

THE **NEW** SHOP[®]

ANYTHING. ANYTIME. ANYWHERE



**INDIA'S LARGEST FRANCHISED
CONVENIENCE RETAIL
NETWORK**

83% Indians want to become business owners

95% of them fail



01

42 months gestation period

04

Legal difficulties & compliance challenges

02

Lack of training & formal education

05

Many Small businesses are becoming obsolete

03

Financial Constraints

06

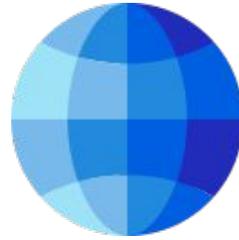
Lack of use of Technology - Not being able to cope with Digitization

CONVENIENCE RETAIL IS THE EASIEST SUCCESSFUL BUSINESS TO START WITH UNLIMITED UPSIDE



150,000+

Convenience Stores in USA



\$ 3 Tn+

Global Convenience Retail Market Size

INDIA REPRESENTS A NEXT BIG OPPORTUNITY FOR ORGANIZED CONVENIENCE STORE BUSINESS



>300

Convenience stores in India

1.4 Bn+
Population

4th
Largest Retail Market

\$2 Tn+
Indian Retail industry by 2032

ABOUT THE **NEW** SHOP

Started in March 2019, The New Shop is a chain of 24 hours convenience stores with an omni-channel presence, serving all daily needs products; snacks, beverages, personal care, home care, pet care, confectionery, Tobacco, hygiene needs, ready to eat food, Over-the-counter drugs, grocery staples etc.



Charak Almast
(Co-founder and
Head of Operations)



Aastha Almast
(Co-founder and
Head of Business)



Mani Dev Gyawali
(Co-founder and
Head of Technology)

The New Shop is India's fastest growing 24 hours convenience store and instant hyperlocal delivery retail network

The New Shop is trusted and backed by



WHY THE **NEW** SHOP ?



Strong Brand
The coolest
store in town



**Legal and
licensing
support**



**Ready pool of
10k locations**



**Easy exit
procedure**



**Fastest
payback
franchise in
India**



**Training,
support and
continuous
learning**



**IT , Marketing
& Operational
support**



**Safe
investment
with financing
available**



Open 24/7

For all age groups



Fast food cafe

Burgers & Sandwiches, Indian meals, Tea, Coffee, Pastries, etc.



Supermarket

Dairy, Grocery, Personal care, Home products



Local Services

Printing, ATM, Courier, etc.



Truly omnichannel

TNS App, Zomato, Swiggy, etc.

AWARDS & RECOGNITIONS



Retail Icon of India



Best Convenience store of the year



Retail Icon of India



Best Technology implementation of the year – In House Solution



Retail Icon of India

40 UNDER 40 AWARDS 2022
#BWDisrupt40under40

Congratulations

Aastha Almast
Co-Founder | The New Shop

is now a part of Elite Club of **BW Disrupt Future Masters 2022**

Jury Chair: Dr. Vikram, Founder, Thycares
Jury Members: Anand Bhatia, Co-Founder & Director, Blackcell Group; Radhesh Karamyuni, Managing Partner, Seven Venture; Ujjwal Mathur, Business Strategist & Angel Investor; Nishi Bhambhani, Managing Partner, Parkside Peak Capital; Ranjit Kumar, Managing Director, Citicore Ventures; India Address: Ujjwal Mathur, Partner, Corporate Venture Capital

DECEMBER 01 2022

BW 40 Under 40 for Aastha Almast



Most Innovative Employee Practices



Best Store Design



NEWS & MEDIA

Ahead of What's Next

Progressive GROCER

June 2022
Volume 10 / Number 6
www.indianretailing.com

INDIA EDITION

The NEW Shop
India's fastest-growing 24/7 omnichannel, convenience commerce company

RECYCLING: Increased efforts to reuse and recycle goods will demonstrate how truly sustainable a business can be.
READY-TO-EAT: Addressing rising demands, convenience brands are looking for quality nutrition from brands.

The NEW Shop Plans to Create 5000 Jobs Pan India

BY - Indian Retailer Bureau
Sub Editor
Jan 18, 2023 / 4 MIN READ

VIDEOS COMPANIES **1 YOURSTORY** EVENTS YES हिन्दी YES

The New Shop: India's fastest growing 24/7 omnichannel, convenience commerce company

By Sanjay Kumar - June 22, 2022

SHARE [f](#) [t](#) [g+](#) [p](#) [in](#)

This fast-growing, omni-channel, convenience commerce player is harnessing the power of technology to serve consumers within 15-30 minutes through its brick- and mortar stores and instant delivery App round the clock, 24/7, throughout the year.

THE NEW SHOP
ANYTHING. ANYTIME. ANYWHERE

How 'The New Shop' Plans to Take On Quick-Commerce Startups & Giants Like Reliance

19/05/2021 | By Rohan Math

THE NEW SHOP

Inc42

* Locking horns with cash-rich Reliance and well-funded startups, like Zepto and Blinkit, The New Shop aims to accelerate the adoption of convenience retail in India.

STARTUP

This retail startup wants to become modern India's convenience with its 24/7 open stores

By Rashi Varshney
April 15, 2021. Updated on : Fri Jun 11 2021 12:54:40 GMT+0530

The New Shop to Open 500 Stores By Next Financial Year

BY - Indian Retailer Bureau
Sub Editor
Mar 02, 2022 / 7 MIN READ

The New Shop, a 24/7 convenience commerce platform with retail and online stores that offer food, FMCG, essential services, and hyperlocal deliveries has opened 55 new stores in the Delhi-NCR region within the past 12 months.

The brand has also launched an instant delivery app (currently in beta version) with a clear path to launch the next 500 stores within next financial year. The New Shop is geographically located today in Delhi, Indore, Lucknow, and Ahmedabad. It also has stores in fitout stages in Agra, Jaipur, Bangalore, and Mumbai.

**We welcome our Brand
Ambassador**



RAJKUMMAR RAO



OUR FLAGSHIP STORES

OUR FLAGSHIP STORES



**Gate 48, Terminal 2,
Mumbai International Airport**



**Gate 42, Terminal 2,
Mumbai International Airport**



**Puri Business Complex,
Sector 81, Faridabad**



**First store, East of Kailash,
New Delhi**



Keshav Puram, New Delhi



**Indian Oil Gas station,
Jasola, Delhi**

OUR PRESENCE

90+
Stores

60,000+
Cumulative Area (Sq.ft.)



**Opening 20+
Stores Every
Month**

9+
States Covered

10,000+
Daily Customers

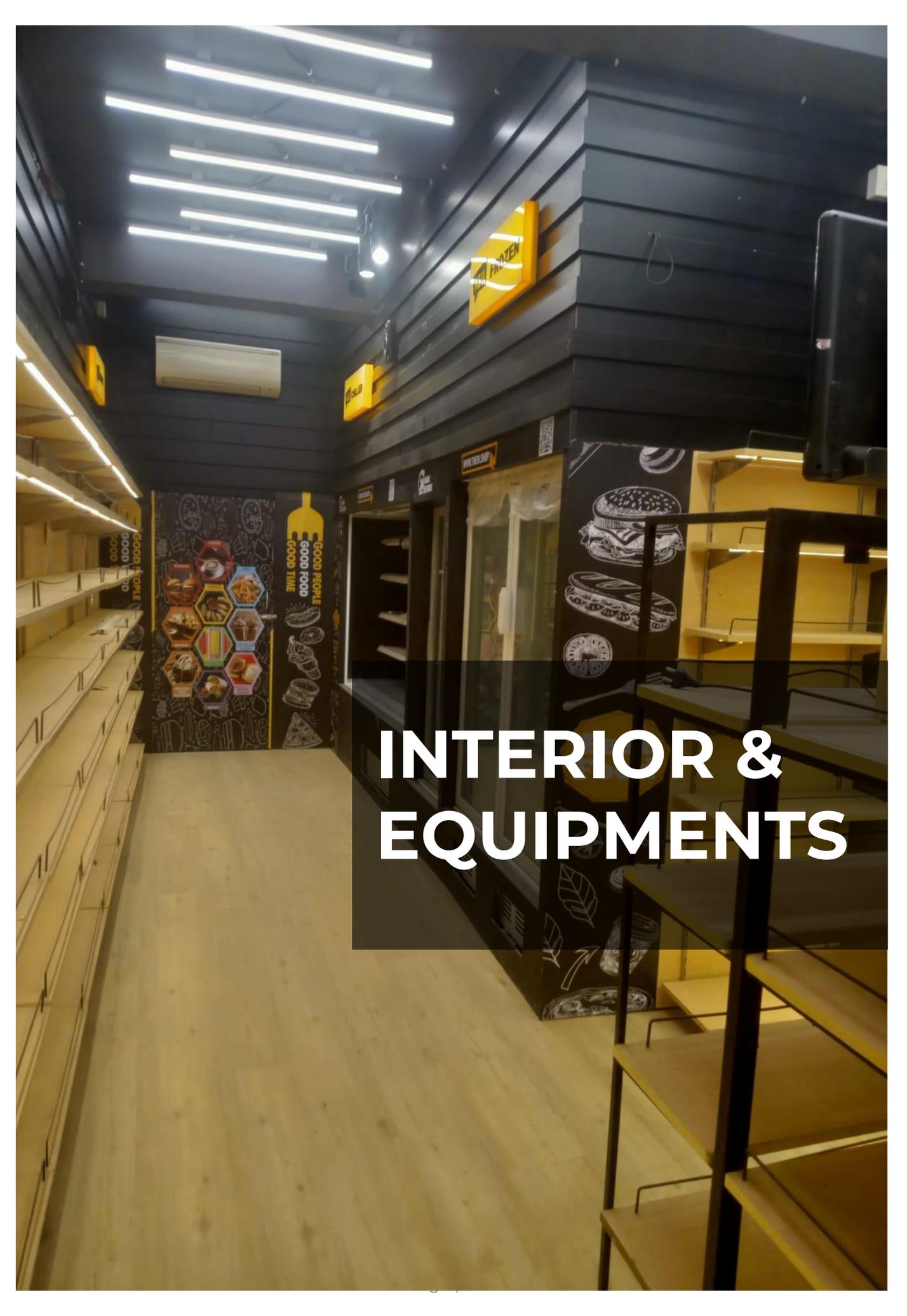


**The best franchise
FOR JUST INR 28-30
LAKHS**

**INR 15 Lakhs
INTERIOR & EQUIPMENTS**

**INR 8-10 Lakhs
INVENTORY**

**INR 5 Lakhs
FRANCHISE FEES**

The image shows the interior of a food store. On the left, there are long wooden shelves. The walls are dark grey with horizontal slats. A chalkboard wall in the background features various food illustrations and the text "GOOD PEOPLE GOOD FOOD GOOD TIME". To the right, there are refrigerated display cases and a counter area. The ceiling has several long, bright fluorescent lights. A yellow sign with the word "FROZEN" is visible on the wall. The floor is light-colored wood.

INTERIOR & EQUIPMENTS

INTERIOR (FURNITURE)



WOODEN RACKS



WOODEN SHELVES



BILLING COUNTER



ISLAND RACK



CHILLER PARTITION



ICE CREAM COUNTER



VINYL BRANDING



SIGNAGE



CATEGORY SIGNAGE



WALLPAPERS



CEILING BATON FOR LIGHTS

EQUIPMENTS



CHILLING AND FREEZING EQUIPMENTS



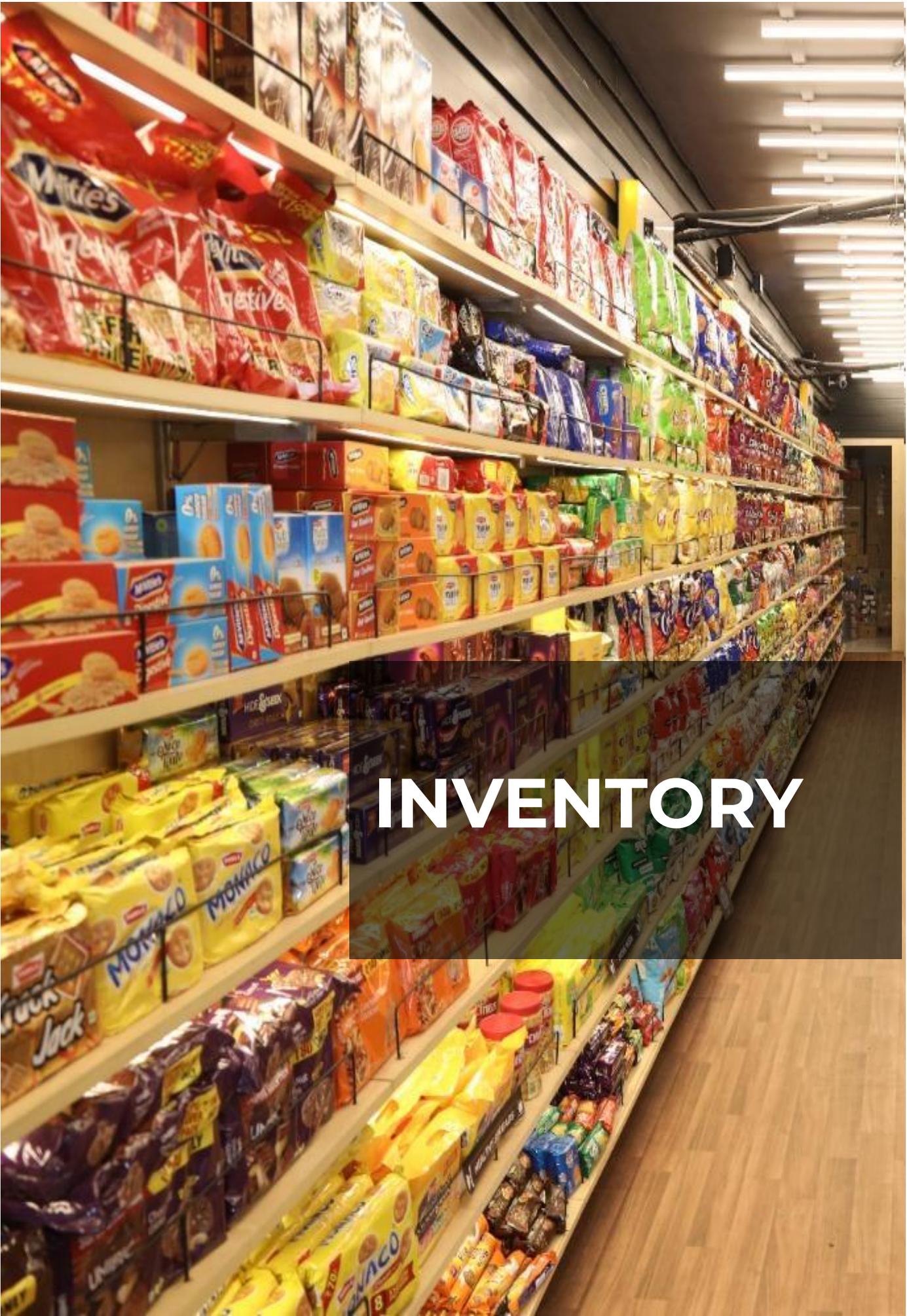
KITCHEN EQUIPMENTS



Air Curtain

Air Conditioner

CCTV Cameras



INVENTORY

FMCG CATEGORIES WE SERVE



Bakery



Breakfast



Crackers



Cafe



Desserts



Sweet



Beverages



Chilled



Frozen



Home



Selfcare



Gadgets

OWN F&B BRANDS



CAFE

Freshly prepared lip-smacking comfort fast food like burger and sandwiches, wraps, etc.



Desi Tapri with Urban twist- Chai, Coffee, snacks and much more



Delectable desserts, cakes, pastries and much more serving your sweet cravings



Our Star products- Momo's with different tasty and tangy sauces



FRANCHISE SUPPORT

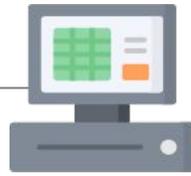
THE NEW SHOP SUPPORT

KEY ITEMS	PARTICULARS
Layout	<ul style="list-style-type: none"> • Providing layout designs in a 2D format according to the dimensions of the site as per our business model
Interior & Equipment SOPs	<ul style="list-style-type: none"> • Providing handbook detailing specifications related to the materials, dimensions, vendors and brands of racks, counters, ceiling, flooring, wallpapers, electric work, air conditioning, air outlets, plumbing, signages, woodwork, branding • Providing list of equipments according to layout with vendor/brand options
Branding/Marketing Content	<ul style="list-style-type: none"> • Providing access to all marketing/branding content including banners, videos, pamphlets, hoardings, posters, signages, menus and visual merchandising
HR SOPs	<ul style="list-style-type: none"> • Providing HR manual detailing manpower requirements along with key competencies, documentation, job responsibilities, organization chart and policies
Accounts/Relationship Manager	<ul style="list-style-type: none"> • Assigning accounts/relationship manager from TNS to act as a single point of contact for franchisee
Inventory SOPs	<ul style="list-style-type: none"> • Providing list of initial SKUs to be sold along with distributor details
Training	<ul style="list-style-type: none"> • Remote and on-site training of franchisee and franchisee's staff on usage of inventory management and billing software, customer service, visual merchandising, F&B operations, stock management and ordering, sales and marketing. • Providing access to all content on staff training
Licensing	<ul style="list-style-type: none"> • Obtaining licenses to run the store
Staff Accessories	<ul style="list-style-type: none"> • Providing uniforms and accessories (Complimentary for first 8 staff)
Dashboard Access	<ul style="list-style-type: none"> • Creating user credentials for Inventory management and billing software
Google listing	<ul style="list-style-type: none"> • Listing on google my business with location coordinates
3rd Party Ecommerce Listings	<ul style="list-style-type: none"> • Listing on Swiggy, Zomato, Dunzo, Magicpin and any (wherever possible)
TNS Listing	<ul style="list-style-type: none"> • Listing on TNS website and delivery app

EMPOWERED BY INHOUSE TECHNOLOGY



Store



Integrated POS



Customer Experience

e-Delivery app Rewards program

Cashierless IoT stores



Business & Operations

Data Insights Inventory Management

Workflow Automation MIS for brands & partners

1 Database - enables us to make 100% integrated applications on top of it

GROSS MARGINS

Category of Products	Gross Margins	Sales Contribution
F&B	60.00%	30.0%
FMCG- Legacy Brands	15.00%	15.0%
FMCG- New Age Brands	25.00%	15.0%
Paan	10.00%	8.0%
Electronics & Gadgets	25.00%	2.0%
Water, Soda, Cups, Ice and other Essentials	40.00%	5.0%
Breakfast & Dairy	15.00%	10.0%
Own Brands	50.00%	5.0%
Staples & Provisions (Packed)	15.00%	5.0%
Fruits & Vegetables	15.00%	2.5%
Meat & Meat Products	15.00%	2.5%
Effective Margins	32.80%	
Discounts & Offers	2.50%	
Gross Margin	30.30%	

BEST NEGOTIATED MARGINS for the Franchise Partners

UNIT ECONOMICS

Franchisee (INR)	
Monthly	Average
Offline Sale	900,000
Online Sale- TNS App	300,000
Online Sale- Zomato/ Swiggy	300,000
Other Income	20,000
Total Revenue	1,520,000
COGS	1,041,400
Rent	50,000
Manpower	80,000
Electricity	60,000
Other Costs	10,000
Royalty	50,800
Net Revenue	227,800
Net Revenue %	15%

Payback in less than 18 months of operations

ADVANTAGES OF OWNING TNS FRANCHISE



Cooldest Brand



Everything under one roof



Low Investment, High ROI



Payback in >18 months



Highest Industry Margins



Omni Channel Presence

ADVANTAGES OF OWNING TNS FRANCHISE



Legal Support & Guidance



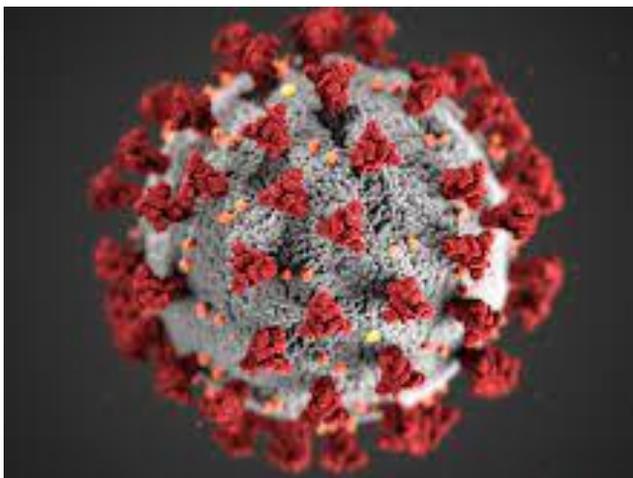
End to End Training Support



Inhouse Technology Support



Operational Excellence



COVID/Lockdown proof



Easy Exit Mechanism

The image features a collage of question marks on various colored papers. In the upper left, a white paper with a gold question mark is partially visible. To its right, a light pink paper with a brown question mark is shown. Below these, a dark grey paper with a white question mark is visible. In the lower left, a light pink paper with a white question mark is seen. In the lower right, a dark grey paper with a white question mark is visible. The background is a mix of brown and dark grey tones.

FAQs

HOW INITIAL SETUP WORKS

2- How many days to build a store?

If Authorized TNS vendors build the store, it will be done within 30 days

4- What licenses do we need?

Labour license, FSSAI, trade license and 24 hour operating permission. TNS will support in procurement of licenses.

1- Who builds the store?

TNS's Authorized vendors.

3- Is there a site approval requirement?

Yes, TNS will share the location analysis form that needs to submit to TNS for approval.

5- Area, electricity and water required?

Area: 600 sq. ft. minimum with 13 feet minimum frontage, plain floor & plain ceiling, 15kW Electricity line, Water inlet outlet .

HOW OPERATION WORKS

2- How will the supply chain work?

TNS will align distributors for all products. Partners can use TNS's dashboard to place orders or call TNS head office for help in placing orders.

4- Who takes the payment?

Partners receive the payments from the customers and pay TNS royalty every month.

1- Who manages the store?

This is up to the franchise partner. But it is preferred if a partner looks after day-to-day ops instead of hiring a manager.

3- How many staff members are required?

4 team members* + 2 managers

(*These are all minimum wage workers)

5- Are there SOPs?

Yes, there is a comprehensive list of SOPs for smooth operations of the store and the best customer experience .

HOW TRAINING WORKS

1 - Who trains the partner?

TNS has a training team to train partners on operations, marketing, technology, food preparation ,etc.

2- Where will the training happen?

At first, training will be conducted remotely for the franchise partner and then, the staff will be trained by the TNS team on-site for a week.

3- Is there any content I can refer to?

Yes, partners will be provided with a content repository to refer to in case of any doubt.

4- Are there any charges for continuous learning?

No, training and learning are absolutely FREE OF CHARGE

TNS WILL ALSO PERFORM THESE

1 - Mystery Audits

TNS will perform bi-monthly mystery audits to ensure SOPs are followed and quality standards meet expectations.

2- Create offers, contests etc.

TNS will work with brands to create more offers, contests etc. to attract customers more.

3- New products, categories

TNS will periodically introduce new products and categories depending on insights from sales data and customer behavior.

4-Marketing & advertisements

TNS will run marketing and digital ad campaigns on a national level as well as a city level.

THE  SHOP[®]
ANYTHING. ANYTIME. ANYWHERE

#The Hub, 66, 1st Floor, Okhla Phase
3, New Delhi, 110020

1800 5725 274