

# AGRIXPERTS<sup>®</sup>

## AGRO MALL



**Trusted Quality ...!!**  
**Reasonable Rate ...!!**  
**Available under one Roof ...!!**

Grow with us.....  
Franchise Proposal



**HAPPINESS & TRUST**  
**of Farmers Across the**  
**NATION**

# About us

**AgriXperts** Agro Mall is a powerful joint venture of experienced & Quality manufacturers of Indian agriculture inputs industries.

**AgriXperts** Agro Mall is a availability under one roof of multiple manufacturers Chemical Pesticides, Fungicides, Herbicides, Water Soluble Fertilizers, Micro Nutrients, Power full PGRs & PGP, Bio Fertilizers & Bio Pesticides, Organic & Harbel Pesticides & Fertilizers, Drip & All other water management systems, Polyhouse & Shadenet technology with high class material, Various agro machineries, Seeds, Nursery Plants, Tissue Culture Plants, Nursery Equipments, Financial Services for Farmers, Advance Technical crop consultancy and post harvesting services & supports to the farmers.

**AgriXperts** Agro Mall is started in April - 2024 and it is one of the leading a power full Joint venture in Agriculture industries. As you know, **AgriXperts** Agro Mall synonymous with Quality, Trust, and Farm advisory. With the three core promises,

**AgriXperts** Agri Mall is renowned a “One-stop destination to cater seed to post harvest solutions” covering the entire crop value chain. After thoroughly understanding the needs of farmers and rural business environment in India,



## AgriXperts Agro Mall Retail & Wholesale Business

**AgriXperts** Agro Mall is one of the leading Agri retail & wholesale chains in India and renowned for one stop solution platform to the farmers needs to cater seed to post harvest solutions and provides the best quality products.

Our network of retail & wholesale chain serve as experience centers for farmers and offer them Organic, Herbals, Biological, Bio stimulants, Chemicals, Specialty nutrients, Crop protection, Seedlings, Seeds, Farm equipment & Machineries, Crop advisory, Land preparation advisory, Leaf analysis, Soil tests, Drone spraying services and Output market linkage solutions & Agriculture Financial Services, covering the entire crop value chain.

What makes us different is that “ I am the solution



# VISION

To be the most preferred choice of farmers in Agri value chain.

Mission-To providing integrated Agri solutions to all farm needs and enhance prosperity of all

# MISSION

# CORE VALUES

Openness  
Respect  
Quality  
One Team  
Customer Obsession  
Integrity



# COFO, COFO (Super) & FOFO Business model (Retail And Wholesale Franchise Outlets)

**AgriXperts Agro Mall** is India's First Generic Pesticides, Fertilizers, Seeds & Agro Equipments Mall.

Our company's reputation has quickly grown mainly by word of mouth in the farming community. Our High quality of products can meet the needs of crops and can satisfy farmers, Dealers as well all the stakeholders in agri value chain.

Being an expertise in Agri retail and wholesale, It is our responsibility to serve millions of farmers by expanding network of retail stores across nation with different formats of retail outlets such as COFO (Company Owned & Franchise Operated) and FOFO (Franchise Owned & Franchise Operated) Retail & Wholesale Outlets. The brand will soon open stores in other Parts of India through COFO & FOFO model.

The "Brand name of **AgriXperts Agro Mall**" is popular among farming community and easily understandable by all stakeholders in agri value chain. Our brand makes a good first impression, that it is a one stop store to cater seed to post harvest services. Hence, It can be a huge asset to our business partners to bring regular foot falls.

## 1) Franchise Type- Company Owned & Franchise Operated (COFO)

### Required Staff -

- Store Manager- ( Stock & sales ) -1 Post- BSc Agri
- Account Assistant- ( cash / Billing / Daily reporting ) 1 Post- B Com / M Com
- Field Assistant ( farmer visit & marketing ) -1 Post - BSc Agri / Agri diploma

### Stock & Sales Monitoring-

- Stock owned by Company -
- Physical stock Register & also through software online Billing (Online Stock Inward Outward)
- weekend physical counting by store manager & Accountant
- month end counting by Internal Auditor staff. (Cash & billing Monitoring- Responsibility By Accountant)
- Daily Cash Collection Deposit in Company bank Account on Daily Basis.
- Daily report By accountant with verification by Store manager and Month end Verification by Internal Auditor staff.

- Branch Level Sales target Achievement responsibility. - Store Manager & Field Assistant

**Price List** - Wholesale and Retail prices will Centrally Control By Head Office through Software.

### Expenses-

- Staff Salary, Daily Branch operational Exp., Rent & other all expenses treated as branch expenses.
- Licenses and GST registration - Owned By Company ( Added in Central License)
- Investment- 3.5 lac + GST ( Non Refundable ) for basic structure

**Stock Limit on Branch level** - Available unlimited stock as require. ( Without Chemical Fertilizer)

**Branch Net Profit-** (profit Calculation method - Basic rate – sales Rate = Gross profit – branch Expenses = Net profit

**Min Investment of Operator Rs. 2.5 lac** - On company A/C- 60 % and 40 % on Operator A/C

**Min Investment of Operator Rs. 5 lac** - On company A/C- 40 % and 60 % on Operator A/C

**Min Investment of Operator Rs. 7.5 lac** - On company A/C- 20 % and 80 % on Operator A/C

**Min Investment of Operator Rs.10 lac** - On company A/C- 5 % and 95 % on Operator A/C

**- Training To staff-** Company Will Give 3 to 4 days initial Training to all staff. Also provide periodical Updated crop wise training on various subjects.

Company will provide complete startup kit, Training & Marketing supports.

Operator will use of brand's, trademarks & slogans of Company.

## 2) Franchise Type- Company Owned & Franchise Operated (COFO- Super)

**Staff** - Store Manager- (Stock & sales) -1 Post- BSc Agri  
- Account Assistant- (cash/Billing/ Daily reporting) 1 Post- B Com/ M Com  
- Field Assistant (farmer visit & marketing) –1 Post - BSc Agri/ Agri diploma

**Stock & Sales Monitoring-** - Stock owned by Company

- Physical stock Register & also through software online Billing (Online Stock Inward Outward) - weekend physical counting by store manager & Accountant – month end counting by Internal Auditor staff.

- Cash & billing Monitoring- Responsibility by Accountant - Deposit in Company bank Account on Daily Basis- Daily report by accountant with verification by Store manager- and Month end Verification by Internal Auditor staff.

-Branch Level Sales target Achievement responsibility- Store Manager & Field Assistant

**Price List-** wholesale and Retail prices will Centrally Control by Head Office through Software.

**Expenses-** Staff Salary, Daily Branch operational Exp., Rent & other all expenses bought by Franchise operator.

**Licenses and GST registration** - Owned By Company (Added in Central License)

**Investment-** 3.50 lac + GST (Non Refundable) for basic structure fees Payable to AgriXperts Lab & consultancy Services

**Stock Limit on Branch level-** Unlimited stock with Chemical fertilizer but as require

**Branch Net Profit-** profit Calculation method - Basic rate – sales Rate = Gross profit – branch Expenses = Net profit

1) **Min Investment of Operator Rs.5 lac** - On company A/C- 60 % and 40 % on Operator A/C

2) **Min Investment of Operator Rs.10 lac** - On company A/C- 40 % and 60 % on Operator A/C

3) **Min Investment of Operator Rs.15 lac** - On company A/C- 20 % and 80 % on Operator A/C

4) **Min Investment of Operator Rs.20 lac** - On company A/C- 5 % and 95 % on Operator A/C

**Training To staff-** Company Will Give 3 to 4 days initial Training to all staff. Also provide periodical updated training on various subjects

Company will provide complete startup kit, Training & marketing supports. Operator will Use of brands, trademarks & slogans of Company.

## 3) Franchise Type- Franchise Owned & Franchise Operated (FOFO)

**Required Staff-**

- Store Manager- ( Stock & sales) -1 Post- B.Sc. Agri.

- Account Assistant- (cash/Billing/ Daily reporting) 1 Post- B.Com./ M.Com.

- Field Assistant ( farmer visit & marketing) –1 Post - B.Sc. Agri./ Agri diploma

**Stock & Sales Monitoring-** - Stock owned by Franchise

- Physical stock Register & also through software online Billing (Online Stock Inward Outward)

- weekend physical stock counting by store manager & Accountant – month end counting by Internal Auditor staff or franchise operator.

- Cash & billing Monitoring- Responsibility By Accountant & operator.

- Daily report By accountant with verification by Store manager- and Month end Verification by Internal Auditor staff or franchise operator.

- Branch Level Sales target Achievement responsibility- Franchise operator.

**Price List-** wholesale and Retail prices will be suggested By Head Office at time to time. But franchise have a freedom to take decision at his level.

**Expenses-** Staff Salary, Daily Branch operational Exp., Rent & other all expenses bought by Franchise operator.

**Licenses and GST registration** - Owned By Franchise

**Investment-** 3.5 lac+GST ( Non Refundable ) for basic structure, Rs. 25,000/- security deposit (Refundable) and security cheque with franchise Agreement with Company.

**Credit Limit-** Credit limit will be given against standing Bank Guaranty limit for maximum 45 days ( without Chemical fertiliser) , Also Franchise operator will free to keep any other company material for sales, only which material is not available with AgriXperts , but subject to take item to item prior permission of us . All chemical fertiliser will be available on advance payment Basis.

**Branch Net Profit-** 100 % to Franchise operator

**Training To staff-** Company Will Give 3 to 4 days initial Training to all staff . Also provide periodical updated crop wise training on various subjects.

- Company will provide complete startup kit, Training & marketing supports.

- Operator will Use of brand's, trademarks & slogans of Company.

# Why to choose Franchise

of AgriXperts Agro Mall



Flexible & Partner Friendly model

Low Investment of Rs. 3.5 Lakhs

High Gross Margin 20% - 45%

ArgiXperts is Trusted & Fast - Growing Brand

Support in Marketing & Training with Initial training and updated periodical training & Crop wise seminar facility support Available.

All Type of testing Facility with Drone spraying

Full Infrastructure & Technology Support

All Require trusted Quality Agri Inputs & Farm Services Available under one roof.

Hassle free Transactions Robust ERP







# Unit Franchise Requirements

## Eligibility Criteria for getting Franchise ( COFO & FOFO)

- The candidate must have **minimum 21 years**.
- Qualification- Having Degree in **B.Sc Agri/B.Sc /Life sciences/Diploma (Agri) or Agri MBA**
- Need to arrange Agri input **Licenses in FOFO Type**.
- Should have minimum **300 - 400 Sq. ft.** area to run an outlet.
- Able to bear a non-refundable store cost ₹ **3.5 lakhs** (18% GST additional)  
+ **Rs.25,000/-** security Deposit in FOFO Franchise Type.
- In COFO -Able to bear a non-refundable store cost ₹ **3.5 lakhs** (18% GST additional) + Require investment in Branch as per profit or loss sharing business plan.

## Procedure to get Franchise ( COFO & FOFO)

- \* Fill the application form
- \* Attend for interview and finish verification process.
- \* Analysis of proposed Location and verification
- \* Apply for licenses of Fertilizers, Pesticides and Seeds in FOFO Type.
- \* Pay The basic structure amount with security deposit , Sign an agreement,
- \* Fulfil the formality and start AgriXpert Agri Mall retail outlet.





**We provide Agri input licenses & GST Registrations .... !**

*"Be Cool and just stay Happy..."*

**We take care of your outlet requirements.... !**

## Outlet

\* Franchisee needs to provide licenses (In FOFO Type), Rental agreement and Secured commercial space minimum 300 to 400 sq. ft.

## Interiors & Branding

\* The outlet should have Power connection and Broadband connection. Franchisee need to arrange the said facilities and **AgriXperts** will take care of the rest of the things.

## Boards

\* With in the line of **AgriXperts** architecture, Outlet Name Board, Billing desk Logo, stock boards and crop info boards will be installed by our Professional experts.

## Equipment

\* We provide Display Racks, Computers System, Billing desk, Customer service desk, Stock registers, ERP and an initial stock to start the business.

## Our Support

**Yes, we are entrepreneurs too..! Hence, we know all about the desire to have your own business. We want to offer you all the resources.**

**As a successful franchises, you need to utilize all the resources provided by us for your winning formulae.**

- Outlet Selection Assistance.
- Complete Start-up Kit.
- Support in marketing.& advertising
- Provide promotional PoPmaterials
- Periodcal Crop Seminars, Training and handhold.
- Arrange Initial stocks
- Regular update on latest Agri tech information
- Soil, Water, Leaf tests and Drone spraying.
- Use of brand's trademark.





## We provide you startup Kit as follows

S.No	Item	QTY
1	Signboard	1
2	DealerDesk	2
3	LogoofPoS	1
4	ComputeSystem	
	Monitor	1
	CPU	1
	Mouse	1
	Printer	1
	Keypads	1
	Cables& accessories	1
5	ERP	1
6	TV Screen 42" with cable and External camera	1
7	Displayrack	2
8	Stockboard	2
9	CropInfoboards	3
	- Pesticides	1
	- Disease	1
	- Nutrient	1
10	Painting	
	- Internal	1
	- External	1
11	T-Shirts	2
12	PrescriptionPads	2
13	Stockregisters	3
	- Pest	1
	- Seeds	1
	- Fertilisers	1
14	Wallmountdocumentdisplayholder	1
15	VisitingCards	500Nos
16	Ceilingfan	1
17	ProductCataloguebook	1
18	Carrybags	100Nos



Become a franchise owner call us...  
**94222 58173, 95522 42176**



**Reach Us**

**AGRIxperts**®  
**AGRO MALL**

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