



OLTOWNS

Supermarket Investment Opportunity

FOFO MODEL

Franchise Owned
Franchise Operated

INVESTMENT FROM ₹20 LAKHS

Powered by OLTOWNS



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Organization & Management

ABOUT OLTOWNS • INVESTMENT OPPORTUNITY



Mrs. Poornima K M

founder

A trusted retail foundation

Oltowns is a wholly-owned subsidiary of Karunadu Products India Pvt Ltd., a trusted name in the Indian market for over half a decade. With a diverse range of offerings, Oltowns caters to the evolving needs of consumers, combining convenience, authenticity, and commitment to quality.

Founded in 2017 by Mr. Shankar Dharman, Karunadu Products India Private Limited has quickly established itself as a pioneer in the retail industry. Headquartered in RT Nagar, Bangalore, we have grown from a simple idea to a dynamic force in the market, driven by our commitment to making a positive difference in the lives of Indian consumers.

At Karunadu, we believe that success is not achieved in isolation. Our journey is intertwined with the progress of our customers, partners, and communities. We take pride in being part of India's evolving retail landscape and are excited about the many chapters yet to unfold.

Oltowns is offering an attractive franchise model, enabling entrepreneurs and aspiring business owners to be a part of its revolutionary retail concept. By providing a comprehensive franchise package, the company empowers individuals to establish their own supermarket stores in small towns and cities across India. This franchise model not only contributes to the brand's expansion but also fosters local entrepreneurship, job creation, and economic growth within these communities.

Why Choose Us

Eight advantages built for local retail success

01 Brand Creation

- We help you create your own brand
- Personalized branding & packaging options

05 Customer-Centric Approach

- Best customer experience
- Commitment to exceptional service

02 Proven Success

- A team of experts who have opened 100+ stores all over India

06 Efficient & Cost-Effective

- Best prices, big savings
- Drive profit maximization

03 Innovative and Future-Ready

- Latest technology adoption
- Control over governance and processes

07 Extensive Product Offerings

- Wide range of products and brands
- Diverse selection to meet customer needs

04 Expertise and Support

- Training & business advice
- Digital marketing expertise

08 Integrated Operations

- Own distribution chain & warehousing
- Control over supply chain

Our Products Categories

Our product range is carefully designed to meet the needs of your future customers and ensure the success of your Oltowns Supermarket franchise. We provide an extensive selection across key categories, including homecare, personal care, staples, dry fruits, and food & beverages. Additionally, our general merchandise offerings cover a wide array of household essentials. With over 2,000 curated products, we are equipped to support your franchise in delivering quality and variety that will attract and retain loyal customers.



Homecare



Personal Care



Staples



Dry Fruits



Food & Beverages



General Merchandise

A wide array of household essentials

2,000+ CURATED PRODUCTS FOR EVERYDAY NEEDS



The Best Franchise

~500 SQ FT · NO ROYALTY CHARGES

TOTAL INVESTMENT

₹20 LAKHS



Interior & Software

Racks, Product Shelf, Rice Bins, Main Board, Basic Lighting, Software, Thermal Printer, Barcode Scanner, Basic Printer, CCTV, 32in TV.



Inventory

Opening stock across Oltowns' curated product categories.



Franchise Fee

One-time franchise fee.

Unit Economics

MONTHLY SALES

₹10.05L

Offline sale + advertisement rentals

NET REVENUE

₹1.35L

13.43% net revenue

PAYBACK

13 mo.

Within 13 months of operations

Franchisee (₹) · Monthly	Potential
Offline Sale	10,00,000
Advertisement Rentals	5,000
Total Revenue	10,05,000
COGS	8,00,000
Rent	40,000
1 Manpower	15,000
Electricity	10,000
Other Costs	5,000
Royalty	0
Total Expenses	8,70,000
Net Revenue	1,35,000
Net Revenue %	13.43%

*Salary of 1 Manpower will be paid by the Oltowns

Franchise Process

1

Agreement Signing

Initial discussions with franchise consultants
Sign franchise agreement

2

Property Selection

Locate a suitable store property
Site inspection and approval by consultants

3

Store Setup

Infrastructure development
Licensing and staffing processes

4

Pre-Launch Preparations

Employee training · Owner training
Inventory procurement · Marketing initiatives

5

Grand Opening

Store launch
Key Handover

Oltowns recognizes the growing demand for convenient and accessible shopping experiences, making it an ideal time for aspiring entrepreneurs to embark on their journey by launching an Oltowns supermarket franchise. With a proven business model, Oltowns provides a strong foundation for success, ensuring that franchisees are well-prepared to meet the unique needs of their local communities.

Through comprehensive training and ongoing support, the Oltowns Supermarket Franchise empowers individuals to establish and operate thriving retail businesses. From signing the franchise agreement to the grand opening, Oltowns guides franchisees through each step of the process, helping them build a successful venture while contributing to the convenience and well-being of their communities.

Franchisee's Responsibilities

Interior setup as per franchisor's guidelines

- Follow franchisor's design.
- Ensure timely completion.

Rent & Electricity Expenses

- Pay rent monthly.
- Cover electricity costs.

Software charges

- Pay for software use.
- Ensure timely updates.

Hardware purchase from franchisor

- Buy hardware from franchisor.
- Maintain hardware quality.

Employee guidelines

- Ensure compliance.
- Monitor employee performance.

Sanitization practices

- Regular cleaning.
- Follow hygiene protocols.

Clear operating standards. Consistent customer experience.

Oltowns Responsibilities

Store Area Approval

- Location analysis.
- Lease negotiation.

Store Design & Layout

- Interior design.
- Layout optimization.

Branding

- Brand consistency.
- Local adaptation.
- Google Map Listing

Purchase Support

- Supplier sourcing.
- Vendor approval.

Advertisement & Marketing Support (online/offline)

- Online ad campaigns.
- Offline materials.

Software Support (GRN)

- GRN software setup.
- Updates and support.

Staff Salary

- Salary contribution of 1 Staff.
- Employee Uniforms.

Training & Hiring of Staff

- Staff recruitment.
- Employee training.

Our Presence in 50+ Locations in Karnataka

Our Team



Our Presence in 50+ Locations in Karnataka

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