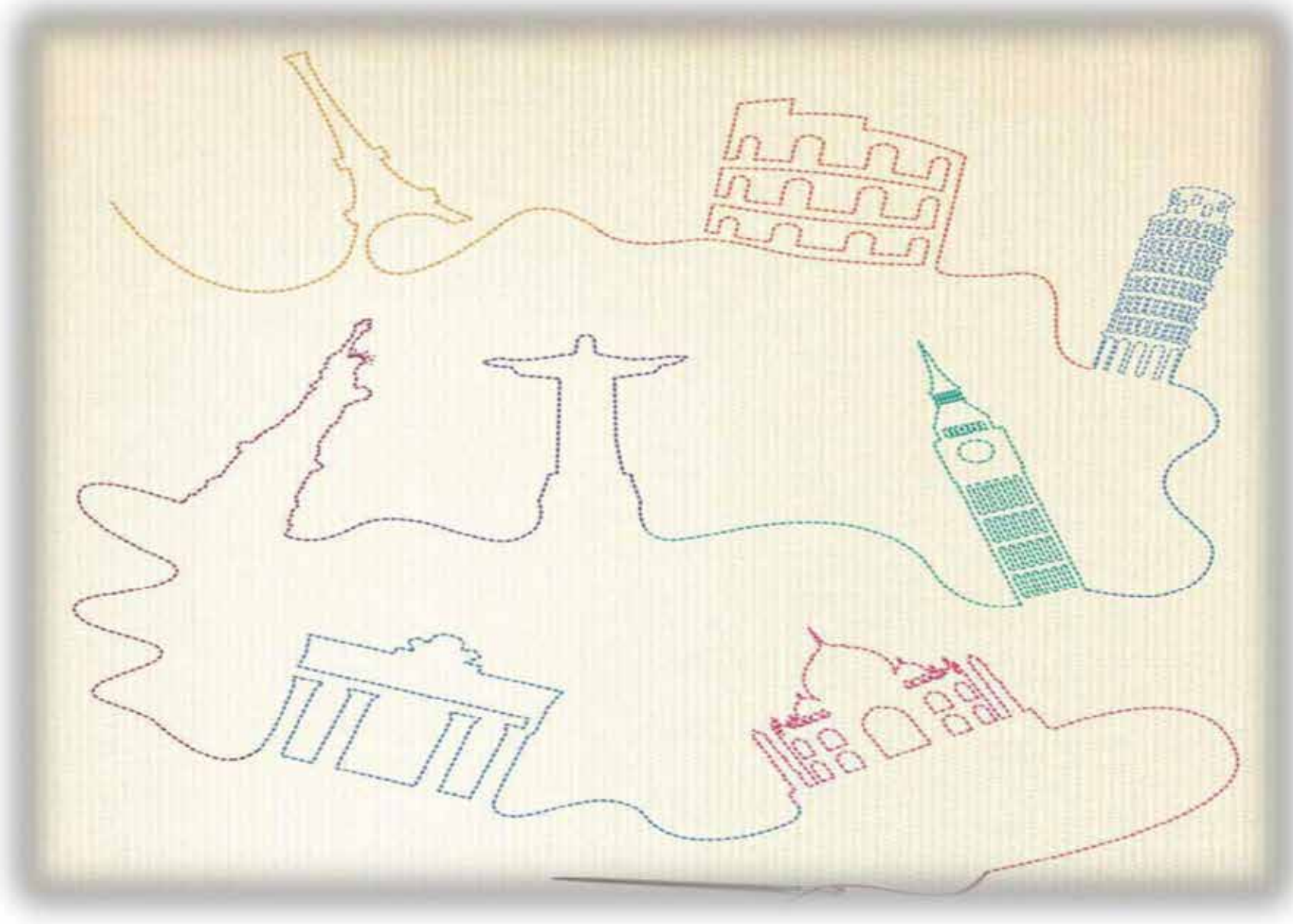


Rupa Exclusive Stores





About RUPA

- Rupa and Company Limited is one the largest knitwear brands in India
- It houses brands like Rupa Frontline (flagship brand), Euro, Bumchums, Torrido, Thermocot, Softline, Macroman, Femmora, Footline etc.
- Rupa offers a wide range of products for both men and women of all age groups, which cater to all the sections of society like economy, mid-premium, premium and super-premium.
- Rupa advantage is its quality and style.

Awards & Recognitions

Award	Year	Conferred By
Best Corporate Brand	2015	The Economics Times
Limca Book of Records *	2014	The Coca-Cola Company
Largest Producer – Knitting Sector Fabrics	2013	Union Textiles Ministry, Govt. of India
Time Research Business Leadership Awards	2013	Worldwide Achievers (Zee)
Lifetime Achievement Award	2011	Reid & Taylor
Indian Power Brand 2011	2011	Planman Media (London)
Star Brand India	2010-11	Planman Media
Global Awards for Brand Excellence	2010	CMO, Asia
Master Brand	2010	CMO, Asia

* Rupa holds the Limca Book for records for being the largest Inner Wear & Casual Wear Manufacturing Company in India for more than a decade.





Why become Rupa Franchisee?

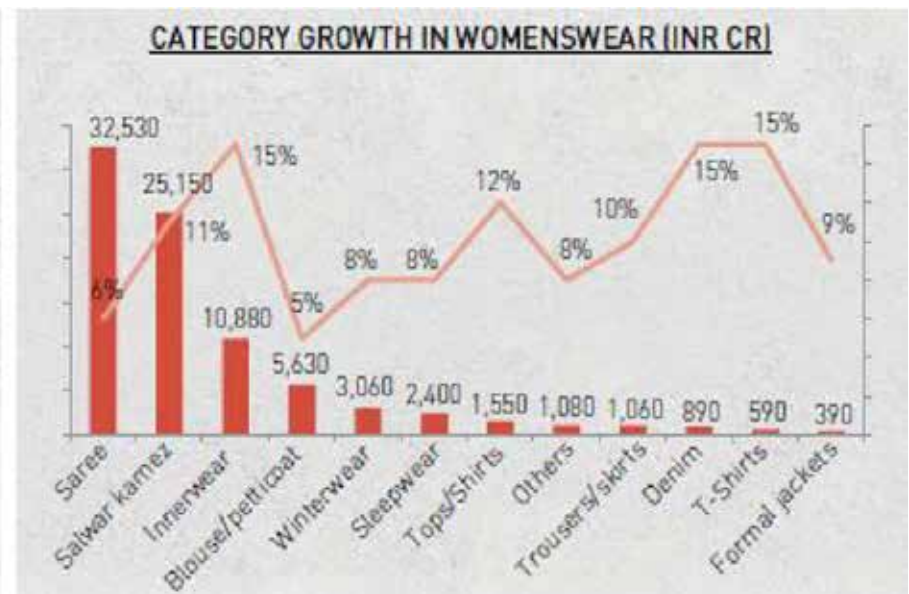
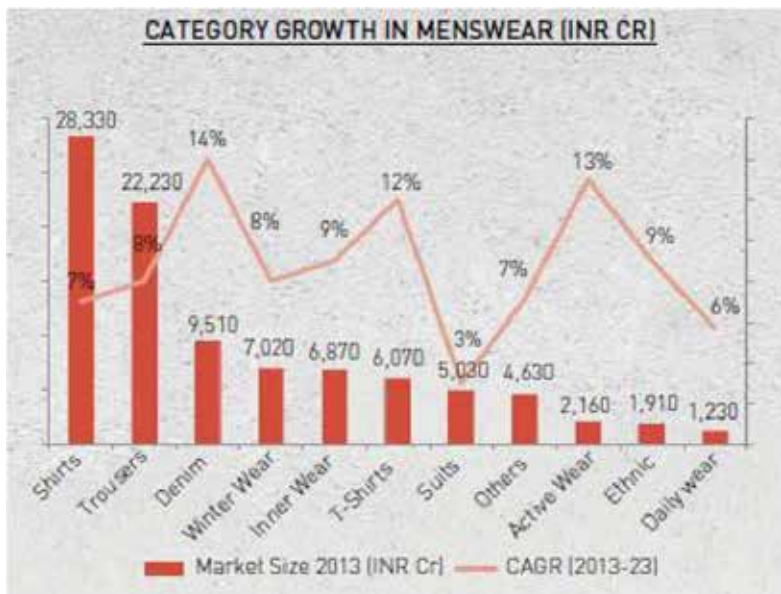
- ✓ Most trusted and recognized brand in Inner Wear Segment from the last 40 years
- ✓ Highest selling brand in India catering to both genders
- ✓ Huge business opportunity in Inner Wear Segment
- ✓ Changing purchase pattern from traditional Retail Shops to Exclusive Stores
- ✓ Very good ROI with lower investment, risk and nominal store space requirement
- ✓ Opportunity to grow and expand as first mover for the concept store and enhance retailing skills

Brands available for Franchisee

Brand	Logo	TG
Frontline		Men
Softline		Women
Softline Leggings		Women
Euro		Men
Bumchums		Men + Women + Kids

Brand	Logo	TG
Thermocot	THERMOCOT	Men + Women + Kids
Torrido	TORRIDO Premium Thermas	Men + Women + Kids
Femmora	 <small>...JOGGERS • CAMISETAS • T-SHIRTS • LINGERIE WEAR</small>	Women
Footline	foot line	Men + Women + Kids
Macroman	MacroMan	Men

Apparel Industry Snapshot (adults)

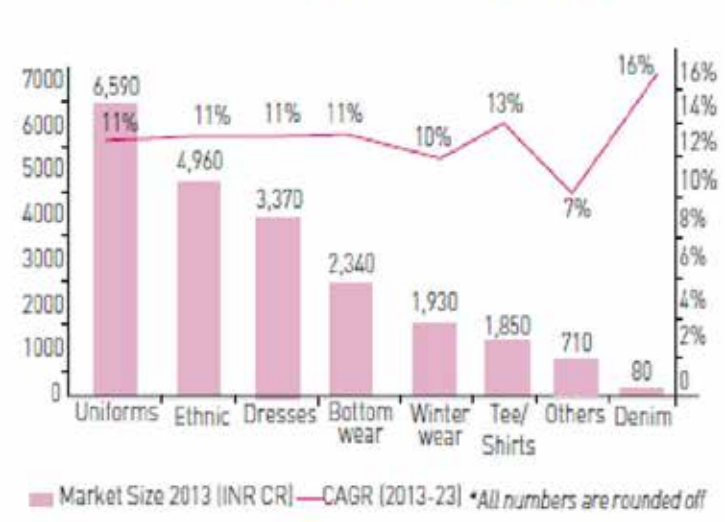


Apparel Industry Snapshot (juniors)

BOYS WEAR MARKET SEGMENTS & GROWTH

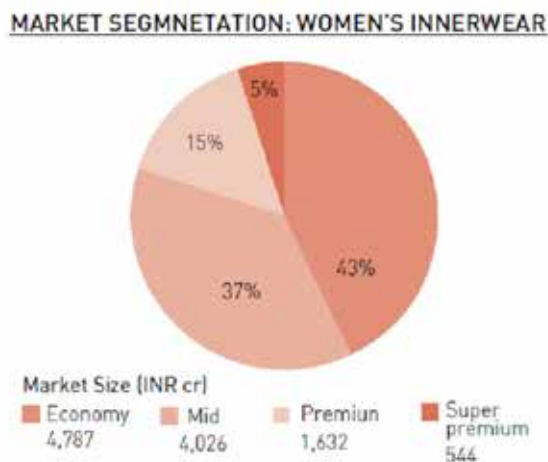
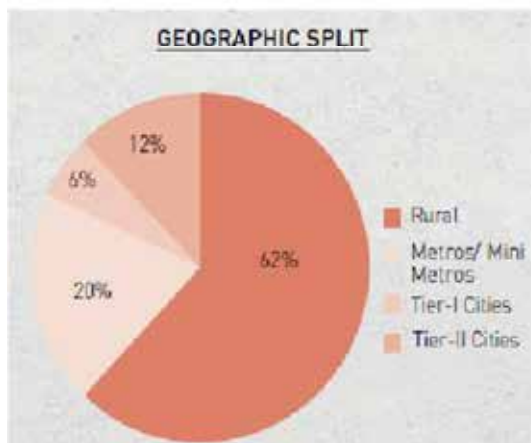
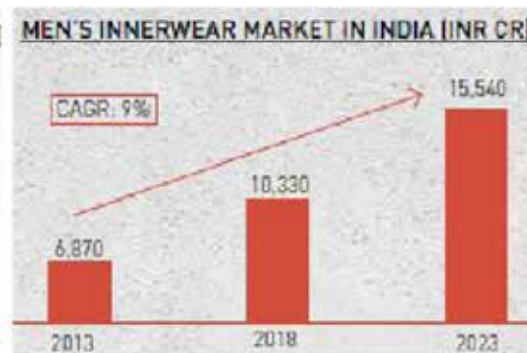
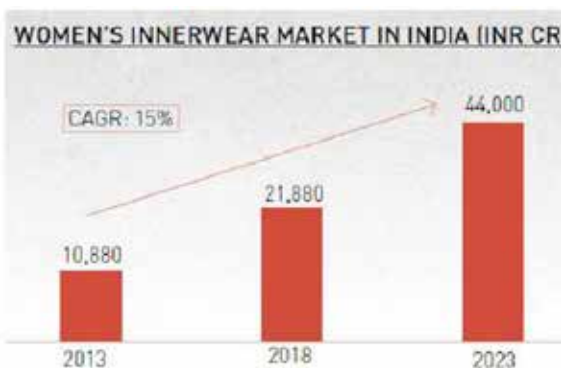


GIRL WEAR MARKET SEGMENTS & GROWTH

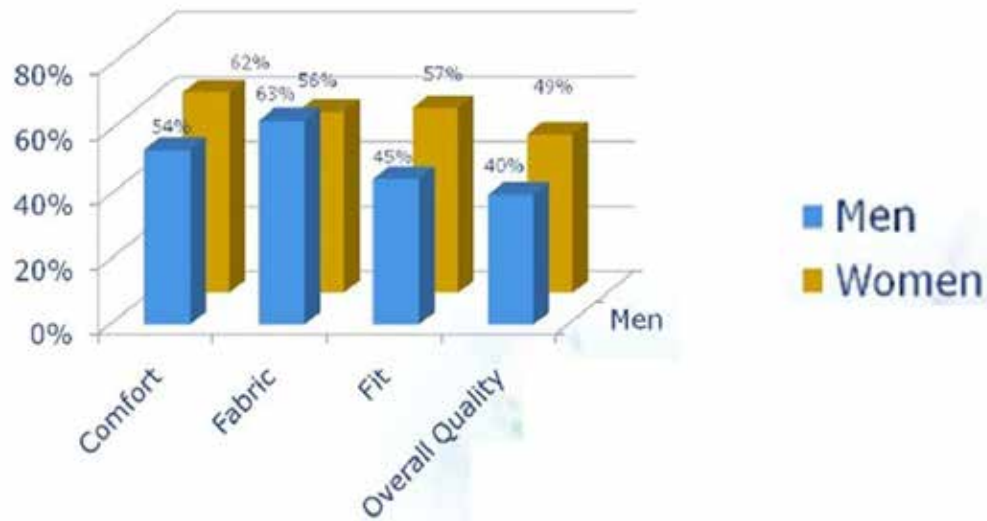


Source: Technopak Analysis

Research reports



Purchase parameters: men vs women



Women Innere

Bras



Padded Bra



Underwire Bra



Seamless Cup Bra



Seamed Cup Bra



Active / Sports Bra



Multiway Bra



Beginners Bra



Strapless Bra

Panties



Bikini



Boy Leg



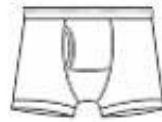
Hipster

Men Inners

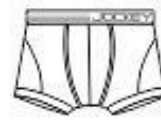
Briefs



Regular Brief



Boxer Brief



Trunk



Boxer Shorts

Vests



Vest



Muscle Vest



Sleeved Vest

Casual Wear

Lowers



Boxer Shorts



Shorts



Lounge Pants



Track Pants

Uppers



T-Shirt



Polo T-Shirt

Thermal Wear

Men



Sleeved Vest



Long Sleeve T-Shirt



Long Pant

Women



Camisole



Spaghetti



3 by 4 Sleeved Vest



Leggings

Boys



Short Sleeve Vest



Long Sleeve Vest



Long John

Girls



Short Sleeve Vest



Long Sleeve Vest



Long John

Business Opportunities in Eastern India

- **West Bengal** – Siliguri, Malda, Bahrampur, Durgapur, Asansol, Purulia, Kharagpur, Haldia, Kanchrapara, Barasat, Madhyamgram, Sodepur, South Kolkata
- **Bihar** – Patna, Muzaffarpur, Gaya, Bhagalpur
- **Jharkhand** – Ranchi, Jamshedpur, Dhanbad, Bokaro
- **Odisha** – Bhubaneswar, Cuttack, Rourkela, Jharsuguda
- **Assam** – Guwahati, Silchar, Dibrugarh, Jorhat
- **N.E. States** - Agartala, Imphal, Itanagar, Dimapur, Aizawl

Presently: - 5 Stores @ West Bengal – Laketown, Barasat, Hattibagan, Chinsurah, and Chandannagar.



Rupa Franchisee: At a Glance



**BE A RUPA FRANCHISEE
BY INVESTING 12-15 LAKHS!!**

WHY RUPA ?

Leading Knitwear Brand,
Since 1968 having pres-
ence in across world
Market Leaders for last
52 years

SIMPLE TERMS

Fully Refundable Security
Attractive Margins Low
Store Making Cost Re-
quired Space 300 Sq ft.

ATTRACTION

Attractive Store Look &
Feel
All Rupa Brands under
one roof
Easy to Operate Business

For Franchisee Enquires Pan India Contact - +91 94371 08371

Comfort Wear | Inner Wear | Outer Wear | Athleisure | Kids Wear | Thermal





Points to note:

Particulars	Details
Earnest Money Deposit	Rs. 50,000/- This amount paid to the Franchisor at the time of signing this LOI, this will be payment Towards the software, signage, Visual and store launching expenses. (It's non-refundable or Adjustable)
Model of Operation	Out Right
Discount sharing on EOSS (if any)	To be borne by Rupa & Company Ltd *
Refund of Security Deposit against Stock	Upon termination of Franchise Agreement, it is clear that the Franchisee shall give an unconditional and irrevocable Bank Guarantee. The Franchisor can revoke the Bank Guarantee if there is a breach by the Franchisee or the Franchisee fails to pay any amounts due to the Franchisor.
Stock Audit and Cost	Once in every 3 months at cost of Franchisor, Shortages to be debited to the Franchisees account
Blank Cheque for all dues (as security)	2 Nos. Blank Cheques to be provided by franchise.
Stock Supply Cost from Warehouse to Store and vice-versa.	Cost will be on Rupa & Company Ltd including returning cost if any.
Commission	On Full MRP Sale Margin will be 47.75% (Mark Down) & 34% on DMRP on EOSS Sale .



Payment	As Per Invoice Through NEFT or Cheque
EDC machine Sales	Net Sales value's 65% amount need to be deposited in Rupa & Company Ltd's Account. And Rupa and Company Ltd's will release cheque after the monthly reconciliation on providing supporting acknowledgement slips and bill for claiming the bank service charges upto 1.5% highest limit.
CSD Billing	Form C on Quarterly basis, billing will be CST against Form C. The Form C need to be submitted by franchise to Rupa & Company Ltd on time, if any delays happen and Rupa & Company Ltd penalised and interest charged that amounts will be recovered from Franchise.
Software for Billing	Will Be Provide by Rupa & Company Ltd
Operational & Marketing Expenses	<ol style="list-style-type: none">1. Rental and CAM need to be paid by Franchise.2. Staff salary and incentives to be paid by Franchise.3. All other operational expenses to be paid by Franchise.4. Local and BTL activity sponsored by Franchisor but executed by Franchise5. National Level Marketing & CRM will be done by Rupa & Company Ltd .
Term of the Agreement	A period of 6 years starting from the Commencement Date with proper exist clause from both franchisor and franchise side which link to the quarterly check list basis on norms maintained in the store operation, decoration and SOPs (standard operating process).
Operation area for the franchise Store	The Franchise will get assurance of full support from Rupa & Company Ltd for store expansion in this case if any new store getting open then the nearest store franchise will get first refusal option, this option will be provided based on the quarterly performance of his/her existing store.

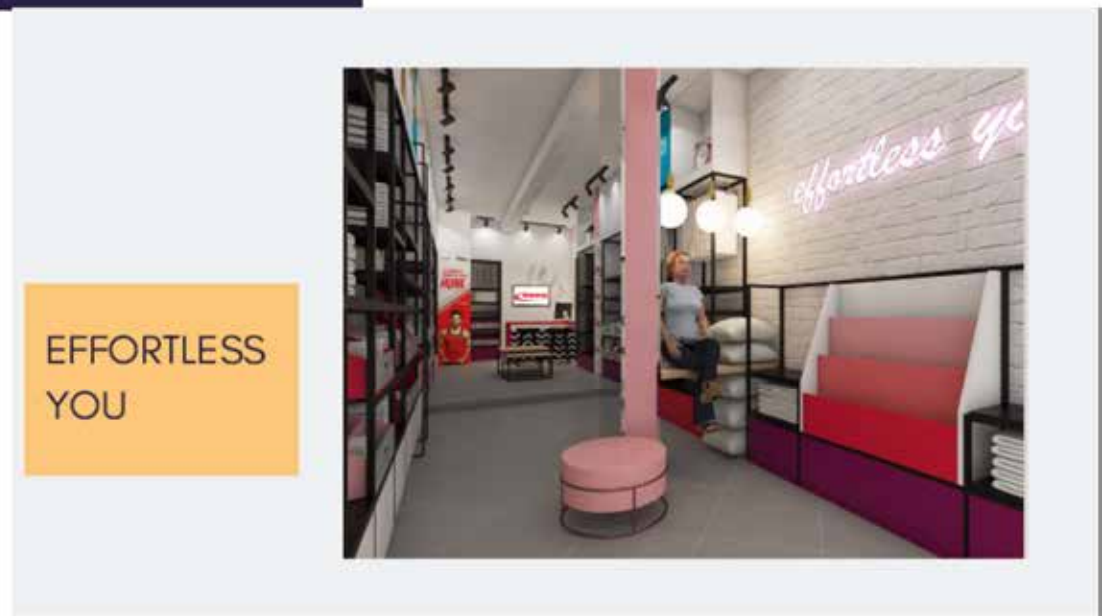
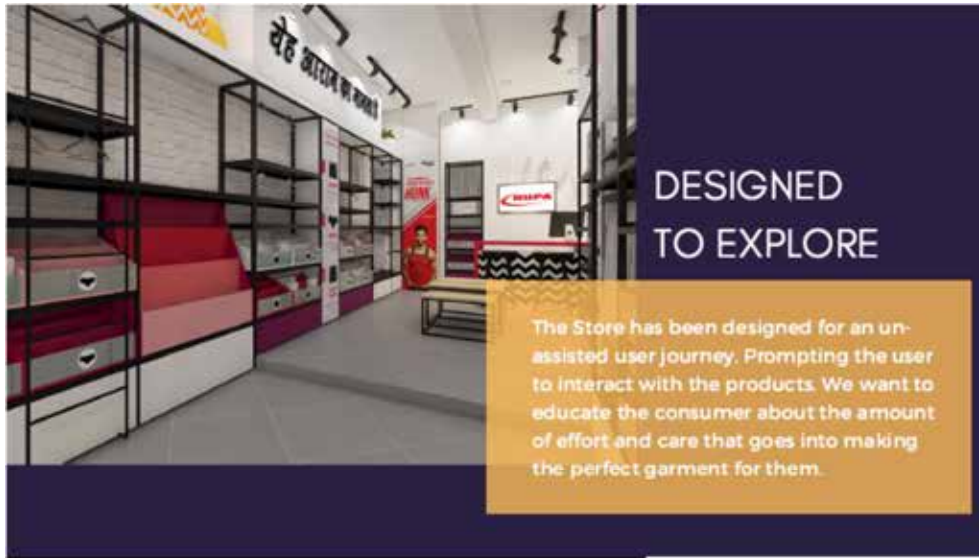
Proposed Store: 3D image 1

AT FIRST GLANCE

The Rupa Concept Store has been designed to stand out. A degree of sophistication and elegance have been added to modernise this iconic "people's" brand



Proposed Store: 3D image 2





Contact Us

- E-Mail : franchisee.enquiry@rupa.co.in
- Call : +91 8100808759.