



GIVA.♦

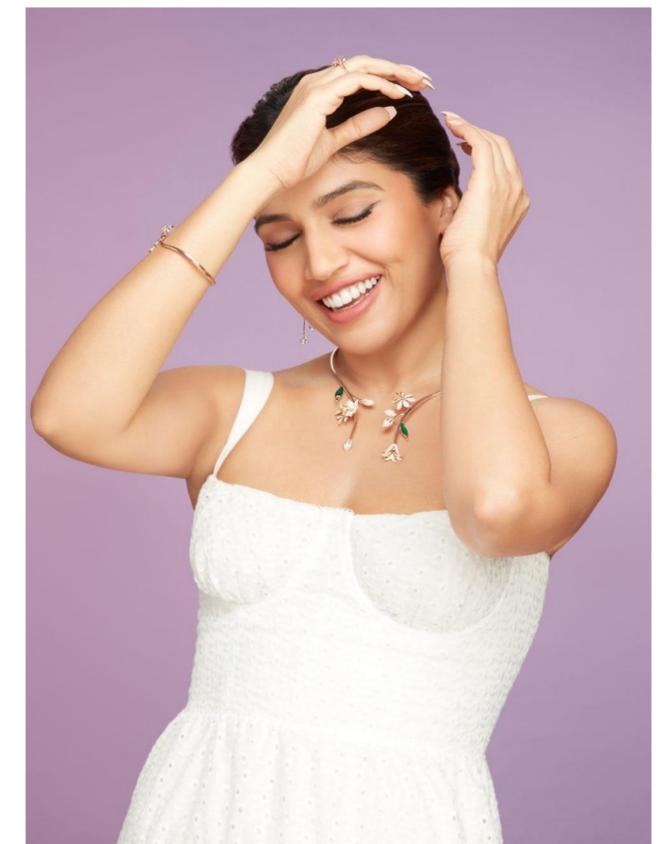
Franchisee onboarding

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GIVA, India's largest silver jewellery brand is aiming to provide women with the fine jewellery in <15k price range

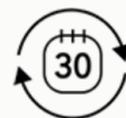
- ◆ India's largest **Silver Jewellery Brand**
- ◆ Now foraying into **Gold and Lab Grown Diamonds**
- ◆ Backed by **Celebrity Endorsements**



Our strategies gained customer's trust



Lab tested 92.5% pure
hallmarked jewellery



Easy 30-Day Return, No
Questions Asked



Free Lifetime Replating
Service

GIVA has serviced more than 40 lakh customers in 19,000+ pin codes across India

Customers served
(last 3 months)

40+ lakhs

Monthly Average
Users on Web + App

5+ crores

Pin-codes serviced

19,000+

Largest on

amazon

Live Stores

122

Store in Store
Counters

64

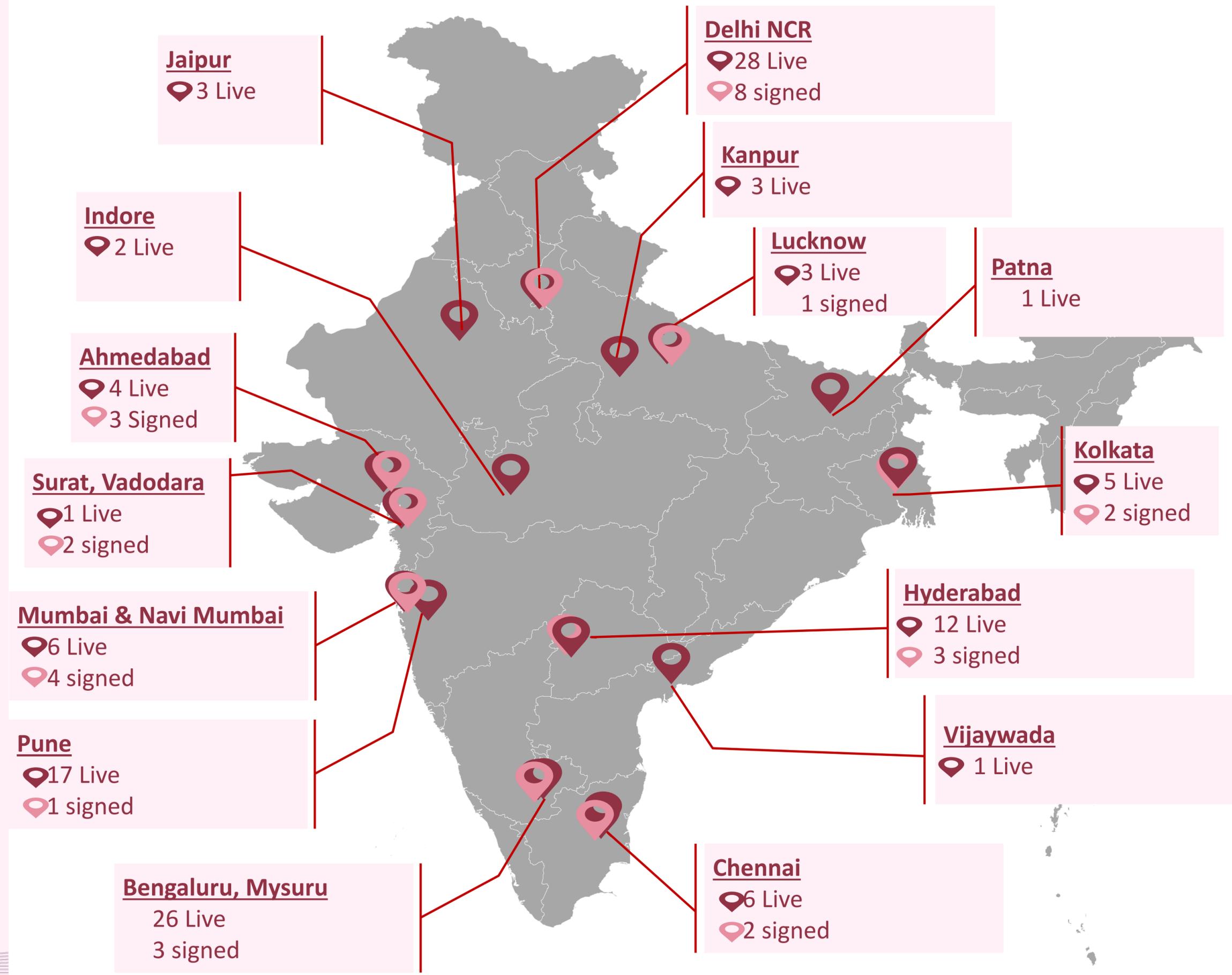
Designed launched
since inception

6000+



Myntra

GIVA has a strong offline distribution network with 147+ stores across 17 cities



Data as on 07th May 24

GIVA has raised 400+cr of funding, is backed by Premji Invest, Aditya Birla and other well known consumer investors



*\$15+BN
Asset Under
Management*



*\$75+BB
Conglomerate*



*\$500+MM
Asset Under
Management*



*\$750+MM
Asset Under
Management*



*\$250+MM
Asset Under
Management*



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SMAASH
GAME ON!



FABALLEY

GIVA's store size is around 600 square ft with stores present across women retail shops or jewellery shops



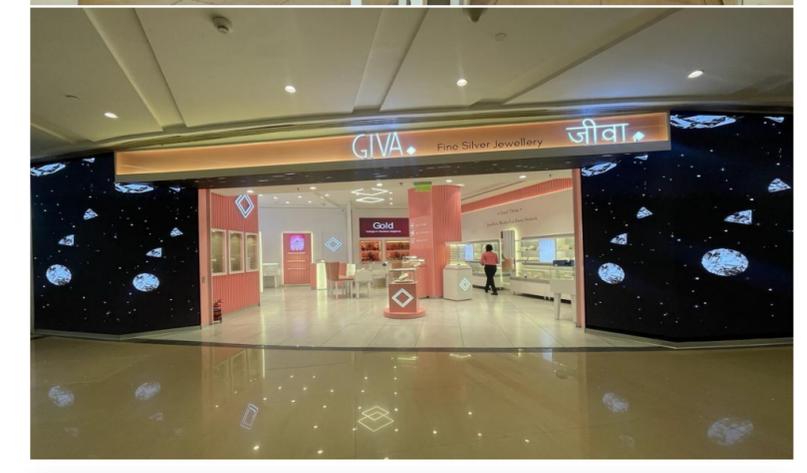
Catchment

We are near other jewelers/women centric brands



Area

A sweet spot of ~600 sq. feet with 18 ft frontage



Merchandise

We typically keep 1200-1500 designs in the stores

GIVA's franchise program helps in garnering assured returns to the franchisee partners

Benefits for the company

- 1 Converts upfront capital investment to monthly franchisee payouts

Benefits for the franchisee partner

- 1 Low capital investment for a jewellery store
A franchisee can start with the investment of INR 60 lakhs
- 2 Assured returns with no risks
15% overall with 12% fixed payout and remaining from the portion of sales
- 3 Fully refundable investment with Zero depreciation
100% of the investment amount of INR 60 lakh is refunded whenever the franchisee or company decides to exit
- 4 Almost negligible operational involvement
Company will take care of the operational requirements of the stores

GIVA partners are looking for secure investment opportunities with higher returns and limited operational involvement

"I am a working professional , looking for an opportunity where I can secure my investment, get slightly higher returns than FD and am operationally not involved"

- GIVA Dickenson road Bangalore franchisee

"I am a retired individual looking for an opportunity where I have some small business to take care of but my investment is secured"

- GIVA Marathahalli road Bangalore franchisee

Typical profiles of partners

- Looking for secure investment opportunities with slightly higher returns
- Limited operational involvement



Frequently asked questions



FAQs



What is the lock in?

There is a 2 year lock in for the agreement



How much is the tenure of the agreement?

The agreement will be for 5 years



What is the security for the franchise?

The inventory will be under control of franchise as the store is supposed to be run by the franchise



Is there any fee?

Other than the fully refundable deposit of 60 Lakhs, no other fees need to be paid



Will I get the store of my choice?

We will share all the stores available for franchisee, post which you can pick up the store you want



What is the process to start?

Franchisee needs to set up a new company with the bank account and the required paperwork, which will be used for the agreement



How fast can a franchisee start?

As soon as the dedicated company is available, we can get you started within 15-30 days time

GIVA.◆

Thank You!

For more information

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