



PRESENTS
DEALER
NETWORKING
OPPORTUNITY
DISTRICT WISE

Become A Dealer





ABOUT US



• SIESTO SYSTEMS PVT LTD

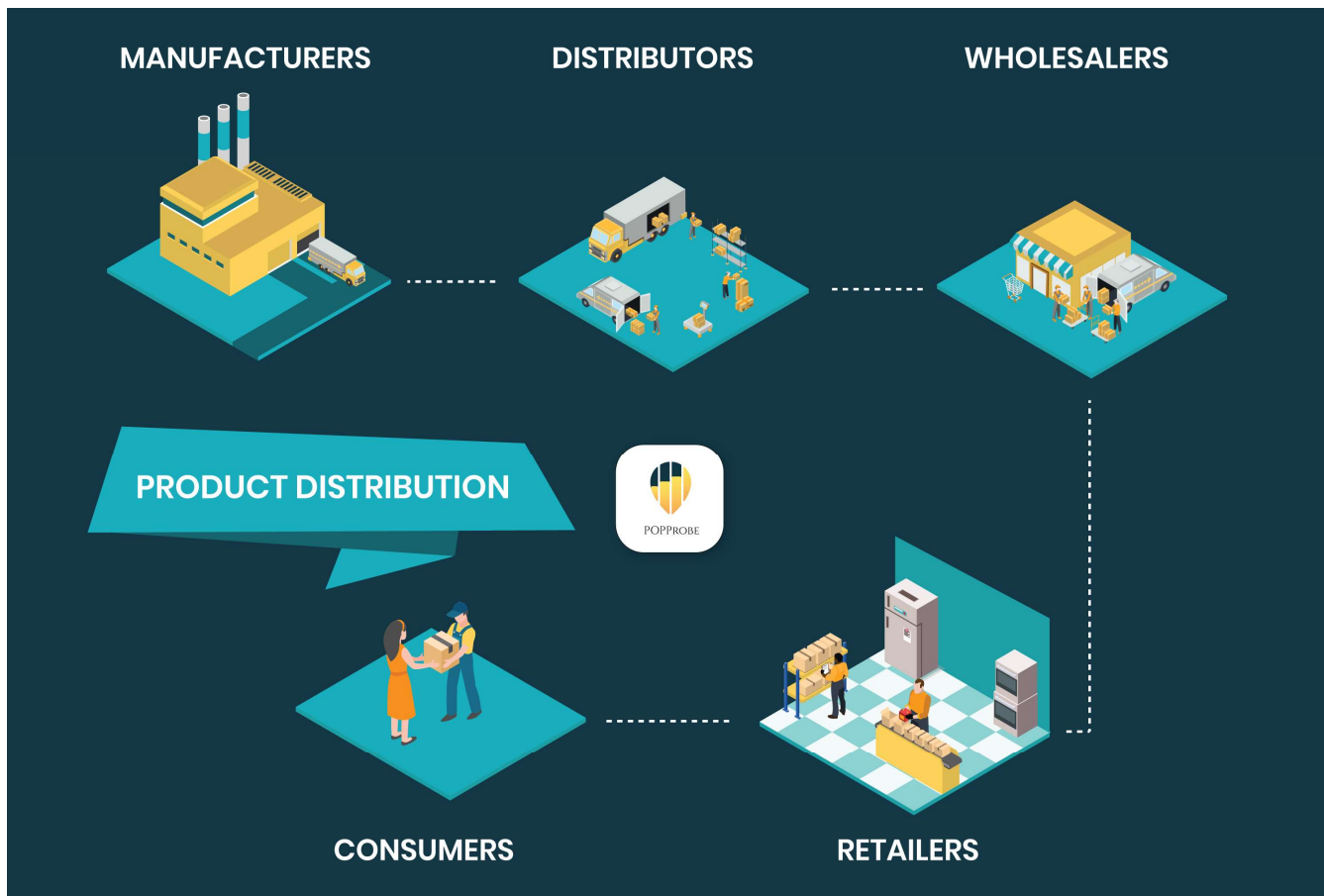
- A Multi-national Company, with various business verticles and multiple offices in India and Abroad
- Part of BHIMSARIA GROUP of Companies, owner of Brands like SIESTO SYSTEMS, LAKADEE.COM
- Global Marketing and Promotion Rights for SRT Manufactured products
- Expert in Designing and development of 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

Roles & Responsibilities - Dealer



- Single point contact for SIESTO In their Region
- Maintaining Godowns as per Regions Requirement
- Lifting Materials from Factory / SIESTO Warehouse / Distributor
- Delivering Material to Retailers Shop / Clients
- Maintaining Stocks as per future Requirements
- Obtaining Licenses for himself & Network for their Region
- Developing Network of Agents & Retailers as per Company Norms
- Appointing Retailers in all Villages
- Getting Approvals for products sales in Region from various departments / associations / mandis / communities / societies etc
- Getting registered with state department for govt. supplies / Rate Contracts etc
- Marketing and Promotion Campaigns for Brand Local level
- Participating in Expos / events local level

Setup Required - Dealer



- Minimum 3000 Sft Godown - Covered, well protected, ventilated, water proof, truck Entry road, safe from heat sources
- Godown to be outside City Limits or truck entry 24 Hrs
- 2 x Small Trucks (Pick up or equivalent) – Container Type, Driver + Helper with Siesto Branding (can be hired Initially)
- 300 Sft Office with Boss Cabin, Manager Cabin, Staff Cubicles, Computers, Printers, Wifi, Networking system, Peon, Pantry, Toilets etc
- Sales Team (2 -3 pax) for Marketing & Promotion
- Loading unloading Machines
- Pallets for storing goods
- Re packaging Area in Godown
- Softwares (company approved) for smooth billing, stock keeping, reporting, order management, purchase and delivery management.



Opportunities - Dealer



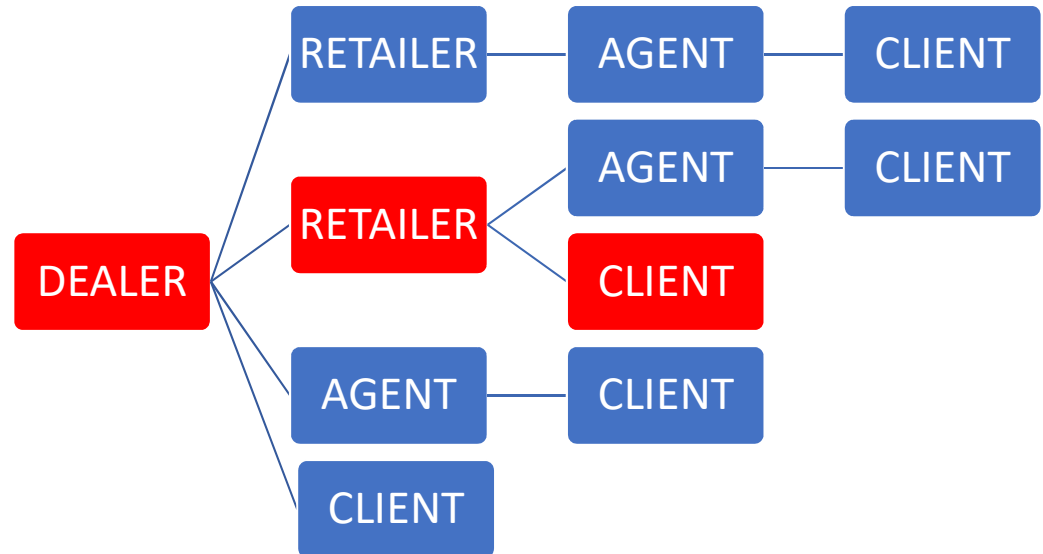
- Central Governments Vision to reduce Chemical fertilizers by 50% till 2025 and 100% by 2050
- Ever Growing Demands and Necessity for Food Products
- New Product Launches Like Seeds / new fertilizers / Pesticides
- Farmer friendly Government approach
- Government Scheme for distribution of Fertilizers 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



Dealer Network



- Every District has 350 to 400 Village Panchayat – CG = 300+ Villages
- Every Village Panchayat can have at least One Retailer = 300+ Retailers
- Every Retailer to Have at least 2 Agents – 600+ Agents
- Every Dealer Must Have at least 2 Agents – 2+ Dealer Agents
- Every Retailer's target at lease 50 Farmers of their Region or 500 Acres of Farming land



Dealer Network



DISTRICT

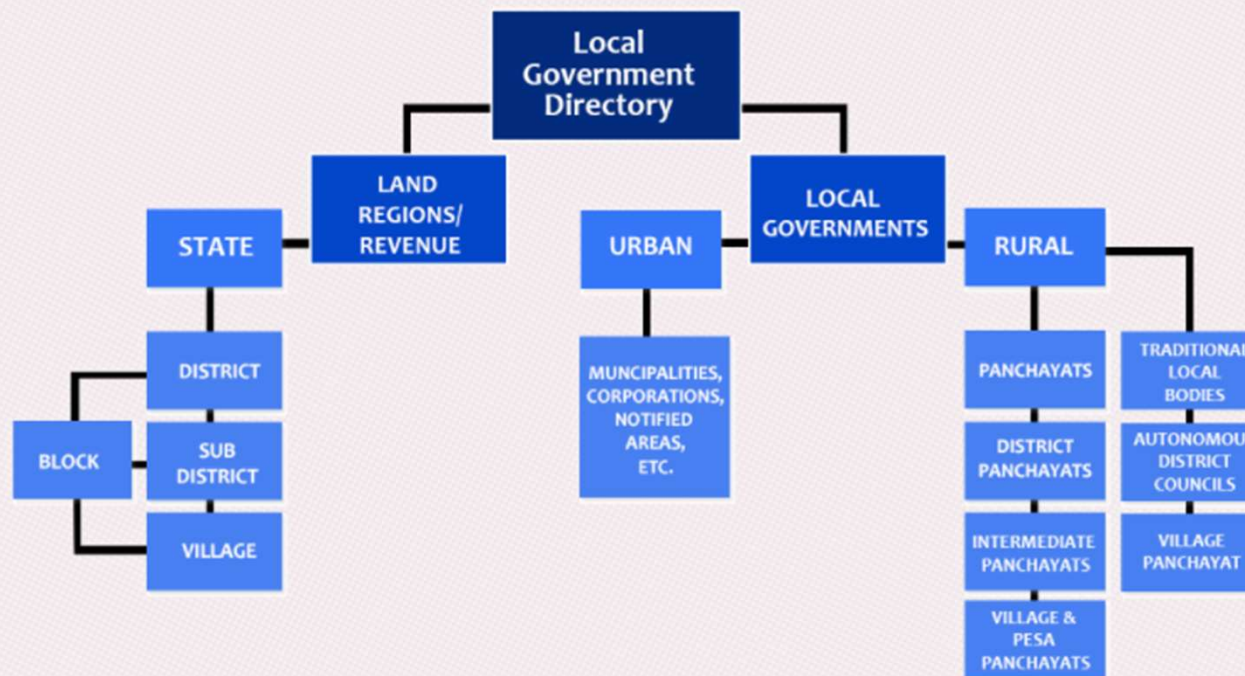
- EVERY DISTRICT TO HAVE 1 OR MORE DEALER SUBJECT TO SIZE AND REACH OF DEALER AND NO. OF RETAILERS
- CAN BE FURTHER DIVIDED INTO SUB DISTRICTS or BLOCKS (If Required)

VILLAGE

- 1 OR MORE SUBJECT TO PERFORMANCE, SIZE OF VILLAGE PANCHAYAT

AGENTS

- FREE LANCE SALES TEAM HELPING TO GENERATE SALES FOR COMMISSION
- IT CAN BE AGRI CONSULTANTS / RENOWNED FARMER / SARPANCH / PANCH / AGRI TRAINERS ETC



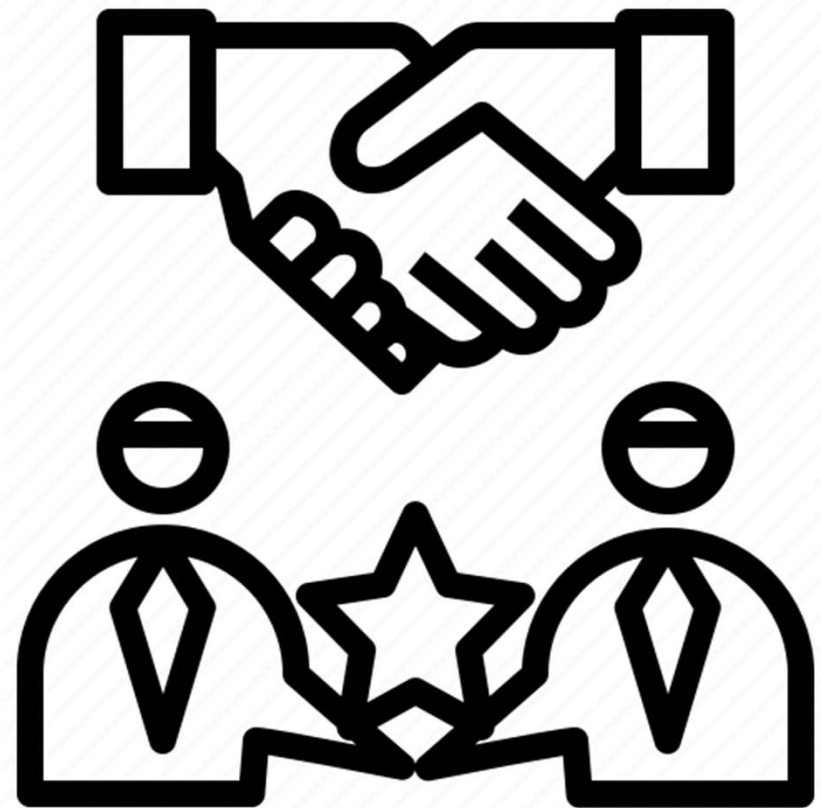
Dealer Network - RETAILERS



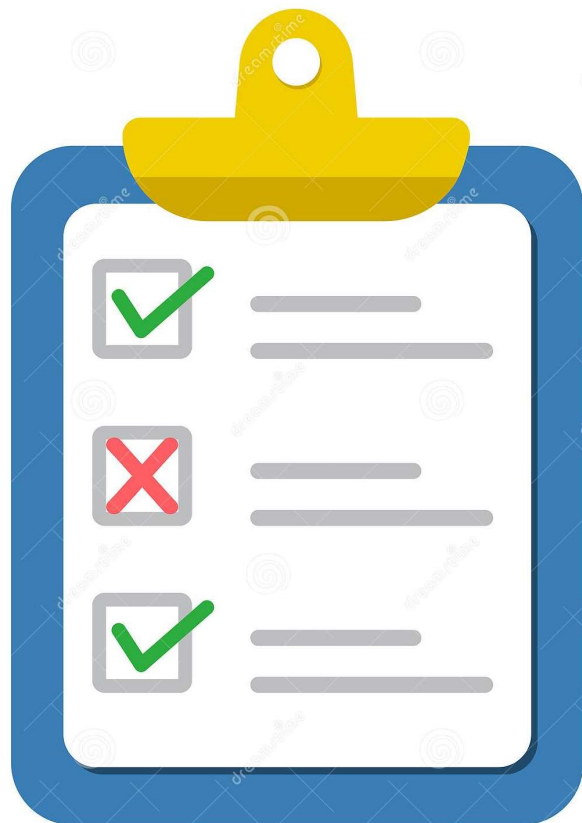
- Retailers will be the back bone of the system, they will deal with the end consumers
- They will maintain their shops at Village Panchayat Level
- They will cater to local farmers along with providing consultancy to them
- They will help farmers in field trials and product sampling
- They will help farmers in using products regularly
- They will act as consultants to farmers by providing right solutions at right time, along with right product and right implementation
- They will help in engaging farmers at micro level
- They will help system in getting regular and repeated orders
- They will provide ground reports to dealers / distributors / company
- Retailers network will help distributors and expanding business rapidly
- Because of this network we can plan to introduce new products in system regularly

Dealer Network - AGENTS

- Agents will be of 2 types for Dealer – One directly associated with Dealer and other associated with Retailer
- 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 Dealer / 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



Checklist for Becoming- Dealer



- ✓ Investment Capacity 50 Lakh or More Initial
- ✓ If Firm or Partnership then owner or Partner has to be a Bsc Graduate
- ✓ If Company – Main Responsible Person should be a Bsc Graduate
- ✓ Godown at prominent Location with access to Labour / Transport Facilities / easy to Drive / out side City Limits
- ✓ One Full Time Active Member of the Family
- ✓ Government Network / Liasioning Links
- ✓ Sales & Promotion Team
- ✓ Transport Vehicles
- ✓ Previous Experience of Dealer Network - to be preffered
- ✓ District Level Working Experience
- ✓ No Previous Criminal Record
- ✓ Knowledge of Agriculture Related Experience will be preffered

Marketing & Promotion Activities to be Performed by Dealer



- Distributing Network Development Village Panchayat level
- Marketing & Promotion Required to Attract Retailers
- Marketing & Promotion Required to Attract Farmers
- Exhibitions and Fairs
- Field Trials
- Farmers Meet
- Road Shows



Government Registration at District Level by Dealer



- ☐ Sale Permit for Brand From State Agricultural University for himself and his Network
- ☐ Rate Contract with State Government for Supply of Goods
- ☐ Registration with all Societies for Supply of Goods
- ☐ Registration with All DFO's
- ☐ Registration with all Agricultural Universities / colleges of Region

Human Resources Required Dealer

HR Structure - DEALER

Designations		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year 1	Year 2	Year 3	Year 4	Year 5
Owner	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Billing and Accounts	15,000	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2
Driver	12,000	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2
Driver Helper	9,000	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2
Godown Incharge	15,000	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	2
Labour	8,000	2	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	4
Manager (optional)	20,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
peon/housekeeping	8,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Sub-Total		8	8	8	8	8	8	14	14	14	14	14	14	14	14	14	14	14
Pay-out		75,000	75,000	75,000	75,000	75,000	75,000	142,000	142,000	142,000	142,000	142,000	142,000	1,302,000	1,704,000	1,704,000	1,704,000	1,704,000
Annual appraisal Factor	10%													1	1.1	1.2	1.3	1.5
Actual Pay-out		75,000	75,000	75,000	75,000	75,000	75,000	142,000	142,000	142,000	142,000	142,000	142,000	1,302,000	1,874,000	2,062,000	2,268,000	2,495,000

- Start up Team Required – 5 TO 7staff
- After 20 Retailers conversion – need additional team as per requirement
- Drivers, Helpers and Labors Included in Team
- Marketing and Promotion Team Required from Start up
- Back office Team Required from Start up



Financial Report

Dealer



DEALER Setup Cost (DISTRICT)

* All Amount in INR

Franchise setup cost	
Godown in Sq. Ft	3000
Office Masterin Sq. Ft	500
	-

SUMMARY

A Godown and Delivery Setup	1,740,000
B Equipment & Stock	2,250,000
C Licenses	50,000
D DEALER Deposit	500,000
Net Setup Cost	4,500,000

E Lease Deposits	157,500	3	* Months (Depends upon location to location)
F Working Capital Requirements (Provision)	500,000	* Initial 3 Months Opex,	
Gross Project Cost	5,157,500		

A Godown and Delivery Setup			
Godown Infra	140,000	40	* Cost of Racks / Pallets / Almira
Delivery Vehicles x 2 (CONTAINER TYPE)	1,500,000		
Vehicle Branding	50,000		
loading / unloading equipments	50,000		
Sub-Total (A)	1,740,000		

B Equipment & Stock	
Computer / Printer / UPS / wifi etc	100,000
Stock	2,000,000
software licenses	100,000
Misc.	50,000
Total Franchisee Fee Payable (B)	2,250,000

C Licenses	
Business Licenses (GST / Shop Establishment)	50,000
	-
License Fee & Others (C)	50,000

D DEALER Deposit	
DEALER Deposit	500,000
Total DEALER Deposit (D)	500,000

- Total Investment Required 50 Lakh (Approx)
- Investors Funding required around 15 Lakh
- 70% Loan in form of vehicle Loan and Cash Credit considered
- 2 Vehicles worth 15 Lakh can be 90% financed
- Upto 20 Lakh Bank CC Limit considered, more can be arranged subject to credentials
- 5 Lakh Security Deposit can be used as Credit Limit
- Godown setup Investment – deposits for godown, Racks, pellets, trolleys, etc
- Office setup Investment – Computers, printers, softwares, furniture
- Total Investment to increase in propotion to Sales as and when required

Financial Report Dealer



Income Statement - DEALER

INCOME PROJECTIONS						
	Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue from Retail Sales		1,120,000	1,180,000	1,240,000	1,300,000	1,360,000
Revenue from Retailer Franchise Sales		100,800,000	270,400,000	487,200,000	725,200,000	986,800,000
Revenue from Agent Sales		1,980,000	4,160,000	5,570,000	7,120,000	8,820,000
Revenue from Bulk Farmers	200,000	2,400,000	2,400,000	2,400,000	2,400,000	2,400,000
Revenue from Government	200,000	2,400,000	2,400,000	2,400,000	2,400,000	2,400,000
Net Realized Revenue		108,700,000	280,540,000	498,810,000	738,420,000	1,001,780,000
Monthly Revenue		9,058,333	23,378,333	41,567,500	61,535,000	83,481,667
COGS on Retail Sales		1,007,762	1,062,150	1,116,257	1,170,070	1,223,574
COGS on Retailer Franchise Sales	90.00%	90,720,000	243,360,000	438,480,000	652,680,000	888,120,000
COGS on Agent Sales	90.00%	1,782,000	3,744,000	5,013,000	6,408,000	7,938,000
cOGS on BuLK FARMER	90.00%	2,160,000	2,160,000	2,160,000	2,160,000	2,160,000
cOGS on Government Sales	90.00%	2,160,000	2,160,000	2,160,000	2,160,000	2,160,000
Total COGS		97,829,762	252,486,150	448,929,257	664,578,070	901,601,574
Gross Profit from Retail Sales	10.02%	112,238	117,850	123,743	129,930	136,426
Gross Profit from Retailer Franchise Sales	10.00%	10,080,000	27,040,000	48,720,000	72,520,000	98,680,000
Gross Profit from Agent Sales	10.00%	198,000	416,000	557,000	712,000	882,000
Gross Profit from BULK FARMER	10.00%	240,000	240,000	240,000	240,000	240,000
Gross Profit from Government	10.00%	240,000	240,000	240,000	240,000	240,000
Total Gross Margin		10,870,238	28,053,850	49,880,743	73,841,930	100,178,426
Employee Cost		1,302,000	1,874,000	2,062,000	2,268,000	2,495,000
Infrastructure Charges						
WareHouse (Per Sq Ft Cost)	15	630,000	661,500	694,575	729,304	765,769
Utilities						
Electricity & Water	5,000	60,000	63,000	66,150	69,458	72,930
Software renewal	5,000	60,000	63,000	66,150	69,458	72,930
Telephone / Broadband	2,000	24,000	25,200	26,460	27,783	29,172
Diesel & Maintenance of Vehicle	1%	1,039,000	2,757,400	4,940,100	7,336,200	9,969,800
Misc. expenses	10,000	120,000	126,000	132,300	138,915	145,861
Marketing						
Local Marketing Spends (of Retail Sales)	5.0%	56,000	59,000	62,000	65,000	68,000
Event Spends / EXHIBITIONS (of Retail Sales)	15.0%	168,000	177,000	186,000	195,000	204,000
Total Cost of Operations		3,399,000	5,803,100	8,232,585	10,895,809	13,819,990
EBITDA (Operating Income)		7,471,000	22,251,000	41,648,000	62,946,000	86,358,000
Operating Income in Lacs		74.71	222.51	416.48	629.46	863.58
Operating Margin %		7%	8%	8%	9%	9%
Payback on Net Setup cost		5,157,500				
ROI (%)		145%	431%	808%	1220%	1674%
Cumulative ROI (%)		145%	576%	1384%	2604%	4279%
Payback Calculation		0.69	-	-	-	-
Payback (Yrs.)		8 Months				

- ROI – LESS THAN 1 YEAR (SUBJECT TO EXECUTION OF OBJECTIVES)
- Total Investment Includes Stock, deposit, vehicle, working capital etc whereas their loan repayment tenure will be 3 years or more
- If we decrease Bank Loans from Investment than ROI will be less than 6 Months
- COST INCLUDED – TO & FRO Freight, diesel, labour, rent, packaging, handling, electricity etc
- Minimum margins of 10% taken for calculation – where as real margins are above that
- Net Sales Figures are based on 40 retailers and 2 Agents annually – whereas potential is much more than that – please refer dealer network page
- Year on year growth are based on addition of more Agents and retailers 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 rollout scheme

SIESTO'S SUPPORT TO Dealer



- National and International Footprint
- Uninterrupted supply of Goods
- 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
- New product development
- Better quality of Goods in respect to Market
- Competitive pricing strategy
- Quarterly & Annual Target Benefits
- Crop Schedules for all crops
- Dedicated softwares for smooth functioning of business
- Government Tender specification Planning support
- R & D for new and Innovative technologies



STEPS TO BECOME Dealer



STEP 1

- APPLICATION FOR DEALER
- ACCEPTANCE TO FOLLOW ALL DEALERS NORMS
- 1 TO 1 MEETING WITH SIESTO – INTERVIEW

STEP 2

- DEPOSIT CHEQUE WITH OTHER RELEVANT ACTIVITIES
- LETTER OF APPOINTMENT AND AGREEMENT COPY
- GODOWN & OFFICE FINALIZATION
- '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 & RETAILER NETWORK DEVELOPMENT INITIATIVE
- OTHER MARKETING ACTIVITIES
- PR ACTIVITIES AT VARIOUS GOVT DEPARTMENTS / PRIVATE ETC

STEP 5

- AGENT & RETAILER APPOINTMENT, TRAINING , SETUP, SALES PERMISSIONS
- ONLINE SALES SETUP / DIRECT SALES SETUP
- BULK FARMERS SALES / RATE CONTRATS / FOREST TIE UP
- ROUTINE BUSINESS ACTIVITIES

Why SIESTO Dealership

- 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



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

DEALER FORM





www.siestogreen.com
siesto.green@gmail.com
8817400702