

BECOME OUR MANDAL FRANCHISE



farmer's online.co

A leading chain of supermarkets

ASSURED MONTHLY INCOME

**ZERO RISK
BUSINESS
MODEL**



WHERE DREAMS
COME TRUE..



A BUSINESS IS SIMPLY AN IDEA TO MAKE OTHER PEOPLES LIVES BETTER

- RICHARD BRANSON

Who are WE?



- White Bird Imports and Exports(WBIE PVT LTD)(WBIE PVT LTD) is an ISO 9001:2015 and HACCP certified organization doing business of importing and exporting of food grains
- White Bird Imports and Exports(WBIE PVT LTD) is a Member of Federation of Indian exporters Organization, APEDA, Spices Board of India and Indian Chamber of commerce and Industry
- White Bird Imports and Exports(WBIE PVT LTD) is a proud owner of White Bird Farmer`s brand Products that includes Cereals, Millets, Flours, Pulses, Dry fruits and Spices
- Farmers online.co((B2C), Farmers Parivar.com(B2B) app and website are delivery verticals of White Bird Imports and Exports(WBIE PVT LTD) in the domestic market



A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL

- MICHEL LEBOEUF



OUR VISION:

Enable good quality groceries to reach the remotest corners of the country at competitive prices thus ensuring healthy food and healthy lives for all



OUR MISSION:

To be the largest supplier of groceries and food products in the country



LISTEN TO YOUR CUSTOMERS, NOT TO YOUR COMPETITORS

- JOEL SPOLSKY



Products Range



HUNDREDS of Brands..
THOUSANDS of
Products..



HAPPY Shopping..
HAPPY Customers..
HAPPY Business!

DON'T FIND CUSTOMERS FOR YOUR PRODUCTS.. FIND PRODUCTS FOR YOUR CUSTOMERS
- SETH GODIN

THE SUCCESS MANTRA



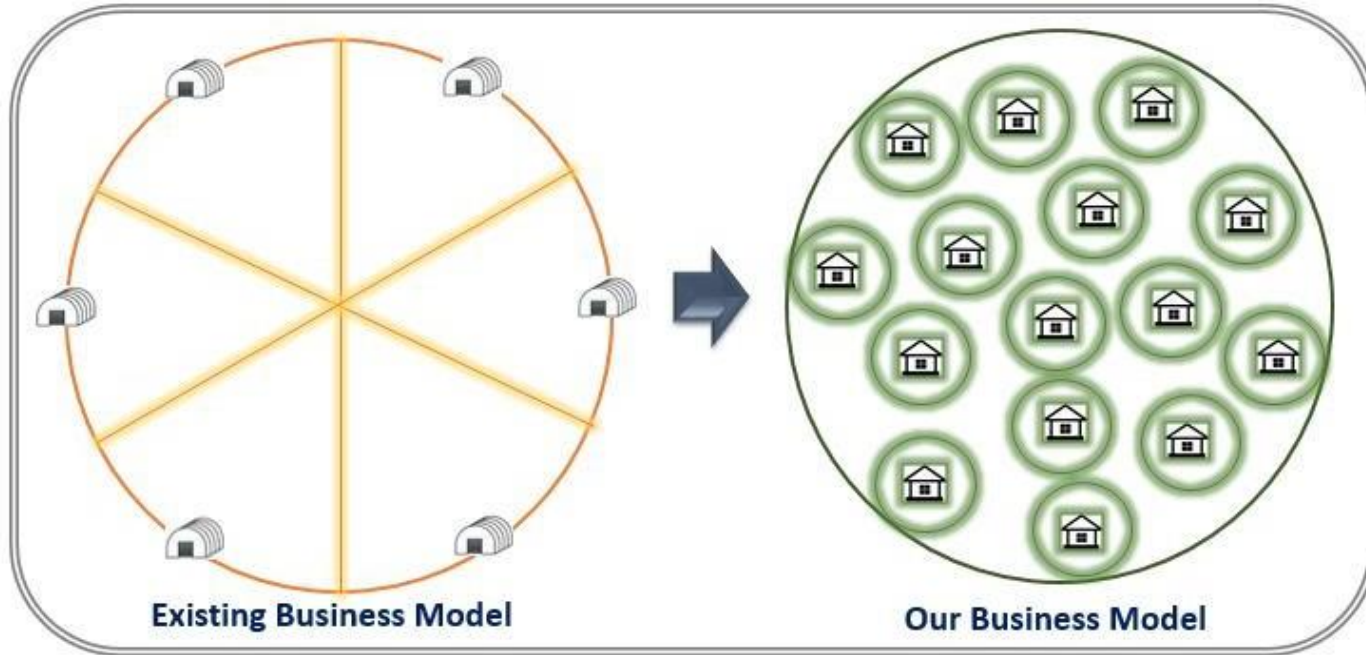
Our FOUR Pillars of **SUCCESS**

- HIGHEST QUALITY
- LOWEST PRICES
- QUICKEST DELIVERY
- HAPPIEST CUSTOMERS

NEVER START BUSINESS JUST TO MAKE **MONEY**.. START A BUSINESS TO MAKE A **DIFFERENCE**

- MARIE FORLEO

Our Business Model



- ✓ *Delivery Time Reduction* from Multiple Days to Couple of Hours
- ✓ *Wider Coverage* of Population
- ✓ *Scope for Easy Expansion* to Rural Areas
- ✓ *Less and Safe Investment*
- ✓ *Seamless Operations*

Best In Quality

Lowest Pricing

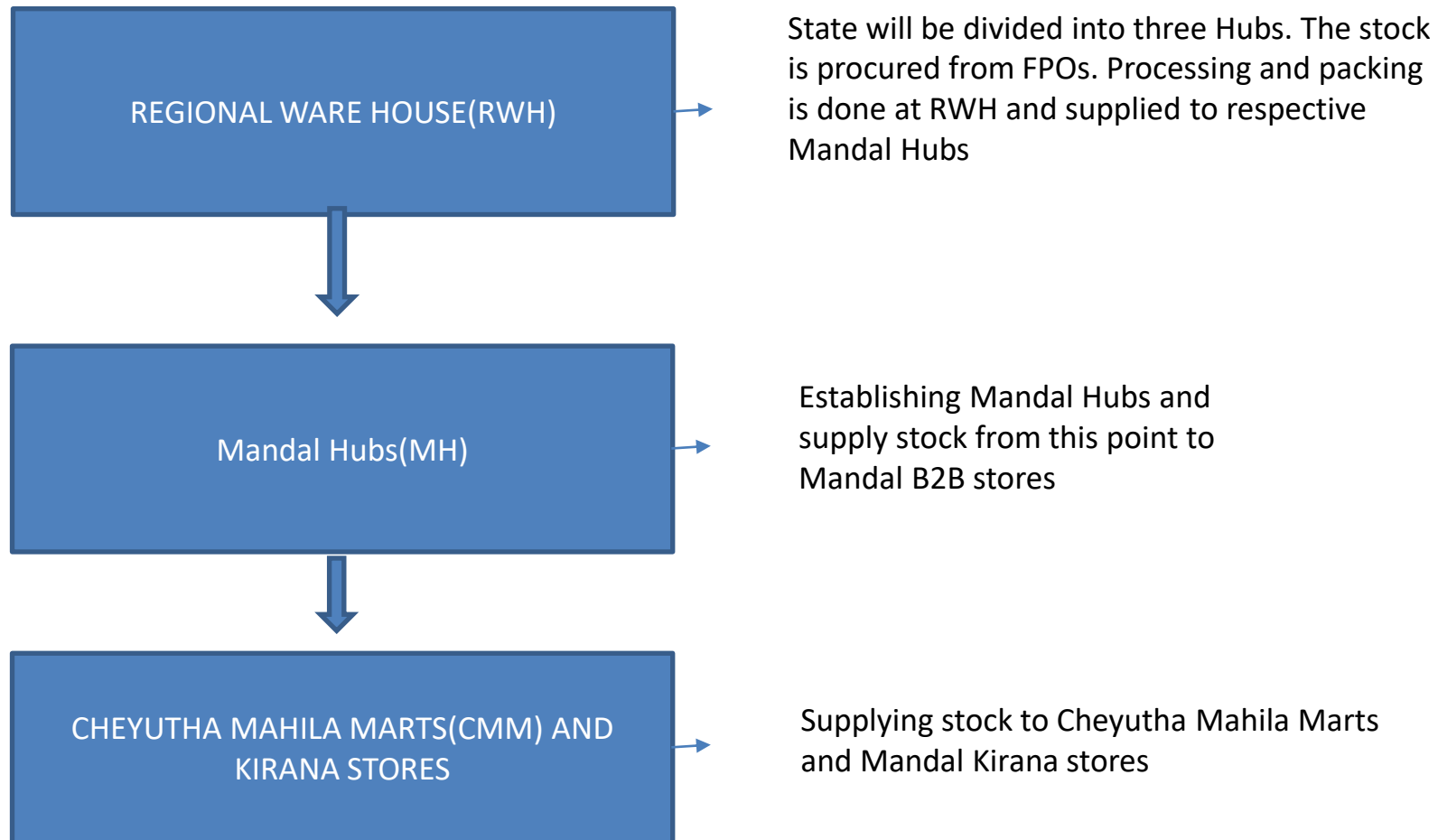
Fastest Delivery

**TOGETHER
WE
WORK**

**TOGETHER
WE
GROW**



Our Business Process- Rural B 2 B



Our Unique E commerce APP

Customer search for the products in TELUGU

Customer care 24/7 - CHATBOT and Call Centre

Artificial Intelligence(AI) in product management and sales including voice orders.

Wide Display of offers schemes and Discounts

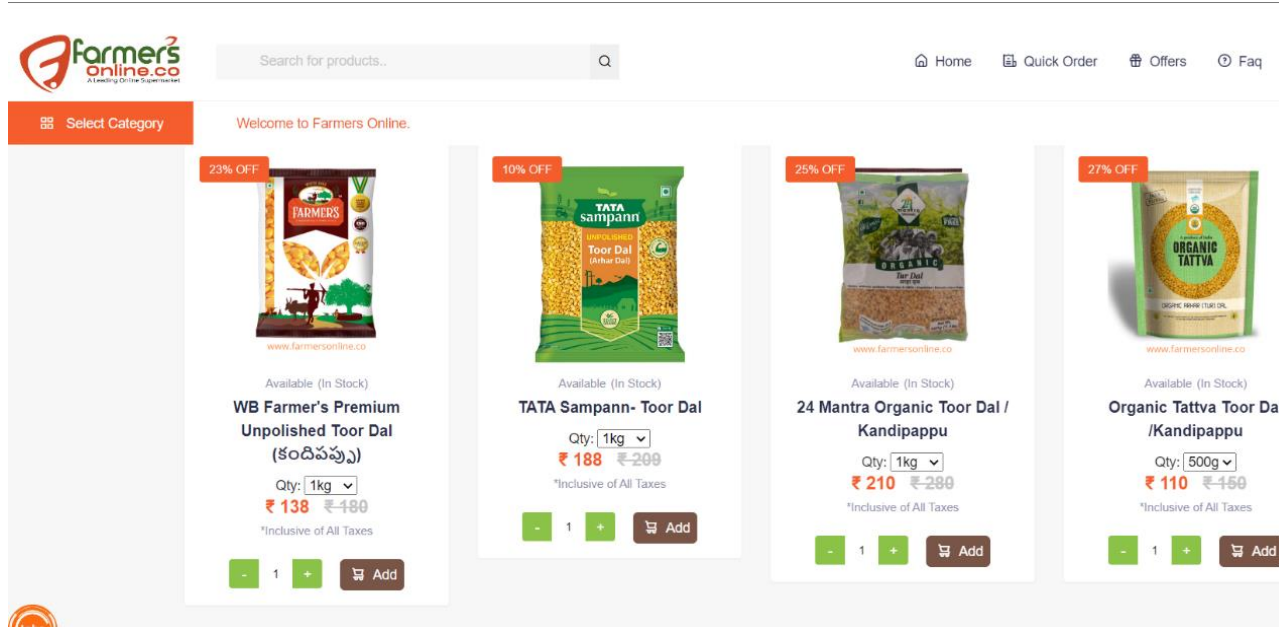
Exclusive B2B App/Website Famerparivar.com for easy access to Mandal merchants

Vendor training on App usages



Customer Delight Just One Click Away

Multibrands - Low Prices



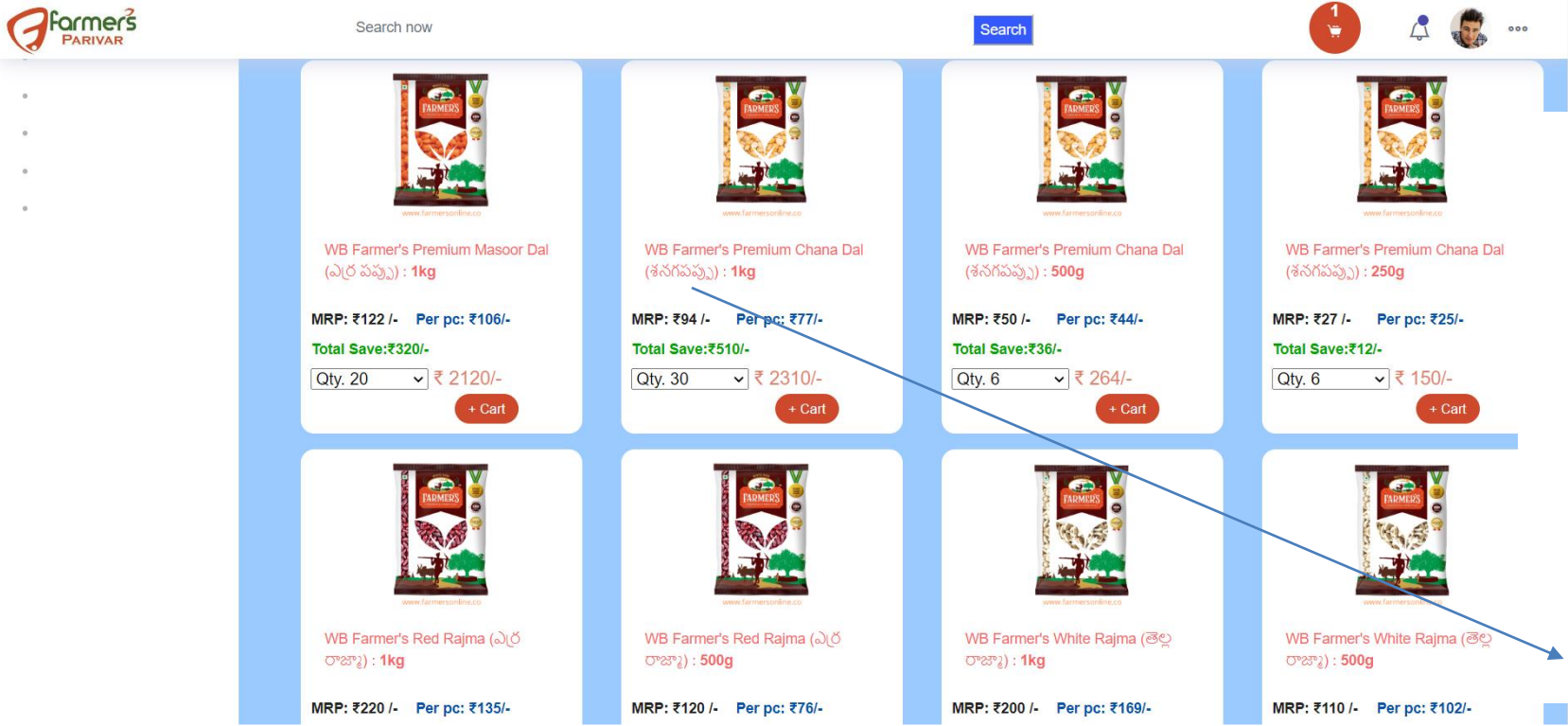
More than 3000 moving SKUs

- Availability of Popular brands
- Due to low overheads, Market Competitive prices
- Easy Modification/Cancellation /Refund Policy
- B2B Customer friendly offers and discounts

Local Language App

Customer search for the products in TELUGU

Multiple platforms for booking orders – Online, offline, Whats app, Voice ordering



The screenshot shows the Farmers' Parivar app interface with search results for pulses. The top navigation bar includes the logo, a search bar, and icons for cart, notifications, and profile. The main content area displays a grid of product cards. Each card features a product image, name in Telugu, weight, MRP, per piece price, total savings, quantity selector, and a '+ Cart' button.

Product Name (Telugu)	Weight	MRP	Per pc	Total Save	Qty	Price
WB Farmer's Premium Masoor Dal (ఎర్ర పప్పు)	1kg	₹122/-	₹106/-	₹320/-	20	₹ 2120/-
WB Farmer's Premium Chana Dal (శనగపప్పు)	1kg	₹94/-	₹77/-	₹510/-	30	₹ 2310/-
WB Farmer's Premium Chana Dal (శనగపప్పు)	500g	₹50/-	₹44/-	₹36/-	6	₹ 264/-
WB Farmer's Premium Chana Dal (శనగపప్పు)	250g	₹27/-	₹25/-	₹12/-	6	₹ 150/-
WB Farmer's Red Rajma (ఎర్ర రాజ్మా)	1kg	₹220/-	₹135/-	-	-	-
WB Farmer's Red Rajma (ఎర్ర రాజ్మా)	500g	₹120/-	₹76/-	-	-	-
WB Farmer's White Rajma (తెల్ల రాజ్మా)	1kg	₹200/-	₹169/-	-	-	-
WB Farmer's White Rajma (తెల్ల రాజ్మా)	500g	₹110/-	₹102/-	-	-	-



www.farmersonline.co

WB Farmer's Premium Chana Dal (శనగపప్పు) : 1kg

Making Shopping Simple

FASTEST DELIVERY

- Availability of stock in Mandal Hubs enables fastest delivery
- Reduction on logistics cost due to supply in the limited area
- Easy Exchange of products



Quick Delivery Saves Time and Money

Our Own Brand - WHITE BIRD FARMERS™



Our Products – Flours, Cereals, Pulses, spices and Masalas



Our authentic Pickles made by SHG women



Our Brand in the market

INCREASED MARKET PENETRATION - FARMERSONLINE.CO PRODUCTS IN CHEYUTHA MAHILA MARTS



What We Give

One Mandal Coordinator Salary Rs 15,000/- per month- (Paid by the company)

One Computer operator cum Accounts Assistant Salary Rs 13,000/- per month – (Paid by the company)

Two delivery boys Salary Rs 11,000/- per month (Paid by the Company)

Maintenance expenditure like powerbills, phone bills etc (Paid by the company)



JUST ONE GREAT PARTNERSHIP WITH THE RIGHT COMPANY CAN HAVE AN INCREDIBLE IMPACT ON YOUR BUSINESS SUCCESS - JANINE OGG AND JO FOSTER

What We Give

- Highest quality products, Lowest prices, Quickest deliveries
- Orders will be booked by company and Deliveries will be made by the company only
- All Popular Branded Products
- Social media marketing – FB, INSTA, GOOGLE, LINKED IN, TWITTER, PINTREST
- TV Publicity, Pamphlets, Flexies, Stalls, Banners, Events
- Gift coupons
- Cash discounts
- Bumper offers
- Sale Bonanzas
- Corporate Tie ups



JUST ONE GREAT PARTNERSHIP WITH THE RIGHT COMPANY CAN HAVE AN INCREDIBLE IMPACT ON
YOUR BUSINESS SUCCESS - JANINE OGG AND JO FOSTER

What You Give?

Mandal Franchisee shall provide following:

- One Time Franchise fees Rs 2,25,000 (Non Refundable)
- One Time Software fee per login Rs 48,000 (Non refundable)
- Security deposit refundable, without interest Rs 10 Lakhs



THERE WILL NEVER BE A RIGHT TIME. STOP WAITING AND START DOING.

- MEL ROBBINS

Be Our Partner. Build Your Career

What You Get!

- 2.5% commission on sales before tax
- Agreement period - 3 years with an option to renew it
- Zero risk investment
- Quickest return on investment
- Assured business career
- Fulfillment of dreams
- Social status
- Reliable Passive Income



SET PARTNERSHIPS TO ACHIEVE A STRATEGIC BUSINESS OBJECTIVE

- TERRY SEMEL

PRIME RESPONSIBILITIES

FRANCHISOR'S
ROLE IN
FRANCHISE SUCCESS



FARMERS ONLINE.CO

- Company places the stock at the Mandal hub
- Company takes up Promotional and Marketing activities with its own marketing Team
- Company will book orders from the B2B customers
- Company delivery executives delivers the stocks to the customers

FRANCHISEE

- Franchise is responsible for proper accounting of the stock supplied to the mandal hub
- Franchisee shall keep the stock in good condition
- Franchisee shall handover the stock from the racks to company delivery executive after receiving the order
- Franchisee should update the company about offline sales and credit the bills amount to company account



TARGET

**Rs 40,000 Per
month as
Guaranteed**



HOW TO REACH?

- *Target customers are all Kirana Stores in the mandal.
- *Average sale value Rs 16,00,000 per Mandal.
- *Total minimum guaranteed sales turnover per month per mandal hub Rs 16 lakhs .
- *Guaranteed Franchise Commission @2.5% ie., Rs 40,000 per month.
- From 16th lakh onwards commission would be 2% on sale before tax



WHAT TO DO?

- *One Time Franchise fees Rs 2,25,000 (Non Refundable)
- *Software per login Rs 48,000 (Non refundable) one time
- *Security deposit refundable, without interest Rs 10 Lakhs

MANDAL FRANCHISE

GROWTH AND COMFORT DO NOT COEXIST

Our fabulous Offers and Discounts

Monsoon Offer

Upto **20%** Discount

Order Now www.farmersonline.co

Hot Deals.. Chilled Offers

Upto **20%** Discount on Beverages

FREE HOME DELIVERY

Order Now www.farmersonline.co

Baby's Day Out...

Upto **25%** Discount on Baby Products

FREE HOME DELIVERY

Order Now www.farmersonline.co

It's all about dals...

Upto **30%** Discount on Dals & Pulses

FREE HOME DELIVERY

Order Now www.farmersonline.co

Upto **35%** Discount on Detergents

FREE HOME DELIVERY

Order Now www.farmersonline.co

Upto **45%** Discount on Dry Fruits

FREE HOME DELIVERY

Order Now www.farmersonline.co

హిస్సా-సజ్జాద్దా ఇచ్చుద్దాడు!

Colgate Toothpaste + Mouth Freshener

Lizol + Harpic

Shampoo + Conditioner

Cashew + Badam

సరసమైన ధరలలో ఆకర్షణీయమైన జంట ప్యాకులు

Order Now www.farmersonline.co

ఇప్పుడు మీ శ్రీమతి మనసు దోచెయ్యడానికి మంచి అవకాశం...!

www.farmersonline.co లో షాపింగ్ చెయ్యండి... శ్రీమతికి ఒక బహుమతి ఇవ్వండి.

నాణ్యమైన సరుకులు నమ్మకమైన బహుమతులు ఇది చూ వాగ్దానం

Order Now www.farmersonline.co

Listen to our Customers..

Very nice app.
Thanks Farmers
online.co!
-Simhachalam

*Quickest
delivery app.
I liked it.
Will
recommend it*
- Uma K.
Menon

Toor dal quality
is very good. My
Mom liked it a
lot - **Sindhura**

Loved the
prices and
free
delivery
- **Shalini.G**

The quality of
products is good.
Lowest price and
quickest delivery
- **Geethanjali**

Excellent
quality and
reasonable
prices
- **Jayasree**

I loved it! One stop
solution for all
necessary
products.
Glitch free user
friendly app
- **Shashi kumar**

Very good
quality
products, with
lowest prices,
delivery same
day
- **Veronica**

*Excellent app.
One stop
solution for all
grocery needs.*
- **Tirumal rao**

You Question.. We Answer



Q. If a Franchisee provides his own premises for company hub, Is he entitled for monthly rent?

A. Yes. Even if the premises belongs to the Franchisee , company will pay rent as per prescribed norms and prescribed prices @Rs 10 per Sft depending upon the location

Q. Should Franchise need to take any licences or Registrations?

A. Franchisee is not required to take any licences /Registrations

Q. Who is responsible if the stock is damaged ?

A. During transit from Regional hub to Mandal hub and while delivery boy carrying stock for delivery – Company is responsible when @Mandal hub – It is responsibility of the franchisee

Q. How much space does it require? And is it needed to be on Main road?

A. Company requires 800-1000sft and it need not be on main road. It can be even in bylanes also, min 30ft road.

Q. What are the timings of Mandal hub?

A. 9AM to 6PM daily, 7 days a week



You Question.. We Answer



Q. **What is your USP?**

A. Lowest prices, Highest quality, Quickest delivery

Q. **What are the products you supply?**

A. All groceries and FMCG products of different brands/ companies

Q. **Where do you procure the products from?**

A. Groceries directly from farmers, FMCG directly from Manufacturers

Q. **What is your Monthly targeted Sales base for each hub?**

A. Rs 16,00,000

Q. **How much time it takes to reach the target?**

A. 3-6 Months positively

Q. **I have a store. Can I convert it into Mandal hub?**

A. Yes. You can convert into Mandal hub provided it has required area.
Rent will be paid as per the company fixed price policy per sft.



You Question.. We Answer



Q. I do not have a store. How to become a franchise?

A. Simple. Search for a ground floor premises of 800-1000 sft under the company fixed rental policy and show it to company. Complete the remaining formalities and become a proud franchise of Farmers Online.co

Q. Do you deduct income tax from our commission?

A. TDS will be deducted as applicable.

Q. Can the Franchisee sell stock offline?

A. Yes, Franchisee can sell stock across the counter and the sale proceeds shall be credited to the company account.

Q. What are the reasons for the company to cancel the Agreement?

A. Company holds all the rights to cancel/terminate the agreement anytime on its discretion without providing a notice to the franchisee on the below mentioned grounds

1. Company reasonably believes that , the franchise is not working towards the best interest of the organization



You Question.. We Answer



Q. **What are the reasons for the company to cancel the Agreement?**

2. The franchisee is irregular and irresponsible to the belief of the company
3. If the franchisee is spreading negative about the company, colluding with competitors, disclosing information to others, financial, stock misappropriation, preventing company staff to enter the premises ,not producing accounts to the company, Differing with company`s policies etc





CONNECT TO US



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ANDHRA PRADESH

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TELANGANA

THANK
YOU