

**Notice inviting Expression of interest for taking up Franchising
of Spices India Signature stalls across India and Abroad**

M/s. FSTL, an enterprise of Spices Board invites prospective investors to take up Franchises for 'Spices India' Signature stalls across India and Abroad. 'Spices India' Signature stall shall sell Spices and value added products under two different brand names "Spices India" and "Flavourit" in a contemporary-traditional styled Indian environment. Our product range consists of more than 30 spices and culinary herbs. Apart from whole spices the store also has a line of lifestyle and personal care products such as beauty creams, clearness oils, bathing bars, shower gels and shampoos all flavoured with spices. Spice flavoured chocolates are added attractions.

M/s. FSTL intends to select suitable agencies for acting as Franchisees for the same. Therefore, Expression of Interest (EOI) (As given in ANNEXURE-I) is invited from the interested and technically qualified agencies for acting as Franchises for Spices India Signature stalls across India and Abroad.

The interested agencies may submit their **EoI** addressed to the **Mr. PRATHYUSH T. P., Director, M/s. FSTL, Spices Board, Sugandha Bhavan, NH By-pass, P.B. No.2277, Cochin-682025, India** with superscription "**EOI for taking up Franchising of Spices India Signature Stalls**"

The interested agencies shall submit the following details along with the application form:

1. A brief profile of the agency along with the technical competence of the nodal person of that agency shall be attached along with the application.
2. The **previous experience** in running successful franchises, especially in the Food and Beverages sector and other Ethnic Indian style stores.
3. A detailed **business plan** for operating the Signature stall.
4. The applying agencies shall clearly **specify the Franchising model**, that they are interested in taking up. The different formats of franchising model are mentioned below.
5. The applying agencies shall clearly state the **cities/territories that** they are interested in operating the Franchise.

Different franchising models/options available

1. Company Owned, Franchise Operated (COFO)

In this case, the Franchise shall be owned by the parent company. The Store space shall be identified and taken up the company and the company shall also be responsible to set-up the store including financing of the same. The Company shall also provide the goods to be sold and the Franchisee shall only be responsible for Store operations including sales generation.

Note: The store available under this option is Dilli Haat, Janak Puri only.

2. Franchise Owned, Franchise Operated (FOFO)

In this case, the Franchise shall be owned by the Franchisee. It is the responsibility of the Franchisee to identify the store space and to set-up the store including financing of the same and the taking care of Store operations. The Franchisor/Company shall only be responsible for providing of goods to be sold. However the terms of use of the Brands 'Flavourit' and 'Spices India' shall be as per the instructions of FSTL.

3. Shop-in-Shop retail concept (SIS)

The 'shop-in-shop' retail concept is the one where the applying agency already has a retail business (preferably specialty Gourmet stores) and is ready to accommodate our brand of products in a dedicated space/area in the same store. As such the applying Franchisee shall share the details of the space/location currently owned by it and the current financial profile of the operated store.

Notice for Applying agencies

- **This is a rolling advertisement.** As such you are welcome to express your interest at any point in the near future unless an alternate advertisement is released.
- Please visit the link provided for the Google Business view (3D) page of the Signature stall in Cochin <http://goo.gl/Qw1Akb>
- And visit the website www.flavourit.com for details of the products offered.

ANNEXURE-I

Application form for EOI for taking up Franchising of Spices India Signature stalls

| | | |
|---|--|--|
| 1 | Name of the Agency/person | |
| 2 | Postal address with pin number, email, fax and phone including Mobile | |
| 3 | Details of the registered office with registration number in the name of the applicant or the name of the applicant's company's name | |
| 4 | Details of VAT registration with TIN Number (if any) | |
| 5 | Continuous years of business and type of business (if applicable) | |
| 6 | Type of products dealt with (if applicable) | |
| 7 | Annual turn -over of the present business (if applicable) | |
| 8 | Number of Franchisees currently operated | |

Expression of Interest

| Sl. No | Location | COFO | FOFO | SIS |
|--------|----------|------|------|-----|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |

Note:

1. Location Columns may be filled in the descending order of Interest
2. Please tick in the relevant columns in COFO/FOFO/SIS columns
3. You may add additional rows to express interest on various locations

(Signature of the applicant)

Place:

Date:

Seal of the Company

Guidelines:

1. If a group of individuals are planning to jointly set up the business, please photocopy SECTION I: - Personal Fact Sheet and fill the details of respective members. A partnership deed is also to be provided in this case clearly stating the names of partners and company.
2. Please enter all relevant details. Do not keep any details vacant/unfilled.
3. In case of questions with multiple options, please tick the appropriate answer.
4. In case you wish to provide additional information, please attach a separate sheet.

Section 1: Personal Fact Sheet

1. Name :
(First Name) (Middle Name) (Surname)

2. DOB* :

3. Address :

4. Email :

5. Contact Nos. :

6. Educational Qualification beginning with the most recent

| Qualification | Year of | Name of Institution |
|---------------|---------|---------------------|
| | | |
| | | |
| | | |
| | | |

7. Current Occupation: Service Business Others

(To be filled in by those in service)

Name of current employer:

Designation:

Previous Work Experience

| Period | Organization Name | Designation | Responsibilities |
|--------|-------------------|-------------|------------------|
| | | | |
| | | | |
| | | | |

(To be filled in by those in business)

| Company Name(s) | Proprietary /Partnership/Private Ltd/Public Ltd. | Nature of Business | Products / Services | Years in Business | People Employed | Turnover (Rs. in lakhs) Last 3 years | | |
|-----------------|--|--------------------|---------------------|-------------------|-----------------|--------------------------------------|-----|-----|
| | | | | | | 1st | 2nd | 3rd |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

Any other relevant information:

8. Does your professional background involve any of the following? (Please tick)

Marketing/Sales

People Management

Supply Chain Management

Profit Centre Management

Business Administration
Management

Small Business Administration/

9. How soon can you free yourselves from present commitments to start this possible association with FSTL?

Immediately

Within 3 months

Within 6 months

Undecided References (excluding relatives)

10. Your social status (Yes/No)

- a) Any past criminal record?
- b) Are any criminal proceedings pending against you in any courts in India?
- c) Have you ever been charged for any unlawful acts?

If you have ticked 'Yes' for any of the above options, please state details of the same here below:

Section II: The Proposed Centre

1. How do you propose to set up the Company?

(Please tick) Proprietorship Partnership

Any other:

| | | |
|--|-----|----|
| Is the Proprietorship/Partnership already in existence | Yes | No |
|--|-----|----|

If yes, what is the name of the Business

1(a) IT-PAN number

2. How do you propose to raise funds for this Outlet?

Own Capital Loans from other sources Financial institutions

3. Why are you interested in a particular city and a particular location that you mentioned above to open up franchisee?

- I have my owned place out there
 - I know the town well and found great potential for the products offered by FSTL.
 - Other (Pls. Specify)
-

Section III: FRANCHISE PROPOSITION AND DECLARATION

1. Is your organisation accredited/affiliated to any other business similar to that of FSTL?

YES

NO

If yes, provide details:

2. Why are you interested in this business?

- Great Investment option
- Unique Business opportunity
- I don't know
- Other

3. If you invest (x) amount how much ROI do you expect on it every year?

100% 200% 50% 25% 10%

4. Why are you interested in FSTL franchise?

- I am from retail background and wish to utilize my experience in this sector of my own.
- I am an entrepreneur with diversified business interests and wish to get into retail industry.
- I am already in retail outlet business and wish to diversify further.
- This is the best business deal amongst others
- Other

5. Have you been involved in any Franchise business in the past? If yes, please provide details.

6. Have you been associated in any way with the retail outlet business? If yes, please provide details.
