

# BECOME OUR ZONAL 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**

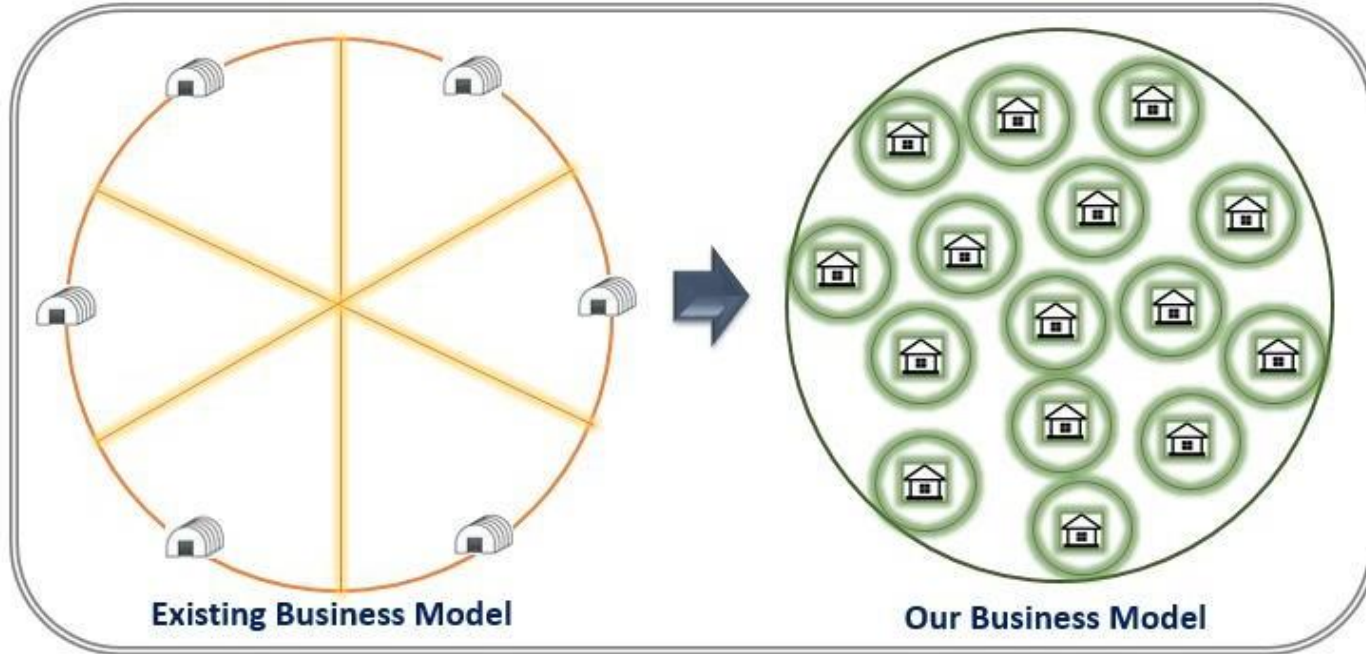
- HIGHEST QUALITY
- LOWEST PRICES
- QUICKEST DELIVERY
- HAPPIEST CUSTOMERS

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 ZONAL NETWORK

One Zonal Manager

One zonal Sales Manager

Two Asst. Sales Officers

One Ware House Manager

One Stock Manager

Two Stock Assistant

One Administrative Manager

One Accounts Manager

One Accounts Assistant

Three Computer Operators with basic computer knowledge

Three ware house assistants for picking up the stock from racks

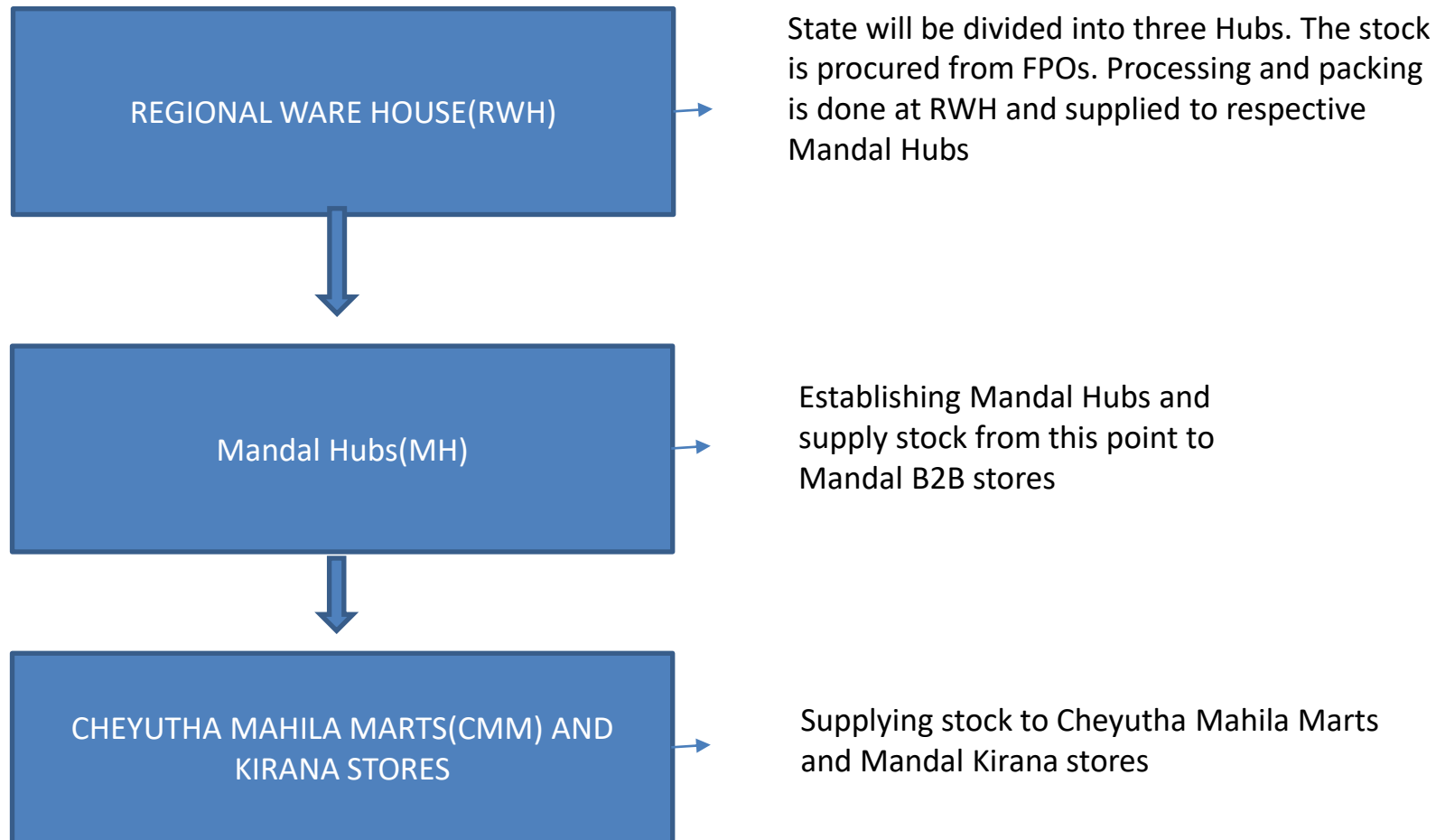
Four Civil Security Guards



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



# 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

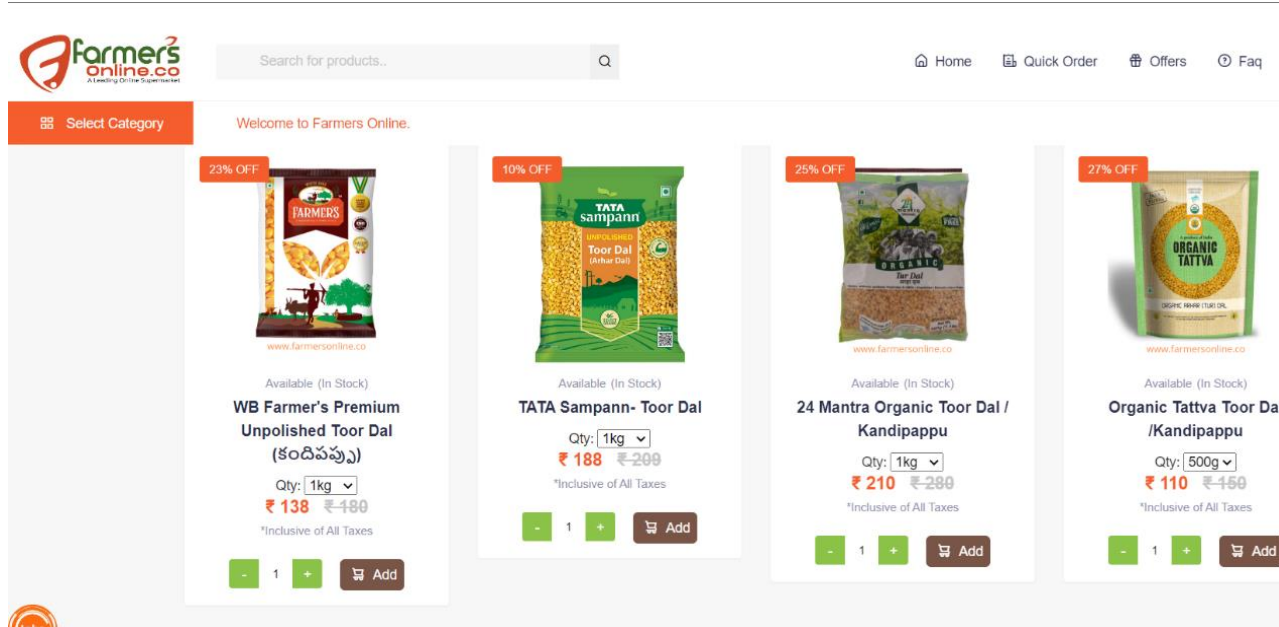
Vendor training on App usages



Customer Delight Just One Click Away



# Multibrands - Low Prices



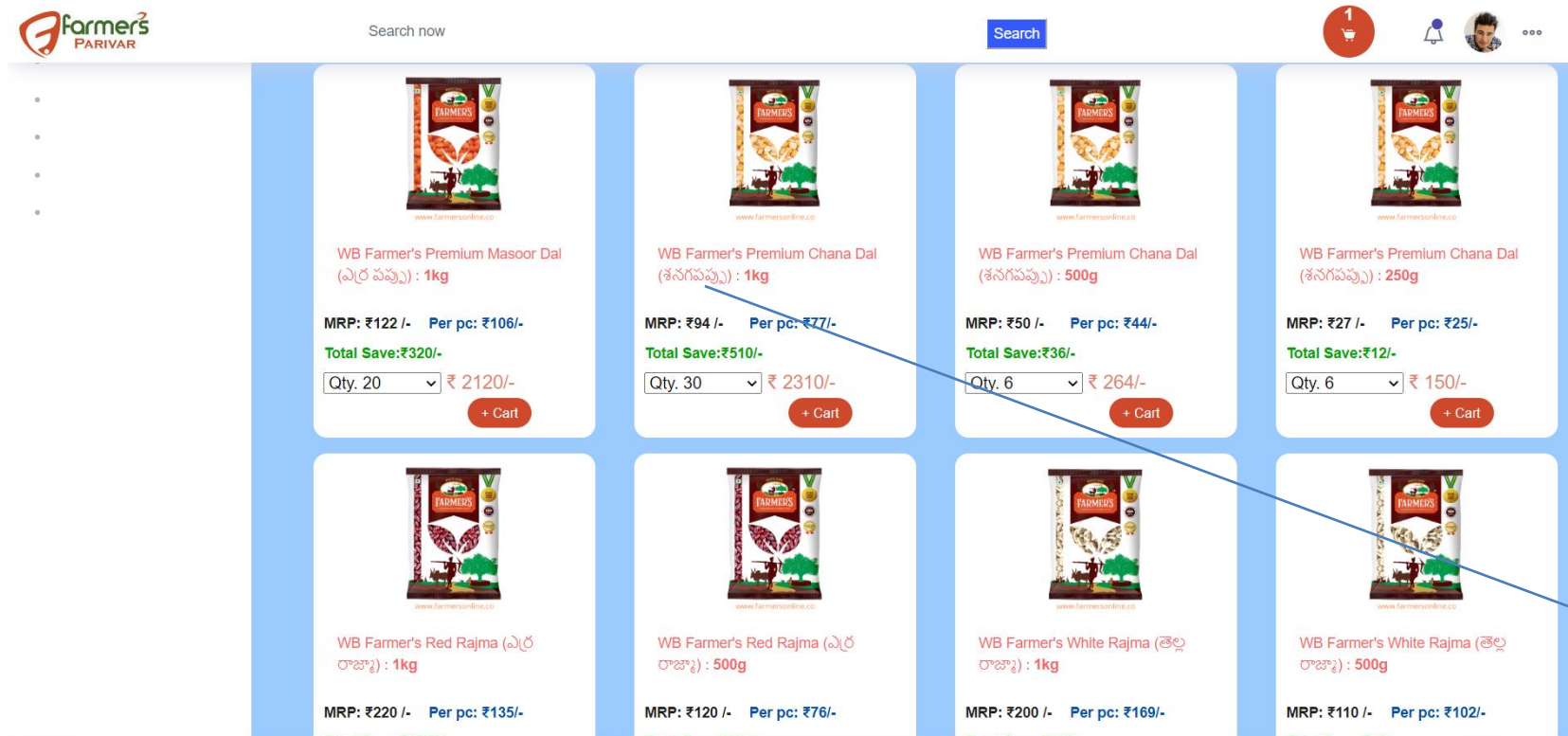
More than 3000 moving SKUs

- 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



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

- 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?

Zonal Franchisee shall provide following:

- **One Time Franchise fees Rs 9,50,000 (Non Refundable)/ District**
- **One Time Software fee per login Rs 85,000 (Non refundable)**
- **Security deposit refundable, without interest Rs 9 Lakhs per Mandal**



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

- MEL ROBBINS



# Be Our Partner. Build Your Career

## What You Get!

- 2% 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 Franchise hub
- Company takes up Promotional and Marketing activities with its own marketing Team
- Company will book orders from the 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 32,000 Per  
Mandal x  
No of  
Mandals



### HOW TO REACH?

- \*Target customers are all Mandal hubs of the district
- \*Average Sales value Rs 16,00,000 per Mandal x No of Mandals
- \*Guaranteed Franchise Commission @2% PER MANDAL SALES



### WHAT TO DO?

- \*One Time Franchise fees Rs 9,50,000 (Non Refundable)/ District
- \*Software per login Rs 85,000 (Non refundable)
- \*Security deposit refundable, without interest Rs 9 Lakhs per Mandal

## ZONAL FRANCHISE

GROWTH AND COMFORT DO NOT COEXIST



# Our fabulous Offers and Discounts

**Monsoon Offer**

Upto **20%** Discount

**Order Now** [www.farmersonline.co](http://www.farmersonline.co)

**Hot Deals.. Chilled Offers**

Upto **20%** Discount on Beverages

**FREE HOME DELIVERY**

**Order Now** [www.farmersonline.co](http://www.farmersonline.co)

**Baby's Day Out...**

Upto **25%** Discount on Baby Products

**FREE HOME DELIVERY**

**Order Now** [www.farmersonline.co](http://www.farmersonline.co)

**It's all about dals...**

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

**FREE HOME DELIVERY**

**Order Now** [www.farmersonline.co](http://www.farmersonline.co)

Upto **35%** Discount on Detergents

**FREE HOME DELIVERY**

**Order Now** [www.farmersonline.co](http://www.farmersonline.co)

Upto **45%** Discount on Dry Fruits

**FREE HOME DELIVERY**

**Order Now** [www.farmersonline.co](http://www.farmersonline.co)

**పిను-పిచ్చివడదా ఇచ్చుద్దాడు!**

**Order Now** [www.farmersonline.co](http://www.farmersonline.co)

**ఇప్పుడు మీ శ్రీమతి మనసు దోచెయ్యడానికి మంచి అవకాశం...!**

[www.farmersonline.co](http://www.farmersonline.co) లో షాపింగ్ చెయ్యండి... శ్రీమతికి ఒక బహుమతి ఇవ్వండి.

**Order Now** [www.farmersonline.co](http://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







(A Domestic Division of WBIE PRIVATE LIMITED)



# CONNECT TO US



WBIE PRIVATE LIMITED  
Museum Road,  
Governorpet,  
Vijayawada - 520003  
ANDHRA PRADESH

info@wbie.in  
807 496 2463  
7272 8787 76  
www.farmersonline.co

WBIE PRIVATE LIMITED  
SRI RAMA MANSION  
Besides ICICI Bank  
Begumpet  
Secunderabad- 500016  
TELANGANA

THANK  
YOU