

peppery

HAPPY PARTNERSHIPS WITH YOU!

Peppery Franchise Program





India's Rapidly Growing Middle Class Wants A Home That Reflects Their Personality

Rising Aspirations Are Driving Demand For Personalised Homes — With Consumers Researching Online But Purchasing Through Trusted Offline Experiences.

PEPPERFRY CUSTOMERS

Who Are They?

Working Professionals With An Annual Household Income Of Above INR 1.5Mn.

What Drives Them?

They Are Future-Looking, Seek Social Validation And Follow Fast Trends.

What Are Their Home DéCor Goals?

Their Home Should Reflect Their Personality, Be Admired. They Refresh Furniture & DéCor In 3-5 Years In Line With Trends.

Brands They Love



Favorable Demographic Dividend



60%+ Urban Population By 2030; Premiumization And Shorter Replacement Cycles.



25%+ Women Workforce Participation; Increased Household Consumption.



30Mn+ Urban Nuclear Families (NCC A); Emphasis On Space Saving Features, Value And Design.



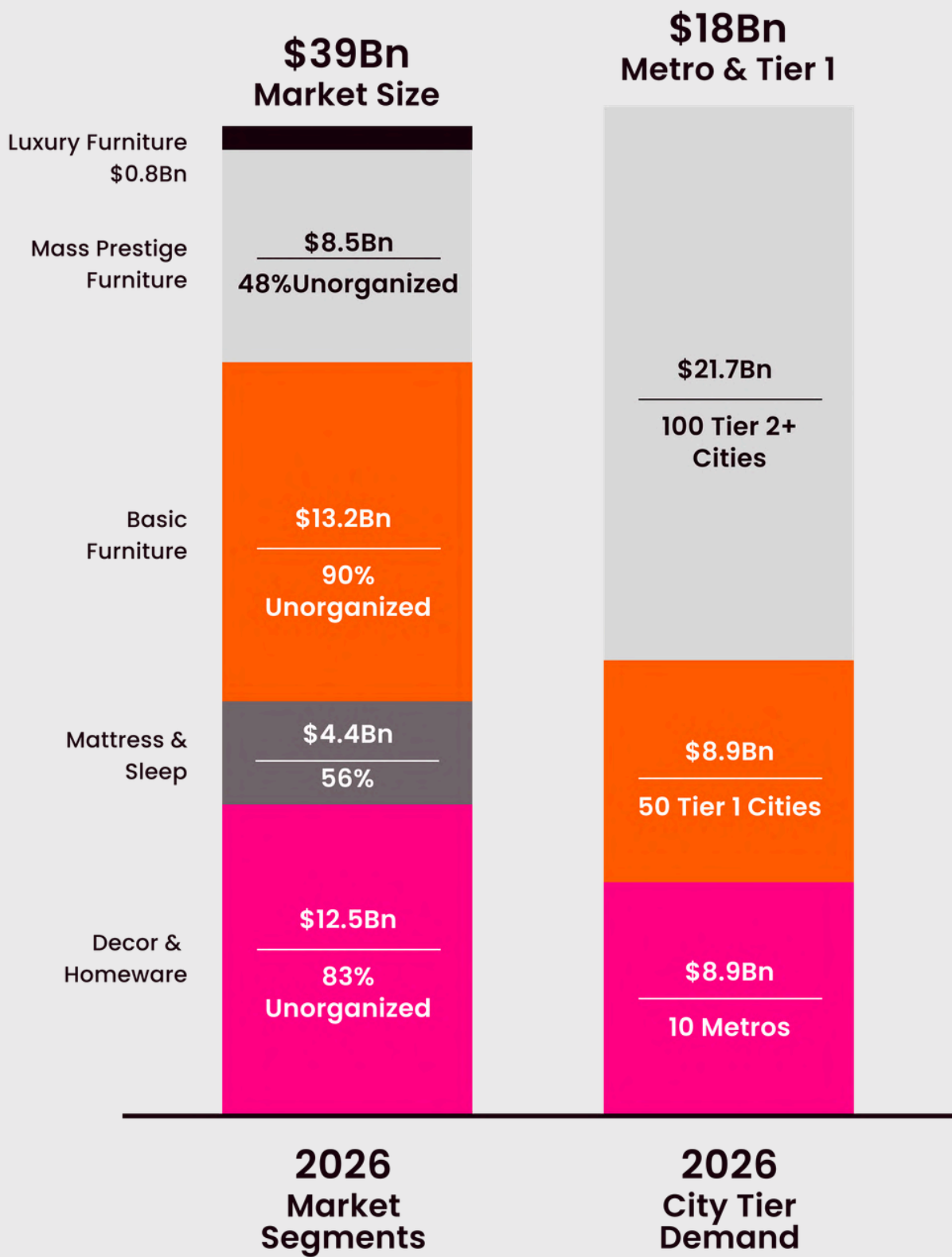
Furniture & home goods is largely unorganized category with strong opportunity to build meaningful brands

\$39Bn Market; 70% Unorganized.

Next 5-Year Growth To Be Driven By Rapidly Developing Metro, Tier 1 & Tier 2 Cities.

LARGE PROFITABLE TEAM¹

Pepperfry Addresses \$39Bn Of The Market Through Stores And Distribution Capabilities In 100+ Cities



WORD FROM THE FOUNDER

Ashish Shah
Co-Founder & CEO



India's Home And Furniture Market Is Evolving Fast, Driven By Rising Aspirations And Better Living Standards. At Pepperfry, We've Built India's Most Trusted Home And Furniture Brand – Powered By Design, Technology, And A Strong Omnichannel Presence.

Now, Through The Pepperfry Franchise Program, We're Inviting Passionate Entrepreneurs To Join Us In This Journey. As A Pepperfry Store Partner, You Represent More Than A Brand – You Join A Mission To Make Every Indian Home Beautiful And Functional.

Together, Let's Build India's Most Loved Home And Furniture Ecosystem – One Store, One City, One Entrepreneur At A Time.

HOW PEPPERFRY CAME TO BE?

We were looking for a name that reflected our values:

INDIAN . HONEST . FUN .

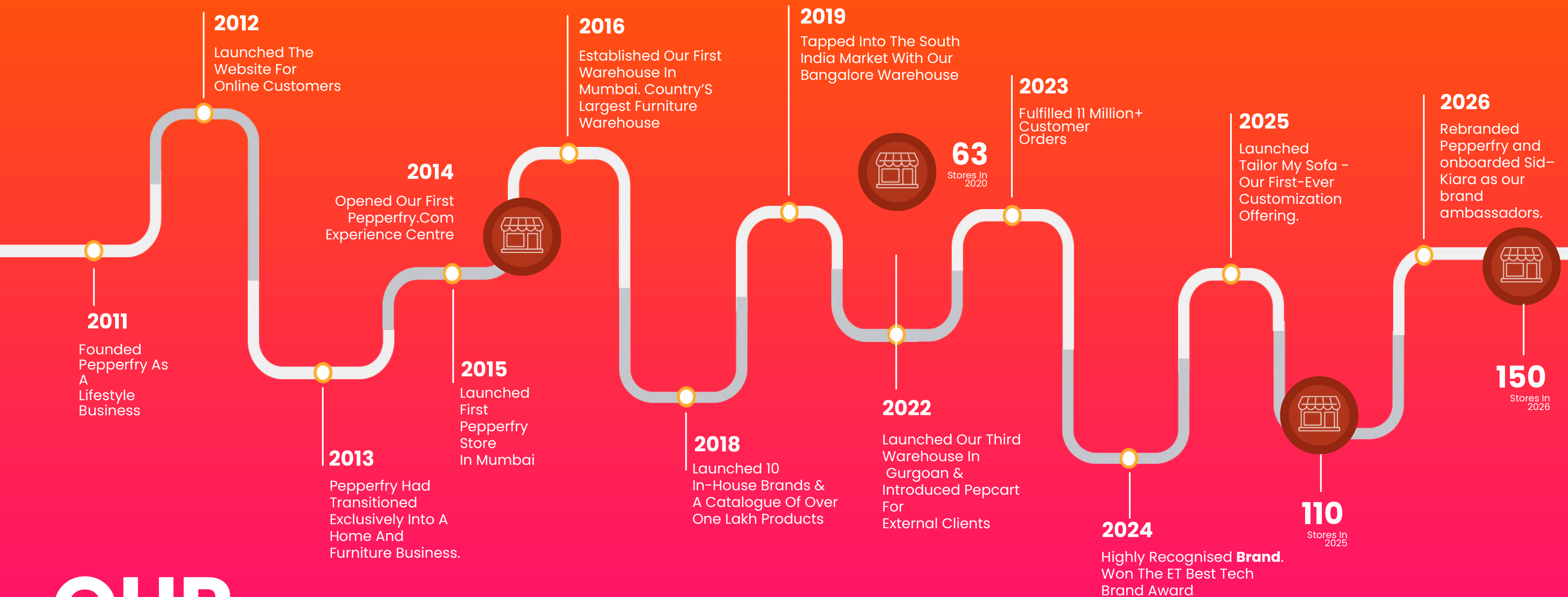
We Asked Ourselves,
What Is Inherently Indian?

We Arrived At Spices. Especially, Pepper.
Pepper Has A Distinct, Unmistakable Flavour.

That For Us Is Honest.

Finally, It Pops When Released In Hot Oil,
Releasing Its Distinct Flavour As You Fry It,
That'S What Makes It Fun.

OUR JOURNEY

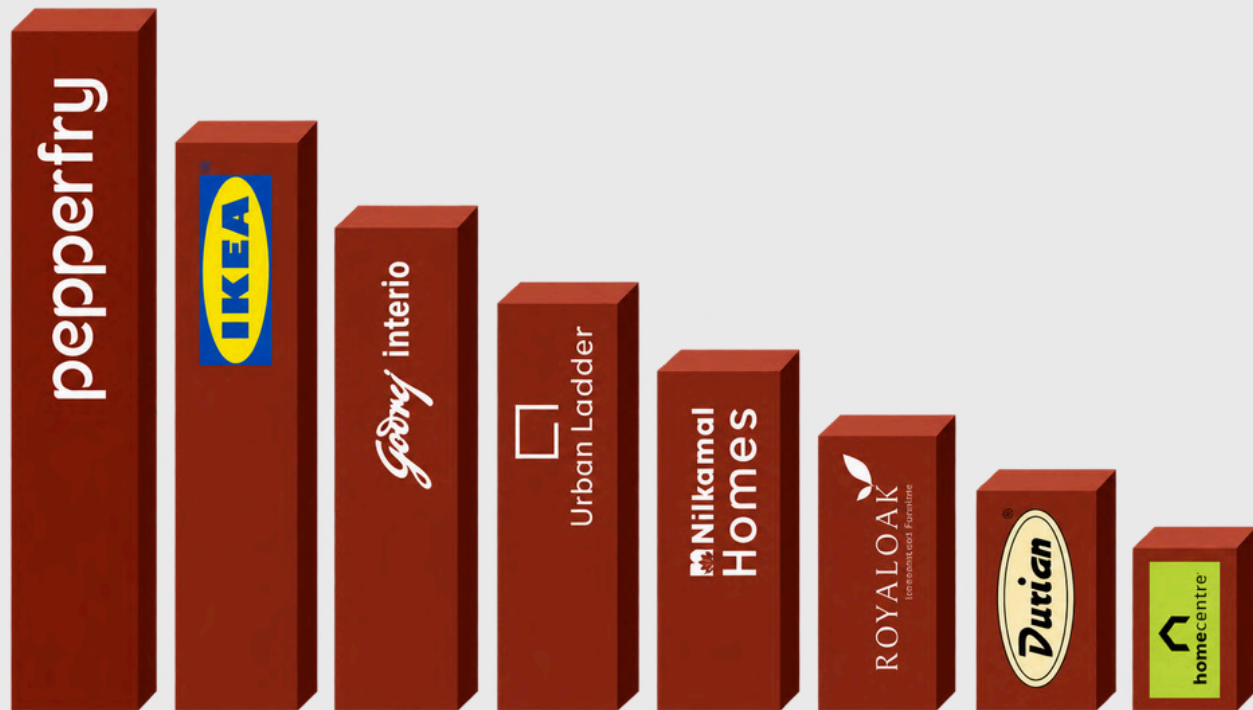


Stellar Brand Equity:

India's #1 Destination for Furniture & Home Goods

Pepperfry has Won the Trust of Indian Households for 12+ Years.

15% of All Interested Furniture Buyers in the Market Interact with Pepperfry.



Highest Top of The Mind Recall

Clear Choice of Customers for Everything Related to Furniture & Home Goods



Grabbing The Most Eyeballs Online

15% of All Daily Interested Furniture Buyers Visit Website + App

73Mn

Annual Visits

150K

Daily Unique Visitors

72%

Repeat Orders



Widest Brand Reach Across India

Builds Trust and Provides Human Touch to Customers Buying Experience



Highest Traction in Terms of Sale

India's Largest Omnichannel Platform for Furniture and Home Goods

325K+

Customers Served Annually

\$1.1 Bn+

Worth of Lifetime Furniture & Home Goods Sold

10.7 Mn+

Products Delivered

WELCOMING

All the aspiring Entrepreneurs
to the Pepperfry Family



India'S Largest
Online Marketplace For Furniture,
Mattresses & Home Products



A Portfolio Of 1000+ Brands &
80000+ Listings In Furniture,
Mattresses & Home Products,
Offering Great Value.



Owning The
Customer
Experience End-To-End

OUR EXCLUSIVE HOUSE BRANDS

woodsworth

By Pepperfry

Sleek, Functional Design With Style,
Comfort, And Uncompromised Quality To
Bring Exceptional Value To Your Home.



MUDRAMARK

By Pepperfry

Celebrating Indian Heritage With
Timeless Carvings, Vibrant Motifs,
And Masterful Craftsmanship.



AMBERVILLE

By Pepperfry

Explore Handcrafted Pieces Inspired
By Colonial Charm, Reimagined For
Modern Living



bohemia

By Pepperfry

A New Range Of Free Spirited
Statement Pieces.



mintwud

By Pepperfry

Smart, Space-Saving Designs Made
From High-Quality Engineered Wood
For Modern Compact Homes.



CasaCraft

By Pepperfry

Explore A Series Of Modern,
Minimalist Designs — Simple Yet Striking,
Embodying The Art Of Cutting Excess.



OUR EXCLUSIVE HOUSE BRANDS

clouddio

By Pepperfry

Designed To Provide Exceptional Support With A Contemporary Look, The Brand Offers Quality, Comfort And Great Value.



Aasana

By Pepperfry

Aasana office chairs bring yogic posture principles to the modern workspace.



pepperfry MODULAR

By Pepperfry

Built To Fit Your Space, Style And Storage Needs, With Personalized Layouts And Premium Finishes.



OUR MODEL IN BRIEF

EMERGING MARKETS

FOFO Model:
Franchise Owned Franchise Operated

Operate Under The Largest Brand Name In Furniture And Home Goods Category

Payback In <24 Months

Complete Setup Costs Of INR 30 Lakhs

Delivery, Assembly, Customer Support And Refunds/Cancellations Are All Handled By Pepperfry Centrally

INR Lakhs	Year 1	Year 2	Year 3	Year 4	Year 5
Net Sales	228	277	333	398	474
YoY Growth %		22%	20%	20%	19%
Gross Franchisee Income	35	43	51	61	73
Store Rental	10	10	11	11	12
Payroll	13	14	15	16	19
Utilities and G&A	4	4	4	4	4
Marketing	1	1	2	2	2
EBITDA	7	13	20	28	36
Depreciation (14% p.a.)	4	4	4	4	4
Profit Before Tax	3	9	16	24	32
Cash Flow	7	13	20	28	36
Setup Costs	27				

SCALING OUR OFFLINE PRESENCE TO AUGMENT SALES

01

Our First Pepperfry.Com Experience Centre Opened On December 19, 2014.

50

Company Owned Company Operated Stores Till August 2026.

90+

Franchise Owned Franchise Operated Stores Till August 2026.

80

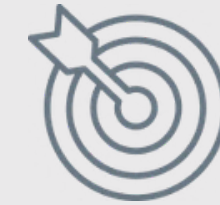
Cities Including Metros, Tier 1 & Tier 2.



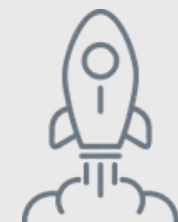
BUILT FOR
ENTREPRENEURS
WHO WANT TO
**GROW
WITH US**



Successful / Aspiring
Entrepreneur, Corporate
Employee Looking To Become
An Entrepreneur



Goal Oriented,
Tech Savvy Individual
With Passion For
Customer Service



Ready To Invest Time And Energy To
Run And Build A Successful Business



Experienced In
Consumer Facing Retail Business
(Home And
Furniture Experience Preferred)

HOW FRANCHISE WIN THEIR MARKET?



A Strong Community
Reputation Drives Repeat
Business Through
Referrals, Designers, And
Local Housing Projects.



Engaging Store
Events And Strategic
Partnerships With
Interior Designers And
Developers.



Driving Visibility Through
Local Digital Marketing -
Google Business And
Social Media Engagement.



Standing Out With
Tailored Design
Consultations And
Customized Solutions.

HEAR FROM OUR PARTNERS



NITIN SUREKHA

Pepperfry Kolkata

We have been in partnership with Pepperfry since 2021, when we launched our first Franchise Store with them in Kolkata. It has been a great journey. The team at Pepperfry has been very supportive right from the time we signed-up. We are happy to partner with India's leading home and furniture marketplace.



SAMUEL GEORGE

Pepperfry Trivandrum

Partnering with Pepperfry transformed my business. Their team set up our Trivandrum Store in just 45 days, and within a year of launching in December 2018, we served over 3,500 customers. With Pepperfry, we now reach customers across India.



NABANITA SAHA

Pepperfry Bhubaneswar

Being a Pepperfry franchise partner in Khandagiri has been truly rewarding. The team's professionalism, transparent processes, and strong support make operations seamless. With zero inventory risk and complete delivery-to-service assistance, we focus on great in-store experiences—proud to partner with a brand that values its partners' success.



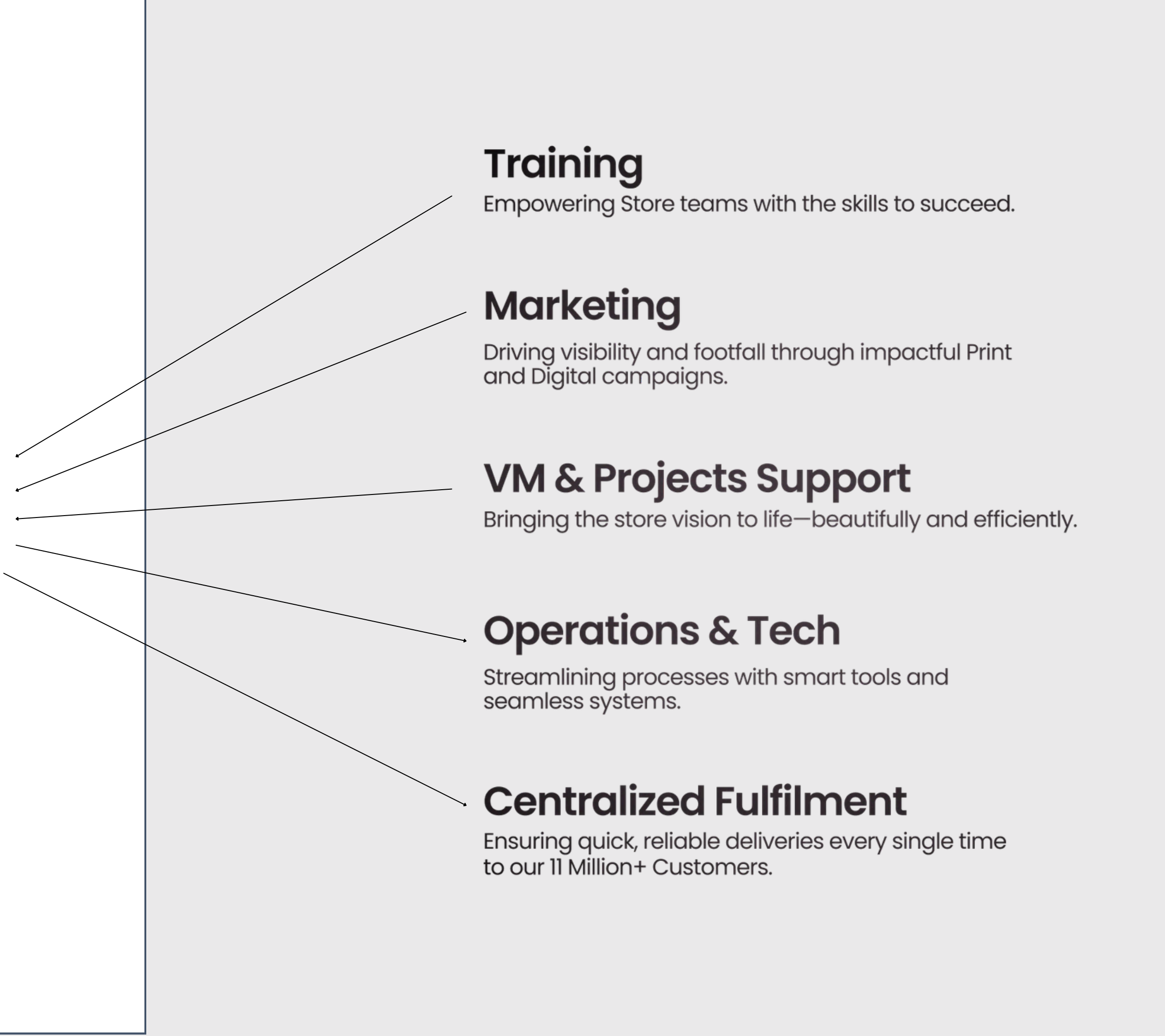
SASHI RAI

Pepperfry Guwahati

In Guwahati, Pepperfry's strong brand equity consistently attracts customers seeking quality furniture and décor. The structured franchise model and ongoing support make operations seamless and rewarding — a true partnership built on trust and proven systems.



OUR FRANCHISE SUPPORT SYSTEM

A diagram illustrating the components of a franchise support system. On the left, the title 'OUR FRANCHISE SUPPORT SYSTEM' is written in large, bold, pink capital letters. To the right, five support areas are listed, each with a bold title and a descriptive sentence. Five thin black lines originate from the right side of the title text and point towards the first four support areas: Training, Marketing, VM & Projects Support, and Operations & Tech. The fifth support area, Centralized Fulfilment, is not pointed to by a line.

Training

Empowering Store teams with the skills to succeed.

Marketing

Driving visibility and footfall through impactful Print and Digital campaigns.

VM & Projects Support

Bringing the store vision to life—beautifully and efficiently.

Operations & Tech

Streamlining processes with smart tools and seamless systems.

Centralized Fulfilment

Ensuring quick, reliable deliveries every single time to our 11 Million+ Customers.

LEAD JOURNEY

Business Discussion & LOI

Qualified leads are assigned to an Acquisition Manager who explains the financials and market potential. The LOI is signed upon receiving the franchise fee.

Lead Contact & Qualification

All registered leads are contacted within 24 hours by the Lead Management Team to explain the business model and assess interest, investment capacity, and readiness.

Property & Agreements

The property is shortlisted, and both the property and franchise agreements are finalized between the partner and Pepperfry.

Hiring & Training

The partner initiates staff hiring, with final interviews conducted by Area Managers. Selected candidates undergo online and on-ground training.

Project Execution

The Projects and VM teams handle layouts, design, fit-outs, and final Store setup.

Activation & Launch

The Activations team sets up the Store's digital presence. Once ready, the Store is launched and handed over to Operations, followed by marketing and PR campaigns.

**Happy
Partnerships
With You!**

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.



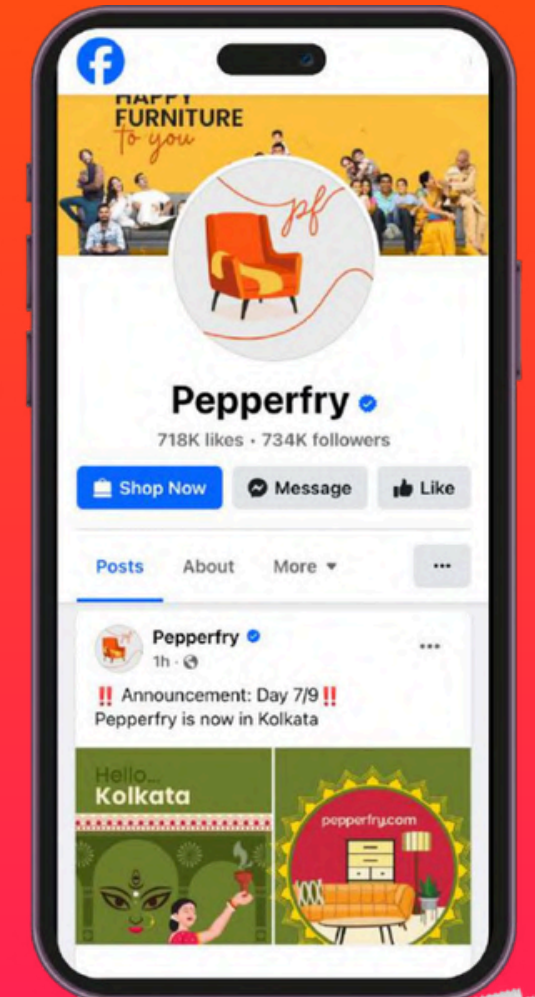
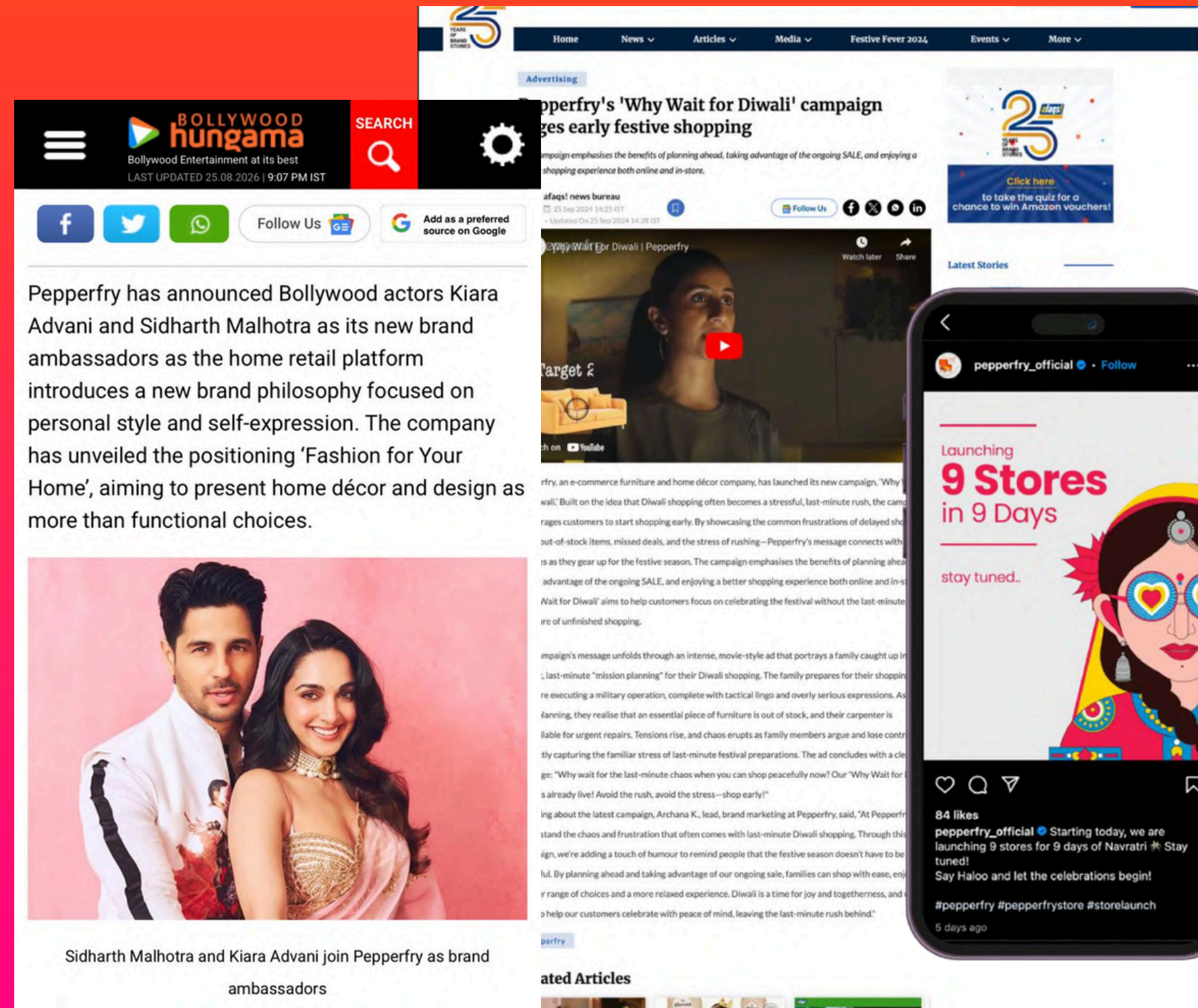
10 M+
App Downloads



4.5 M+
Monthly Visitors



10 M+
Followers Across
All Digital Channels



BRAND AWARDS



**Best Tech
Brand Award
2024**



**IReC
Awards
2025**



**Retail Rethink
Awards 2025**



**Omnichannel
Retailer of the Year
2026**

OUR PEPPERFRY FAMILY

Meet Our Leaders



Pushpinder Bumrah

National Head
Franchise
Expansion & Operations

Expansion Team



Parag Gautam

Expansion
Manager
Region: West



Vivek Singh

Expansion
Manager
Region: North



**Mahesh
Bandharam**

Expansion
Manager
Region: South



Shilpy Kumari

Senior Associate
Franchise
Onboarding &
Operations



**PARTNER WITH INDIA'S
MOST TRUSTED FURNITURE
BRAND.**

Write us at :Franchise@pepperfry.com

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