

BECOME A MASTER FRANCHISEE



NEW BUSINESS OPPORTUNITY

GET COMPLETE PORTFOLIO OF VAKRANGEE SERVICES
AT JUST ₹ 9,999/- & **GET VAKRANGEE ATM FOR FREE***

Offer Like Never Before

Become a Banker & Essential
Service Provider of your Neighbourhood



FREE
ATM
SERVICES

100%*
Refundable Security
Deposit of ₹ 2 Lakhs

75
Azadi Ka
Amrit Mahotsav

Limited Period Offer
Valid for **1st 1,000**
Applicants Only!!



PORTFOLIO OF VAKRANGEE SERVICES



**FREE ASSURED
BANKING
BC POINT**



FREE ATM*
(100% REFUNDABLE
DEPOSIT)

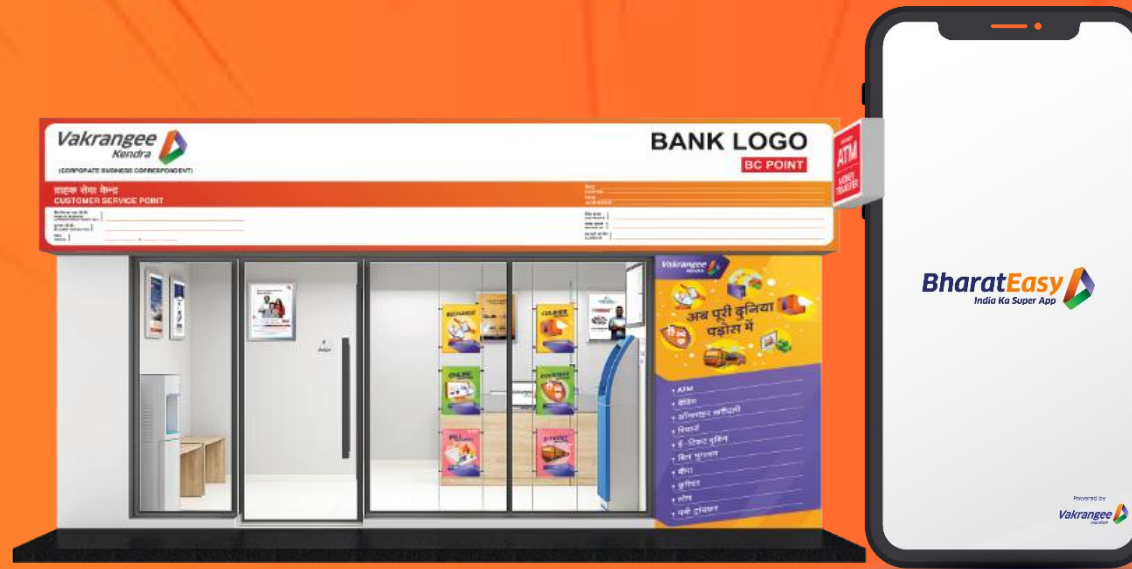
0%

**ZERO MAINTENANCE
CHARGES INCLUDING FREE
PARTS REPLACEMENT**



**HIGHEST
COMMISSION**

THE ASSISTED DIGITAL CONVENIENCE STORE



**“GO TO MARKET PLATFORM” : BUILDING INDIA’S LARGEST LAST MILE
DISTRIBUTION PLATFORM**

Master franchisee presentation



ONCE IN A LIFE TIME OFFER !!!

**GET COMPLETE PORTFOLIO OF VAKRANGEE SERVICES
AT JUST ₹ 9,999/- & GET VAKRANGEE ATM FOR FREE***

PORTFOLIO OF VAKRANGEE SERVICES



100%*
Refundable Security
Deposit of ₹ 2 Lakhs



- **Highest Commission In The Market**
- **Real Time Digital Account Opening Facility**
- **Bank Account Holders from Any Bank can withdraw money here**

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

**OPPORTUNITY TO EARN ₹ 50,000* TO ₹ 1,00,000*
PER MONTH THROUGH THESE SERVICES**



Complete Portfolio of Vakrangee Services
at just ₹ 9,999/-



BANKING BC POINT
POWERED BY SBM BANK



**TOTAL HEALTHCARE
SERVICES**



**ONLINE DEMAT
& TRADING ACCOUNT OPENING**



**ONLINE SHOPPING,
TRAVEL SERVICES & MANY MORE**



**RECHARGES &
BILL PAYMENTS**



**MONEY
TRANSFER**



**INSURANCE
SERVICES**



**PAN CARD
SERVICES**

Limited Period Offer!

AMAZING PRODUCTS & SERVICES... ATTRACTIVE PRICING & HIGH EARNINGS !!

DID YOU KNOW

YOU CAN EASILY MAKE ENOUGH
IN JUST 3 MONTHS TO COVER
THE COMPLETE INVESTMENT:

1. STORE INTERIORS
2. ATM REFUNDABLE DEPOSIT & OTHER EQUIPMENT
3. WORKING CAPITAL FOR BANK & ATM

AMAZING
PRODUCTS
& SERVICES...
ATTRACTIVE
PRICING
& HIGH EARNINGS

01

NEWLY LAUNCHED SERVICES

1. HEALTHCARE SERVICES
2. ONLINE DEMAT & TRADING ACCOUNT OPENING SERVICES

02

HUGE DISCOUNTED PRICING
ON HEALTHCARE & FREE DEMAT
ACCOUNT OPENING

03

HIGHEST
COMMISSION IN THE
INDUSTRY

04

OPPORTUNITY TO EARN
₹ 3 TO ₹ 5 LAKHS IN LESS
THAN 3 MONTHS

EARNING POTENTIAL : JUST BY SELLING 2,000 PLANS OF HEALTHCARE PACKAGES OR OPENING FREE DEMAT ACCOUNTS,
YOU CAN EARN UPTO RS. 3-5 LAKH AND RECOVER ALL CAPITAL INCLUDING REFUNDABLE DEPOSIT !!

PORTFOLIO OF VAKRANGEE SERVICES



**TOTAL HEALTHCARE
SERVICES**

Allianz Partners

vHealth
by aetna

MediBuddy

PharmEasy



Corival Lifesciences Pvt Ltd

- Total Healthcare
Packages



**ONLINE
SHOPPING**

amazon

DECATHLON

AUGMONT

BigHaat

- Online Shopping
of Goods



**TOTAL FINANCIAL
SERVICES**

5paisa.com

GOODWILL

JIFFY

NSDL

TransUnion CIBIL

LENDINGKART

EKO/-

ADITYA BIRLA
CAPITAL

- Online Demat
Account Opening
- Money Transfer
- Lead Generations
of
Personal / Home /
Business Loans
- Pan Card Service
- CIBIL Score service



**TOTAL
INSURANCE**

LIC

भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

HDFC
Life

Sar'utha ke jyo!

HDFC
ERGO

carē

HEALTH INSURANCE

TATA
AIG
INSURANCE

Cigna

- Life Insurance
- General Insurance
- Health Insurance



**COMPLETE TELECOM
& BILL PAYMENT**

BHARAT
BILLPAY

Jio

airtel

VI

- Mobile/DTH Recharge
- Bill Payments
- Mobile Handsets (To
be launched)



**TOTAL
TRAVEL SERVICES**

tsi yatra

Partners in Travel
& Hospitality

redBus

- Bus Ticket Booking
- Flight/Hotel
Ticket Booking

Health Packages : Lucrative offering & Attractive Earnings !

50% DISCOUNT ON MEDICINES

Allianz Assistance

**Health Plan Superhit,
Toh Aap Bhi Fit!**



Plan 1 - Vital

FREE Discount Voucher Worth ₹500/-

Limited Time Offer
* Validity 3 months
MRP. ₹ 6,000/-
for just ₹310/-*

1 Online Pharmacy Discount Voucher of TATA 1mg worth ₹500**

Plan 2 - Pro

FREE Discount Vouchers Worth ₹1,500/-

Limited Time Offer
* Validity 6 months
MRP. ₹ 9,000/-
for just ₹999/-*

3 Online Pharmacy Discount Vouchers of TATA 1mg worth ₹500**

Plan 3 - Elite

FREE Discount Vouchers Worth ₹2,000/-

Limited Time Offer
* Validity 6 months
MRP. ₹ 10,000/-
for just ₹1000/-*

4 Online Pharmacy Discount Vouchers of TATA 1mg worth ₹500**

Plan 4 - Premium

FREE Discount Vouchers Worth ₹1,000/-

Limited Time Offer
* Validity 12 months
MRP. ₹ 12,000/-
for just ₹1001/-*

Hospicash Benefit upto ₹ 30,000 (For Primary Member)
2 Online Pharmacy Discount Vouchers of TATA 1mg worth ₹500**

*Pharmacy Discount Vouchers can be availed upto 50% of Order Value

Membership Includes

Diet & Psychological Consultation for 1 Member

Dental Screening for 1 Member

Unlimited Tele/ Video Consultations with the Expert Doctors for 2 Members

Upto 20% Discounts with more than 10,500 Hospitals & Network Partners for 2 Members

** Each Pharmacy Discount Voucher is eligible for 50% Discount on Total Order Value. The Maximum Discount Limit for each Voucher is ₹ 500 per order.

VISIT YOUR NEAREST VAKRANGEE KENDRA

DOWNLOAD BharatEasy
India Ka Super App

ON GET IT ON Google Play

Available on the App Store



*Term and Condition Apply

**Attractive
Earnings upto
Rs. 200 per Plan !**

Online Demat Account Opening Services

UNIQUE FEATURES OF DEMAT & TRADING ACCOUNT



FREE DEMAT
/ TRADING
ACCOUNT
ONLINE

INSTANT
PAPERLESS
ACCOUNT
OPENING

IPO
INVESTMENTS

LOW
BROKERAGE

MUTUAL
FUNDS
INVESTMENTS

Vakrangee
Kendra
AB POORI DUNIYA PADOS MEIN

**Open Demat And Trading Account
For Trading In Share Market For FREE!**

Services of Demat Account

- Equity Trading
- Derivative Trading
- Currency Trading
- Commodity Trading

Key Features/ Benefits

- Zero account opening fee
- Instant paperless account opening
- Quick apply for IPO
- Live market data and Easy Trade
- Tips on stock and expert consultation

IPO **Trading**

Lucrative offering & Attractive Earnings !

**Attractive
Earnings upto
Rs. 100 per Demat
Account !**



BANKING BC POINT OFFERING DETAILS : VAKRANGEE VS. PEERS



| PARTICULARS | VAKRANGEE (SBM) BC POINT | PSU BANK'S BC POINT | PRIVATE/PAYMENT BANK'S BC POINT |
|--|---|---|---|
| Time to activate a BC Point | Less than a week | 3 – 6 months | 1 month |
| External Dependency on Bank : Physical Branch Inspection Required | ✗ | ✓ | ✗ |
| Distance travelled to Bank Branch for Cash Withdrawal / Cash Deposit | Less distance as Bank Branch of any Bank will work | More distance as Bank Branch of only particular tied up Bank | Less distance as Bank Branch of any Bank will work |
| Real-time Instant account opening facility without physical documentation | ✓ | ✗ | ✓ |
| SSS Transaction Targets | ✗ | ✓ | ✗ |
| Cash Withdrawal facility allowed from ALL Banks through AEPS | ✓ | ✓ | ✓ |
| Bank Server Issues | ✗ | ✓ | ✗ |
| Free Account Opening & Free Debit Card | ✓ | ✓ | ✗ |
| Commission on CASA | ✓ | | ✗ |
| Charges for Cash Withdrawal and Cash Deposit Transactions | No Charges | Yes after 5 free transactions in a month | Yes after 5 free transactions in a month |
| Yearly maintenance charges for Bank Account | ✗ | ✓ | ✓ |

VAKRANGEE (SBM BC POINT):

HIGHEST COMMISSION STRUCTURE
IN THE INDUSTRY & MONOPOLISTIC POSITION
FOR CUSTOMER TRANSACTIONS

FEATURES TO BE LAUNCHED SOON :-

- AADHAAR BASED ACCOUNT OPENING
- MINOR ACCOUNT OPENING
- MICRO ATM FACILITY
- PHYSICAL DEBIT CARD
- DBT SUBSIDY PAYMENT FACILITY

Vakrangee (SBM Banking BC Point) – High Earnings for Franchisees vs Peers

HIGHEST COMMISSIONS IN THE INDUSTRY : EARNINGS COMPARISON

| Particulars | Vakrangee* | PSU Bank's BC Point | Private/Payment Bank's BC Point | Earning Potential in SBM |
|---|--|--|--|---|
| Account Opening | Rs. 40 (Free Account Opening for Customer) | Rs. 10 – Rs. 16 (Free Account Opening for Customer) | Rs. 50 - Rs. 150 (Customer is charged Rs. 150 to Rs. 300 for Account Opening) | If Franchisee opens around 5,000 Accounts then Earning would be Rs. 2 lakh (Rs 40 per Account in SBM BC point) |
| Fixed Deposit | Variable Fee: 0.35% of Amount | Fixed Fee Rs. 4 – 20 | Variable Fee: 0.25% of Amount | If Franchisee does a Fixed Deposit for a customer of Rs. 1 lakh then the Earning would be Rs. 350 |
| Commission for Cash Deposit / Cash Withdrawal | 0.31% | 0.25% - 0.28% | 0.25% - 0.30% | For Avg Ticket size of Rs. 3,000 , the Earning for Franchisee would be Rs. 9.2 per Txn in case of SBM BC point as compared to Rs. 8-8.5 per Txn for Other Banks |
| Commission on CASA (Balance in the Accounts Opened) | 0.5% p.a | Nil | Nil | In case of Avg. Balance of Rs. 1 cr (Total of all Accounts opened), Franchisee stands to Earn Rs. 50,000 per annum as commission on CASA |
| Yearly maintenance charges for Bank Account | Zero Maintenance Charges | Zero Maintenance Charges | Rs. 400 – Rs. 500 per year recurring | |

Note * : Commercials & Process vary from Bank to Bank.

Vakrangee Kendra : Services Commission Structure

| Sr. No. | Service Type | Commissions (excl of GST) in INR | Commissions (incl of GST) in INR |
|--|--|--|----------------------------------|
| Banking & Money Transfer Services | | | |
| 1 | Aadhaar Based Account Opening | Rs. 40 per Account | Rs. 47.2 per Account |
| 2 | Cash Deposit / Withdrawal | 0.31% of the Amount | 0.36% of the Amount |
| 3 | Fixed Deposit | 0.35% of the Amount | 0.41% of the Amount |
| 4 | CASA | 0.50% Per Annum | 0.59% Per Annum |
| 5 | EMI Collection | 0.28% of Amount collected | 0.33% of Amount collected |
| 6 | Domestic Money Transfer | 0.6% of the Transaction Amount | 0.7% of the Transaction Amount |
| Other Key Services | | | |
| 6 | Total Healthcare Packages | Upto Rs. 200 per Plan (based on membership plan option) | |
| 7 | Demat & Trading Account Opening & Activation | Upto Rs. 200 per Plan (Including Activation Incentive) | |
| 8 | PAN Card Services | 9.83 per Application | 11.59 per Application |



INSTALL VAKRANGEE'S ATM FOR **FREE**

& GROW YOUR BUSINESS BY ATTRACTING HIGHER FOOTFALL

BUILD TRUST & RESPECT IN YOUR LOCAL NEIGHBOURHOOD !!



100%*
Refundable Security
Deposit of ₹ 2 Lakhs

**Earn between ₹ 25,000* to ₹ 50,000* per month
with this dhamaka model**

**"ONLY ATM" OPTION
ALSO AVAILABLE**

**FREE
ATM
SERVICES**

Vakrangee ATM Structure

| Earnings | Commission Structure |
|--------------------------|---|
| ATM Commission Structure | ₹ 9 per ATM Cash Withdrawal Transaction |

*Best in Class Equipment included in the package
along with ATM*

- CCTV Camera with NVR
- VPN Connectivity

* ATM, CCTV & VPN device on custodian basis



**Highest commission
in the market**



**Zero Maintenance Charges
Including free parts replacement**



**No AMC or Monthly
Charges**



**Cash & ATM
insurance included**



ATM OFFERING DETAILS: VAKRANGEE VS. PEERS



| ATM PLAYERS | VAKRANGEE | PEER 1 | PEER 2 | PEER 3 | PEER 4 | PEER 5 |
|--|---|---|---|---|--|---|
| Upfront Investment* | Rs. 2,00,000 (100% Refundable) | Rs. 2,88,800 | Rs. 2,29,800 | Rs. 91,300 | Rs. 6,00,000 | Rs. 5,00,000 |
| Refundable Deposit | Rs. 2,00,000 | Rs. 1,00,000 | Rs. 1,00,000 | Rs. 50,000 | | Rs. 1,50,000 |
| Fixed Monthly Charges | ZERO | ZERO | ZERO | Amount to be recovered from franchisee for cash txns < 800 (Rs. 17 per txn) | ZERO | ZERO |
| Commission : Financial Transaction | Rs. 9/- per txn | For first 2600 txn Rs. 6, then Rs. 8.5 from 1st txn | For first 2100 txn Rs. 6, then Rs. 8.5 from 1st txn | For 800 cash txn, Rs. 0, then 801 - 1500 - Rs. 11, then 1501 - 2000 - Rs. 12, then 2001 and above - Rs. 13 | For first 65 txn per day Rs. 7 and above 65, Rs.5 | Rs. 8/- per txn |
| Commission : Non-financial Transaction | Rs. 2.5/- per txn | Rs. 2/- per txn | Rs. 2/- per txn | For 150 non-cash txn Rs. 1, then 151 and above - Rs. 2. If 800 cash txn not crossed, no commission will be paid | For first 35 txn per day Rs. 2 and above 35 Rs. 0 | Rs. 2/- per txn |
| AMC & Insurance Included | YES | NO | NO | NO | NO | NO |
| Additional Equipment's | ATM machine Additional Equipment Included in the Package price 1 - CCTV camera with NVR along with hard disk with 90 days capacity 2 - VPN connectivity 3 - POE Switch 4 - Annual Maintenance Work with free replacement of parts | CRM, VSAT, UPS + batteries, Annual Maintenance Work | ATM, VSAT, UPS + batteries, Annual Maintenance Work | ATM, VSAT, UPS + batteries, Annual Maintenance Work | ATM, VSAT, UPS + batteries, CCTV, NVR, Annual Maintenance Work | ATM, VSAT, UPS + batteries, Annual Maintenance Work |

ATM Commission Structure & Payout Details

| COMMISSION STRUCTURE | | | |
|-----------------------------------|------------------------------|----------------------------------|----------------------------------|
| Sr. No. | Service Type | Commissions (excl of GST) in INR | Commissions (incl of GST) in INR |
| Financial Transaction | | | |
| 1 | Cash Withdrawal | 9 | 10.62 |
| Non Financial Transactions | | | |
| 2 | Pin Change | 2.5 | 2.95 |
| 3 | Balance Enquiry | 2.5 | 2.95 |
| 4 | Mini Statement | 2.5 | 2.95 |
| Value Added services | | | |
| 5 | Fund Transfer (Card to Card) | 9 | 10.62 |
| 6 | Aadhaar Seeding | 2.5 | 2.95 |
| 7 | Mobile Banking registration | 2.5 | 2.95 |
| 8 | Cheque Book Request | 2.5 | 2.95 |
| 9 | Statement Request | 2.5 | 2.95 |

Commission Pay out Cycle : T + 15 days

For the Commission pay out, “T” is the Transaction Month

For example, in case of T + 15 days commission pay out period – the commissions for the month of June i.e., the transaction month (T) will be paid out to the franchisee in the July month before 15th July.

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 | 27,000 | 25,500 | 25,500 | 26,700 | 21,000 | 24000 |
| Fixed Monthly Charges if any | 0 | 0 | 0 | 0 | 0 | 0 |
| Net Earning Per Month | Rs. 27,000 | Rs. 25,500 | Rs. 25,500 | Rs. 26,700 | Rs. 21,000 | Rs. 24,000 |
| 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 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total No of Transactions | 1500 | 1500 | 1500 | 1500 | 1500 | 1500 |
| Total Earning | 13,500 | 9,000 | 9,000 | 7,700 | 7,550 | 12,000 |
| Fixed Monthly Charges if any | 0 | 0 | 0 | 0 | 0 | 0 |
| Net Earning Per Month | Rs. 13,500 | Rs.9,000 | Rs.9,000 | Rs.7,700 | Rs. 7,500 | Rs.12,000 |
| 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 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total No of Transactions | 750 | 750 | 750 | 750 | 750 | 750 |
| Total Earning | 6,750 | 4,500 | 4,500 | 0 | 3,750 | 6000 |
| Fixed Monthly Charges if any | 0 | 0 | 0 | 12,750 | 0 | 0 |
| Net Earning Per Month | Rs. 6,750 | Rs.4,500 | Rs.4,500 | Rs. -12,750 | Rs. 3,750 | Rs.6,000 |

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



Limited Period Offer,
Valid for **1st 1,000**
Applicants Only !!

Azadi Ka Amrit Mahotsav Offer : Vakrangee Model

Option: 1

Vakrangee
Kendra with
ATM :
Rs. 2,09,999/-
all inclusive

FEE OF RS. 9,999/-
FREE ATM SERVICES
(Refundable Security Deposit
of Rs. 2,00,000/-*)

EQUIPMENT LIST

Option: 2

Vakrangee Only
ATM :
Rs. 2,00,000/-
all inclusive

FREE ATM SERVICES
(100%* Refundable Security
Deposit of Rs. 2,00,000/-)

EQUIPMENT LIST

AGREEMENT SIGNING &
VAKRANGEE KENDRA ID
GENERATION

ATM MACHINE ALONG
WITH SOFTWARE
LICENSES

CCTV CAMERA, NVR &
HARD DISK WITH 90 DAYS
BACKUP CAPACITY

VPN DEVICE

ADDITIONAL BEST-IN CLASS EQUIPMENTS LIKE CCTV & VPN INCLUDED IN THE PACKAGE

ATM, CCTV with NVR & VPN device will be provided on Custodian basis

Note * : Agreement tenure is for 5 years. Amount of Rs. 1 lakh will be deducted from security deposit if closure done in the first 3 years. Amount of Rs. 50,000 will be deducted from security deposit if closure done in the 4th or 5th year, subject to taxes if applicable.¹⁶

Azadi Ka Amrit Mahotsav Offer : Vakrangee Model

Option: 3

Vakrangee
Kendra without
ATM:
Rs. 9,999/-
all inclusive

FEE OF RS. 9,999/-*

AGREEMENT SIGNING &
VAKRANGEE KENDRA ID
GENERATION



Limited Period Offer,
Valid for **1st 1,000**
Applicants Only !!

**ASSURED BC POINT WITH OTHER KEY SERVICES
SUCH AS TOTAL HEALTHCARE SERVICE, ONLINE DEMAT & TRADING ACCOUNT OPENING
SERVICE, MONEY TRANSFER, ONLINE SHOPPING AND MANY MORE
FOR YOUR NEIGHBOURHOOD**

Note * : Amount is Non Refundable and no hardware or equipment's to be provided from Vakrangee.

Vakrangee Kendra : Look & Feel

Vakrangee Kendra Model : Look & Feel



| | | |
|---|---|---|
| <p>Option 1 : Highly Recommended : Store Exclusivity with Consistent Branding</p> |  | <ul style="list-style-type: none"> • Exclusive store model has Higher Earning Potential and Higher Success • Delivers Standardize service level and same customer experience. • Standardized layout and design by L&H (Lewis & Hickey) |
| <p>Option 2 : Dedicated Counter in the store with Branding</p> |  | <ul style="list-style-type: none"> • Franchisee to provide a dedicated counter within the Existing Outlet • Counter Branding to be done as per Vakrangee Brand Guidelines |

It is strongly recommended that the store Interior and Branding should be done by the franchisee as per the Design Manual provided by Vakrangee to generate Better Growth & Higher Sales.

Link for Design Manual – [Vakrangee Kendra With ATM](#)
Link for Design Manual – [Vakrangee Kendra Without ATM](#)

About Vakrangee

Sustainability ESG Performance Update

VAKRANGEE RECOGNIZED AS A ESG GLOBAL 50 TOP RATED COMPANY BY SUSTAINALYTICS

VAKRANGEE EARNS BRONZE CLASS SPOT IN SUSTAINABILITY YEARBOOK 2022 BY S&P GLOBAL



- *Vakrangee Limited has been identified as a top ESG performer out of more than 4,000 comprehensive companies that Sustainalytics cover in the global universe.*
- *In 2022, Vakrangee has been recognized by Sustainalytics as an ESG Global 50 Top Rated company.*

Sustainability Award
Bronze Class 2022
S&P Global

- *Vakrangee Limited has been honored to be included in this year's Sustainability Yearbook 2022, published by S&P Global.*
- *Vakrangee has earned a “S&P Global Bronze Class” spot in the yearbook and has score 77 ESG Score ([S&P Global Scores](#)) in the Corporate Sustainability Assessment (CSA) survey.*

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."



22,858 Vakrangee Kendras*

One of the large franchisee network companies with presence in 5,627 postal codes

5,900+ ATMs

3rd Largest ATM Operator in Rural India

30+ Years

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

Debt-free Company

A company with zero debt

- * As of 30th June, 2022
- Source: Company

Our Presence



22,858 OUTLETS*

33 STATES & UTs

564 Districts Covered

5,627 Postal Code Covered

84% Presence in Tier IV & VI Cities

Master Franchisee Opportunity

Why Associate with Vakrangee as a Master Franchisee

Golden LIFETIME BUSINESS AND CAREER opportunity to become a Master Franchisee with one of the India's largest retail outlet network and 3rd largest rural ATM operator in India.

- **Benefits on becoming a Master Franchisee:**

- You get entire Existing Vakrangee Kendra Base in district along with potential outlets from IOCL and Nayara.
- Minimal investment and High income
- Earn Commission on every Franchisee transaction
- Widespread bouquet of products and services like Banking, ATM, Total Healthcare Services, Domestic Money Transfer and Many More
- Access to our portfolio of key licenses and partnerships built over the last 30 years
- Recurring Commission till your Franchisees are active.

Who can Become Master Franchisee

- Distributor Having network of **Merchants, Retailers, CSP, LSP or BC**
- Channel Partner/Distributor of ATM Industry
- Channel Partner/Distributor of Payments Bank
- Channel Partner/Distributor of Remittance Industry
- Distributor of Telecom/FMCG /Pharma /Banking/real estate or any other Industry
- Any sales guys having Existing Retail Base Network
- Existing Franchisees as well as Ex-employees of Vakrangee will be given preference, they can opt to expand their Business opportunities, who have a local network.

Eligibility Criteria for becoming Master Franchisee

- Distribution and/or Sales experience
- Business Network, Socially Influential and Market Connectivity
- Basic Knowledge of field or industry
- Good Communication Skills
- Should have an office in the district
- Should be financially strong, to support 6 months of working capital
- Selection on basis of interview with state head and channel head
- Prospective Master Franchisees will be required to pay a REFUNDABLE security deposit based on the district demographic parameters*

District wise Targets and demographic parameters for Master Franchisees

Kendra Target

- o District with population above 25 Lacs – 500+ Kendra
- o District with population above 10 Lacs – 300+ Kendra
- o District with population below 10 Lacs – 200+ Kendra

ATM Target – 10% of the Kendra in each district (ATM with Kendra / Only ATM)

Refundable Security Deposit (for each district)

- o District with population above 25 Lacs – Rs.2.5 Lakhs
- o District with population above 10 Lacs – Rs.1 Lakh
- o District with population below 10 Lacs – Rs.50,000/-

10% of the total target to be achieved in 1 Quarter (1 July 2022 – 30 Sep 2022)

Potential : Total market size : Every GP / Urban ward can have minimum 1 Kendra with ATM and every village can have one Vakrangee Kendra with/without ATM

***Note : Security deposit will be refunded once the targets are achieved.**

District wise Targets and demographic parameters for Master Franchisees

| Parameters | District with population above 25 lakhs | District with population between 25lakhs and 10lakhs | District with population below 10lakhs |
|------------------------------------|---|--|--|
| Target Number of Vakrangee Kendras | 500+ | 300+ | 200+ |
| Security Deposit* (Refundable) | INR 2,50,000 | INR 100,000 | INR 50,000 |

District wise population data and potential of Vakrangee Kendras and ATM will be given post onboarding.

How to become Master Franchisee

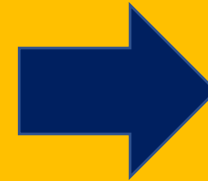
Prospective Master Franchisee will contact the State heads or the channel partner team, for in-call interview or in-person interview .The contact details of the same is attached below.



[Contact details](#)



Prospective Master Franchisee will fill the application form and make the payment (Security Deposit)



Upon confirmation of payment, the prospective Master Franchisee will proceed to agreement signing



Onboarding process will commence



Post signing, the applicant will be provided with a Master Franchisee Code.

Application form and payment details

The following document is the application form please fill all the fields.



APPLICATION
FORM



POST
PAYMENT
FORM

Attach this form, documents applicable* (refer next slide-number 21), the screenshot/picture of the payment confirmation, Post Payment Form and **mail it to:** **jyoti.singh@vakrangee.in** and keep **the state head in CC**, the mail id of state heads can be found in the below document

*Note : For documents required, please refer the next slide (Slide Number 21) and attach the all the documents in the same mail along with the application form, Screenshot / picture of payment confirmation, Post Payment Form.



CONTACT
DETAILS

Documents Required for Becoming Master Franchisee

List of Document for Becoming Master Franchisee (Self Attested Document) :

- KYC Documents: Pan Card and Aadhaar Card
- Address Proof
- Business Proof : Pan Card / Incorporation Certificate / MSME Certificate (Udyog Aadhaar) / Shop & Establishment Certificate
- Business Address Proof
- Bank Account details
- Cancelled Cheque or Passbook
- Passport size Photographs
- GST Registration
- Police Verification
- Cibil score

On-Going Support from Vakrangee

- Authorization letter from Vakrangee team, to represent the company in their respective territory.
- Induction and Training for Master Franchisee and Franchisees
- Artwork of Marketing Material to be provided by Vakrangee Team for franchisee acquisitions
- Direct connect with State Head & Franchisee Channel Head
- Planning/Strategy support to expand your Business with State Head & Channel Head
- Dedicated e-mail id of Vakrangee
- Vakrangee Kendra Management System (VKMS) Portal Access
- Franchisee performance MIS report on weekly basis
- We will also provide prospective leads, in your respective districts

Responsibilities of Master Franchisee

- Master Franchisee shall carry out marketing activities to attract franchisees for setting up Vakrangee Kendra and ATM
- Master Franchisee shall oversee and manage the operations of existing Vakrangee Kendras and ATMs
- Master Franchisee shall work on improving the sales performance of existing Vakrangee Kendras and ATMs
- Identifying prospective Franchisees



- Assisting prospective Franchisee in identifying sites/ location for Kendra and ATM
- Helping prospective franchisee in applying procedure
- Ensuring Complete Documentation, Payments and Process by Franchisee
- Overseeing the set up, Go Live and Launch of franchisee ATMs and Kendra



- Master Franchisee shall ensure that the franchisees are in compliance with the processes and regulations defined by Vakrangee and the statutes and rules framed by regulatory bodies such as RBI, NPCI, etc.
- Ensure ATM's are always cash sufficient.
- Ensure that Franchisee provides ATM/Kendra services as per the working hours defined by Vakrangee.
- Master Franchisee shall carry out marketing activities to assist franchisee in attracting customers to the respective Vakrangee Kendra.

Do's & Don't

- All payments by franchises to be made only in the official Vakrangee account by applicants accounts only.
- Master Franchisee is not authorized to receive or take any cash, online payment or in kind/gifts or any payment from Franchisee on behalf of Vakrangee Limited.
- Sub-Master Franchising onboarding by Master Franchisees is strictly prohibited.
- While Master Franchisees are onboarding prospective Franchisee they need to ensure that the payment for the model opted by Franchisee is being made from the applicants account **NO THIRD-PARTY PAYMENTS ALLOWED.**
- ZERO tolerance policy towards non-adherence of rules set by Vakrangee, RBI, NPCI or any other regulatory bodies.

Financials

BONANZA!

Life-time Earning Opportunity for Master Franchisee

- Vakrangee Master Franchisee is a unique Lifetime Earning opportunity whereby the Master Franchisee is eligible to earn a % of Active Franchisee's earnings on an on-going perpetual basis.
- Further there is a Huge upside :
 - Vakrangee shall allocate its entire Existing captive base of Franchisee outlets of the respective district under the Master Franchisee
 - Master franchisee will also be eligible to get a % fee structure of these Existing Franchisee outlet's commission based on terms and conditions*.

Master Franchisee Commercials for New Kendras*

| Franchisee Model | Franchisee Fee (incl. GST) | Refundable Amount | One Time commission (In Rs.)* | ATM Commission | Kendra Commission for Other Services |
|--------------------------------|----------------------------|-------------------|---|--|--|
| Vakrangee Kendra with FREE ATM | Rs. 2,09,999 | Rs. 2,00,000 | Rs. 25,000/- (Upfront Rs.5000/- & Rs. 5,000/- on completion of every year for next 4 years) | Rs.1/- each for Financial & Non-Financial Transactions | 5% of Franchisee commissions of Kendra |
| Vakrangee ONLY ATM | Rs. 2,00,000 | Rs. 2,00,000 | Rs. 25,000/- (Upfront Rs.5000/- & Rs. 5,000/- on completion of every year for next 4 years) | Rs.1/- each for Financial & Non-Financial Transactions | NA |
| Vakrangee Kendra Without ATM | Rs. 9,999 | NA | Rs.500/- | NA | 5% of Franchisee commissions of Kendra |

***These commercials are not applicable for Existing Vakrangee Kendras, IOCL and Nayara outlets**

Master Franchisee Commercials for IOCL and Nayara Outlets

| Franchisee Model | Franchisee Fee (incl. GST) | Refundable Amount | One Time commission (In Rs.)* | ATM Commission | Kendra Commission for Other Services |
|--------------------------------|----------------------------|-------------------|---|--|--|
| Vakrangee Kendra with FREE ATM | Rs. 2,09,999 | Rs. 2,00,000 | Rs. 12,500/- (Upfront Rs.2500/- & Rs. 2,500/- on completion of every year for next 4 years) | Rs 0.5 each for Financial & Non-Financial Transactions | 2.5% of Franchisee commissions of Kendra |
| Vakrangee ONLY ATM | Rs. 2,00,000 | Rs. 2,00,000 | Rs. 12,500/- (Upfront Rs.2500/- & Rs. 2,500/- on completion of every year for next 4 years) | Rs 0.5 each for Financial & Non-Financial Transactions | NA |
| Vakrangee Kendra Without ATM | Rs. 9,999 | NA | Rs.250/- | NA | 2.5% of Franchisee commissions of Kendra |

Master Franchisee Commercials for Existing Kendra Base

| Franchisee Model | ATM Commission | Kendra Commission for Other Services |
|--------------------------------|--|---|
| Vakrangee Kendra with FREE ATM | Rs 0.5 each for incremental Financial & Non-Financial Transactions over that of base* month transactions | 2.5% on Franchisee commissions incremental over the total commission of the base* month |
| Vakrangee ONLY ATM | Rs 0.5 each for incremental Financial & Non-Financial Transactions over that of base* month transactions | NA |
| Vakrangee Kendra Without ATM | NA | 2.5% on Franchisee commissions incremental over the total commission of the base* month |

***The Commission of the existing Vakrangee Kendras in the district for the month previous to Master Franchisee onboarding will be considered as the base month.**

Existing Vakrangee Kendra Base

**Vakrangee Kendras
with ATM : 5387**

**Vakrangee Kendras
without ATMs : 18184**

Only ATMs : 532

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Potential IOCL and Nayara Outlets

IOCL Outlets: 35081

Nayara Outlets : 6158

Contact Us

Contact Us for – State Heads

| List of State Heads | | | | |
|---------------------|------------------------|-------------------------|-------------------------|--|
| Sr. No. | State Head Name | State | Contact Number | Email ID |
| 1 | Manoj Nandwana | HP & HR | 7508180058 / 9829600456 | manojn@vakrangee.in |
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| 10 | Jayanta Dutta | West Bengal | 7596041003 | jayanta.dutta@vakrangee.in |
| 11 | Vinay Kumar | Delhi | 7291989182 | vinay.kumar@vakrangee.in |
| 12 | Balamourougan P | Tamil Nadu & Kerala | 9597671555 | balamourougan.perumal@vakrangee.in |
| 13 | Debankur Bhagawati | North East | 9864036619 / 7002529159 | debankur.bhagawati@vakrangee.in |
| 14 | Abdul Raheem | Uttarakhand | 7705800867 | abdulr@vakrangee.in |
| 15 | Gaurav Sahu | Madhya Pradesh | 7566664237 | gauravs@vakrangee.in |
| 16 | Santosh Rajput | Maharashtra | 9049009907 | santosh.rajput@vakrangee.in |
| 17 | Nikhil Shah | MMR / Goa | 9167766742 | NikhilS@vakrangee.in |

Contact Us

Apply For This Unmissable Opportunity*

| Name | Arvind Prajapati | Jyoti Singh |
|-------------|--|--------------------------|
| Designation | Channel Partnership Franchisee Head | Deputy Manager |
| Email | Arvind.prajapati@vakrangee.in | jyoti.singh@vakrangee.in |
| Mobile | +91 9167766724 | +91 8169436624 |
| Website | www.vakrangee.in | |

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

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