

GANESH GRUH UDYOG

Namkeen, Snacks & Banana Chips — Retail Franchise

Authentic Jain Products | Proudly Handcrafted | Franchise Information Document

1. About Ganesh Gruh Udyog

Ganesh Gruh Udyog is a well-established retail brand specialising in traditional namkeen, snacks, and our signature Banana Chips — prepared with authentic recipes and the highest quality ingredients. Every product we offer is crafted to meet Jain standards, making us a trusted name among Jain households and snack lovers alike.

Our flagship product — Banana Chips — is celebrated for its crunch, taste, and purity. Alongside it, our wide range of namkeen and snacks ensures customers always find something they love on our shelves.

We are now expanding through a franchise model, inviting like-minded partners to carry the Ganesh Gruh Udyog brand to new cities and communities.

2. Our Product Range

Signature Product	Banana Chips — available in multiple flavours and pack sizes
Namkeen Range	Traditional Indian namkeen varieties, all Jain-approved
Snacks Range	Assorted snacks, farsan, and ready-to-eat items
Store Policy	100% Jain products — no non-Jain items permitted

3. Store Requirements

Minimum Store Area	750 sq. ft.
Furniture & Fixtures	To be arranged and borne by the Franchise Owner
Company Signboard	Provided by Ganesh Gruh Udyog
Billing Software	Provided by Ganesh Gruh Udyog
Product Policy	Exclusively Jain-approved products

4. Financial Details

Profit Margin

Franchise partners earn a margin of 22% to 25% on MRP across all product categories.

Initial Investment by Franchise Owner

- Furniture & Fixtures — display racks, counters, as per store layout and brand standards
- Opening Stock — as per agreed product range
- Shop Rent — advance / deposit as per local market rates

Franchise Deposit Structure

Component	Amount
Total Franchise Deposit	Rs. 4,50,000/-
Refundable Part	Rs. 3,00,000/-
Non-Refundable Part	Rs. 1,50,000/-

Important: If the franchise store is closed before the completion of one (1) year from the date of opening, the entire deposit amount of Rs. 4,50,000/- shall be fully non-refundable.

5. Company Support & Marketing

- Ganesh Gruh Udyog branded signboard provided for your store
- Billing and inventory management software provided
- Regular social media marketing by the company promoting the brand and products
- Seasonal promotions and new product launch support
- Ongoing product supply, quality assurance, and operational guidance

6. Business Potential & Breakeven

Our product category benefits from everyday demand, high repeat footfall, and strong impulse buying — making this a resilient and rewarding retail business.

With genuine sales efforts and active customer engagement, franchise partners can realistically achieve breakeven within approximately one (1) year of operations. Our company's social media presence and established brand recognition actively support this goal.

7. Store Policy — Jain Products Only

Ganesh Gruh Udyog is built on Jain values. All franchise stores must stock and sell exclusively Jain-approved products. Non-Jain or non-compliant items are strictly prohibited on store premises at all times. This policy is the foundation of our brand's trust with customers and is non-negotiable.

8. Franchise Enquiry Questionnaire

Kindly fill in all sections completely and submit to our franchise team. This helps us understand your profile and guide you through the next steps.

Section A: Basic Information

Full Name	
Contact Number	
Email Address	
City & State	
Preferred Mode of Contact	<input type="checkbox"/> Call <input type="checkbox"/> WhatsApp <input type="checkbox"/> Email

Section B: Location Details

City for Proposed Franchise Store	
Exact Area / Locality	
Do you already have a shop?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Shop Size (if available) <i>in sq. ft.</i>	
Shop Ownership	<input type="checkbox"/> Owned <input type="checkbox"/> Rented
Monthly Rent (if applicable) <i>in Rs.</i>	

Location Type	<input type="checkbox"/> High Street <input type="checkbox"/> Residential <input type="checkbox"/> Mall <input type="checkbox"/> Highway <input type="checkbox"/> Other
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Section C: Investment Capacity

Planned Investment Budget	<input type="checkbox"/> ₹10–15 L <input type="checkbox"/> ₹15–25 L <input type="checkbox"/> ₹25–40 L <input type="checkbox"/> ₹40 L+
Source of Investment	<input type="checkbox"/> Own Funds <input type="checkbox"/> Loan <input type="checkbox"/> Partnership
Comfortable with working capital needs?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section D: Business Background

Current Occupation	
Have you run a business before?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, brief details of previous business	
Experience in food or retail industry?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section E: Involvement Level

Will you actively manage daily store operations?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If no, who will manage the store?	
Number of staff you plan to hire	

Section F: Understanding of Franchise Model

Why do you want the Ganesh Gruh Udyog franchise?	
Aware of franchise terms (SOPs, branding, policies)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Comfortable strictly following our store procedures?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section G: Timeline

When do you plan to start?	<input type="checkbox"/> Immediately <input type="checkbox"/> 1–3 Months <input type="checkbox"/> 3–6 Months <input type="checkbox"/> Just Exploring
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Section H: Market Understanding

Known competitors in your area? <i>Name them if possible</i>	
Estimated daily footfall at your selected location	
Why do you think this location will work for our store?	

Section I: Financial Expectations

Your expected monthly sales target	
Expected ROI (return on investment) period	
Prepared for an initial low-profit phase?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Section J: Additional Information

Any specific questions for us?	
Any additional comments or remarks?	

Ganesh Gruh Udyog — Franchise Team
Namkeen | Snacks | Banana Chips | Jain Products

This document is confidential and intended for prospective franchise partners only.