



# INDIA'S FIRST ORGANIZED COOPERATIVE SUPER MARKET RETAIL CHAIN

**For Business Enquiries:**

Call: 1800-891-4211

SPV: Ethics Retail Chain Services Pvt. Ltd.





# ABOUT US

Gujco Mart is India's first organized cooperative retail chain with the aim of delighting customers with nutrient-rich, and fresh farm products at affordable prices from the convenience of grocery retail stores while at the same time uplifting the farmers, women self-help groups, and local artisans that produce them.



Gujco Mart is an SPV set up between Gujcomasol - the apex Co-operative Marketing Federation of Gujarat state, and the Ethics Group. Gujco Mart plans to launch 250 retail outlets across Gujarat in Phase 1, with a vision to expand across the country.







## GUJARAT STATE COOPERATIVE MARKETING FEDERATION LTD

With an annual turnover of more than ₹4700 crores, GUJCOMASOL connects 40 lakh farmers across the state and provides them with procurement and distribution services. GUJCOMASOL also provides agro-inputs such as seeds, pesticides, fertilizers, etc. to farmers across the state with the vision of bringing prosperity through the cooperative movement, that is, “Sahkar Se Samriddhi”.







## ETHICS GROUP: THE RETAIL CHAMPION

The Ethics Group has demonstrated proficiency in the retail sector, managing a significant number of stores across diverse locations. Its impactful presence and successful operations serve as a testament to its expertise. A new standard in the industry has been set by the Ethics group through the creation of exceptional retail experiences. The commitment of Ethics group to ethical practices and its ability to deliver quality services truly position Ethics as a champion in the retail sector.



### PM BHARTIYA JAN AUSHADHI KENDRA

#### REVOLUTIONIZING PHARMA RETAIL: ETHICS GROUP AND PMBJP

The Ethics Group, in collaboration with Pradhan Mantri Bhartiya Jan Aushadhi Pariyojna (PMBJP), is revolutionizing the pharmaceutical retail sector in India. They are enhancing the accessibility, affordability, and quality of medicines across the country. With over 10,800 outlets currently managed, they aim to establish 25,000 outlets soon. This initiative is projected to save ₹30,000 crore, making healthcare more affordable. The Ethics Group's commitment to ethical retail practices sets a new standard in the industry.

[www.janaushadhi.gov.in](http://www.janaushadhi.gov.in)



### HAR HITH GROCERY STORES

#### GOVT. OF HARYANA'S GROCERY RETAIL CHAIN INITIATIVE

In association with Haryana Agro Industries Corporation Limited (HAICL), Ethics Group manages 1,200 grocery stores. Ethics Group has improved the accessibility of essential products through its logistics network and retail management expertise and has planned to reach 2,000 outlets milestone by 2025.

[www.harhith.com](http://www.harhith.com)



### DELHI DUTY FREE STORES

#### A JOINT VENTURE WITH DELHI DUTY FREE SERVICES PVT. LTD.

Ethics Group has played a pivotal role in the success of Delhi Duty Free Stores, established in July 2010 at Terminal - 3 of the Delhi International Airport. With an aggregate retail area of 4,135 Sq. Mt. Ethics Groups offers a wide range of products with an amazing shopping experience to travellers.

[www.delhidutyfree.co.in](http://www.delhidutyfree.co.in)



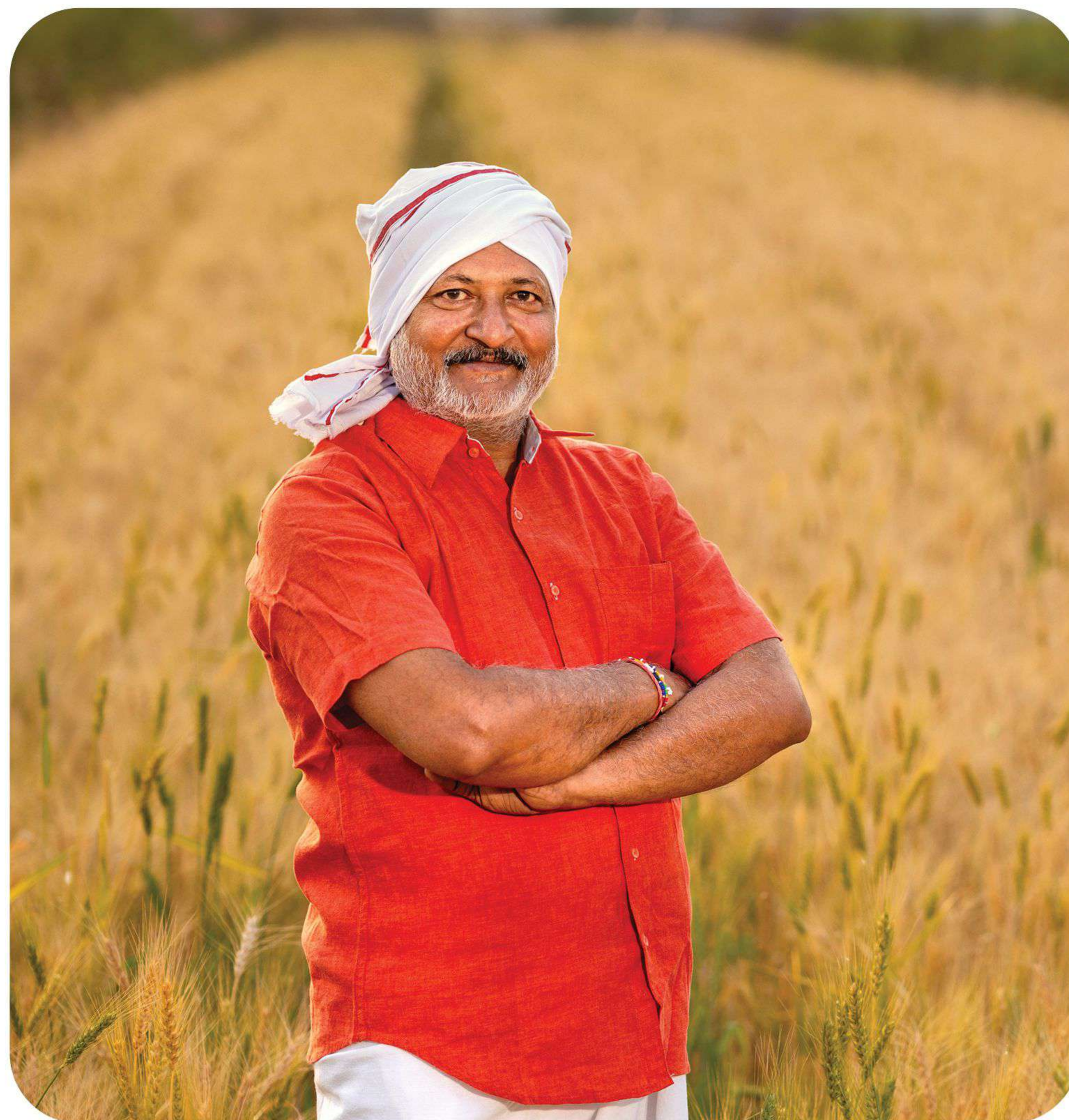
### DAVA INDIA PHARMACY STORES

#### INDIA'S LARGEST PRIVATE GENERIC PHARMACY RETAIL CHAIN

With a deep understanding of retail operations, Ethics Group established over 936 Dava India stores across India and also facilitated its expansion through the franchise model. This strategic partnership improved the accessibility of high-quality & affordable generic medicines and healthcare products.

[www.davaindia.com](http://www.davaindia.com)





## THE FARMERS' BRAND

“GUJCO” isn't just a brand; it's a symbol of honesty and good quality. When you choose “GUJCO”, you're choosing products that not only meet high standards but also support cooperative values. It's a brand that truly cares about giving you the best experience with every product.

What's unique about “GUJCO” is that they don't just focus on making a profit. They believe in sharing the benefits with everyone involved. This makes them special and different, offering products that give you great value for your money.

“GUJCO” is a brand you can trust for its pure, high-quality products that taste fresh. They make sure everything meets strict quality standards, and their products come directly from farmers. Gujarat, known for its cooperative movements and values, has inspired “GUJCO” to embrace fairness and community spirit.





# OUR VISION

- Bring prosperity to farmers, artisans, and partners and delight our customers through organized retail.

## OUR VALUES AND GUIDING PRINCIPLES

- To be true to our commitment as an ethical and trustworthy brand promoting a cooperative model of inclusion, consistency, innovation, and professional management.
- Actively contribute to the well-being of the local community and society at large through social consciousness, ethical business practices, and sustainability throughout the supply chain.
- Our commitment to consistent product development, fostering fair relationships with stakeholders, and upholding product quality -integral to our reputation—should align seamlessly with our pursuit of profits. However, this alignment falters when we fail to create a sustainable market for farmers, agriculture, and cooperatives. To bridge this gap, we must harmonize our values and sentiments, ensuring that our actions reflect our core principles while driving positive impact.





# MISSION STATEMENT



## STABLE MARKETS, SECURE INCOMES:

GUJCO is dedicated to creating a stable agricultural landscape, ensuring farmers benefit from consistent markets and reliable incomes. By fostering a platform that offers consistent remuneration to channel partners, we empower over 40 lakh farmers with a reliable income source.



## CONTINUOUS INNOVATION:

Through continuous innovation, GUJCO strives to introduce new products, offering consumer's unparalleled value for money and keeping pace with evolving market needs.



## CONSISTENT PRODUCT QUALITY:

GUJCO is devoted to maintaining consistent product quality at competitive rates, ensuring consumers receive value and reliability with every purchase.



## OPTIMIZING REMUNERATION:

Our commitment extends to optimizing remuneration for all stakeholders and channel partners, fostering a culture of fairness and consistency throughout the agricultural value chain.



## RELIABLE MARKETING PLATFORM:

We are committed to providing cooperatives with a reliable marketing platform, fostering consistent agriculture production, and enhancing overall well-being for farmers.



## EMPOWERING AGRICULTURAL ENTREPRENEURS:

GUJCO aims to empower farmers as entrepreneurs, providing them with the tools and support needed for a thriving and sustainable business.



# INVEST IN THE FMCG SECTOR WITH GUJCO MART

FMCG Retail sector is India’s fourth-largest sector with expected CAGR of 27.9% from 2021 to 2027, reaching to 51 lakh crores rupees in next three years. The sector will continue expanding at a healthy rate because people have rising disposable incomes, and today’s youth population has growing brand awareness, changing lifestyles, and a more consumerist mindset. This situation is present not just in metro cities, but also in semi-urban and rural parts of the country where the market has grown at an even higher rate, and household and personal care account for more than 50% of the total spending.

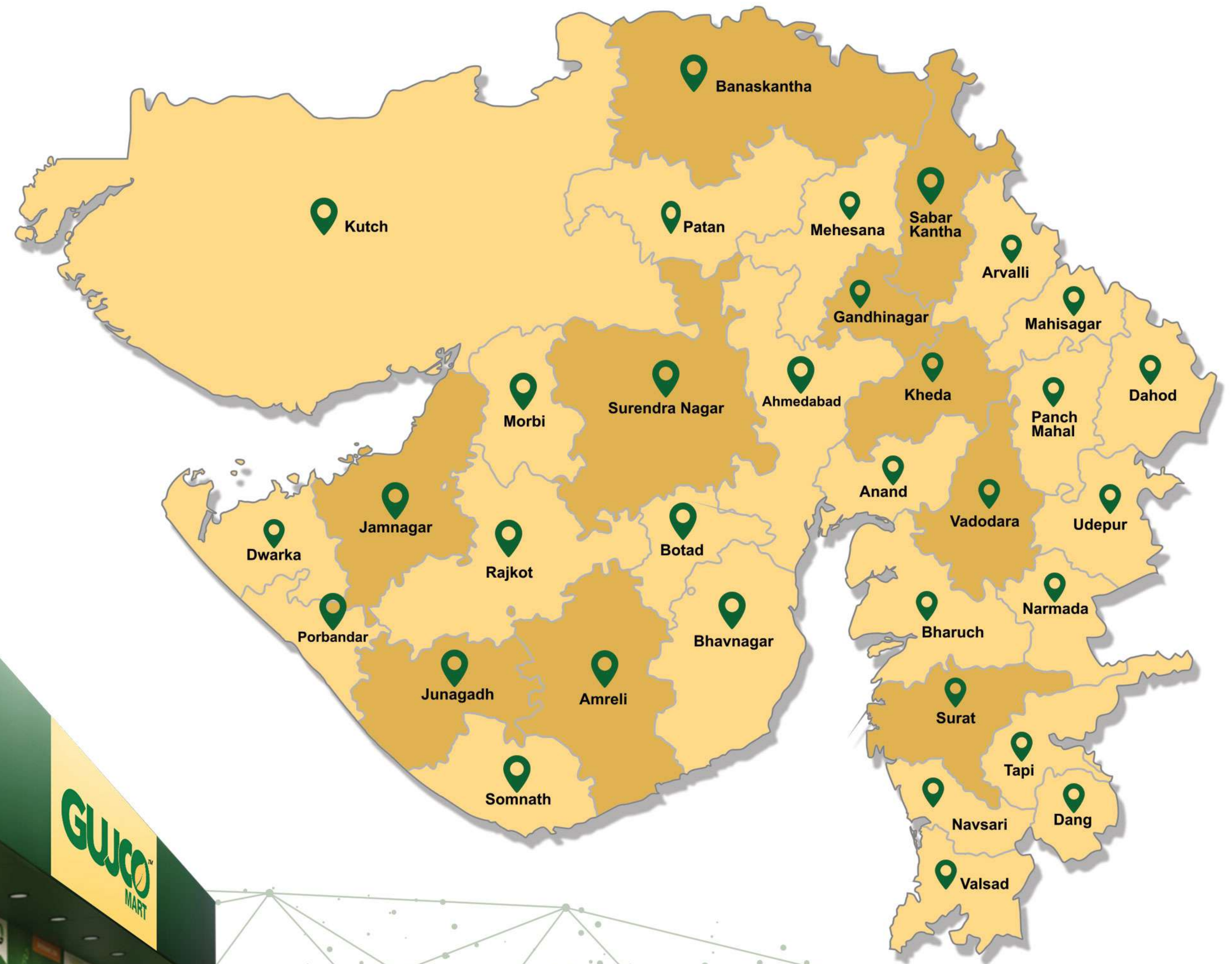
Perhaps no other sector can be as all-pervasive as the FMCG sector. It is one that everyone interacts with most often – several times a day in every aspect of their lives – from bathing to eating. And therefore, it is a sector that will always continue to grow and remain relevant.

**Gujco Mart realizes this growing potential and aims to meet the needs of the consumers by leveraging the extensive cooperatives network, cutting-edge technology backbone, and bench-marked retailing best practices.**

Extensive Cooperatives Network	<ul style="list-style-type: none"><li>• First organized retail chain in the country</li><li>• Existing network of 40 lakh farmers through GUJCOMASOL</li><li>• Strong policy support and a favorable government thrust in the area</li></ul>
Cutting Edge Technology	<ul style="list-style-type: none"><li>• End-to-end supply chain technology solutions covering procurement to warehousing and logistics</li><li>• Experience in successfully scaling fully integrated retail stores within a short period</li></ul>
Benchmarked Retailing Best Practices	<ul style="list-style-type: none"><li>• Efficient, crisp, clean, and modern store layouts</li><li>• Effective branding and multi-channel marketing</li><li>• R&amp;D support in product selection for stores based on demographic and geographic segmentation</li></ul>



**IN THE PHASE 1,  
GUJCO MART  
PLANS TO OPEN  
250 STORES  
ACROSS GUJARAT.**





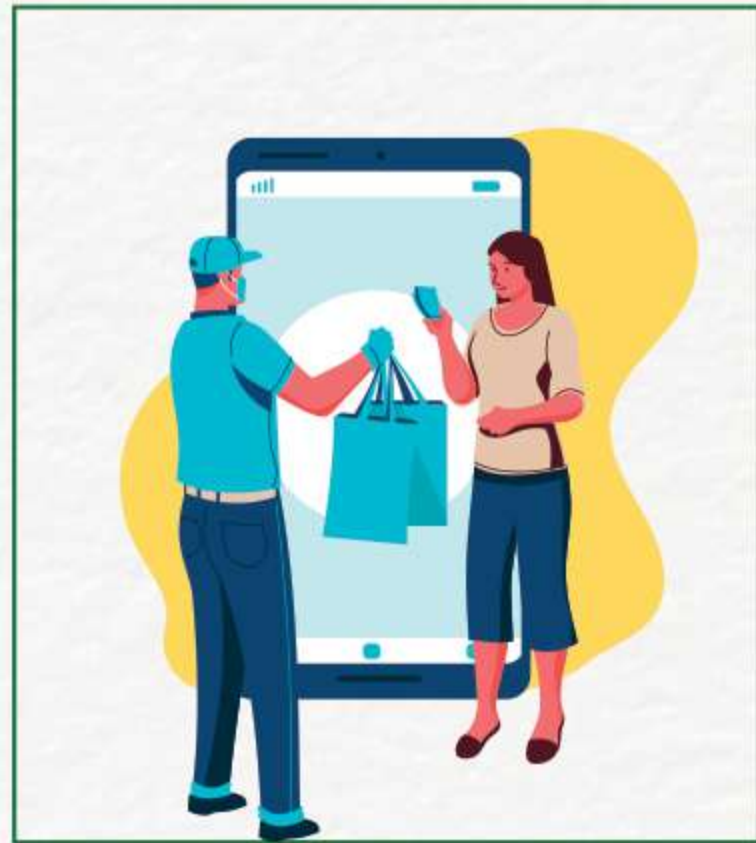
# ECOSYSTEM

## FULFILLMENT CENTERS

Supplier/ Brands/ Farmers



## END USERS



## CHANNELS



## STORE MODULES & BUSINESS PARTNERS

Mini Mart
Super Mart
Mega Mart
Quantum Mart
Stellar Mart
Cosmic Mart

## Retail Store





# WHAT IS IN STORE FOR THE CUSTOMERS?

## ONE-STOP CONVENIENCE

GUJCO Mart is your convenient destination, offering a diverse range of daily essentials all under one roof.

## QUALITY YOU CAN TRUST

Our commitment to high-quality standards ensures that every product meets the best industry benchmarks.

## AFFORDABLE CHOICES

Enjoy competitive pricing across our wide selection, providing you with the best value for your money.

## TRUSTED BRANDS

Shop confidently with popular and trusted brands, ensuring familiarity and reliability in every purchase.

## LOCAL FRESHNESS

Embrace the best in taste and nutrition with our focus on local and seasonal items, ensuring freshness with every buy.

## HOLISTIC SHOPPING EXPERIENCE

Fulfil all your needs in one visit, as GUJCO Mart prioritizes your preferences, making your shopping trip both convenient and satisfying.





# AVAILABLE PRODUCT CATEGORIES



## STAPLES

Such as grains, millets, rice, pulses, spices, condiments, etc.



## FOOD PRODUCTS

Including snacks, cereals, dry fruits, frozen foods, confectionery, etc.



## FRESH ITEMS

Such as grains, millets, rice, pulses, spices, condiments, etc.



## BEVERAGES

Including soft drinks, juices, tea, coffee, etc.



## PERSONAL CARE AND HYGIENE

Such as bath and shower products, grooming products, skincare, hair products, etc.



## KITCHEN UTILITIES

Such as utensils, kitchen tools, towels, linens, storage boxes, organizers, etc.



## HEALTH AND WELLNESS

Products such as over-the-counter medicines, vitamins and supplements, health drinks, etc.



## BABY AND CHILD-CARE

Products including baby food, diapers, wipes, etc.



## PET CARE

Products such as pet food, pet grooming products, treats, etc.



## CLEANING PRODUCTS

Such as detergents, cleaners, washing soaps, air fresheners, cleaning tools, insect repellants, etc.



## CLOTHING AND ACCESSORIES

A wide range of clothing and fashion accessories for the entire family

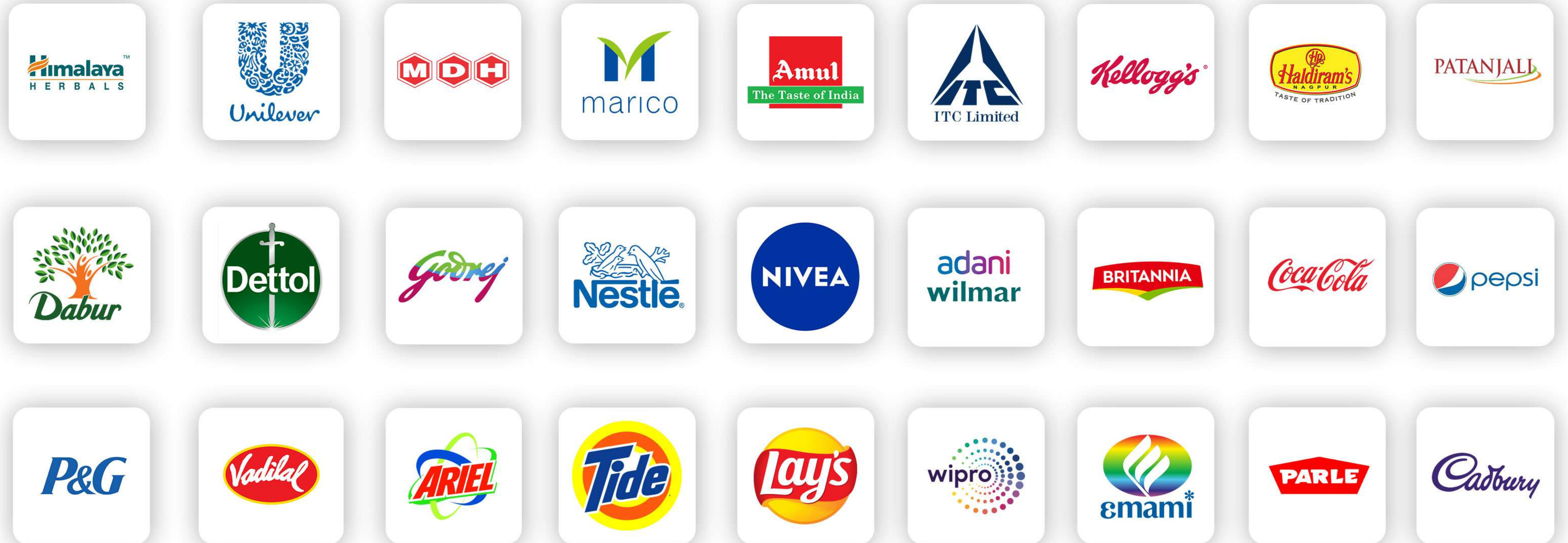


## MISCELLANEOUS

Such as toys, stationery, footwear, accessories, etc.



# BRANDS AVAILABLE AT GUJCO MART



...and More 2000+ Brands



# FOUR REASONS

Why you should consider becoming a proud Business Partner with Gujco Mart



**1**

**Gujco Mart taps into the FMCG sector:**

You benefit by investing in an ever-green and recession-proof sector



**2**

**Gujco Mart leverages the cooperative network and the brand recognition of Gujcomasol:**

You benefit by having access to the products made/cultivated by 40 lakh farmers across Gujarat in addition to access to well-known brands and white-listed products



**3**

**Gujco Mart capitalizes on the supply chain expertise of the Ethics Group:**

You benefit from deep supply chain knowledge and expertise of professionals who have delivered similar work across sectors



**4**







**Gujco Mart provides end-to-end solutions for setting up and operating the stores:**







From store design to store technology, from logistics to intelligence on products and sales, all your key considerations are covered



# BUSINESS ADVANTAGES WITH GUJCO VS CHALLENGES WITH OTHER BUSINESSES



 <b>NO FRANCHISE FEES</b> Start your business without the burden of additional costs.	⚡	<b>HIGH FRANCHISE FEES</b> Starting a business can be costly due to initial fees. 
 <b>ASSURED 12% ROI</b> With potential returns ranging from 16% to 42%, your investment grows steadily.	⚡	<b>UNCERTAIN INVESTMENT RETURNS</b> High investments come with no guarantee of profit. 
 <b>COMPANY-MANAGED LOGISTICS</b> Save time and resources with no stock maintenance required.	⚡	<b>STOCK MAINTENANCE</b> Managing inventory can be a time-consuming and expensive task. 

 <b>ZERO INVENTORY RISK</b> The company takes full responsibility for unsold products.	⚡	<b>STOCK RISK</b> You bear the risk for any unsold stock, which can affect profitability. 
 <b>COMPREHENSIVE SUPPORT</b> Benefit from in-house IT and marketing services at no extra charge.	⚡	<b>COSTLY IT SUPPORT</b> Additional expenses for IT services can add up quickly. 
 <b>QUALITY ASSURANCE</b> Offer high-quality products sourced from cooperatives and farmers' groups.	⚡	<b>VARIABLE QUALITY</b> Products may not always meet high standards, affecting customer satisfaction. 



# BUSINESS ADVANTAGES WITH GUJCO VS CHALLENGES WITH OTHER BUSINESSES



	<b>EXPERT MANAGEMENT</b> Rely on business experts to run the cooperative retail chain efficiently.		<b>SELF-INVESTMENT MANAGEMENT</b> You're responsible for managing and risk-taking for your investment.	
	<b>NO ROYALTY FEES</b> Keep your earnings without worrying about ongoing charges.		<b>ONGOING ROYALTIES</b> Regular royalty fees can diminish your earnings over time.	
	<b>PROFIT SHARING</b> Enjoy a share of the profits without the stress of reaching break-even.		<b>BREAK-EVEN UNCERTAINTY</b> Achieving profitability may take longer than expected.	

	<b>NO EXPERIENCE NEEDED</b> Jumpstart your business venture regardless of your background.		<b>EXPERIENCE REQUIRED</b> A successful franchise often demands prior business knowledge.	
	<b>FULL-SERVICE CARE</b> From manpower to customer complaints, the company has you covered.		<b>OWNER'S PHYSICAL FITNESS</b> Managing a franchise can be physically demanding.	
	<b>RENT REIMBURSEMENT</b> Get support for rent expenses and professional taxation advice.		<b>REGULATORY STRESS</b> Dealing with rent, taxes, and compliance issues can be overwhelming.	



# ONLY WITH GUJCO<sup>™</sup> MART

You don't have to worry about:



Setting up the store with a modern, clean, and crisp infrastructure



Installing POS machines and store management software



Hiring and bearing salaries of well-trained store staff



Planning and managing logistics and warehouse operations



Conducting strategic branding and promotional activities



Paying electricity bills because Gujco Mart will reimburse them

And you won't get these amazing benefits anywhere else

## EXCEPT GUJCO<sup>™</sup> MART:



Gujco Mart will reimburse shop rent for premium locations in consultation with an independent valuer.



Gujco Mart will manage staff recruitment, provide them with regular training, and bear their salaries.



# BUSINESS MODULES

Each Gujco Mart store will be of different category, depending upon the available size of the store and potential sales assessment. Accordingly, different investment options are available for Business Partners:

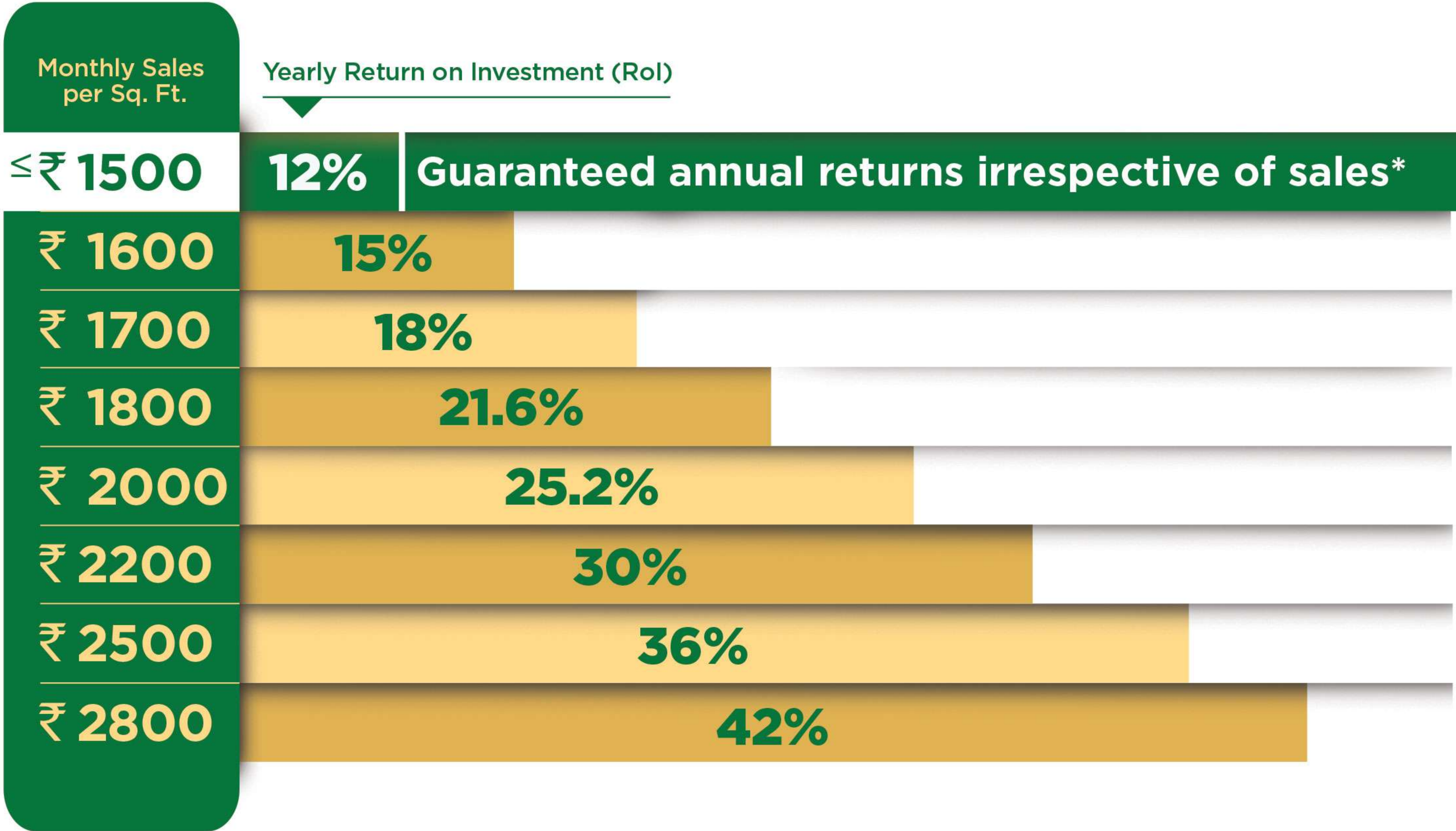
MODULE 1 <b>MINI MART</b>	Store Size: <b>500 TO 750 SQ. FT.</b>	Investment: <b>₹31,50,000</b>
MODULE 2 <b>SUPER MART</b>	Store Size: <b>751 TO 1000 SQ. FT.</b>	Investment: <b>₹42,00,000</b>
MODULE 3 <b>MEGA MART</b>	Store Size: <b>1001 TO 1500 SQ. FT.</b>	Investment: <b>₹63,00,000</b>
MODULE 4 <b>QUANTUM MART</b>	Store Size: <b>1501 TO 2000 SQ. FT.</b>	Investment: <b>₹84,00,000</b>
MODULE 5 <b>STELLAR MART</b>	Store Size: <b>2001 TO 2500 SQ. FT.</b>	Investment: <b>₹1,05,00,000</b>
MODULE 6 <b>COSMIC MART</b>	Store Size: <b>2501 TO 15000 SQ. FT.</b>	Investment: As per the individual project requirements



# INCOME OF GUJCO BUSINESS PARTNER

**Empowering GUJCO Business Partners: A Guaranteed 12% Annual Return on Investment and Profitable Partnership.**

**GUJCO Business Partners Could Achieve Over a 42% Potential Upside, Proportional to Sales per Square Foot.**



**\*Terms and Conditions for Investment:**

1. The guaranteed 12% return on investment is contingent upon the terms outlined in the agreement. This return is calculated on an annual basis and disbursed in monthly installments.
2. In addition to the fixed return, our business partners may also benefit from potential gains based on sales realization per square foot (sft). The exact benefits are subject to the actual sales performance.
3. The company reserves the right to modify the revenue model periodically or as stipulated in the agreement.
4. The return on investment is influenced by the location of the store, as it directly correlates with sales per square foot per month. Various factors contribute to this correspondence with sales revenue per square feet.
5. Monthly returns are based on achieving specific sales targets. For an investment and sales per square foot, the monthly return is subject to adjustment based on actual sales performance.
6. All sales figures mentioned are net sales values, and all events and offers apply only during profitable periods, not during losses.





By **गुजकोमासोल**

**AN INITIATIVE OF ETHICS RETAIL CHAIN SERVICES PVT. LTD.**

**FOR BUSINESS ENQUIRIES**

**Toll Free: 1800-891-4211**

**Email: [info@gujcomart.in](mailto:info@gujcomart.in)**

## **ETHICS GROUP OF COMPANIES**

**Ahmedabad:** No. 1201 - 1204, 12th Floor, Colonnade, Opp. ISKCON BRTS Stand, ISKCON - Ambli Road, Ahmedabad, Gujarat - 380058.

**Gurugram:** 8th Floor, TAG Tower, Plot No. 17-18, Phase-IV, Udyog Vihar, Sector 18, Gurugram, Haryana - 122015.

**Surat:** No. 101, 1st Floor, International Business Center, Piplod - Dumas Road, Near Sunshine Global Hospital, Piplod, Surat, Gujarat - 395007.

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SCAN THIS CODE TO BECOME A  
BUSINESS PARTNER WITH GUJCO MART

