



Good Morning to Good Health



Exclusive Retail Store Booklet

www.govindmilk.com

Our Story So far...

Govind is a household name in Maharashtra and its neighbouring states for high quality milk and milk products at reasonable prices. We at Govind, began our operations as a milk brand in 1995 and expanded our portfolio with a number of other dairy products. The products have been received really well in the market and since then Govind has become one of the most preferred brands under the dynamic leadership of Mr. Sanjeevraje Naik Nimbalkar, the Chairman of the Govind Group.

In order to cater to the need of today's smart consumers, it's been our endeavour to bring the golden mean of high quality at affordable prices. We achieve quality at our fully integrated, state-of-the-art dairy processing unit located at Phaltan which is at par with the international standards. This ensures maximum amount hygiene in all our products. In addition to that, the advanced packing machinery ensures the touch free packaging and sealing. The bags and pouches are then stored at an optimum temperature in our cold storages. Further our strong delivery network takes care of prompt and hassle free delivery across Maharashtra and other states.

Why Shoppe - Promote entrepreneurship. Build business culture

Govind has always promoted the spirit of business through our various activities. Over the years not only the farmers, but Phaltan and the neighbouring town has seen tremendous growth in entrepreneurship due to Govind.

To promote the spirit of entrepreneurship at other locations in Maharashtra, we introduced the concept of Govind Shoppe a while ago and it was received well. This is a one stop shop for all kind of Govind products under one roof. Govind provides every kind of support to bring the customers to these shops by way of innovative marketing. The franchisees will get the strong backing of a renowned brand in the form of Govind. They'll also get the required supply of fresh products from time to time.

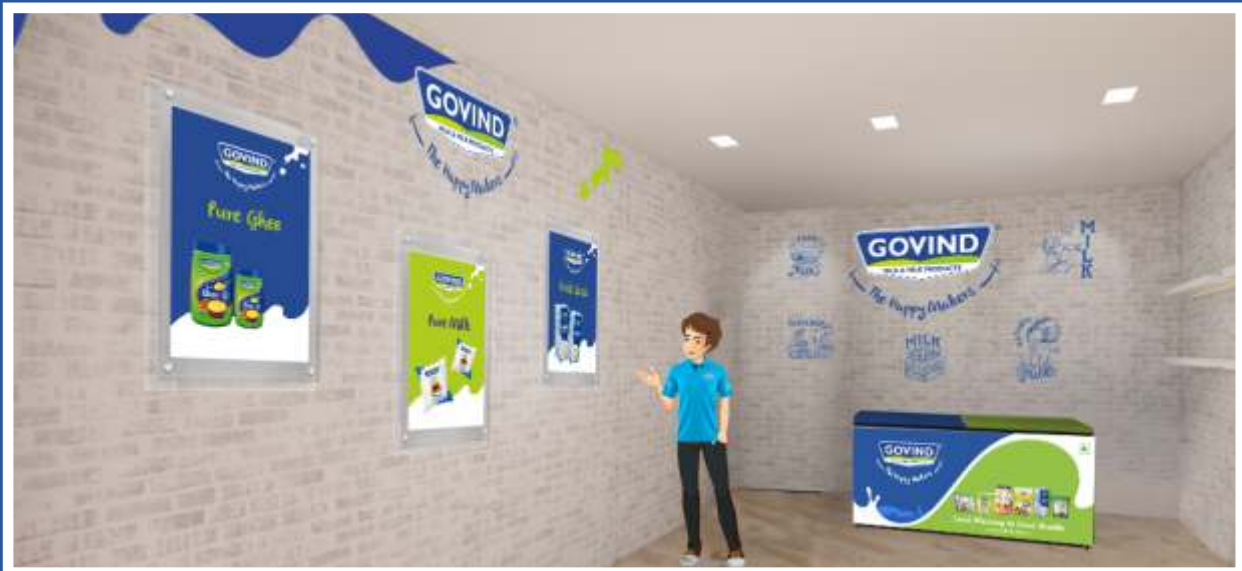
We are planning to open the chain of Govind Shoppes across many counters through Maharashtra, Karnataka, Goa, Andhra Pradesh, Telangana, Madhya Pradesh, Gujarat, etc.

Govind will introduce new product lines like bakery, mithai and frozen vegetables which will boost income of franchise owner.

We aim to reach each and every consumer in the states mentioned above and provide them with high quality food products at reasonable rates. We are looking to partner with like minded entrepreneurial individuals on long term basis.

This is the right time and the right opportunity to be an entrepreneur. Join the ever expanding Govind family today!

Outlet Look & feel



Milk



Cow Milk



Buffalo Milk



Double Toned Milk



Standardized Milk



Toned Milk



Organic Milk

Distributor Margins

Milk: Avg total margin

14%

(For Distributor+Retailer)

Packaging sizes as follows

POLY PACK

250 ml / 500 ml / 1 Ltr. / 5 Ltr.

Sweet Corn



Green Peas



Green Peas



Distributor Margins

Sweet Corn / Green Peas / Mix Veg margin

45%

(For Distributor + Retailer)

Packaging sizes as follows

POLY PACK

250 gm / 400 gm / 1 Kg

Govind Products



Ghee (Cow Ghee)

JAR
1 Ltr.



JAR
500ml



JAR
200ml



POLY
PACK
1Ltr.



STANDEE
POUCH
500ML



STANDEE
POUCH
200ML



Sub dealer products / franchise margins

Ghee

12%

Ghee 15kg tin

6%

Packaging sizes as follows :

JAR PACK	POLY PACK	TIN
100 ml / 200 ml 500 ml / 1000 ml	100 ml / 200 ml 500 ml / 1000 ml	5 Ltr 15 Kg

Govind Products



Paneer



Packaging sizes as follows

Box

200 gm / 500 gm / 1 Kg



Packaging sizes as follows

Poly Pack

100 gm / 250 gml / 500 ml

Sub dealer products / franchise margins

Fresh Paneer

17%

Frozen Malai Paneer

17%

Shrikhand



Packaging sizes as follows :

CUP PACK

POLY PACK

50 gm / 100 gm

100 gm

250 gm / 500 gm

250 gm / 500 gm

Amrakhand



Sub dealer products / franchise margins

Shrikhand/Amrakhand retail packs **20%**

Shrikhand/Amrakhand 10kg. **140**

Dahi Cup & PP



Sub dealer products / franchise margins

Dahi cup

80 gm	23%
150 gm	25%
200 gm	26%
400 gm	28%

(We can say 25% avg. for dahi cup)

Packaging sizes as follows

CUP PACK

80 gm / 150 gm / 200 gm

Dahi PP

150 gm	23%
200 gm	21%
500 gm	21%
1 Kg PP	18%
2 Kg Tub	16%

Packaging sizes as follows

POLY PACK

150 gm / 200 gm / 500 gm

Chaos (Buttermilk)



Buttermilk PP 200 ml mrp10 landing 42/Litre

Buttermilk PP 500 ml Masala/Plain **25%**

Packaging sizes as follows

Poly Pack

200 ml / 500 ml

Govind Products



Lassi



Lassi Tetra



Sub dealer products / franchise margins

Lassi PP	40%
Lassi Cup	40%

Packaging sizes as follows

CUP PACK	POLY PACK
200 gm	200 gm

Sub dealer products / franchise margins

Lassi Tetra	30%
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Packaging sizes as follows

TETRA PACK
200 gm

Flavoured Milk



FM 25mrp landing	19.31%
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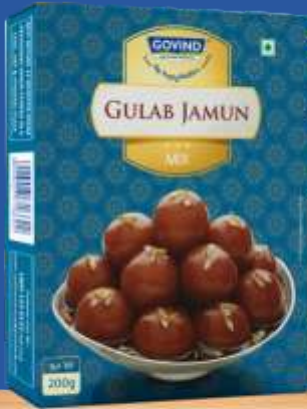
FM 30mrp landing	22.31%
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Packaging sizes as follows

Bottle
200 ml

- Mango
- Rose
- Butterscotch
- Haldi
- Pista
- Chocolate
- Badam
- Kesar

Gulab Jamum Mix



Sub dealer products / franchise margins

Gulab Jamum Mix 100gm	20%
Gulab Jamum Mix 200gm standee	13%
Gulab Jamum Mix BYOB	20%
Gulab Jamum Mix 1 Kg	18%

Packaging sizes as follows

BOX PACK

100 gm / 200 gm / 1 Kg

Dairy Whitener



Sub dealer products / franchise margins

Dairy Whitener **11%**

Packaging sizes as follows

BAG	POLY PACK
1 Kg / 25 Kg	1 Kg

Skimmed Milk Powder



Sub dealer products / franchise margins

Skimmed Milk Powder **13%**

Packaging sizes as follows

BAG	POLY PACK
500 gm / 25 Kg	13 gm / 1 Kg 25 Kg

- Rice Kheer Mix • Basundi Mix • Ragi Kheer Mix
- Shahi Dry Fruit Kheer Mix

Sub dealer products / franchise margins



Basundi and Kheer Mixes

20%

Packaging sizes as follows

BOX PACK

100 gm / 200 gm / 1 Kg

Butter



Sub dealer products / franchise margins

Table butter

9%

Packaging sizes as follows

Box

100 gm / 250 ml / 500 ml

Premium Bliss

Sub dealer products / franchise margins



Sweet

25%

Packaging sizes as follows

BOX PACK

250 gm / 500 gm

Outlet Model



Govind Milk's Preferred Outlet Model	Owned and operated by Retail Agency	
Shop Area	150 - 400 Sq.ft. with 15 ft. frontage.	
Preferred Location	Stand alone/ ground floor Main road, ring road/city centre	
Feasible Rent Per Month	₹ 5,000/- to ₹ 14,000/-	
Deposit to company	₹ 50,000 (to be returned after 5 yrs only)	
Investment of shop op.	₹ 60,000 (Non-refundable)	
Investment (Deposit + Investment)	₹ 1,10,000	
Infrastructure	Deep freeze (500 L)-mrp-₹ 36,000 Visi cooler (320 L)-mrp-₹ 33,000 Initial stock ₹ 10,000 Professional designing Interior & shelves Shop branding - ₹ 40,000	
		₹1,19,000
Investment Payback Period	12 Months	
Earnings per Month	₹ 30,000/- Approx	
Marketing Support	Digital Marketing Print Marketing Sales Officer Support	
Payment Terms	100% Advance	
Working Days	Open 365 Days	
Shop Timing	7:00 AM to 8:00 PM	
Distribution rights	Milk and Kuroli frozen	
Delivery	For product by nearest distributor For milk by company. For Kuroli products by company. Door delivered.	
Milk delivery daily	Mandatory	
Product deliveries	If possible	
Exclusivity	No other company products	
Incentives	Diwali bonus: ₹ 18,000 on 12 months billing to company > ₹ 18,00,000	

Business Projection Model



Particulars	Small Town	Big Town/City
Average No. of Days	30	30
Per Day Milk Sale	₹ 3,200	₹ 5,500
Per Day Product Sale	₹ 3,200	₹ 5,500
Per Month Total Sale	₹ 1,92,000	₹ 3,30,000

Operating Cost

Particulars	Small Town	Big Town/City
Rent	₹ 5,000	₹ 14,000
Payroll Cost	₹ 8,000	₹ 12,000
Electricity	₹ 4,000	₹ 6,000
Miscellaneous	₹ 2,000	₹ 2,000
Average Material Cost	₹ 1,40,000	₹ 2,25,000
Total	₹ 1,59,000	₹ 2,59,000
Profit Percentage	25%	25%

Retail Agency Requirement

Sr. No.	Documents
1	GST Certificate
2	Shop's Ownership Proof / Registered Rent Agreement
3	PAN card, AADHAAR & MSME Certificate
4	Shop Act License
5	FSSAI Certificate
6	Current Account Details

Support from Govind Milk



- Brand Name & Permission Of Usage
- Authorisation certificate as a 'Govind Shoppe'
- Product Information Booklet
- Website Support

How to apply for a Govind Shoppe?

- Download the application form at www.govindmilk.com/applicationform
- You can also collect the applications from our Sales Officers.
Toll free number - 1800123 0124
- Send in your forms with all the details of your shop (Google pin, floor plan, pictures, videos, etc)
- Applications will be reviewed and shortlisted by our management team.
- Our team will visit the location to review the space.
- If the location is approved, the applicant has to fulfill the necessary documentation, fees, etc.
- Once the formalities are complete, you have to enter into an agreement.
- The design team will take the measurements and install the brand interior within 20 days.
- Stock will be provided and shoppe is ready.

Our Successful Stores So far



Shambhuraj Govind Shoppee, Phaltan.



“ Govind Shoppee has given me strength and stability in life. It's a good business at a low investment.

Shambhuraj Nimbalkar

Proprietor - ShambhurajGovind Shoppee, Phaltan

TurnOver
17,32,089
(Monthly)

Moraya Shoppe, Phaltan



“ I am also a shop owner now. Thanks to Govind! This shoppee has given me a new career.

Kundlik Nimbalkar

Proprietor - Moraya Shoppe, Phaltan

TurnOver
2,99,000
(Monthly)

Matoshree Enterprise, Sanpada



“ Govind Shoppee is a very prestigious way of doing business. I get all the support from Govind and it has given me pride.

Rushikesh Vilas Bhor

Proprietor - Matoshree Enterprise, Sanpada

TurnOver
3,27,148
(Monthly)

Krishna Enterprises, Nerul, Navi Mumbai



“ I have been doing this business for past few months and it has already started giving me returns of my investment. This is really a great way of entrepreneurship.

Vijay Rohidas Nimse

Proprietor - Krishna Enterprises, Nerul, Navi Mumbai

TurnOver
1,36,773
(Monthly)



Govind Milk & Milk Products Pvt. Ltd.

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PUNE : 309, Transbay Building, Balewadi Gaon, Near SBI Bank, Pune 411045

MUMBAI : D-59, MIDC TTC, Off Turbhe Naka, MIDC Industrial Area,
Turbhe, Navi Mumbai, Maharashtra 400705

BELGAUM : A/P- Yamakanmardi, Tal-Hukkeri, Dist- Belgaum. Pin-591246

Reach us at 1800123 0124 (Toll Free)