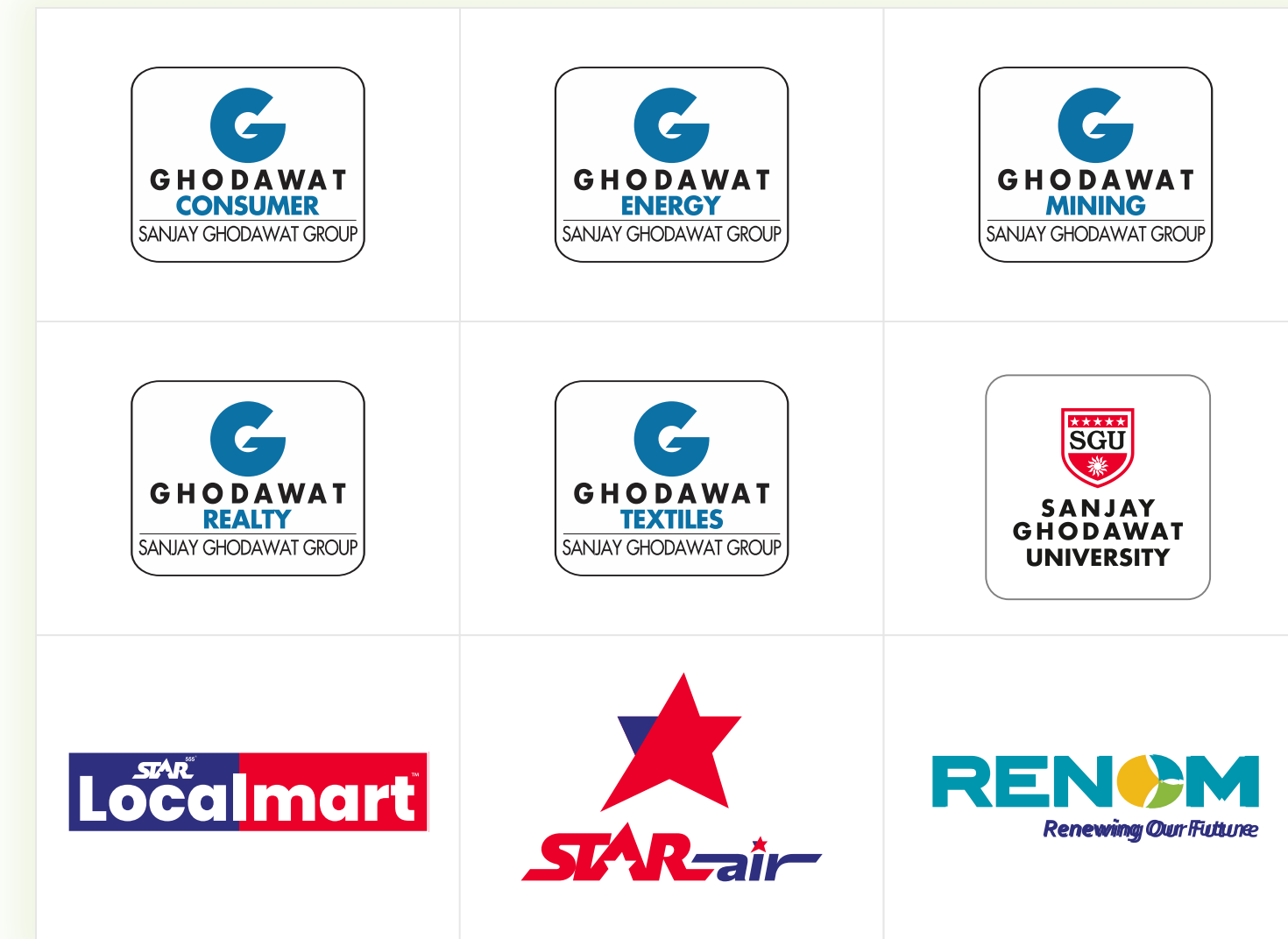
www.starlocalmart.com



Group Overview

ENHANCING ASPIRATIONS PROVIDING INSPIRATION

- ▶ Sanjay Ghodawat Group is fuelled by its mission to be, 'The Biggest, The Best and The Most Valuable'.
- ▶ SGG has its presence in various high-value sectors like Aviation, Consumer Products, Education, Energy, Mining, Realty, Retail, Software and Textiles.
- ▶ SGG is amongst the most promising and fastest-growing conglomerates in India, having an employee base of 10,000 and a customer base of millions Globally.
- ▶ For over twenty-eight years SGG is serving the citizens of the country with remarkable products and has become a household name.



LET'S
TALK

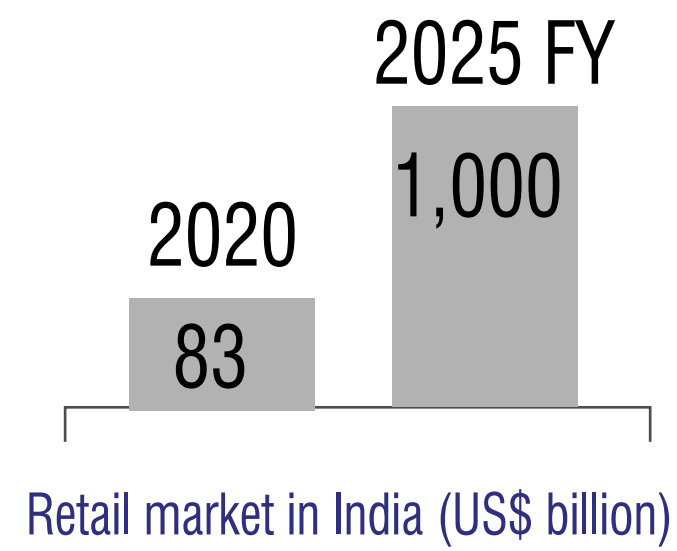
MR. SHRENIK GHODAWAT (Managing Director -Star Localmart)
- GLOBAL BRANDS & LEADERS 2021 (DIGILIVE)

CLICK
HERE

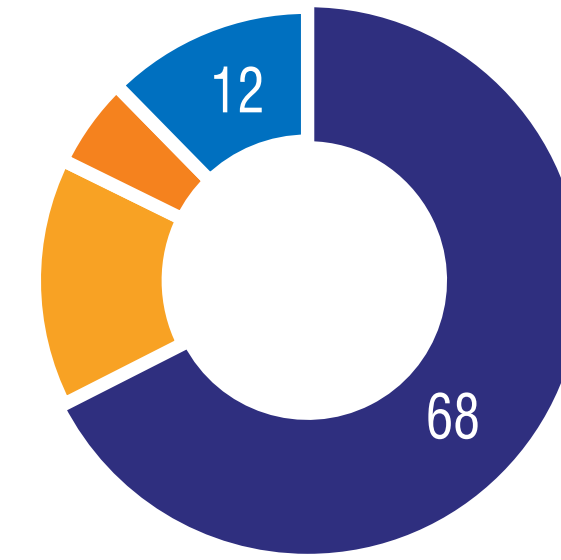
Market Opportunity



Market Size

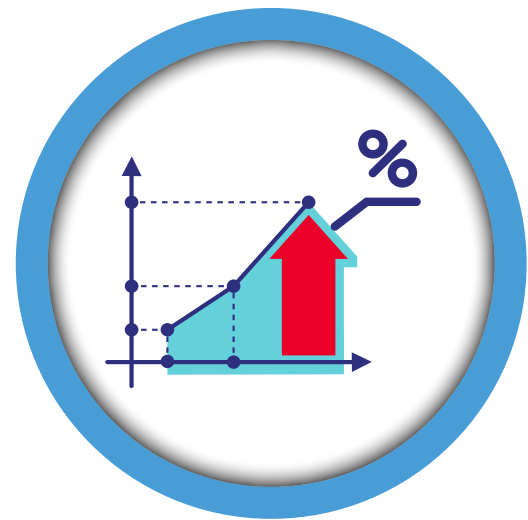


Sector Composition



Category wise Break up of Total Retail Market in FY20

- Foods & Grocery
- Lifestyle
- Electronics
- Others



Key Trends

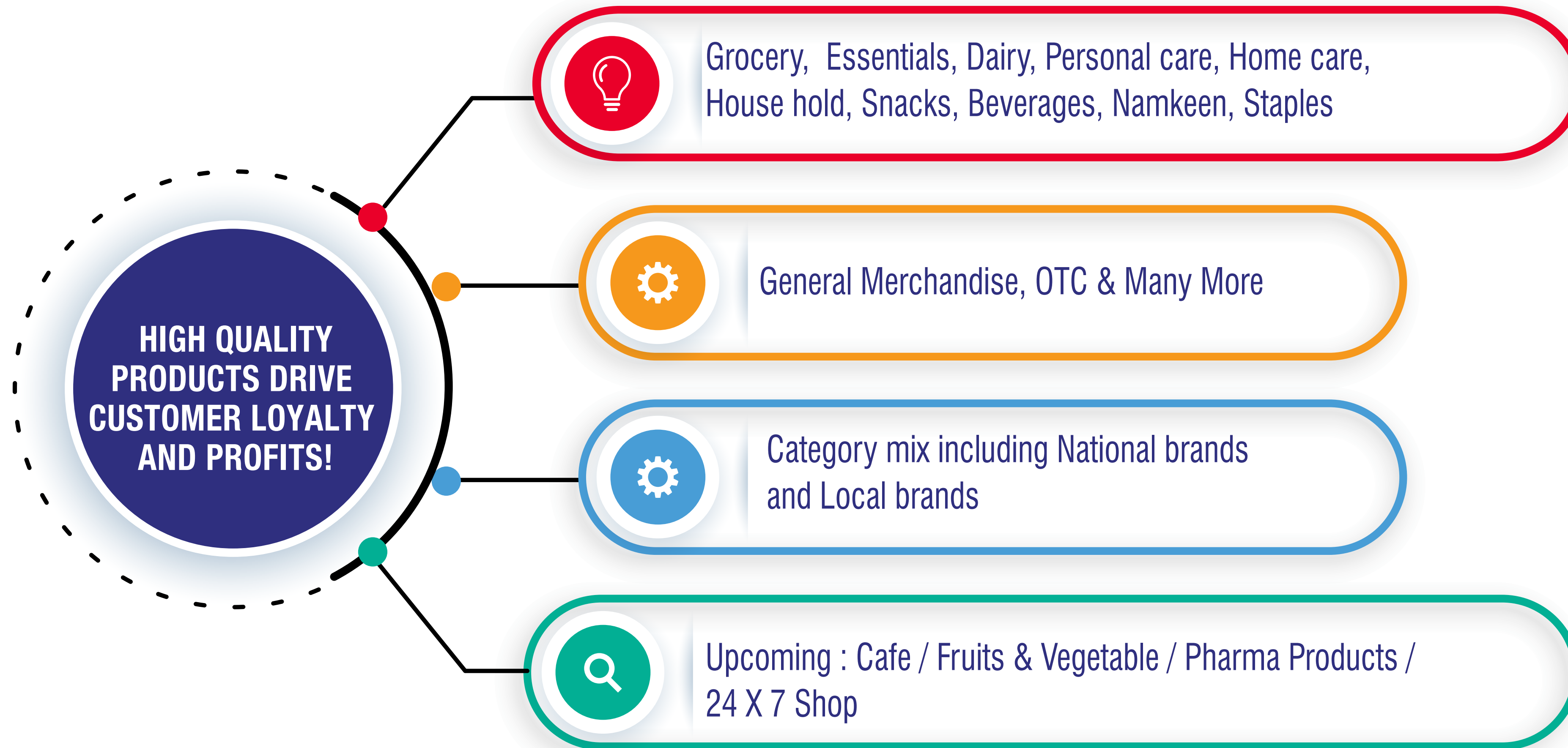
Robust demand : Due to COVID -19

Innovation in Financing : Collective effort of financial houses and banks with retailers

Policy support : between industries and government.

Increasing Investments : Cumulative FDI inflows from private equity and venture capital funds in 2020.

Product Mix





Franchise Owned Company Operated (FOCO)



Own a store for Around
>=Rs.15 lacs + GST*



Setup Cost (Approx.)
Rs. 1000- Rs. 1400 per Sq. Feet



Franchise Fee In Lacs
Rs. 3 Lac + GST*



Area in Sq.Feet
900 -1200 Sq. Ft.

You own, we operate -The inventory cost, maintenance, electricity, salary, marketing is all on us !

Return for Month

Either of A or B whichever higher per month.

A Monthly Revenue Share
4% of Net Sales*



Profit →

B Minimum Gurantee(MG) per month
Lumpum Value of Rent + 1% of total investment by Franchisee



Return's →

Payback Time
12-18 Months Approx*



*Net Sales' shall mean the actual sales effected from the Convenience Store calculated totaling the amounts which invoices were raised after reducing the discounts/ offers,GST or other promotions made by the Franchisor also excluding the bulk/B2B Sales.

*Terms and Conditions apply.



www.starlocalmart.com

Thank You!



For Franchise Enquiry   **0 7758 999 555**

 franchise@ghodawat.com