



FAIR PRICE STORE

**// Every small decision makes a big impact
on your market footfall.**

Grocery Industry

2024

44

lakh
crore

2030

59

lakh
crore
EXPECTED

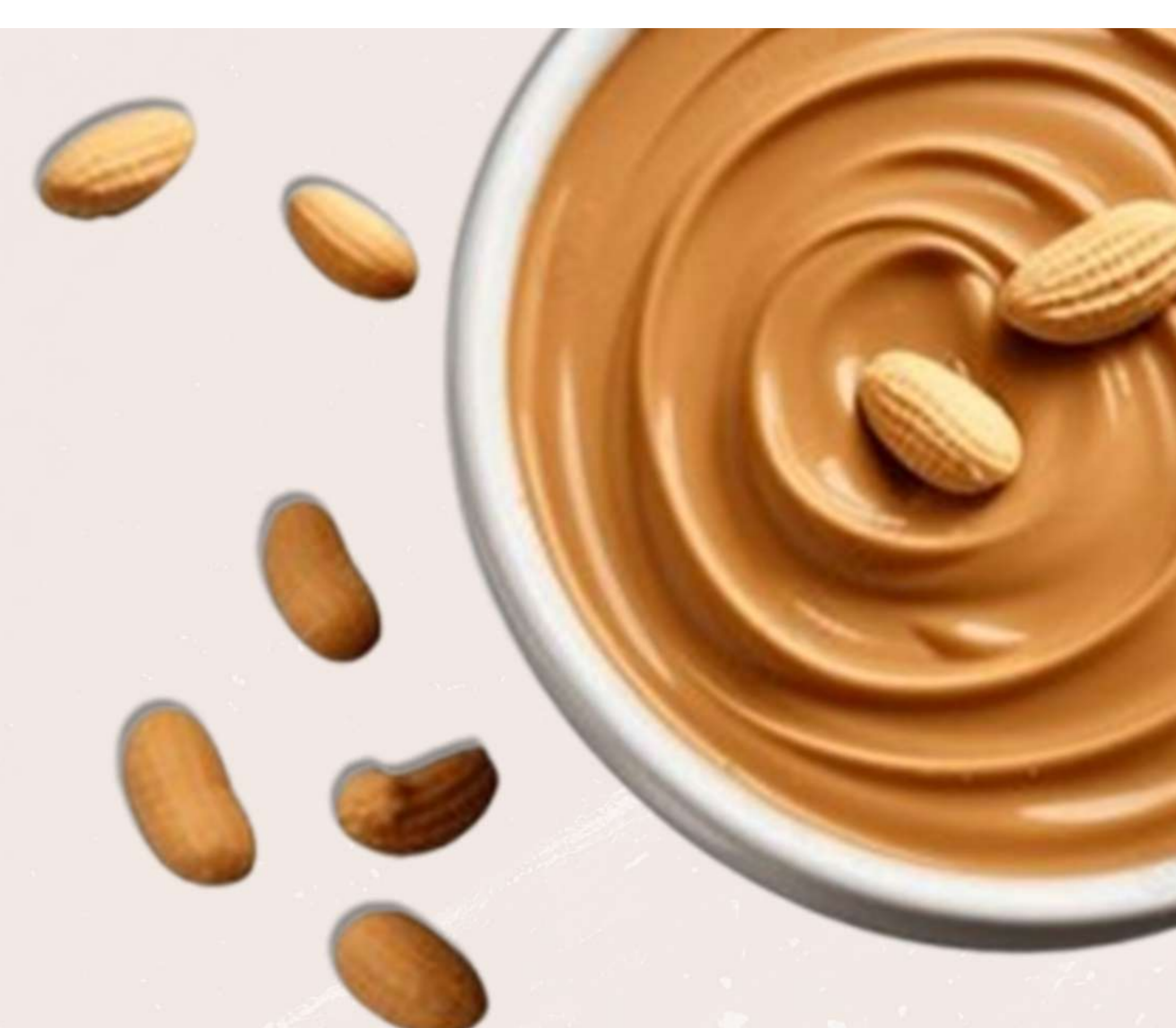
7 Billion
invested in
ORGANISED
RETAIL
IN 2020



*Modern retail market share is increasing
& mom and pop store share is decreasing



Opportunity



- Rising contribution from emerging cities,



38%

URBANIZATION by
2025 (expected)

YEAR 2023

Tier 1 region contributed **205 billion**

Tier 2 & 3 region contributed **195 billion**

Rural region contributed **530 billion**



Changing Dynamics

- Falling unorganised share
- Changing consumer preferences

good quality in
good price

value addition

healthy eating &
nutrition



Need of the Hour

What is missing in most of the
MODERN DEVELOPED MARKETS?



A quality grocery store



Quick delivery model



Convenience



Non- Cannibalization
of sales

“Big bazaar was not just's big bazaar. It impacted footfall of many malls and market on national wide scale.

JIMZ CART

The grocery bag
will change for
good

- **Segmentation & Targeting**

- Segmentation

- Tier 2 & 3

- Targeting

- Local household families

Next Gen. Infra Store

- Engaging atmosphere
- Modern Shelf System
- Dedicated 7 to 8 POS per store
- Standard Chiller Management

"2.5 minute maximum
checkout time



AD Budget Support in Punjab



100% fulfillment rate.



Avoiding cannibalisation of **sales** through limited expansion in phases.

Why Your Modern Market Needs JIMZ CART?

A legacy of
60 YEARS

- A grocery store like *JIMZ CART* brings early **relevant footfall**

- **Cross-buying**

When consumers come to a market to buy groceries, the intent/chances of buying from other brand is pretty high.

Same experience happening with VEEJAY'S STORE and WESTSIDE in BRS nagar



*Size of the Store
2000-2500
sq.ft.

Investment

Investment*
2cr. per store

Margin*
4% of sales

