

FRANCHISE PLAN OF RICH DHAGA

Introduction

Rich Dhaga offers a wide range of clothing and personal products, starting at an affordable price range of ₹499 to ₹1999. Our collection includes:

- Clothing: Tees, shirts, jeans, pants, trousers, women's dresses
- Personal items: Underwear, bras
- Accessories: Footwear, perfumes, and more

We are introducing a lucrative franchise model combined with our successful direct selling framework, ensuring both profitability and sustainability for our franchise partners.



Franchise Income Structure

1

Direct Selling Benefits

Franchise owners earn a 15% commission on all direct sales within their store.

Franchise owners receive an additional 3% commission on all direct sales within their store.

3

Online and E-commerce Sales Benefits

Franchise owners will receive 3% of online sales generated in their respective regions (taluk, district, city, or metropolitan area).

2

Leadership Sales Benefits

Franchise owners receive an additional 3% commission on sales generated by leaders they support and nurture.

4

Royalty Income

Once the franchise achieves significant sales milestones (e.g., ₹5 Crores in sales), royalty income will commence, providing long-term financial benefits.

Franchise Categories & Investment Details

We offer three types of franchise opportunities:

1

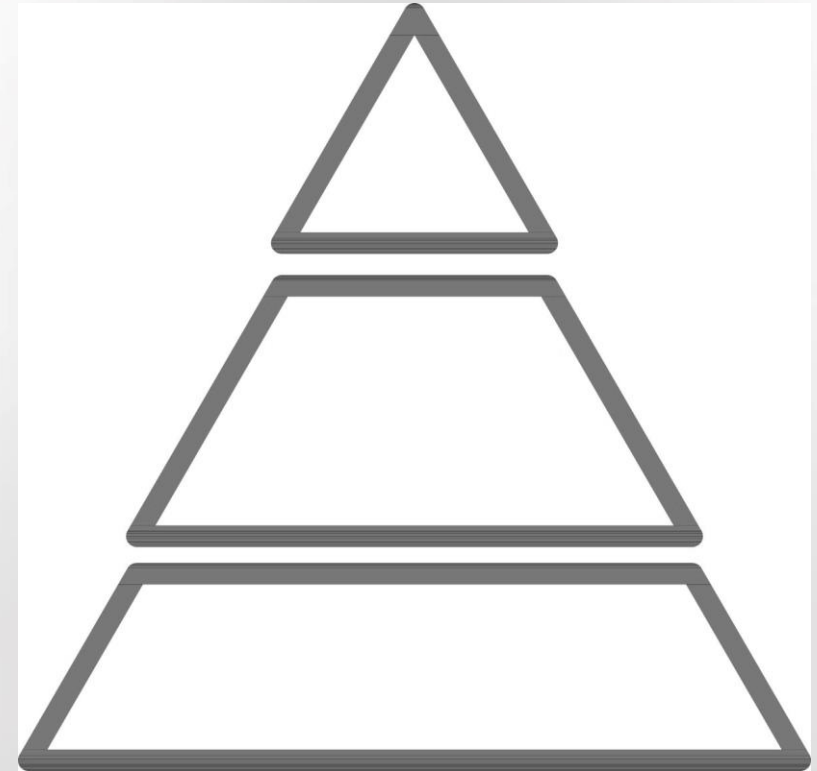
Taluk Level

2

District Level

3

City Level



1. Taluk Level

Investment Options:

- ₹10 Lakhs
- ₹15 Lakhs

Product Categories:

- ₹10 Lakhs Investment : T-shirts, jeans, pants, shirts, ladies' dresses
- ₹15 Lakhs Investment : All of the above, plus tracks, half-sleeve shirts, polo t-shirts, and additional ladies' categories

Franchise Exclusivity : Only one franchise will be given in a taluk.

Expected Monthly Income:

- **Example (₹10 Lakhs Investment):**
 - **Direct Sales: ₹5 Lakhs sales/month.**
 - 18% of ₹5 Lakhs = ₹90,000.
 - **Leadership Sales: ₹5 Lakhs sales by leaders.**
 - 3% of ₹5 Lakhs = ₹15,000.
 - **Total Income : ₹1,05,000.**
 - **Plus level income and online sales income .**
- **Average Monthly Earnings: ₹80,000 to ₹1,20,000 .**

2. District Level

Investment Options:

- ₹25 Lakhs (2 franchises) or ₹50 Lakhs (1 franchise)

Product Categories:

- ₹25 Lakhs and ₹50 Lakhs Investment: Includes all taluk-level products, plus tracks, half-sleeve shirts, polo t-shirts, and additional ladies' categories.

Franchise Exclusivity : Maximum of 2 franchises will be given in a district.

Expected Monthly Income

- **Example (₹25 Lakhs Investment):**
 - **Direct Sales:** ₹12.5 Lakhs sales/month.
 - 18% of ₹12.5 Lakhs = ₹2,25,000.
 - **Leadership Sales:** ₹12.5 Lakhs sales by leaders.
 - 3% of ₹12.5 Lakhs = ₹37,500.
 - **Total Income :** ₹2,62,500.
 - **Plus, level income and online sales income .**
- **Average Monthly Earnings:** ₹2 Lakhs to ₹3 Lakhs.

3. City Level

Investment Options:

- ₹1.5 Crores to ₹2 Crores (3-4 franchises)

Product Categories:

- 1.5 Crores to ₹2 Crores Investment: Includes all district-level products, plus A-to-Z fashion such as underwear, bras, perfumes, footwear, sportswear, formal wear, party wear, casual wear, and more. Future additions will include kids' wear.

Franchise Exclusivity : Maximum of 4-6 franchises will be given in a city.

Expected Monthly Income

- **Example (₹1.5 Crores Investment):**
 - **Direct Sales:** ₹60 Lakhs sales/month.
 - 18% of ₹60 Lakhs = ₹10,80,000.
 - **Leadership Sales:** ₹60 Lakhs sales by leaders.
 - 3% of ₹60 Lakhs = ₹1,80,000.
 - **Total Income :** ₹12,60,000.
 - **Plus, level income and online sales income .**
- **Average Monthly Earnings:** ₹10 Lakhs to ₹15 Lakhs.

Franchise Setup and Support

Inventory

Franchise owners will receive inventory worth their full investment amount.

For example, a ₹10 Lakhs investment will provide ₹10 Lakhs worth of clothing and products.

Design and Setup

Setup designs will be provided by Rich Dhaga at an additional cost.

Franchise owners also have the option to construct their store based on our design guidelines.

Payment and Settlements

All payments will be settled by the company within 48 hours of the store's daily closure.

Payments will be directly transferred to the franchise owner's bank account.

Training and Marketing Support

Comprehensive training for franchise owners and their staff.

Continuous support for online marketing, promotions, and local e-commerce strategies.

Franchise Income Examples

Franchise Type	Investment	Monthly Sales Example	Direct Income (18%)	Leadership Sales Income (3%)	Total Income	Avg. Monthly Earnings
Taluk Level	₹10 Lakhs	₹5 Lakhs	₹90,000	₹15,000	₹1,05,000	₹80k - ₹1.2L
Taluk Level	₹15 Lakhs	₹7 Lakhs	₹1,26,000	₹21,000	₹1,47,000	₹1L - ₹1.5L
District Level	₹25 Lakhs	₹12.5 Lakhs	₹2,25,000	₹37,500	₹2,62,500	₹2L - ₹3L
District Level	₹50 Lakhs	₹25 Lakhs	₹4,50,000	₹75,000	₹5,25,000	₹4L - ₹6L
City Level	₹1.5 Crores	₹60 Lakhs	₹10,80,000	₹1,80,000	₹12,60,000	₹10L - ₹15L
City Level	₹2 Crores	₹80 Lakhs	₹14,40,000	₹2,40,000	₹16,80,000	₹12L - ₹18L

Conclusion

Rich Dhaga's franchise model ensures a steady and sustainable income for franchise owners. With opportunities to earn through direct sales, leadership sales, online marketing, and royalty income, our model is designed to provide long-term financial growth.

Invest in Rich Dhaga and become part of a profitable and expanding fashion brand!