

pepperfry

Happy Partnerships With you!

Pepperfry Franchisee Programme | 2025



Word From The Founder



Ashish Shah
Co-Founder and CEO

“India is entering a decade of unprecedented opportunity.”

The Indian economy is growing faster than ever, fuelled by urbanization, rising incomes, and a new generation investing in better homes and lifestyles. The home and furniture category once fragmented and unorganized is now poised for exponential growth.

Pepperfry is uniquely positioned to lead this transformation. With our strong brand equity, omnichannel presence, and tech-enabled supply chain, we’ve built the foundation to scale rapidly and profitably across India.

For entrepreneurs, this is a once-in-a-generation opportunity to be part of India’s largest home and furniture ecosystem and to grow with a brand that’s shaping how India shops for its homes.

How Pepperfry Came To Be

We were looking for a name that reflected our values:

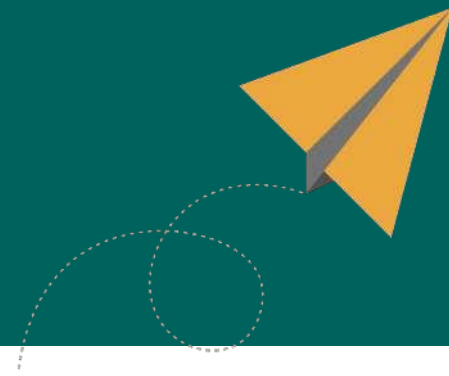
Indian, Honest, Fun.

We asked ourselves what is inherently Indian? We arrived at spices. Especially, pepper. Pepper has a distinct, unmistakable flavor. *That for us is Honest.* Finally, it pops when released in hot oil, releasing its distinct flavor as you fry it, *That's what makes it Fun.*

And Thus,

peppery

Welcoming ASPIRING ENTREPRENEURS TO THE PEPPERFRY FAMILY



BECOME A PEPPERFRY FRANCHISEE

Find your entrepreneurial success with us!

01

India's largest
online marketplace
for furniture and
home products

02

Largest variety of
furniture and
home products at
great value

03

Owning the
customer experience
end-to-end





Sparking a market revolution
In less than a **DECADE**

Leader in India's home and furniture space

OUR JOURNEY



August-2011

Founded Pepperfry as a lifestyle business



January-2012

Launched the website for online customers



April-2013

Pepperfry had transitioned exclusively into a home and furniture business



December 2014

Opened our first Pepperfry.com experience centre



March-2016

Established our first warehouse in Mumbai country's largest furniture warehouse



March-2019

Mumbai warehouse was ISO Certified



June-2021

Launched our second warehouse in Bangalore. (2.3LSq.ft)



January-2022

Fulfilled 10 million customer orders



June-2022

Launched our third warehouse in Gurgoan and introduced Pepcart for external clients



October 2022

We have opened more than 200 Studios PANIndia



January-2024

We have currently 150+ franchisee studios PAN India

SCALING OUR OFFLINE PRESENCE TO AUGMENT ONLINE SALES

01

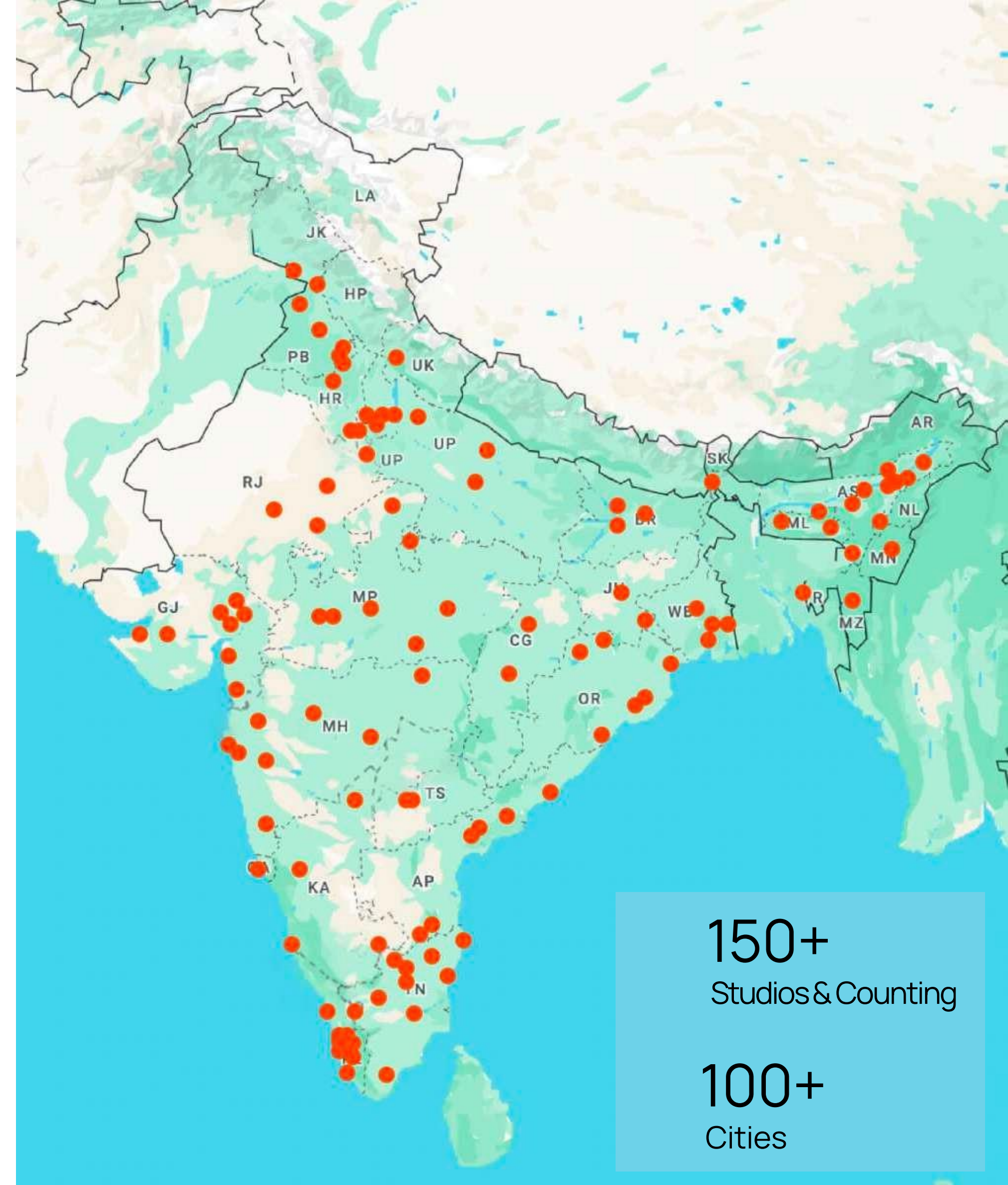
Our First Pepperfry.com experience
centre opened on December 19, 2014

37+

Company owned company operated studios

100+

Franchise owned Franchisee operated
studios

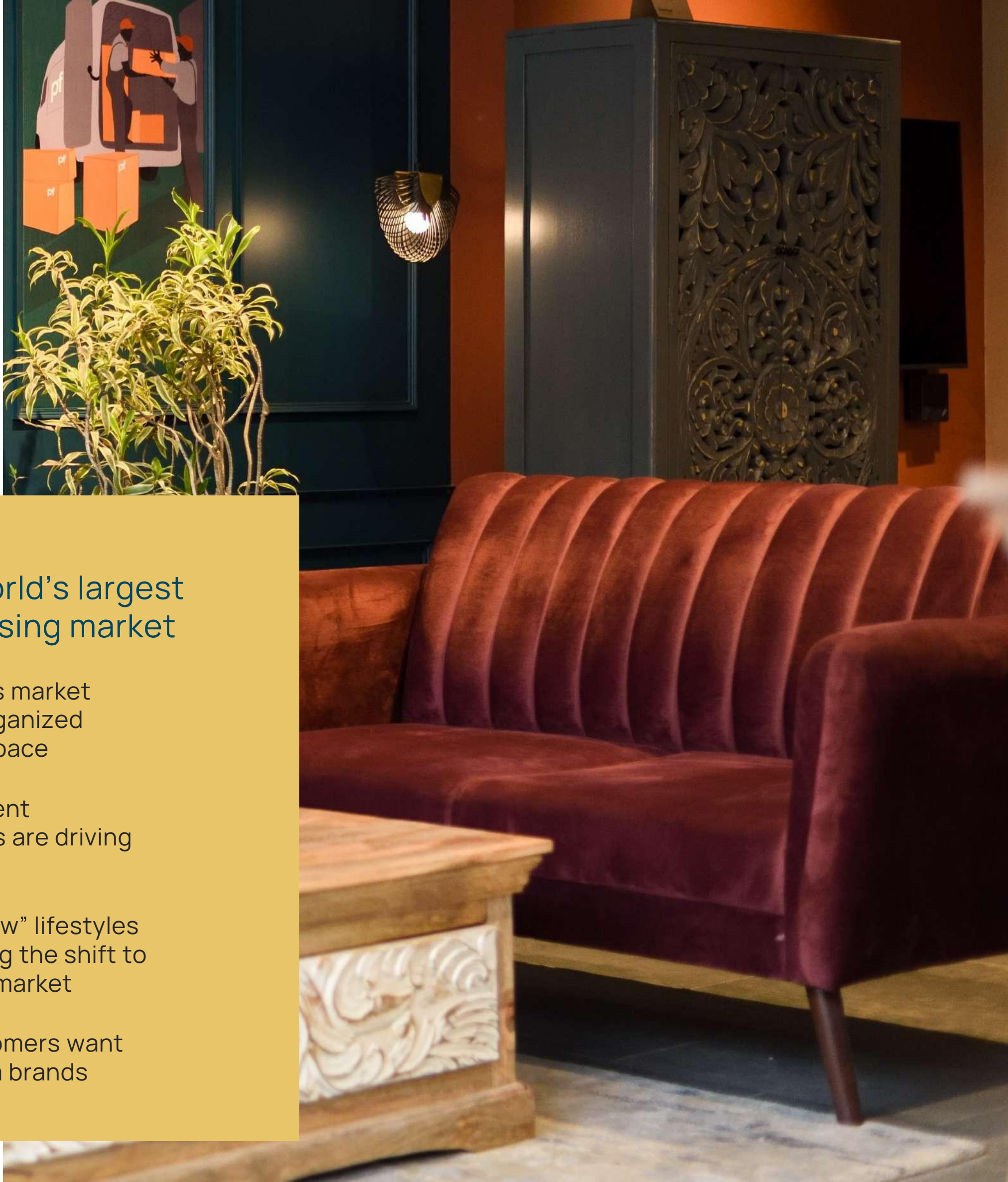


150+
Studios & Counting

100+
Cities

The transformation is underway

Leveraging changing consumer lifestyles, taste and behaviour



Industry overview

\$30 billion

Current market size of the Indian furniture industry

90%

Of this market is offline and unorganized

#1

Pepperfry's rank in the home Category in India and #54 globally

Market share

50%

Pepperfry's market share in organized furniture space

India, World's largest New housing market

Pepperfry's market share in organized furniture space

Mass affluent households are driving growth

"Want it now" lifestyles are enabling the shift to organized market

More customers want to buy from brands

Our partner value proposition for franchisees

Why is this a unique business opportunity?



Pepperfry franchisee business model offers a unique opportunity

- ❖ For aspiring entrepreneurs to build and run their own business successfully from the start

Margins best in class

- ❖ Monthly commission margin while chasing aggressive targets
- ❖ Commission is calculated basis the net sales value of each product category

Extensive brand support

- ❖ Monthly commission margin while chasing aggressive targets
- ❖ Staff recruitment and training support
- ❖ End-to-end order fulfilment by brand
- ❖ Brand-led customer support and marketing

Successful Franchisee Owned, Franchisee Operated (FOFO) model

- ❖ Largest product catalogue in the category
- ❖ 100% price parity; zero channel conflict

Partners can rely on our business model

- ❖ Our business model has demonstrated its ability to generate consistent value in a highly dynamic market

Low investment, quick returns

- ❖ Low investment, Quick returns
- ❖ Low Investments starting @ 30 Lakhs
- ❖ 'Zero' Inventory Risk
- ❖ Low operating costs; payback in 24 months
- ❖ Break even in Year 1, 64% return in Year 2

Are you the right Partner?

Yes, if you are



01

Successful/ Aspiring entrepreneur, corporate employee looking to become an entrepreneur

02

Goal oriented, tech-savvy individual with passion for customer service



03

Ready to invest time and energy to run and build a successful business



04

Experienced in consumer facing retail business (home and furniture experience preferred)



LEAD JOURNEY



01

All registered leads are contacted within 24hrs by the lead management team to explain the business model, understand their interests, investment capacity and readiness to sign-up.



02

Once qualified, the lead is assigned to the Acquisition manager.



03

The Acquisition manager further explains the entire financials and market potential for the location of interest and shares the LOI for sign-up



04

LOI is signed on receiving the franchisee fee and the property is shortlisted for the studio..



05

Property agreement is closed by the partner and the Franchise agreement is executed between Pepperfry and the partner.



06

Project is kicked-off by the projects team along with the VMteam (recce, layouts, design, BOQ, fit-outs, display inventory, etc.)



07

Staff hiring is initiated by the partner and shortlisted candidates are interviewed by the Area Managers.



08

Selected candidates go through online training organized by Pepperfry along with visiting nearby operational studios to get on- ground experience.



09

Once fit-outs are completed, the final studio set-up is done by the VM team.



10

Activation of studio webpage, studio panel, Google presence, pin code serviceability is done by the Activation team.



11

Studio is launched and handed over to the operations team.

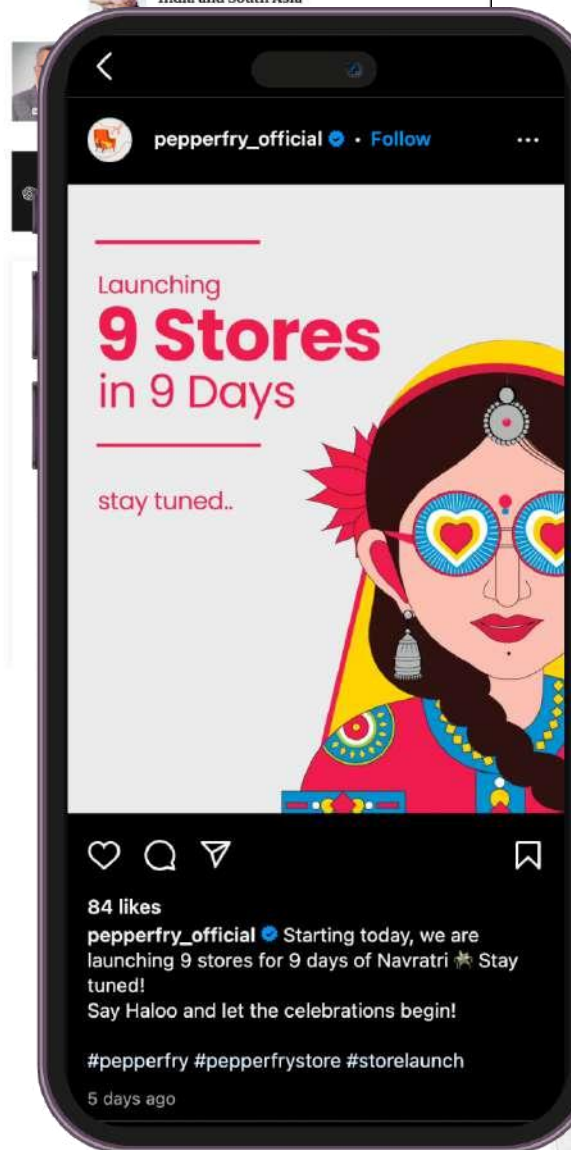
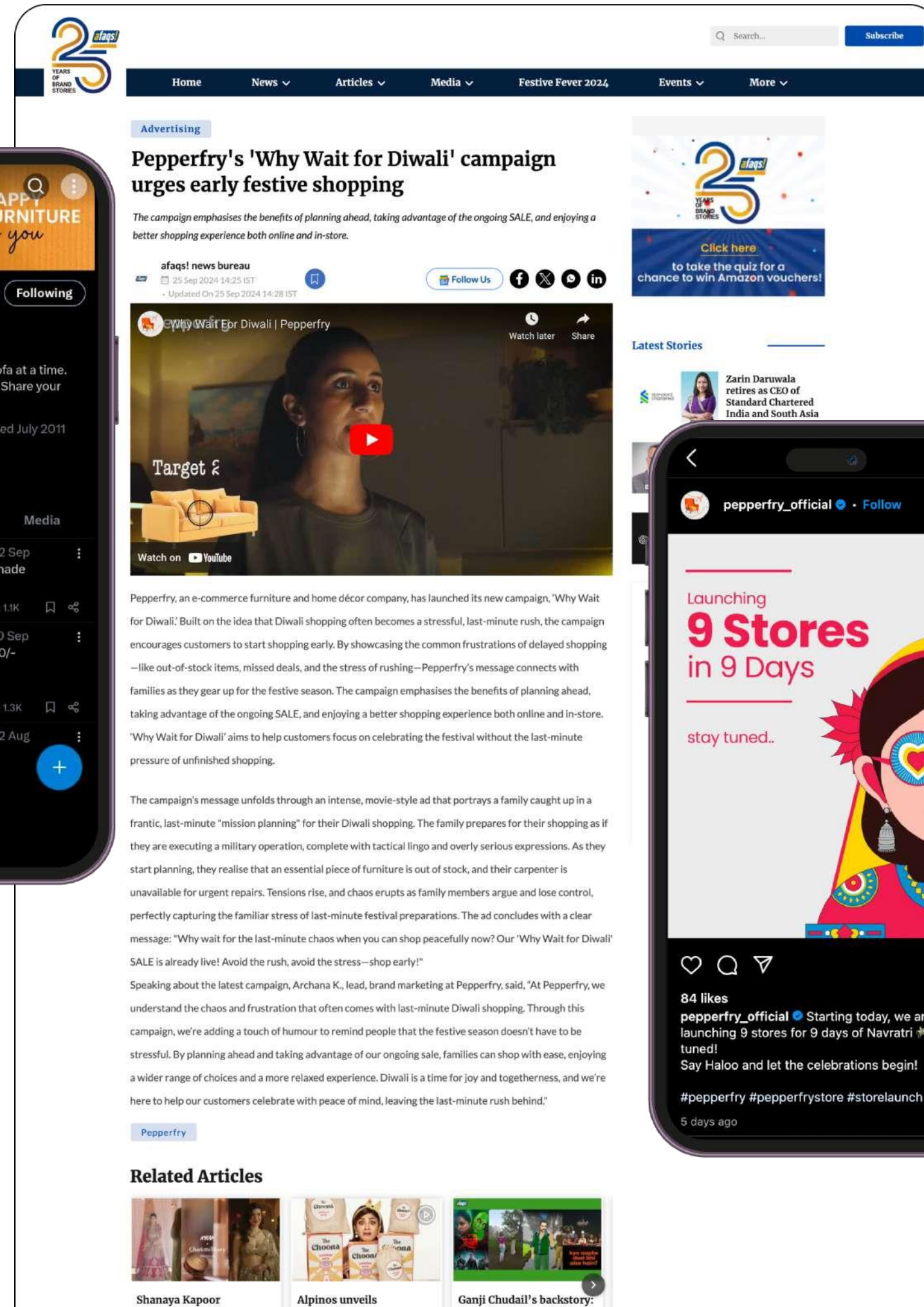
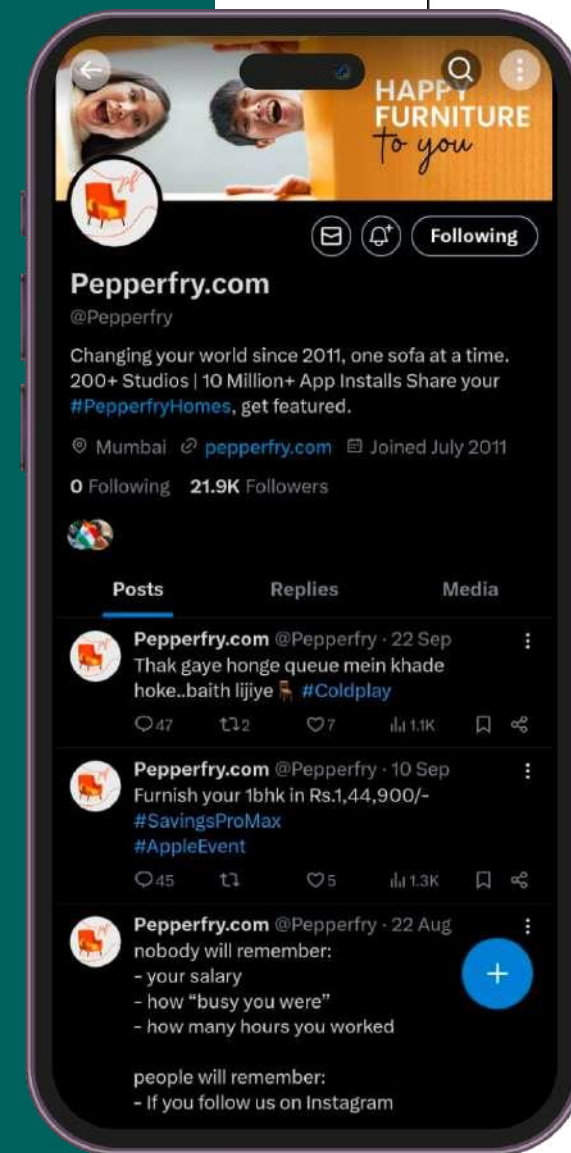


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Once images from the photoshoot are received, mailer campaign, social media posts and PR are released.

Marketing & Promotions

We promote through social media like Twitter, Instagram, and Facebook, along with newspaper ads and articles. This blend of digital and print marketing helps us reach both modern and traditional customers.



Brand Awards

Elevating Success



Meet Our Studio Leaders



Pushpinder Bumrah
National Head
Franchisee Expansion & Operations

Team - Mega Markets



Utkarsh Tripathi
Delhi, Gurgaon
& Noida



Naveed Ahmed
Bengaluru, Hyderabad



Karan Chandel
Mumbai



Gaurav Gupta
Chennai



Shilpy Kumari
Senior Associate
Franchisee
Onboarding &
Operations

Team - Emerging Markets



Sanjeev Das
Gujarat,
Chhattisgarh &
Madhya Pradesh
& Maharashtra



Punjeet Singh
Punjab, Himachal
Pradesh,
Uttarakhand,
Jammu & Kashmir,
Uttar Pradesh &
Rajasthan



Sumit Ganguly
West Bengal,
Odisha, Bihar &
Jharkhand



**Chingkhei
Wangkheimayum**
Assam, Manipur,
Meghalaya, Mizoram,
Nagaland, Tripura &
Arunachal Pradesh



Ashwin Nair
Goa, Tamil
Nadu, Kerala



Let's Connect

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