

SIESTO GREEN STORE

BIOFERTILISERS & BIOPESTICIDES



RETAIL
FRANCHISING
OPPORTUNITY
GRAM PANCHAYAT
LEVEL

INDIA'S BIGGEST ENTREPRENEUR
DEVELOPMENT INITIATIVE



ABOUT US



• SIESTO SYSTEMS PVT LTD

- A Multi-national Company, with various business verticles and multiple offices in India and Abroad
- Part of BHIMSARIA GROUP of Companies, owner of Brands like SIESTO SYSTEMS, LAKADEE.COM
- Global Marketing and Promotion Rights for SRT Manufactured products
- Expert in Designing and development of Franchise Model of distribution
- Expert Team Members experienced in Franchise Model
- Modern and highly equipped Office for Modern day Marketing Activities
- Established in the Year 2008
- 20000 sft Office, Display Centre, Training centre, Godowns etc
- International Business Experience and exposure



• SRT AGRO SCIENCE PVT LTD

- An Agriculture products company with expertise in manufacturing of Bio Fertilizers & bio Pesticides
- Owner of Many Patents and Research works
- Bio Capsule – A Patented Technology developed in association with ICAR-IISR
- One of the biggest Manufacturing Facilities and Research Facilities for Bio Products in India
- Own Farms and Dairy (100+ Gir Cows) for research and development
- Established in the year 2008
- In house farmers Training Facilities
- More than 100000 sft of Covered Production and storage facilities
- Have Been into farming Business for 200+ Years

About – Retail Franchise



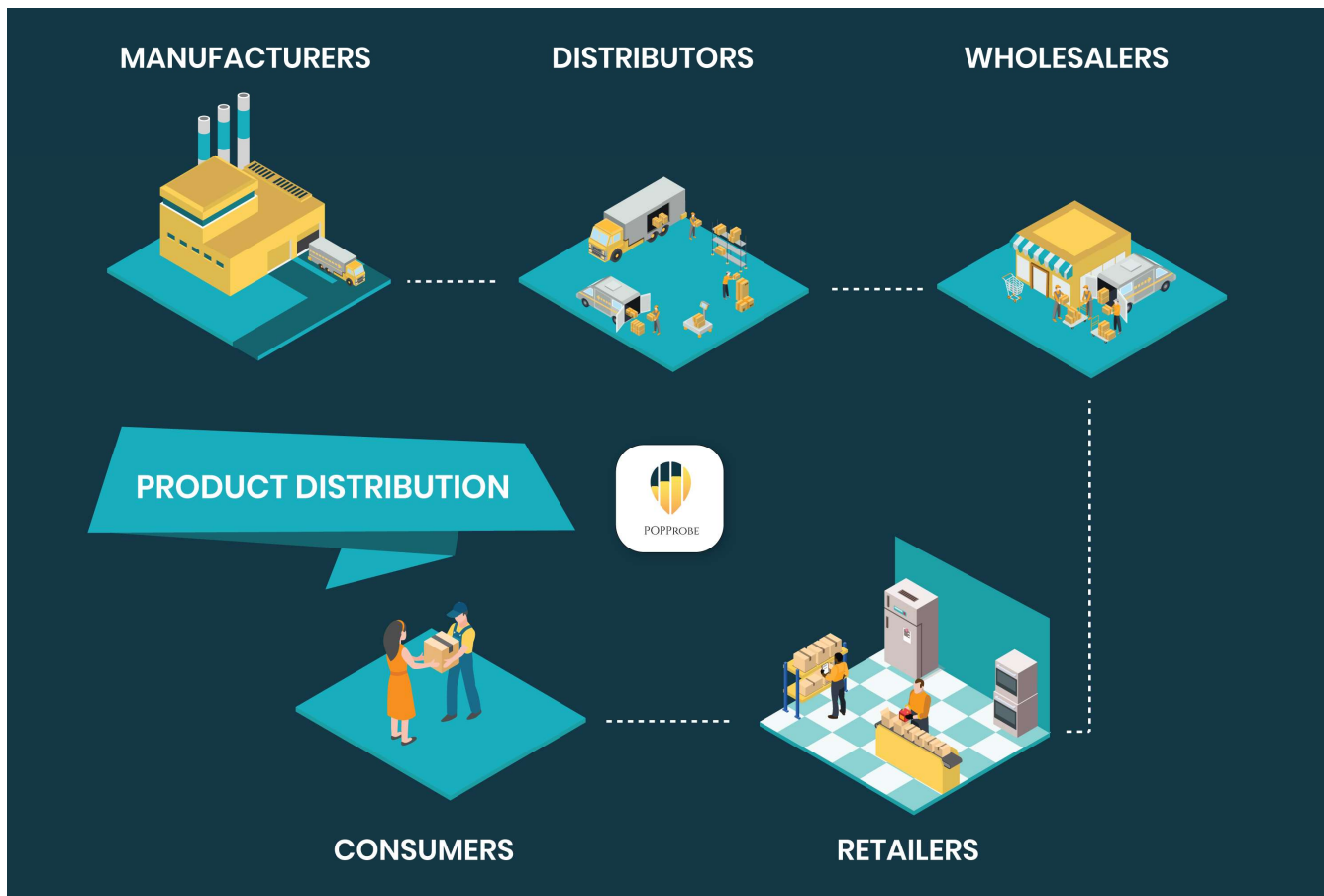
Retailer is a person or company who sells goods to the public in a shop, he will be the authorized selling point for the company in the given region.

Retail franchising is the method of opening a single store based on the name, branding, trademark, and products of an existing business. Some well-known examples include Reliance jio store, Amazon Store, Apollo Pharma, Big Bazar, Himalaya, Patanjali etc. These businesses are all around us and are often the brands we shop at and trust the most

Siesto's Green Store is a similar Concept of Franchising, where Entrepreneurs from all corners of country will join hands to develop 1 of the biggest retail network for sale of Bio fertilizers, Pesticide, seeds, farm accessories, support services etc through out India.



Roles & Responsibilities - **Retailer**



- Single point contact for SIESTO In their Region
- Maintaining Shop as per Norms
- Delivering Material to farmers / Clients
- Maintaining Stocks as per future Requirements
- Obtaining Licenses for sales
- Developing Network of Agents for Sales
- Marketing and Promotion Campaigns for Brand at Local level
- Participating in Expos / events local level
- Act as Agri Consultant for farmers
- Provide Services like field trials, drone spreader etc

Shop Setup Required - **Retailer**



- Minimum 300 Sft Shop - Covered, well protected, ventilated, water proof, safe from heat sources, lockable
- Shop to be situated on road where light delivery vans can reach easily
- Exterior Display to be visible from distance and well designed as per company norms
- Sales Team (1 -2 pax) for Marketing & Promotion, store handling, delivery of goods, loading / unloading of goods
- Softwares (company approved) for smooth billing, stock keeping, reporting, order management, purchase, billing and delivery management.
- Furniture in store for display of goods, storage of goods, cash drawer, chair, computer table etc
- Clients sitting arrangement with newspaper, magazines etc
- Smart Phone 5" or larger screen size, 128 GB, 4Gb, TV with wifi, wifi connection, computer with printer
- Motor Cycle with storage for site visits and delivery of goods to farmers
- Daily News update wall with climate update and warnings for pest attacks etc
- Paytm / Rupay / upi / online payment facilities
- How to use guideline on walls / new seeds guideline / market rates
- 3 KV Electric connection to run computers, TV, Fan, lights, etc
- Hot and cold water dispenser, boiling water jug with extra bottles



Opportunities - Retailer



- Central Governments Vision to reduce Chemical fertilizers by 50% till 2025 and 100% by 2050
- Ever Growing Demands and Necessity for Food Products
- New Product Launches Like Seeds / new fertilizers / Pesticides
- Farmer friendly Government approach
- Government Scheme for distribution of Fertilizers to Farmers
- Ever growing Demands for Bio Fertilizers and Bio Pesticides
- Increasing Awareness for use of Bio Products to save Environment
- New Policies to encourage Organic Products
- Consumers ever increasing demands for organic / chemical free foods and vegetables
- Network will help in introducing new products on regular basis
- Opportunity to become Agri Clinic for farmers
- Opportunity to expand as a service provider for local farmers, like helping in spraying pesticides with help of Drone
- Opportunity to become popular in your village as a business owner
- Opportunity to become expert farmers with best know how
- Export collection centre for organic food and other products



Opportunity as Drone Applicator



Benefits of Drone Technology –

- More land area can be covered for cultivation
- Fast, Economical, Easy
- all type crops and trees can be fertilized
- better pest management
- less or no human touch
- and many more advantages
- Drones can be used as seeds / Fertilizers / Pesticides / PGPR Spreader

Drone Financials

- Per day 30 to 40 acre of Land can be covered by 1 Applicator
- Drone ROI will be 1 Year or less
- Per Acre farming land Charges varies from 500 to 1000 per Acre
- Cost Rs 200 - 300 per Acre
- Maintenance & Fuel cost less than 30 / Acre
- Electric Cost 1 – 2 Unit per Charge



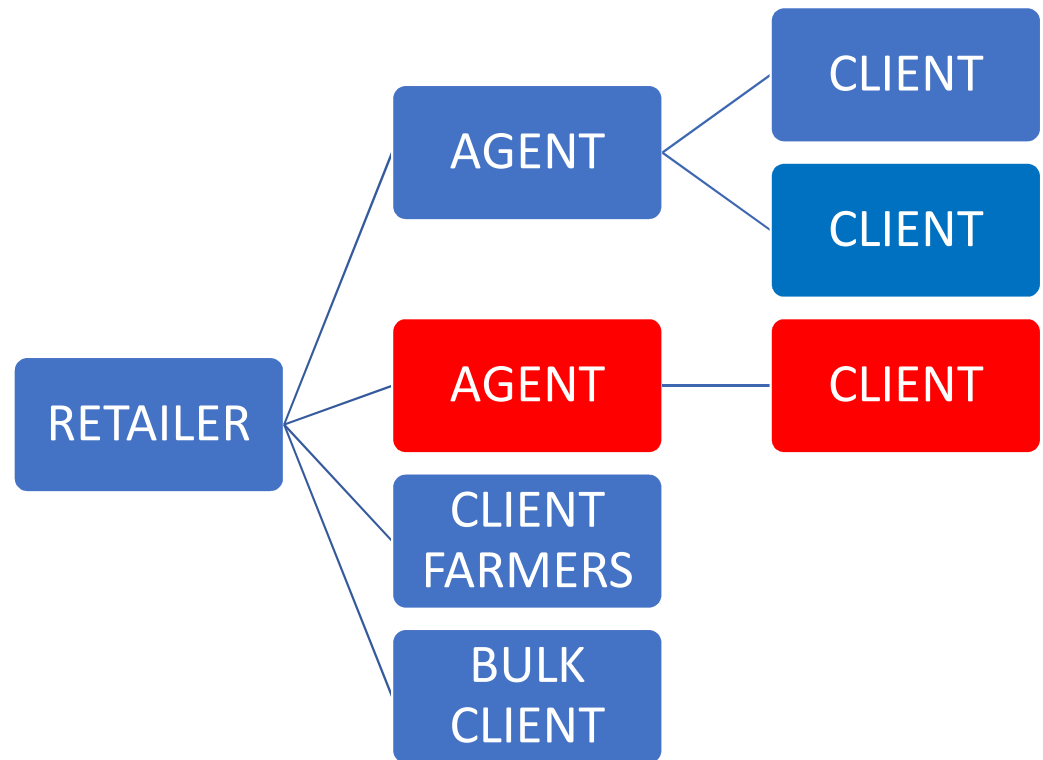
Siesto Support

- Selection of right Drone Technology for Performance and Economy with Durability
- Training to operate and manage drone
- Repair & maintenance of Drone at reasonable price
- Warranty & Guarantee from Suppliers for longer duration
- Project Report for Drone Operation and management
- Additional Business in near by areas
- Finance to Purchase and manage Drone
- Negotiation with Suppliers for Better Rate, service and spares

Retailer Network

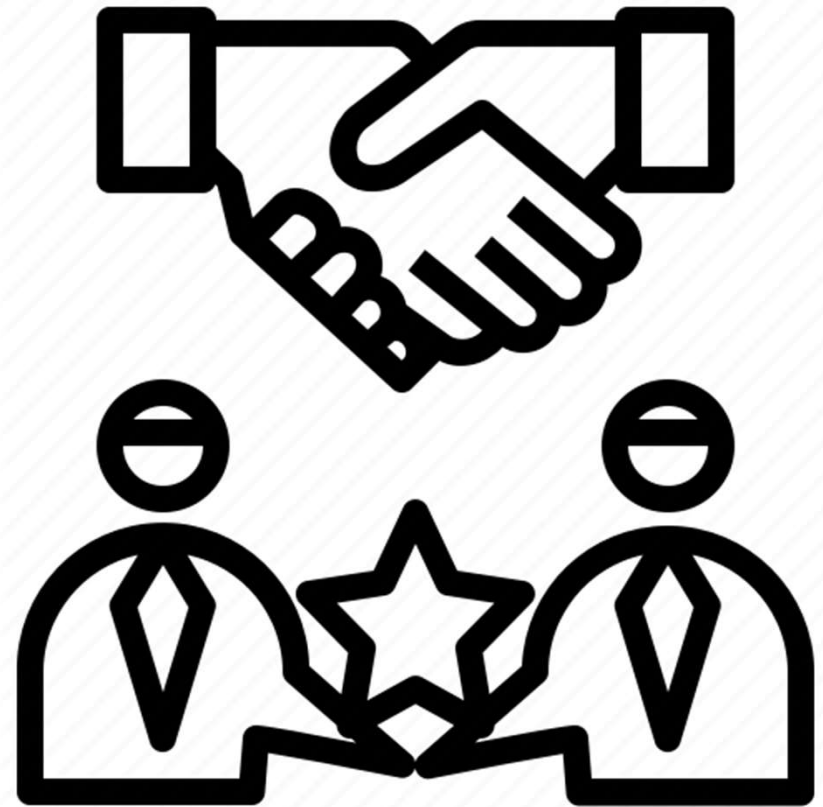


- Every Village Panchayat has agriculture land = 1000 – 2000 acres
- Every Village panchayat don't have fertilizers shop
- Every Retailer to Have at least 2 Agents
- Agents will help in sales for commission
- Every Retailer's target at lease 50 Farmers of their Region or 500 Acres of Farming land
- Retailers can target small farmers who face problem in getting resources
- Farmers are Repeat Clients



Retail Network - AGENTS

- These Agents will work as additional workforce for Network without investment
- Commissions to be provided to these agents for successful conversions and retentions
- These agents can be any person interested to get associated with Retailer for re selling of Goods
- Some examples of Agents could be – Young Freelancers willing to work, agri consultants, Agri Experienced Farmer, Sarpanch, Panch etc
- It will be a paperless relation between Parties and no legal commitments
- Agents will not have any targets to be accomplished unlike sales team
- They will use their Links, word of mouth, image, experience in convincing Farmers to use Products



Marketing & Promotion - Retailer



- Weekly farmers training
- Field demonstration for farmers
- Marketing & Promotion Required to Attract Farmers
- Exhibitions and Fairs
- Farmers Meet
- Offers and Schemes
- Seasonal offers
- Vertical & Horizontal Sales management
- Membership schemes for Farmers
- Organic Farming Support
- Buy Back Schemes



Financial Report

Retailer



RETAILER Franchisee Setup Cost

* All Amount in INR

Franchise setup cost

shop Area in Sq Ft	500
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SUMMARY

A SHOP ESTABLISHMENT	470,000
B LICENSES fee	30,000
Net Setup Cost	500,000

A SHOP ESTABLISHMENT

FURNITURE, PAINT, GLASS WORK, ELECTRICAL ETC	100,000
IT Infra (Mobile / software / computer / printer etc)	80,000
WORKING CAPITAL & STOCK	250,000
TRAINING LOADGING / BOARDING	20,000
Internal / External Signage	20,000
Sub-Total (A)	470,000

* Has the option to
invest more as per his
willingness

B License Fee

License fee (PAN / GST / SALE PERMIT / CA / BANK ETC)	30,000
Total Franchisee Fee Payable (B)	30,000

- Total Investment Required 5 Lakh (Approx)
- Investors Funding required around 1 Lakh
- 80% Loan in form of Mudra Loan / Stand up India / any eligible Loan from Bank
- Shop setup Investment 1 Lakh – licenses, training, shop deposit, initial stock, software, mobile etc
- After starting business activities further loan can be increased to 5 Lakh for working capital and stock
- After starting business and further loan disbursement, IT infra and other furniture can be planned
- Drone Investment has not been considered in Financials, it can be planned after an Year of Starting from the revenue earned

Financial Report Retailer



Income Statement - RETAILER

INCOME PROJECTIONS						
	Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (Before GST)		1,040,000	1,140,000	1,260,000	1,380,000	1,520,000
Revenue from Agent Sales		1,480,000	3,100,000	4,160,000	4,570,000	5,020,000
Net Realized Revenue		2,520,000	4,240,000	5,420,000	5,950,000	6,540,000
Monthly Revenue		210,000	353,333	451,667	495,833	545,000
COGS on Retail Sales		780,000	854,000	945,400	1,033,940	1,139,334
COGS on Agent Sales	85.00%	1,258,000	2,635,000	3,536,000	3,884,500	4,267,000
Total COGS		2,038,000	3,489,000	4,481,400	4,918,440	5,406,334
Gross Profit from Retail Sales		260,000	286,000	314,600	346,060	380,666
Gross Profit on Agent Sales		222,000	465,000	624,000	685,500	753,000
Total Gross Profit		482,000	751,000	938,600	1,031,560	1,133,666
Utilities Expenses	15,000	180,000	189,000	198,450	208,373	218,791
RENT, STAFF, ELE BILL, INTERNET, INTEREST, TAXES MISC						
Marketing Local Marketing Spends (of Retail Sales)	3.0%	31,200	34,200	37,800	41,400	45,600
Total Cost of Operations		211,200	223,200	236,250	249,773	264,391
EBITDA (Operating Income)		271,000	528,000	702,000	782,000	869,000
Operating Income in Lacs		2.71	5.28	7.02	7.82	8.69
Operating Margin %		11%	12%	13%	13%	13%
Payback on Net Setup cost		500,000				
ROI (%)		54%	106%	140%	156%	174%
Cumulative ROI (%)		54%	160%	300%	457%	630%
Payback Calculation		1.00	0.43	-	-	-
Payback (Yrs.)		1 Year 5 Months				

- ROI – LESS THAN 1.5 YEAR (SUBJECT TO EXECUTION OF OBJECTIVES)
- Total Investment Includes Stock, deposit, shop setup, working capital etc whereas their loan repayment tenure will be 5 years or more
- If we decrease Bank Loans from Investment than ROI will be less than 6 Months
- Minimum margins of 15% taken for calculation – where as real margins are above that
- Net Sales Figures are based on 30 Farmers or 150 acre land @ 1000/acre revenue and 2 Agents annually – whereas potential is much more than that – please refer Retailer network page
- Year on year growth are based on addition of more Agents and farmers every year
- Rent / employee cost are also calculated in proposition to sales and YoY increment provisions
- Detailed financial report available separately, which includes details of Agents rollout scheme and retailer revenue
- 3% local marketing spends has been calculated
- Service fees, consultancy fees, etc not calculated

SIESTO'S SUPPORT TO Retailer



- Shop designing and development
- Acquiring Licenses to work as an entrepreneur
- Uninterrupted supply of Goods
- Fast and Timely delivery of goods
- Entrepreneurship Training and guidance
- Technical Knowledge and guideline
- Product and Field Trial Training & Support
- Network Development Ideas and strategies
- Designing and Artwork development Support
- Licenses as per government norms
- Better quality of Goods in respect to Market
- Competitive pricing strategy
- Quarterly & Annual Target Benefits, Schemes and Offers
- Crop Schedules for all crops, new crop ideas
- Dedicated softwares for smooth functioning of business
- R & D for new and Innovative technologies, Products



SIESTO'S TRAINING TO Retailer



- Product Training
- Product Application Training
- Pest Control Techniques
- Crop wise scheduling
- Soil Testing Kit training
- Entrepreneur Training to run a shop
- Bio v/s chemical farming issues and solutions
- Benefits of All Products
- Precautions to be maintained
- How to train farmers to use Bio
- How to engage farmers
- Field Trials of products
- Software training and management
- Local marketing and promotion ideas
- Accounting, GST, Income tax filling



STEPS TO BECOME Retailer



STEP 1

- APPLICATION FOR RETAIL FRANCHISE
- ACCEPTANCE TO FOLLOW ALL RETAIL FRANCHISE NORMS
- 1 TO 1 MEETING WITH SIESTO – INTERVIEW

STEP 2

- DEPOSIT 1 LAKH CHEQUE WITH OTHER RELEVANT DOCUMENTS
- LETTER OF APPOINTMENT AND AGREEMENT COPY
- SHOP FINALIZATION AND CA APPOINTMENT
- 'O' FORM TO BE ISSUED

STEP 3

- APPLY FOR SALES PERMIT IN STATE (AS PER STATE NORMS)
- TRAINING @ RAIPUR (CHATTISGARH)
- OBTAIN SALE PERMIT AND OTHER RELEVANT LICENSES (IF ANY)
- APPOINT TEAM AS PER REQUIREMENT

STEP 4

- INITIAL ORDER BOOKING
- AGENT & FARMERS NETWORK DEVELOPMENT INITIATIVE
- LOAN FORMALITIES
- FIELD TRIALS AT VARIOUS FARMERS FARMS

STEP 5

- SHOP FURNISHING AND LAUNCHING
- ONLINE SALES SETUP / DIRECT SALES SETUP
- ROUTINE BUSINESS ACTIVITIES

CA Activities for Retailer

- Firm / Partnership Formation
- PAN & GST Application for Firm
- Gomasta Application for shop
- Sale Licenses Application for Fertilizer Shop
- Rent agreement for shop
- Bank Current Account opening
- Online payment / collection modes like paytm / upi / rupay
- Bank Loan Formalities Disbursement & Renewals
- Different loan schemes selection – Mudra / Stand up India / SIDBI / etc
- GST Return Filling (quarterly)
- Income Tax Return Filling (annually)
- Tax and Duties Payment
- Renewal of licenses
- Accounting & Books Management
- Cases and Scruitnies Management
- Strategic Investment Planning
- Stock insurance or shop insurance



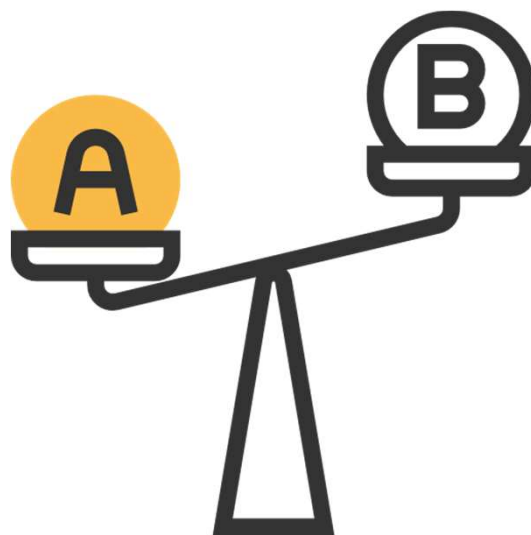
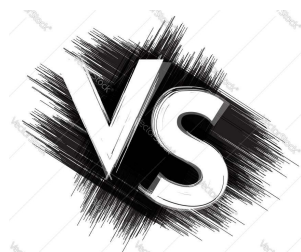
Why SIESTO RETAILER

- Unique Concept of Retail Franchising at Panchayat Level
- One of the few companies in India to have full range of Bio Products
- State of Art manufacturing Facilities of sister Company SRT AGRO SCIENCE PVT LTD
- Many Patented Products like capsule technology
- Most product available in POWDER / LIQUID / CAPSULE form
- Unique distribution network through Franchising
- International Footprints
- Sasta , Sundar , Tikau Product Range
- Dynamic Price Strategy
- Attractive Margins and low cost model
- Future Prospects and oppurtunities
- Siesto & SRT Experience & Knowledge



SIESTO RETAILER

- SIESTO Retailer will have a technical backup of SIESTO which will help him to start his business within 1 month
- His cost of starting the business will be less
- He will get regular update about new products and market
- He will get schemes and offers
- Dedicated software to run business smoothly



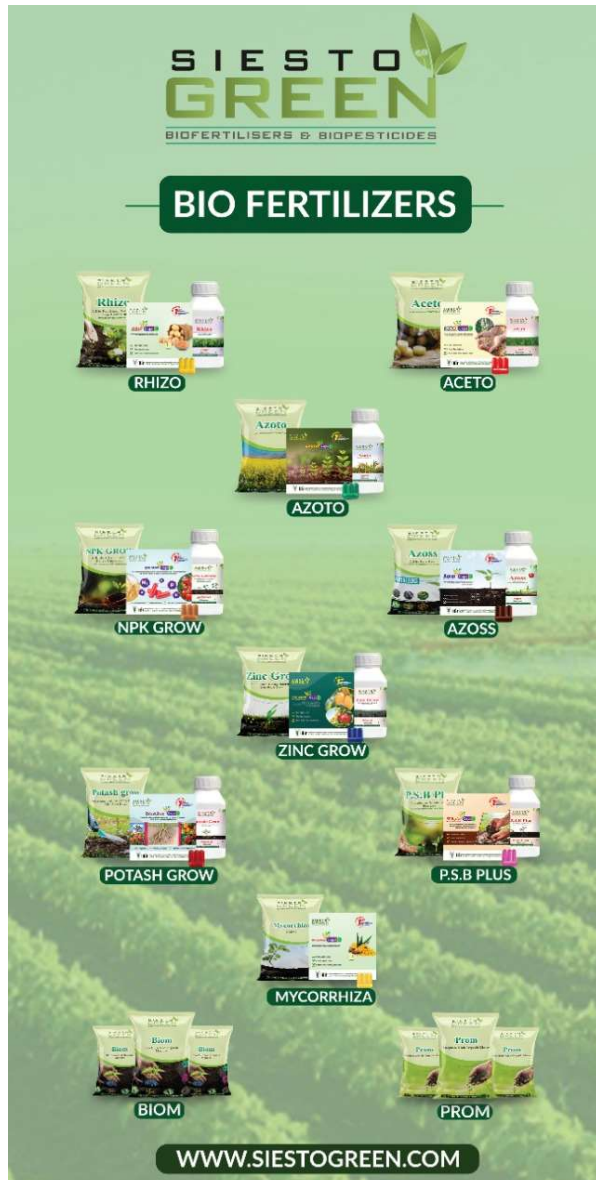
INDEPENDENT RETAILER

- Independent Retailer has to work on his own knowledge and experience
- His cost of Starting the business will be more compared to Franchisee as he will be travelling and exploring more to find suppliers / service providers / etc
- He has to work hard to be with the market and future trends
- He needs to negotiate hard and keep records to get better margins and offers
- He will be required to invest more for software purchase and implementation

PRODUCT RANGE – USP's



- Most products available in Powder / Granule / Liquid / Capsule form
- Multiple packaging options
- Range of products , sufficient enough for a shop to run and earn
- Complete range to cater all requirements of farmers from soil preparation to harvesting
- Most advanced product category like 1st in World encapsulated Capsules (Patented)
- New and advanced Product Research going on for more products to help overcome farmers problem
- Quality Material to generate satisfied customers
- Product mix to cater all crop type / plantations / varieties etc
- Easy to handle / easy to use products
- Environment friendly products with zero carbon footprint
- For detailed list of products visit website www.siestogreen.com or ask for e-Broucher



SIESTO GREEN
BIOFERTILISERS & BIOPESTICIDES

BIO FERTILIZERS

RHIZO

ACETO

AZOTO

NPK GROW

AZOSS

ZINC GROW

POTASH GROW

P.S.B PLUS

MYCORRHIZA

BIOM

PROM

WWW.SIESTOGREEN.COM

PRODUCT RANGE



What is Bio Fertilizers

- A biofertilizer is a substance which contains living micro-organisms which, when applied to seeds, plant surfaces, or soil, colonize the rhizosphere or the interior of the plant and promotes growth by increasing the supply or availability of primary nutrients to the host plant Fertilizers

Biofertilizers are important for the following reasons:

- Biofertilizers improve the soil texture and yield of plants.
- They do not allow pathogens to flourish.
- They are eco-friendly and cost-effective.
- Biofertilizers protect the environment from pollutants since they are natural fertilizers.
- They destroy many harmful substances present in the soil that can cause plant diseases.
- Biofertilizers are proved to be effective even under semi-arid conditions

Applications of Biofertilizers

- Seedling root dip
- This method is applicable to rice crops. The seedlings are planted in the bed of water for 8-10 hours.
- Seed Treatment
- The seeds are dipped in a mixture of nitrogen and phosphorus fertilizers. These seeds are then dried and sown as soon as possible.
- Soil Treatment
- The biofertilizers along with the compost fertilizers are mixed and kept for one night. This mixture is then spread on the soil where the seeds have to be sown.

PRODUCT RANGE

What is Bio Pesticides / Insecticides / Nematicides / Fungicides

- Biopesticides are certain types of pesticides derived from such natural materials as animals, plants, bacteria, and certain minerals. For example, canola oil and baking soda have pesticidal applications and are considered biopesticides
- Bio-insecticides are **organic formulations recommended for the management of insects** that feed on crops. They are different from chemical pesticides in several ways. They contain live bacteria that produce toxins which cause stomach poison in the insects and kill them
- Bio Nematicides is a **biological product used in managing** pathogenic nematodes in horticultural as well as agricultural crops. It has ability to colonize the eggs of a wide range of phytophagous nematodes. ... (root lesion nematodes); *Rotylenchulus reniformis* (reniform nematode); *Nacobbus* spp. (false root knot nematodes)
- Biofungicides are formulations of living organisms that are **used to control the activity of plant pathogenic fungi and bacteria**. The concept of biofungicides is based upon observations of natural processes where beneficial microorganisms, usually isolated from soil, hinder the activity of plant pathogens

Advantages of using Bio Products - Pesticides / Insecticides / Nematicides / Fungicides

- Bio Products are usually inherently less toxic than conventional pesticides.
- Bioproducts generally affect only the target pest and closely related organisms, in contrast to broad spectrum, conventional pesticides that may affect organisms as different as birds, insects and mammals.
- Bioproducts often are effective in very small quantities and often decompose quickly, resulting in lower exposures and largely avoiding the pollution problems caused by conventional pesticides.
- When used as a component of Integrated Pest Management (IPM) programs, bioproducts can greatly reduce the use of conventional pesticides, while crop yields remain high.
- To use bioproducts effectively (and safely), however, users need to know a great deal about managing pests and must carefully follow all label directions.



S I E S T O GREEN
BIOFERTILISERS & BIOPESTICIDES

LAUNCHING SOON!

BIO PESTICIDE & INSECTICIDE

TRAPS
DISEASE: Heliothis, Spodoptera, White Grub, Fruit Borer.

LIFELINE
DISEASE: Jassid, Mealy Bug, White Fly, Insect-scale.

ACARIDA
DISEASE: Yellow Mites, Scarlet Mites, Red Mites, White Mites.

BT
DISEASE: Soft Rot, Black Rot, Bacterial Rot.

BIO NEMICIDE

PACLIQ
DISEASE: Cyst Nematodes, Root Knot Nematodes, Nematodes.

BIO FUNGICIDE

BACILLUS
DISEASE: Sheath Blight, Bacterial Wilt, Panama Wilt.

INDOFA
DISEASE: Stem Rot, Anthracnose, Seeding Rot, Late Blight.

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PRODUCT RANGE



- PGP - Plant growth promoters are **substances that enhance the development of plants**. They help in boosting the growth of the crop as well as its quality. The presence of different types of plant hormones such as cytokinins, gibberellins, and auxins in plant growth promoters helps in influencing better plant growth
- PGR - Plant growth regulators are substances that influence the growth and differentiation of plant cells. They are chemical messengers that facilitate intracellular communication. These are also known as plant hormones.
- Micronutrients promote essential plant processes and growth, which translates into nutrient-rich food for animals and humans. Micronutrients include **boron, chlorine, copper, iron, manganese, molybdenum and zinc**, which are often in short supply for growing crops. ... A lack of boron may also stunt plant growth

PRODUCT RANGE – Future Prospects

FUTURE

PRESENT

PAST

- ☐ Sulphur Solubilizing Bacteria's
- ☐ Silica Solubilizing Bacteria's
- ☐ Variety of Micro Nutrients
- ☐ Weed Control Products
- ☐ Seeds
- ☐ Crop wise Kits
- ☐ Pest control Kits
- ☐ Farm Tools & equipments
- ☐ Mulching Sheets
- ☐ Finished Products Packing Material
- ☐ AgriClinic
- ☐ And Many more

SIESTO WILL MAKE SURE THAT IT'S NETWORK OF RETAILERS ARE ALWAYS AHEAD IN REGION, IN TERMS OF PRODUCT QUALITY, RANGE, VARIETY AND AFFORDABILITY

Checklist for Becoming- **Retailer**



- ✓ Investment Capacity 1 Lakh or More Initial
- ✓ If Firm or Partnership then owner or Partner has to be a Bsc Graduate with chemistry
- ✓ Shop at prominent Location with access to Transport Facilities / easy to Drive / easy to find / visible / spacious /
- ✓ One Full Time Active Member of the Family
- ✓ Farmers Network / Liasioning Links
- ✓ Sales & Promotion experience will be preferred
- ✓ No Previous Criminal Record
- ✓ Knowledge of Agriculture Related Experience will be preferred
- ✓ Aadhar Card & PAN Card
- ✓ NOC from Sarpanch / Parshad / Local authority
- ✓ Address Proof for Shop and house

RETAILER FORM





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siesto.green@gmail.com
8817400702