



City Mart
supermarket



***Become a City Mart
Supermarket Franchise***

www.citymartfranchise.com



City Mart Supermarket Retail Corporation

The City Mart is Grocery Super Market Brand. Founded in 2011, City Mart is a convenient neighborhood store that offers refreshing shopping experience to its customers to shop their daily household essentials. It is designed on a simple principle, of being a " Pados ki Dukaan", that understands shoppers and their needs.

City Mart ensure good shopping experience but also helps customers save money while they shop. Store size ranges from 500 sqft to 50,000 sq ft. and offers thousands of products that include groceries, personal care, household essentials, toiletries and more. The neatly organized product shelves, hygienic ambience, transparent pricing , well appointed staff and quick billing makes everyday shopping experience a lot more fun and interesting.

City Mart Brand has started its journey with free home delivery services of food and grocery. City Mart Supermarket is a well established name in retail brands founded by Seth Vijay Kishor Agarwal in 2011. It was formerly known as " Agarwal & Sons Traders." which was taken over by City Mart Supermarket Corporation.





City Mart Supermarket is a complete family retail store chain offering Online Grocery, Bakery, Dairy, Fruits & Vegetables apparel, footwear and accessories for men, women and kids. The company also offers a wide range of home furnishings, general merchandise, tableware, furniture, electronics, gadgets utensils, and other home utility items, Kitchen & Dining, Health & Beauty, Toys & Games, Food & Beverage, Stationery, Home Accessories, Gifts & Decor, Bathroom, Ready to Wear and much more.

City Mart is a online food and grocery store. With over 22,000 products and over a 12000 brands in our catalogue you will find everything you are looking for. Right from, Rice and food, Spices and Seasonings to Packaged products, Beverages, Personal care products, Meats – we have it all. We guarantees on time delivery, and the best quality.

Contact Details :-

City Mart Supermarket Retail Corporation

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Our Products

Starting from the seeding of food at the farm to its consumption from the plate, City Mart acts as a catalyst for each of its stakeholders. From sourcing, processing, retailing to final act of consumption – Taking another leap ahead, City Mart Direct makes your grocery shopping even simpler by bringing it to your door step. No more hassles of sweating it out in crowded markets & grocery shops & supermarkets – now shop in comfort of your home; office or on the move & select from a wide range of 858+ products.

One could easily locate City Mart stores in all the major localities, residential areas, high streets, offices, and metro stations. To ensure unmatched shopping experience and availability of every daily need item under one roof, we have partnered with the leading brands in FMCG segment.

- | | | |
|--------------------|-----------------------|----------------|
| ● Grocery Products | ● Vegetables & Fruits | ● Organic |
| ● Dairy Products | ● Beverages | ● Bakery |
| ● Stationary | ● Branded Products | ● Frozen Foods |

Why City Mart Supermarket

- | | |
|--|---|
| ● 100% Quality Products. | ● E-Billing. |
| ● Free Home Delivery. | ● 24X7 Customer Care Service. |
| ● Cash On delivery. | ● Stock control and warehouse / distribution program. |
| ● All Branded Products under one Roof. | ● Organic Foods. |

Why City Mart Franchise?

City Mart Is the fastest growing chain of grocery market in India providing our customers lovers an interesting mix of traditional, modern and fusion retail shopping blends. Priced affordably.

City Mart has created a franchising structure proven to be a profitable business strategy for all parties involved. City Retail is a supermarket franchise where you will become completely absorbed in your shopping. We ensure that we will meet all of your fault-related requirements in the most convenient way possible. In any grocery store franchise, you are not compelled to form a queue; instead, we are here to respect your time and your needs.

A City Mart supermarket franchise is a great business opportunity for those looking to enter the retail industry. By partnering with an established brand, you'll have access to proven business models, established systems, and ongoing support. Additionally, City Mart franchises typically have a strong customer base and a recognizable brand, which can help attract and retain customers. City Mart provides you with a large selection of products at the most competitive pricing. As a result of consolidating all of your shopping needs into a one spot, we hope to save you time while also keeping your costs down.



**Largest Network
of stores across
India**

01



**Lowest Prices
big Saving**

02



**Attractive offers &
discounts all India
branding and
promotion**

03



**Modern trendy and
spacious interior
model**

04



**Well Trained staff
and managment**

05



**Wide range of
prodeucts &
Brands**

06



**Easy and Efficient
logistics**

07



**Easy Distribution
chain and
warehousing**

08

Establishment of City Mart Franchise:-

- The Establishment of your City Mart begins with the selection of location.
- We help you by providing best location the minimum rental.
- We plan the layout of store including signage, fixtures & fittings, grocery rack, freeze, A.C, POS Machine, staff dress, and the stock.
- Every item is carefully selected to minimize set-up costs yet offer clients the highest standard of presentation.
- We help you by providing advertisement and marketing store to boost up the sales of retail stores.

Steps to Ownership after completion of Requirements

- Identification of the prospect Through reference / personal contacts / marketing / advertising / Franchise.
- First round of discussion, Provide basic information about our company to the applicant and discuss terms & condition. Refer channel manual.
- Describe the complete project to the franchise and invite him for the final round of discussion.
- Filling of application form by the applicant (Franchisee)
- Collection of application forms with the above document.
 - Demand draft or Cheque for the Franchise Fee & Software fee & Security deposit amount as per the set guidelines.
 - Address & Identity proof: Voters cards or Adhaar Card and Pan Card.C) Agreement or premises ownership agreement, with bank statement.
- Security / Verification of the documents and Inspection of store location.



- Approval from Franchise Head / ZCM, RM / REGIONAL HEAD, GM.
- Email communication from the desk of GM for the activation of the code.
- Shop Interior work starts and filling up the products in the store.
- On and off the field training by Channel Dept, operations, IT, CSS, Accounts, Sales. Certificate of training to the franchisee duly signed by FH.
- Welcome, Handing over the welcome kit in Regional office.
- Opening of the franchise



City Mart Grocery Store Franchise Model:-

Steps to Ownership after completion of Requirements

City Mart Supermarket Franchise Models:-

Welcome to our City Mart, where you'll find all the information and support you need to starting a successful supermarket. Our goal is to provide you the best services and resources you need to open your profitable grocery franchise.

We offer a variety of City Mart franchise opportunities to suit different needs and budgets. From small, local stores to large, multi-store operations, we have something for everyone. Our franchises offer a wide range of products, including fresh produce, groceries, and household essentials. Our franchisors have a wealth of experience in the industry, and they provide ongoing support to help you run your grocery store franchise business successfully.

Investing in a City Mart franchise is a great opportunity to own your own business and be your own boss. We are here to help you every step of the way and make sure you have the support and resources you need to succeed. Contact us today to learn more about our supermarket franchise opportunities and take the first step towards your entrepreneurial dream.

How City Mart Supermarket Franchise works?



1. City Mart Supermarket Outlet FOCO Franchise :- Franchise Owned Company Operated



City Mart Supermarket now came up with franchise model as a departmental and convenience store with FOCO model from 100 sq. ft area to 10,000 sq. ft area in 2021. We Display a wide range of daily need items including groceries, candy, personal care products, soft drinks, ready to eat meals, ice cream, cosmetics, tobacco products, magazines and newspapers and more.

City Mart FOCO Model Outlet Franchise		
1	Area/Size of Shop	100 sft to 10,000 sqft
2	Franchise Investment Cost (Interior Cost, Equipment Cost, Product Cost, Operation Cost, Marketing Cost)	Rs. 5000/- SqFeet
3	Franchise Fess + GST	Rs. 4,00,000/-
4	Software Fee	Rs. 50,000/-
5	Agreement Time	5 Years
1	Services	Groceries, Bakery, Dairy, Personal Care, soft Food, ice cream, cosmetics, tobacco products, magazines and newspapers
2	Company Support	Tv Ads, Social Media Ads, News Paper Ads, Radio Ads, Pamphlets Ads, Hiring Support.
3	Income	*Approximate Income 1 to 3 Lac Per Month

Franchise Income & Company Support :-

FOCO Model Outlet Franchise :-

Company's Work:-

- Company will pay the rent of the store of Rupees 50/- sq. feet Per Month.
- Company will pay the electricity bill of the store.
- Company will pay the salary of the staff working in the franchise store.
- Company will pay all the operational and patty cash expenses.
- Company will do the marketing, promotion, and advertisement of the franchise store to boost up the sales of the store.
- Company will provide a wide ranges of grocery products to its customers.
- Company will do the interior of the franchise store.
- Company will setup the store equipment Like Computer, Printer, Scanner, Bar Code Reader, Weigh Machine, grocery products, grocery racks, Ac, Trolley , basket , Software Glow Sign Board, Furniture, Electric Work, Delivery Bags, Staff's Dress, Cap, Mobile Phone with Delivery Application.

Income to Outlet Franchise:-

- Company will pay the 10% Commission on total monthly sales generated in the Franchise Store to the franchise owner.
- Company will pay the 12% Assured Minimum Guaranteed Income Per Annum on the total investment cost to the franchise owner.
- Company will pay the Rs. 10000/- Per Franchise to outlet Franchise Owner if they appoint new FOCO model outlet Franchise.
- Company will pay the Rs. 50/- sq. feet Per as Rent to Outlet Franchise Owner.

***Calculation of Income :- Projected Income :-**

Lets take an example of 500 sft area of City Mart Outlet Franchise :-

Per Day Approximate Sales from:- Rs. 50,000/- Per Day and Per Month will be Approximate :- Rs. 15,00,000/- Lac

Then Commission on Monthly Sales is 10% of Monthly Sales is Rs. 1,50,000/-

1	Minimum Guaranteed Income	12% Per Annum
2	Income from Product sales of outlet franchise	Rs. 1,50,000/-
3	Income from Appointment of New Franchise	Rs. 10,000/-

2. City Mart Supermarket Outlet FOF0 Franchise :- Franchise Owned Franchise Operated



City Mart Supermarket now came up with franchise model as a departmental and convenience store with FOF0 model from 100 sq. ft area to 10,000 sq. ft area in 2021. We Display a wide range of daily need items including groceries, candy, personal care products, soft drinks, ready to eat meals, ice cream, cosmetics, tobacco products, magazines and newspapers and more.

City Mart FOCO Model Franchise		
1	Area/Size of Shop	100 sft to 10,000 sqft
2	Franchise Investment Cost (Interior Cost, Equipment Cost, Product Cost, Operation Cost, Marketing Cost)	Rs. 4000/- SqFeet
3	Franchise Fess + GST	Rs. 4,00,000/-
4	Software Fee	Rs. 50,000/-
5	Agreement Time	5 Years

1	Services	Groceries, Bakery, Dairy, Personal Care, soft Food, ice cream, cosmetics, tobacco products, magazines and newspapers
2	Company Support	Tv Ads, Social Media Ads, News Paper Ads, Radio Ads, Pamphlets Ads, Hiring Support.
3	Income	*Approximate Income 2 to 3 Lac Per Month

Franchise Income & Company Support :-

FOCO Model Outlet Franchise :-

Company's Work:-

- Franchise will pay the rent of the store Per Month.
- Franchise will pay the electricity bill of the store.
- Franchise will pay the salary of the staff working in the franchise store.
- Franchise will pay all the operational and patty cash expenses.
- Company will do the marketing, promotion, and advertisement of the franchise store to boost up the sales of the store.
- Franchise will provide a wide ranges of grocery products to its customers.
- Franchise will do the interior of the franchise store.
- Franchise will setup the store equipment Like Computer, Printer, Scanner, Bar Code Reader, Weigh Machine, grocery products, grocery racks, Ac, Trolley , basket , Software Glow Sign Board, Furniture, Electric Work, Delivery Bags, Staff's Dress, Cap, Mobile Phone with Delivery Application.

Income to Outlet Franchise:-

- Franchise will pay the 3% as a Royalty on total monthly sales generated in the Franchise Store to the Company.
- Company will pay the Rs. 10000/- Per Franchise to outlet Franchise Owner if they appoint new FOCO model outlet Franchise.

***Calculation of Income :- Projected Income :-**

Lets take an example of 500 sft area of City Mart Outlet Franchise :-

Per Day Approximate Sales from:- Rs. 50,000/- Per Day and Per Month will be Approximate :- Rs. 15,00,000/- Lac

Then Commission on Monthly Sales is 20% of Monthly Sales is Rs. 3,00,000/-

1	Minimum Guaranteed Income	12% Per Annum
2	Income from Product sales of outlet franchise	Rs. 3,00,000/-
3	Income from Appointment of New Franchise	Rs. 10,000/- Each

3. City Mart Supermarket Zonal Franchise :- Franchise Owned Company Operated



City Mart Supermarket now came up with franchise model as a departmental and convenience store with FOCO model from 100 sq. ft area to 10,000 sq. ft area in 2021. We Display a wide range of daily need items including groceries, candy, personal care products, soft drinks, ready to eat meals, ice cream, cosmetics, tobacco products, magazines and newspapers and more

City Mart Zonal Franchise		
1	Area/Size of Zonal Office	500 sft to 1000 sqft
2	Franchise Investment Cost (Fully Furnished plug and play office required)	Rs. 15 lac Security deposit Amount
3	Franchise Fess + GST	Rs. 5,00,000/-
4	Software Fee	Rs. 50,000/-
5	Agreement Time	5 Years
1	Services	Groceries, Bakery, Dairy, Personal Care, soft Food, ice cream, cosmetics, tobacco products, magazines and newspapers
2	Company Support	Tv Ads, Social Media Ads, News Paper Ads, Radio Ads, Pamphlets Ads, Hiring Support.
3	Income	*Approximate Income 1 to 3 Lac Per Month

Franchise Income & Company Support :- FOCO Model

Company's Work:-

- Company will pay the rent of the zonal office of Rupees 30/- sqft Per Month.
- Company will pay the electricity bill of Zonal Office
- Company will pay the salary of the staff working in the Zonal office.
- Company will pay all the operational and patty cash expenses.
- Company will do the marketing, promotion, and advertisement of the franchise store to boost up the sales of the zonal office.
- Franchise will setup the store equipment Like Computer, Printer, Scanner, Bar Code Reader, Weigh Machine, grocery products, grocery racks, Ac, Trolley , basket , Software Glow Sign Board, Furniture, Electric Work, Delivery Bags, Staff's Dress, Cap, Mobile Phone with Delivery Application.

Income to Zonal Franchise:-

- Company will pay the 3% Commission on total monthly sales generated in the Franchise Store from all over zone to the franchise owner.
- Company will pay the 12% Assured Minimum Guaranteed Income Per Annum on the total Security Deposit Amount to the franchise owner.
- Company will pay the Rs. 10,000/- Per Franchise to Zonal Franchise Owner if they appoint new FOCO model Outlet Franchise.
- Company will pay the Rs. 30/- sq. feet Per as Rent to Outlet Franchise Owner.

*Calculation of Income :- Projected Income :-

Lets take an example of 500 sft area of City Mart Outlet Franchise :-

Per Day Approximate Sales from:- Rs. 50,000/- Per Day and Per Month will be Approximate :- Rs. 15,00,000/- Lac

Then Commission on Monthly Sales is 3% of Monthly Sales is Rs. 45,000/-

And if there is 20 Outlet franchise working in his zone then

Income will be as :- 10 Outlet's Sales X 45,000/- per outlet

commission, then total Income for the Month will be :- Rs. 4,50,000/-

1	Minimum Guaranteed Income	12% Per Annum
2	Income from Product sales of outlet franchise	Rs. 4,50,000/-
3	Income from Appointment of New Franchise	Rs. 10,000/- Per Franchise

4. City Mart Supermarket Warehouse Franchise :- Franchise Owned Company Operated



City Mart Supermarket now came up with franchise model as a departmental and convenience store with FOCO model from 100 sq. ft area to 10,000 sq. ft area in 2021. We Display a wide range of daily need items including groceries, candy, personal care products, soft drinks, ready to eat meals, ice cream, cosmetics, tobacco products, magazines and newspapers and more.

City Mart FOCO MODEL Franchise		
1	Area/Size of Shop	1000 sft to 10,000 sqft
2	Franchise Investment Cost (Interior Cost, Equipment Cost, Product Cost, Operation Cost, Marketing Cost)	Rs. 4000/- SqFeet
3	Franchise Fess + GST	Rs. 4,00,000/-
4	Software Fee	Rs. 50,000/-
5	Agreement Time	5 Years
1	Services	Groceries, Bakery, Dairy, Personal Care, soft Food, ice cream, cosmetics, tobacco products, magazines and newspapers
2	Company Support	Tv Ads, Social Media Ads, News Paper Ads, Radio Ads, Pamphlets Ads, Hiring Support.
3	Income	*Approximate Income 1 to 3 Lac Per Month

Franchise Income & Company Support :- FOCO Model

Company's Work:-

- Company will pay the rent of the warehouse of Rupees 20/- sqft Per Month.
- Company will pay the electricity bill of Warehouse Franchise.
- Company will pay the salary of the staff working in the Warehouse franchise.
- Company will pay all the operational and patty cash expenses.
- Company will do the marketing, promotion, and advertisement of the franchise store to boost up the sales of the store.
- Company will provide a wide ranges of grocery products to its customers.
- Company will do the interior of the warehouse franchise.
- Company will setup the store equipment Like Computer, Printer, Scanner, Bar Code Reader, Weigh Machine, grocery products, grocery racks, Ac, Trolley , basket , Software Glow Sign Board, Furniture, Electric Work, Delivery Bags, Staff's Dress, Cap, Mobile Phone with Delivery Application.

Income to Warehouse Franchise:-

- Company will pay the 2% Commission on total monthly sales generated in the Franchise Store to the warehouse franchise owner.
- Company will pay the 12% Assured Minimum Guaranteed Income Per Annum on the total investment cost to the franchise owner.
- Company will pay the Rs. 10,000/- Per Franchise to warehouse Franchise Owner if they appoint new FOCO model warehouse Franchise.
- Company will pay the Rs. 20/- sq. feet Per as Rent to warehouse Franchise Owner.

*Calculation of Income :- Projected Income :-

Lets take an example of 500 sft area of City Mart Outlet Franchise :-

Per Day Approximate Sales from:- Rs. 50,000/- Per Day and Per Month will be Approximate :- Rs. 15,00,000/- Lac

Then Commission on Monthly Sales is 2% of Monthly Sales is Rs. 30,000/-

And if there is 10 Outlet franchise working in his Area then Income will be as :- 10 Outlet's Sales X 30,000/- per outlet commission, then total Income for the Month will be :- Rs. 4,00,000/-

1	Minimum Guaranteed Income	12% Per Annum
2	Income from Product sales of outlet franchise	Rs. 3,00,000/-
3	Income from Appointment of New Franchise	Rs. 10,000/- Each

Invest in Grocery Invest In Growth



Free Home Delivery



Contact Info



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