



MUMBAI
METROPOLITAN
REGION (MMR)
CASE STUDY

August 13, 2018

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COMPANY OVERVIEW : KENDRA EVOLUTION

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 1 : INITIALLY AN E-GOVERNANCE PLAYER



PHASE 1: CSC & E-MITRA MODEL



Services Offered :

- E-Governance

OUTLETS WERE PRIMARILY TERMED AS
“COMMON SERVICE CENTRE - CSC” OR
“E-MITRA KENDRA” :-

- NON-EXCLUSIVE STORE MODEL
- SINGLE LINE OF SERVICE PRIMARILY E-GOVERNANCE SERVICES
- NO STANDARDIZED DESIGN LAYOUT & BRANDING
- KIRANA STORE MODEL

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 1 : INITIALLY AN E-GOVERNANCE PLAYER



COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 2 : E-GOVERNANCE PLAYER TO A BANKING BC POINT MODEL



PHASE 2 : BANKING BC POINT MODEL



Services Offered :

- E-Governance
- Banking

COMPANY RECEIVED THE BUSINESS
CORRESPONDENCE BANKING MANDATE AND
STARTED THE BC POINT SERVICES THROUGH
THE KENDRA –

- NON-EXCLUSIVE
- DUAL LINE OF SERVICE - E-GOVERNANCE & BANKING SERVICES
- NO STANDARDIZED DESIGN
- INITIATED STANDARD BRANDING IN TERMS OF BASIC SIGNAGE & HOARDINGS

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 2 : E-GOVERNANCE PLAYER TO A BANKING BC POINT MODEL



COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 3 : E-GOVERNANCE PLAYER TO MULTI SPECIALITY STORE MODEL



PHASE 3 : MULTI-SPECIALITY STORE MODEL



Services Offered :

- E-Governance
- Banking
- E-Commerce
- Insurance
- ATM (Optional)

EVOLVED INTO A MULTI SPECIALITY STORE MODEL :–

- PLANNED AS AN EXCLUSIVE STORE MODEL
- MULTI-LINE OF SERVICES – BANKING, E-GOVERNANCE, INSURANCE, E-COMMERCE & OPTIONAL ATM SERVICES
- STANDARDIZED DESIGN
- INITIATED STANDARD BRANDING IN STORE LAYOUT AS WELL AS SIGNAGE
- PARALLEL EFFORTS TO ACTIVATE VARIOUS SERVICES ACROSS ALL OUTLETS AND CONVERSION TO EXCLUSIVE MODEL

COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 3 : E-GOVERNANCE PLAYER TO MULTI SPECIALITY STORE MODEL



COMPANY OVERVIEW : KENDRA EVOLUTION – PHASE 4 : E-GOVERNANCE PLAYER TO AN EXCLUSIVE NEXTGEN ASSISTED DIGITAL CONVENIENCE STORE



PHASE 4 : NEXTGEN KENDRA MODEL – ASSISTED DIGITAL CONVENIENCE STORE



Services Offered :

- E-Governance
- Banking & Financial Services
- E-Commerce
- Insurance
- ATM (Mandatory)
- Logistics

EVOLUTION INTO AN EXCLUSIVE ASSISTED DIGITAL CONVENIENCE STORE MODEL –

- EXCLUSIVE STORE MODEL
- MULTI-LINE OF SERVICES – BANKING & FINANCIAL SERVICES, E-GOVERNANCE, INSURANCE, E-COMMERCE, LOGISTICS & MANDATORY ATM SERVICES
- STANDARDIZED LAYOUT & DESIGN BY L&H (LEWIS & HICKEY)
- STANDARD BRANDING IN STORE LAYOUT AS WELL AS SIGNAGE
- ATM MANDATORY
- DIGITAL SIGNAGE & CCTV MANDATORY
- PINPAD DEVICES TO ENABLE ALL KIND OF PAYMENT MODES ACROSS SERVICES

NEXT GEN VAKRANGEE KENDRA – KEY FEATURES



NEXTGEN VAKRANGEE KENDRA: STANDARDIZED LOOK & FEEL



NEXTGEN VAKRANGEE KENDRA: SILVER AND GOLD MODEL

SILVER MODEL
MIN. 200 SQ.FT., 2 COUNTERS & ATM



GOLD MODEL
MIN. 300 SQ.FT., 4 COUNTERS, OWNER DESK & ATM



KEY FEATURES – EXCLUSIVE STORE WITH STANDARDISED LOOK & FEEL
MANDATORY ATM, DIGITAL SIGNAGE & CCTV
PIN-PAD DEVICE TO ENABLE ALL KIND OF PAYMENT MODES

NEXT GEN VAKRANGEE KENDRA : KEY FEATURES



STORE EXCLUSIVITY & CONSISTENT BRANDING



- Exclusive store model with same service level and same Customer experience
- Standardized layout & design by L&H (Lewis & Hickey)
- Huge Improvement in the Franchisee pedigree
- Consistent Branding in store layout as well as signage

MANDATORY ATM IN EACH OUTLET



- Mandatory ATM at each store and located within the store
- Potential to enhance the footfalls significantly
- Additional stream of revenues for both the Franchisee and the company

CENTRALIZED MONITORING SYSTEM



- Centralized CCTV system to monitor all outlets
- Better Security at the store
- Full compliance with RBI guidelines to maintain more than 90 days video recording back up

DIGITAL ADVERTISING



- Digital Signage to enable centrally monitored advertisement campaigns
- To enhance the interaction between Customers and Partners
- Focus to initiate advertising revenue

PIN-PAD DEVICES



- To enable various kinds of payment modes at any Vakrangee Kendra
- Integration in process to start accepting RuPay / Debit / Credit card payments

MMR OUTLETS : BEFORE UPGRADATION

MMR OUTLETS : BEFORE UPGRADATION

- KEY OBSERVATIONS : -
- Non Exclusive stores, Not all Outlets had ATM
 - Inconsistent Service levels & Customer experience



MMR OUTLETS : BEFORE UPGRADATION



- KEY OBSERVATIONS : -
- Separate entry for the ATM and the Store
 - Inconsistent Branding



MMR OUTLETS : NEXT GEN MODEL

MMR OUTLETS : NEXT GEN MODEL - URBAN



MMR OUTLETS : NEXT GEN MODEL - RURAL

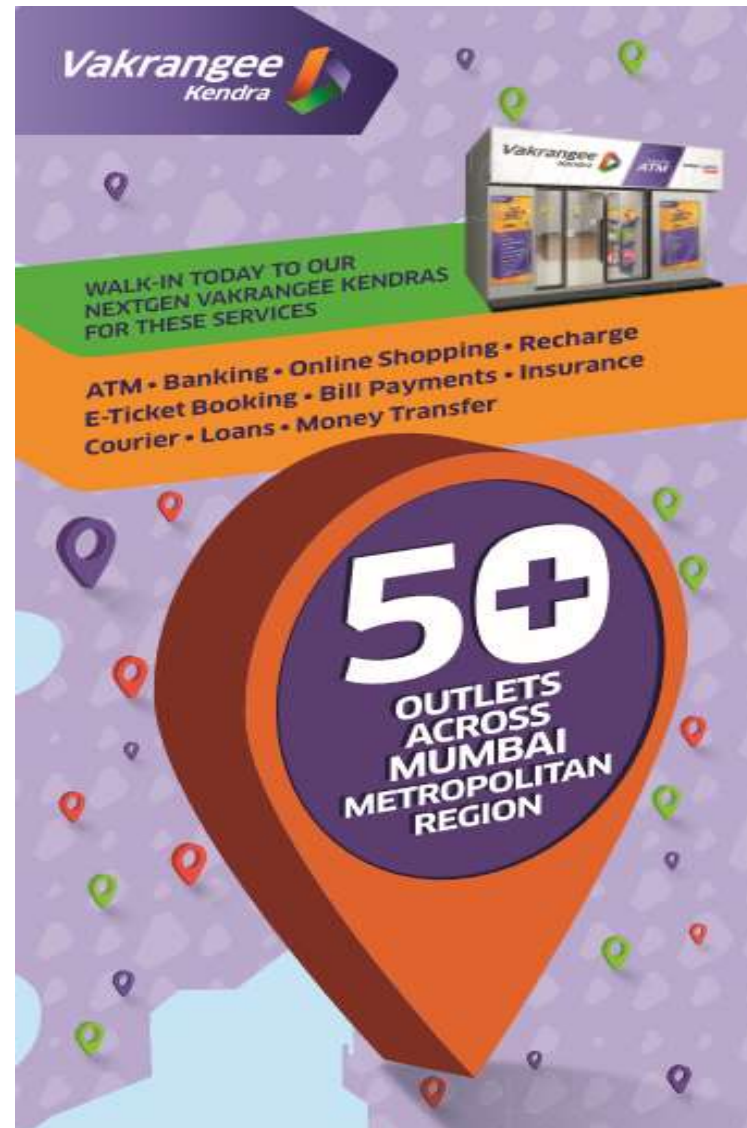


MMR OUTLETS : NEXT GEN MODEL - IOCL



MMR LAUNCH : BRAND AWARENESS CAMPAIGN

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MMR LAUNCH : BRAND AWARENESS CAMPAIGN



Vakrangee Kendra

AB POORI DUNIYA PADOS MEIN

- ATM
- Banking
- Online Shopping
- Recharge
- E-Ticket Booking
- Bill Payments
- Insurance
- Courier
- Loans
- Money Transfer

Vakrangee Kendra

SAB KAAM EK DUKAAN

- ATM
- Banking
- Online Shopping
- Recharge
- E-Ticket Booking
- Bill Payments
- Insurance
- Courier
- Loans
- Money Transfer

MMR LAUNCH :

BRAND AWARENESS CAMPAIGN



**COURIER BOOKING AUR ONLINE SHOPPING
AB PADOS MEIN**



Vakrangee
Kendra  **AB POORI DUNIYA
PADOS MEIN**

MMR LAUNCH :

BRAND AWARENESS CAMPAIGN



Vakrangee
Kendra  **AB POORI DUNIYA
PADOS MEIN**

BRAND AWARENESS CAMPAIGN

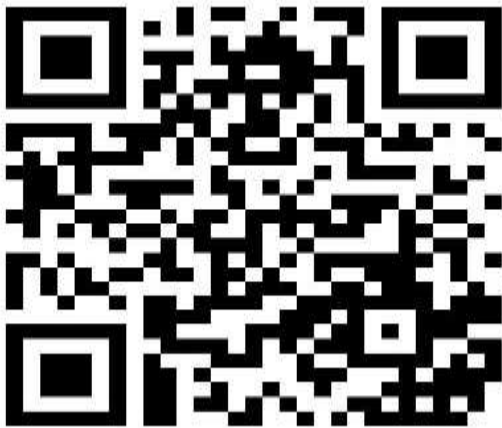
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MMR LAUNCH :

BRAND AWARENESS CAMPAIGN



**NEXT-GEN VAKRANGEE KENDRA LOCATOR :
MUMBAI METROPOLITAN REGION**



**[MMR NEXT-GEN KENDRA LOCATOR –
CLICK HERE](#)**

**NEXT-GEN VAKRANGEE KENDRA :
LAUNCH VIDEO LINK**

[MMR NEXT-GEN KENDRA LAUNCH VIDEO – CLICK HERE](#)

The background is composed of three distinct geometric regions. A large purple area covers the top-right and central portions of the frame. A white triangular region is located on the left side, pointing towards the bottom-left corner. A dark green triangular region is situated at the bottom-left corner, adjacent to the white triangle.

Thank You