

# BECOME A FRANCHISEE!!

**OWN INDIA'S BIGGEST MALL AND PROVIDE ESSENTIAL SERVICES IN YOUR NEIGHBORHOOD**

**ASSURED BANKING  
BC POINT**



**ATM  
(OPTIONAL)**



**TOTAL HEALTHCARE  
SERVICES**



**ASSISTED ONLINE  
SHOPPING AND TRAVEL  
SERVICES**



**BRONZE MODEL : WITH ATM / WITHOUT ATM**

**Earn Between ₹ 25,000\* to ₹ 1,00,000\*  
per month with our custom designed  
Business Models**



**Become the Banker & Essential Service Provider of your Neighbourhood**

**Highest Commission in the Market**

**With Vakrangee's  
Model**

**₹ 35\***

per Bank Account Opening  
(Banking)

**0.84%\*** P.A.  
on reg. Monthly Balance  
(Banking)

**0.35%\***  
of the Fixed Deposit Amt.  
(Banking)

**₹ 10 / ₹ 11**  
per ATM transaction

**With Other Peer's  
Model**

**₹ 16**

per Bank Account Opening  
(Banking)

**0**

**₹ 4 to ₹ 20**  
fixed fee per fixed deposit  
(Banking)

**₹ 5 / ₹ 8**  
per ATM transaction

**Choose from the wide Variety of Business Models  
Ranging from ₹ 84,999\* to ₹ 3,19,999\*  
(without ATM) (with ATM)**

**Best in Class Equipment worth ₹ 1,50,000 included in both the packages**

- Laptop
- Safe with Lock
- POS Device
- CCTV Camera with NVR
- Display Monitor
- Biometric Device
- Digital Signage
- Weighing Scale
- All in 1 Printer
- Currency Counting & Fake Note Detector Machine

**Essential Services**



**Banking**



**ATM Services (optional)**



**Assisted Online Shopping**



**Total Healthcare Services**



**Recharges & Bill Payments**



**Travel Ticket & Hotel Booking  
& many more**



- \* - Used & New ATM Models available. GST shall be charged extra. Kindly refer to our franchisee presentation for more details.
- \* - Based on Bank provided for BC point services.
- \* - Actual earnings may vary based on shop location, demography & franchisee ambition.

**To Apply:  
apply.vakrangeekendra.in**

**Give Us Missed Call on  
09355133599**



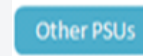
## BFSI Services available at your Kendra



(White Label ATM License)



- ATM Cash Withdrawal
- Non-Financial Transactions



- Account Opening
- Cash Withdrawal/Deposit services
- Other Banking services



- Money Transfer
- Lead Generations of Personal/Home/Business Loans



- Life Insurance
- General Insurance
- Health Insurance

## Assisted E-Commerce Services available at your Kendra



**amazon**

AUGMONT

- Online Shopping of Goods
- Online Shopping of Jewellery



**vHealth**  
by aetna

- Telemedicine services



**B BHARAT BILLPAY**



(Only for Rajasthan)

- Mobile/DTH Recharge
- Bill Payments
- E-Mitra services in Rajasthan



**tsi yatra**  
Partners in Travel & Hospitality

- Train Ticket Booking
- Bus Ticket Booking
- Flight/Hotel Ticket Booking

## *Assured Banking BC Point – Key Benefits To Franchisees*

**FREE ASSURED BANKING BC POINT WITHOUT  
ANY EXTRA CHARGES / FEES / DEPOSITS**



## NO EXTERNAL DEPENDENCY ON BANK FOR BC POINT ACTIVATION

## HASSLE FREE BC POINT ACTIVATION WITHIN A WEEK

## REAL-TIME DIGITAL ACCOUNT OPENING FACILITY WITHOUT PHYSICAL DOCUMENTATION

**HIGHEST COMMISSIONS IN THE INDUSTRY !!**



Particulars	Vakrangee*	Other Players
Account Opening	Rs. 35	Rs. 16 – Rs. 20
Float Maintenance Incentive (Commission on Balance in Customer's Account Opened at Vakrangee Kendra)	0.84% p.a of Average Monthly Balance	Nil
Fixed Deposit	0.35% of the Amount	Rs. 4 – 20 Fixed Fee
Commission for Cash Deposit / Cash Withdrawal till transaction size of Rs. 4000		

## ***ATM Services at Attractive Price***



**HUGE EARNING  
POTENTIAL,  
ATTRACT HIGHER  
FOOTFALLS TO  
KENDRA !!**

***Highest Commission Structure : Best  
in the Industry !!***

***No Monthly Charges, Zero  
Maintenance !!***

***Peace of Mind : Cash & ATM  
Insurance included !!***

**ATM and VPN device will be provided on custodian basis and service will be started only  
after the full payment is received**



## ATM OFFERING DETAILS : VAKRANGEE VS. PEERS

ATM Players	Vakrangee	Peer 1	Peer 2	Peer 3	Peer 4	Peer 5
<b>Upfront Investment*</b>	New ATM : Rs. 2,35,000 (ATM : 3 <sup>rd</sup> Installment)	Rs. 2,00,000	Rs. 50,000	Rs. 1,25,000	Rs. 2,10,000	Rs. 2,60,000
<b>Fixed Monthly Charges</b>	<b>ZERO</b>	ZERO	<b>Rs. 12,500/-</b>	<b>Rs. 8,500</b>	ZERO	ZERO
<b>Commission : Financial Transaction</b>	Rs. 10/- till 2500 Txn Rs. 11/-from 2501	Rs. 8/- per Txn	Rs. 14 till 1080 Txn, Rs. 11 from 1081 Txn	Rs. 9/- per Txn	Rs. 8.5/- per Txn	Rs. 8.5/- per Txn
<b>Commission : Non-financial Transaction</b>	Rs. 3/- per Txn	Rs. 2/- per Txn	Rs. 4 till 1080 Txn, Rs. 2 from 1081 Txn	Rs. 2/- per Txn	Rs. 2/- per Txn	Rs. 2/- per Txn
<b>AMC &amp; Insurance Included</b>	<b>YES</b>					
<b>Additional Equipment's</b>	ATM machine <b>Additional Equipment Included in the Package price</b> 1 - CCTV camera with NVR 2 - Digital signage 4 - Currency Counting Machine	Only ATM & VPN	Only ATM & VPN	Only ATM & VPN	Only ATM & VPN	Only ATM & VPN
<b>Additional Earning Potential through Advertisement</b>	<b>YES (DIGITAL SIGNAGE &amp; ATM SCREENS)</b>	NO	NO	NO	NO	NO

## EARNING COMPARISON : VAKRANGEE VS. PEERS

### ATM Players

### Vakrangee

### Peer 1

### Peer 2

### Peer 3

### Peer 4

### Peer 5

### ILLUSTRATION OF MONTHLY EARNINGS - SCENARIO 1 (100 Transactions per Day)

No of Financial Transaction per Day	100	100	100	100	100	100
No of Days per Month	30	30	30	30	30	30
Total No of Transactions	3000	3000	3000	3000	3000	3000
Total Earning	30500	24000	36240	27000	25500	25500
Fixed Monthly Charges if any	0	0	12500	8500	0	0
Net Earning Per Month	<b>Rs. 30,500</b>	<b>Rs. 24,000</b>	<b>Rs. 23,740</b>	<b>Rs. 18,500</b>	<b>Rs. 25,500</b>	<b>Rs. 25,500</b>

### ILLUSTRATION OF MONTHLY EARNINGS - SCENARIO 2 (50 Transactions per Day)

No of Financial Transaction per Day	50	50	50	50	50	50
No of Days per Month	25	25	25	25	25	25
Total No of Transactions	1250	1250	1250	1250	1250	1250
Total Earning	12500	10000	17500	11250	10625	10625
Fixed Monthly Charges if any	0	0	12500	8500	0	0
Net Earning Per Month	<b>Rs. 12,500</b>	<b>Rs.10,000</b>	<b>Rs.5,000</b>	<b>Rs,2,750</b>	<b>Rs.10,625</b>	<b>Rs.10,625</b>

### ILLUSTRATION OF MONTHLY EARNINGS - SCENARIO 3 (25 Transactions per Day)

No of Financial Transaction per Day	25	25	25	25	25	25
No of Days per Month	25	25	25	25	25	25
Total No of Transactions	625	625	625	625	625	625
Total Earning	6250	5000	8750	5625	5312.5	5312.5
Fixed Monthly Charges if any	0	0	12500	8500	0	0
Net Earning Per Month	<b>Rs. 6,250</b>	<b>Rs.5,000</b>	<b>Rs. -3,750</b>	<b>Rs. -2,875</b>	<b>Rs. 5,312.5</b>	<b>Rs.5,312.5</b>

**VAKRANGEE OFFERS LOW RISK, MINIMAL INVESTMENT & HIGH RETURN POTENTIAL !!**



## Unique Features of Assisted E-Commerce

**Own The World's  
Biggest E-mall : More than  
6 Crore+ products**



**Monopolistic  
Offering of Marketplace &  
Assisted Healthcare**



**POTENTIAL EARNING OF  
Rs. 1,00,000+  
per month**



**Complete Healthcare Package :  
Tele medicine services and  
doorstep delivery of Medicines**



**High Quality Products &  
Services at Competitive Prices**



**Zero Working Capital  
Requirement\***



**Zero  
Inventory Model**



# Tele-Medicine : Unique Features of vHealth by Aetna



## Your Complete Health Package

- No need to travel to Clinics or Hospitals during the COVID-19 pandemic!
- Tele consultation to evaluate symptoms of COVID-19, Treatment / advise on illnesses, management for chronic diseases, guidance on Staying healthy!



### LIMITED TIME OFFER

### FOR JUST

~~₹ 8000/-~~  
**₹ 999/-**  
\* validity 6 months

**Unlimited**  
Tele/ Video Consultations  
From The Best Doctors For  
2 MEMBERS

**Blood Tests**  
31 PARAMETERS

**Online  
Pharmacy**

MEDICINE VOUCHERS WORTH  
**₹ 1000/-**

**Upto 20% off**  
on more than 16500 network  
partners including hospitals

~~₹ 7500/-~~  
**₹ 699/-**  
\* validity 12 months

**Unlimited**  
Tele/ Video Consultations  
From The Best Doctors For  
2 MEMBERS

**Blood Tests**  
61 PARAMETERS

**Diet  
Consultation**  
FROM THE BEST DIETICIANS

**Upto 20% off**  
on more than 16500 network  
partners including hospitals

~~₹ 1500/-~~  
**₹ 170/-**  
\* validity 12 months

**Unlimited**  
Tele/ Video Consultations  
From The Best Doctors For  
2 MEMBERS

**Blood Tests**  
61 PARAMETERS

**Diet  
Consultation**  
FROM THE BEST DIETICIANS

**Upto 20% off**  
on more than 16500 network  
partners including hospitals

~~₹ 8000/-~~  
**₹ 1000/-**  
\* validity 6 months

**Unlimited**  
Tele/ Video Consultations  
From The Best Doctors For  
2 MEMBERS

**Online  
Pharmacy**

MEDICINE VOUCHERS WORTH  
**₹ 1500/-**






**Upto 20% off**  
on more than 16500 network  
partners including hospitals



## Bronze Model Look & Feel

Min. Area of 65 sq. ft



<i>Store Exclusivity &amp; Consistent Branding</i>		<ul style="list-style-type: none"> <li>• Exclusive store model with same service level and same customer experience.</li> <li>• Standardized layout and design by L&amp;H (Lewis &amp; Hickey)</li> </ul>
<i>ATM in Outlet</i>		<ul style="list-style-type: none"> <li>• ATM at outlet located within the store</li> <li>• Potential to enhance the footfall significantly</li> </ul>
<i>Centralized Monitoring System</i>		<ul style="list-style-type: none"> <li>• Centralized CCTV system. Better security at the store .</li> <li>• Full compliance with RBI guidelines</li> </ul>
<i>Digital Advertising</i>		<ul style="list-style-type: none"> <li>• Digital signage to enable centrally monitored advertisement campaigns</li> <li>• Focus to initiate advertising revenue</li> </ul>
<i>PIN-Pad Devices</i>		<ul style="list-style-type: none"> <li>• To enable various kinds of payment modes at any Vakrangee Kendra</li> </ul>

*The Interior and Branding of the outlet should be done by the franchisee as per the Design Manual provided by Vakrangee*



# ***Franchisee Financials***

## Financials for Bronze Model With ATM

### 1<sup>st</sup> Instalment

**Rs. 9,999**



Agreement Signing  
&  
Vakrangee Kendra ID Generation

### 2<sup>nd</sup> Instalment

Rs. 70,000 + 5,000 (Freight Charges)  
+ 15,300 (GST)  
= **Rs. 90,300**



### Equipment List

- Laptop
- POS Device
- Biometric Device
- Safe with Lock
- Fake Note Detector
- Digital Signage
- Weighing Scale
- All in one Printer
- Display Monitor

### 3<sup>rd</sup> Instalment

Rs. 2,20,000 + 15,000 (Freight  
Charges) + 42,300 (GST)  
= **Rs. 2,77,300**



- CCTV Camera with NVR
- Software Licenses (Including ATM)

**BEST-IN CLASS EQUIPMENTS WORTH RS. 1,50,000 INCLUDED IN THE PACKAGE !!**

## Financials Of Bronze Model Without ATM

### 1<sup>st</sup> Instalment

Rs. 9,999



Agreement Signing  
&  
Vakrangee Kendra ID Generation

### 2<sup>nd</sup> Instalment

Rs. 70,000+ 5,000 (Freight Charges)  
+ 15,300 (GST)  
= Rs. 90,300



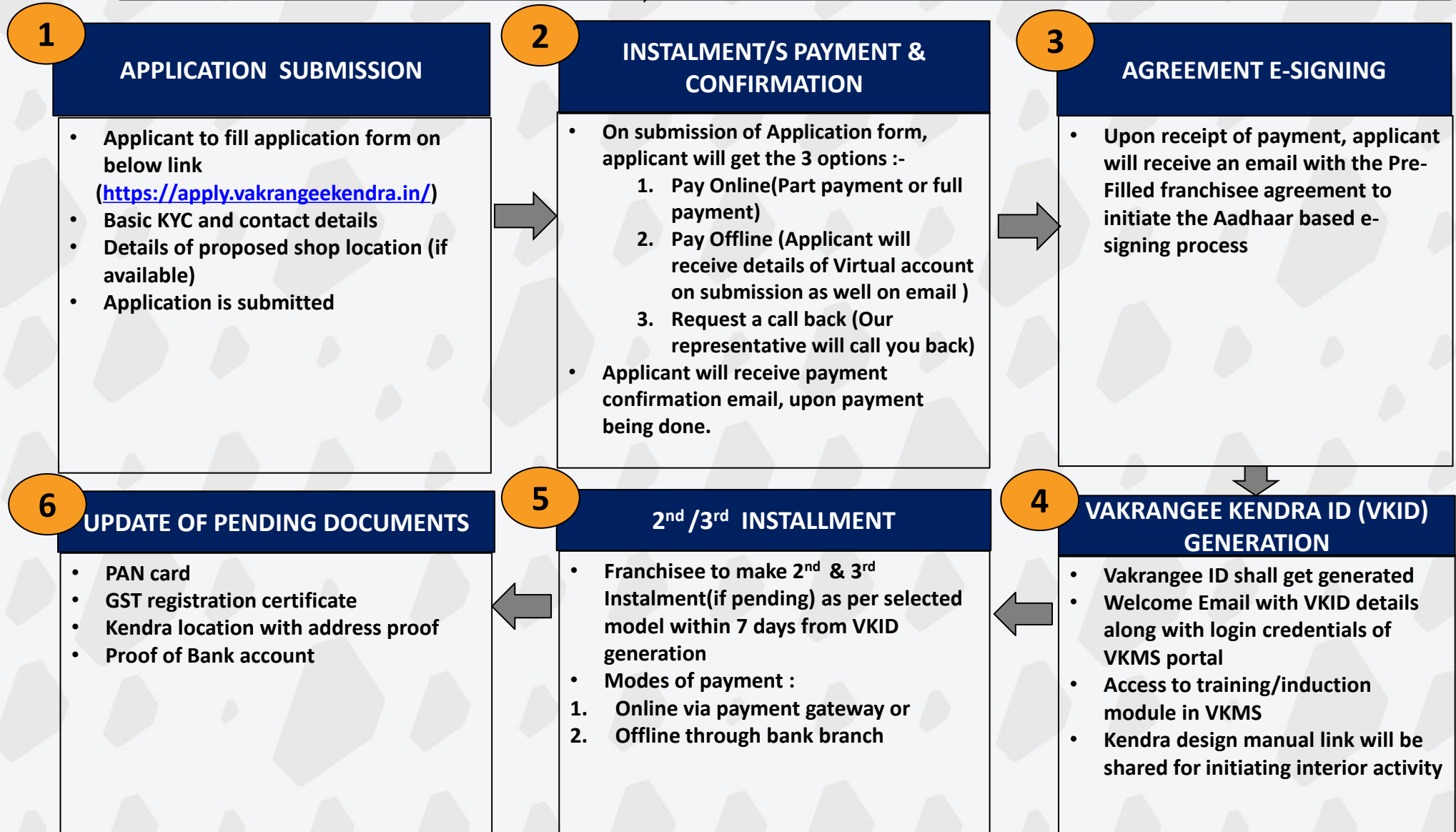
### Equipment List

- Laptop
- POS Device
- Biometric Device
- Display Monitor
- Safe with Lock
- Fake Note Detector
- Digital Signage
- Weighing Scale
- CCTV Camera with NVR
- All in one Printer

**BEST-IN CLASS EQUIPMENTS WORTH RS. 1,50,000 INCLUDED IN THE PACKAGE !!**



## Understanding Franchisee On-Boarding Process – contd



## Understanding Franchisee On-Boarding Process

7

### HARDWARE & ATM DISPATCH/DELIVERY

- Hardware kit and ATM(whenever applicable) shall be dispatched.
- Franchisee shall receive details of tracking number via mail/SMS
- Franchisee to use the training videos for installation of hardware
- ATM installation shall be done by Vakrangee
- Call center can be contacted for support

8

### KENDRA INTERIOR DESIGN

- Franchisee to complete Kendra interior work as per design manual
- Franchisee to upload of photos by franchisee for Go-Live readiness.
- Call center can be contacted for any query resolution

9

### SERVICE ACTIVATION

- All services will be activated as per applicability in the franchisee location with one transaction in each service.
- Training material and videos will be provided in VKMS Training Module
- Call center can be contacted for support

A

### DOCUMENTS REQUIRED FROM APPLICANT

- Basic KYC – PAN & Proof of Address
- Shop Address Proof –
  - Lease agreement/Rent agreement **OR**
  - Proof of direct ownership **OR**
  - Power of Attorney
- GST registration certificate
- Proof of Bank Account
- Other Documents if any as required by Partners / Regulatory Bodies



### KENDRA INAGURATION & LAUNCH

- Franchisee to plan Kendra inauguration activity for creating visibility.

**CONGRATULATIONS & BEST WISHES !!**

## Case Studies : Nextgen Top Performers



Franchisee -**Nand Lal Swami** from a Tier-5 location of Rajasthan have Earned **76,186** in just month from **BFSI Services**

**Number of Accounts  
Opened-36**

**Total Transaction Value-  
2,55,27,850**



Franchisee -**SHASHI JAIN** from a **Tier-3** location of Rajasthan have Earned **1,45,460** in just month from **ATM Services**

**Number of Financial  
Transaction-11,591**

**Total Transaction Value-  
96,78,600**



Franchisee -**DEEPALI ANDHARE** from a Tier-1 location of Maharashtra have Earned **41,262** in one month from **BFSI-DMT Services**

**Number of Transactions-  
2,491**

**Total Transaction Value-  
66,30,608**



Franchisee -**KANHAIYA LAL** from a **Tier-3** location of Rajasthan have Earned **27,300** from **vHealth by Aetna Services**

**Number of Plans Sold -182**

**Total Transaction Value-  
1,82,000**









# ***NextGen Vakrangee Kendra : Committed to ESG & UN SDGs***

## Sustainability ESG Performance Update

*Global recognition reflects company's commitment to further enhance its corporate governance and transparency standards. Company has achieved Global recognition across various platforms for its superior ESG performance and long term Business sustainability. Vakrangee Limited has been accepted as a Signatory of the United Nations Global Compact.*

Company has been successful in benchmarking its performance on a wide range of industry specific economic, environmental, governance and social criteria that are relevant to the growing focus on Business sustainability and financially relevant to the corporate success.

Sr. No.	ESG Assessment & Rating platform	Vakrangee Ranking	
1	Sustainalytics ESG Risk Assessment Rating	Globally ranked No.1 in the Sustainalytics ESG Risk rating rankings out of the 668 companies assessed in the Software and Services industry across worldwide	
2	CDP Score - Climate Change 2020	Achieved "B" Score from CDP for Environmental Practices, Better than the Industry's Average (Asia regional average of D, Global Average of C)	
3	CDP Score - Supplier Engagement Rating 2020	Achieved "A-" Score from CDP for Suppliers Engagement, Better than the Industry's Average (Asia regional average of B-, Global Average of C)	
4	SAM Corporate Sustainability Assessment (CSA) – S&P Global	Globally ranked No. 13 Company in the global industry ranking and ranked No. 9 in the Corporate Governance global industry raking based on RobecoSAM – S&P Global ESG Score.	 Now a Part of 
5	Bloomberg Gender Equality Index (BGEI)	Included in the Bloomberg's 2021 Gender-Equality Index (GEI). The 2021 Bloomberg GEI comprises of 380 companies across the world with a combined market capitalization of USD14 Trillion Headquartered in 44 countries and Regions across 11 sectors.	

# ***About Vakrangee***



## About Vakrangee

Vakrangee is a technology-driven company, focusing on creating India's largest network of last-mile retail outlets. We have emerged as a "one-stop shop" digital convenience store providing a variety of services such as banking, insurance, ATM, e-governance, e-commerce, logistics and financial services.

*"Vakrangee aims to be the most trustworthy physical as well as online convenience store across India."*



### 11,700+ Nextgen Kendras\*

One of the large franchisee network companies with presence in 4,580 postal codes

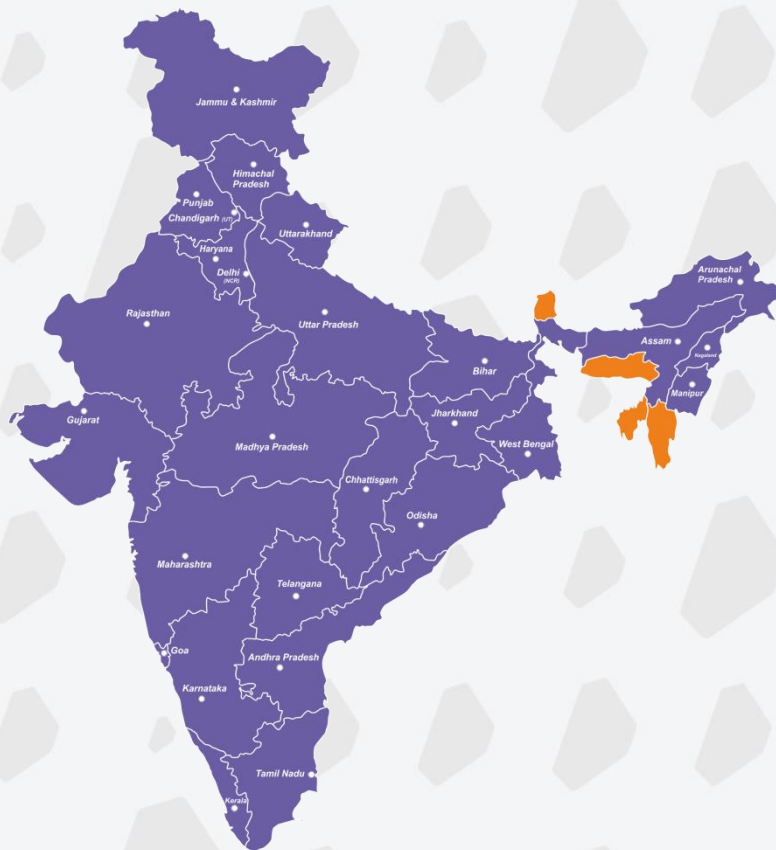
### 30+ Years

Founded in the year 1990, Vakrangee has 30+ years of service excellence.

### Debt-free Company

A company with zero debt

## Our Presence



**11,700+** OUTLETS\*

**27** STATES & UTs

**510+** Districts Covered

**4,580** Postal Code Covered

**70%** Presence in Tier V & VI Cities

**Nextgen Vakrangee Kendra Locator**



\* - As of 31<sup>st</sup> March , 2021

\* - 11,700+ Operational outlets

## Contact Us

### Apply For This Unmissable Opportunity\*



Give Us Miss Call on - **09355133599**



Visit - **[www.vakrangee.in](http://www.vakrangee.in)**



Apply Now at - **<https://apply.vakrangeekendra.in>**

\*Above stated details are the only official channels to contact Vakrangee Limited.



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