

pepperfry

# HAPPY PARTNERSHIPS WITH YOU!

Pepperfry 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 (NCCS 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 Cities.

# LARGE, PROFITABLE TAM<sup>1</sup>

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

**2011**

Founded Pepperfry As A Lifestyle Business

**2012**

Launched The Website For Online Customers

**2014**

Opened Our First Pepperfry.Com Experience Centre

**2015**

Launched First Pepperfry Store In Mumbai

**2013**

Pepperfry Had Transitioned Exclusively Into A Home And Furniture Business.

**2016**

Established Our First Warehouse In Mumbai. Country'S Largest Furniture Warehouse

**2018**

Launched 10 In-House Brands & A Catalogue Of Over One Lakh Products

**2019**

Tapped Into The South India Market With Our Bangalore Warehouse



**63**  
Stores In 2020

**2022**

Launched Our Third Warehouse In Gurgaon & Introduced Pepcart For External Clients

**2023**

Fulfilled 11 Million+ Customer Orders

**2024**

Highly Recognised **Brand**. Won The ET Best Tech Brand Award

**2025**

Launched Tailor My Sofa – Our First-Ever Customization Offering.

**110**  
Stores In 2025



# 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



### Widest Brand Reach Across India

Builds Trust and Provides Human Touch to Customers Buying Experience

**110**  
Experience Stores

**80+**  
Cities (Tier I / II / III)



### 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



### 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

pepperfry.com



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

## CasaCraft

By Pepperfry

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



## woodsworth

By Pepperfry

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



## bohemia

By Pepperfry

A New Range Of Free Spirited Statement Pieces.



## AMBERVILLE

By Pepperfry

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



## MUDRAMARK

By Pepperfry

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



## mintwud

By Pepperfry

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



## clouddio

By Pepperfry

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



## pepperfry MODULAR

By Pepperfry

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





# WHY IS THIS A UNIQUE BUSINESS OPPORTUNITY?

1.

## Successful Franchise Owned Franchise Operated (FOFO) Model

Largest Product Catalogue In  
The Category.

100% Price Parity;  
Zero  
Channel Conflict.

2.

## Industry-Leading Margins

Earn Up To 18% Monthly Commissions On Net  
Sales — A Transparent, Performance-Based  
Model That Grows With Your Success.

3.

## Proven Business Model

Our Model Delivers Proven Value, With  
₹25 Lac+ Sales From Month One, In A  
Highly Dynamic Market.

4.

## Invest Less, Earn More

Low Investments starting @ Rs. 30 Lakhs  
'Zero' Inventory Risk & Low operating costs;  
Payback in 24 months, Breakeven from Year 1

5.

## Extensive Brand Support

Staff Training support  
End-to-end order fulfilment by brand  
Brand-led customer support and marketing

# OUR MODEL IN BRIEF

## EMERGING MARKETS

### FOFO Model:

#### Franchise Owned Company 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%
<b>Gross Franchisee Income</b>	<b>35</b>	<b>43</b>	<b>51</b>	<b>61</b>	<b>73</b>
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
<b>EBITDA</b>	<b>7</b>	<b>13</b>	<b>20</b>	<b>28</b>	<b>36</b>
Depreciation (14% p.a.)	4	4	4	4	4
<b>Profit Before Tax</b>	<b>3</b>	<b>9</b>	<b>16</b>	<b>24</b>	<b>32</b>
<b>Cash Flow</b>	<b>7</b>	<b>13</b>	<b>20</b>	<b>28</b>	<b>36</b>
<b>Setup Costs</b>	<b>27</b>				

# SCALING OUR OFFLINE PRESENCE TO AUGMENT SALES

**01**

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

**35**

Company Owned Company  
Operated Stores Till  
November 2025

**75**

Franchise Owned Franchise  
Operated  
Stores Till November 2025.

**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  
Events And Strategic  
Partnerships With  
Interior Designers And  
And Developers.



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



Standing Out With  
Tailored Design  
Consultations And  
Customized Solutions.  
Solutions.



### **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.



# HEAR FROM OUR PARTNERS



### **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 text 'OUR FRANCHISE SUPPORT SYSTEM' is written in large, bold, dark red letters. Five yellow arrows originate from the right side of this text and point to five distinct support areas listed on the right side of the image. The background is split vertically: the left half is white, and the right half is a solid dark red color. The support areas are: Training, Marketing, VM & Projects Support, Operations & Tech, and Centralized Fulfilment. Each area has a bold title and a descriptive sentence below it.

## 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

## 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.

## 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.

## Property & Agreements

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

## 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  
To 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



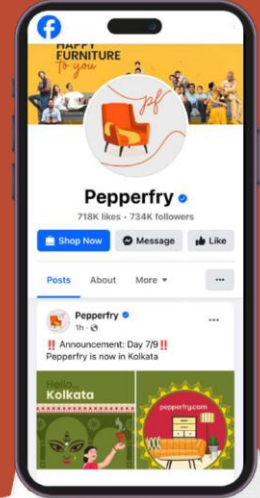
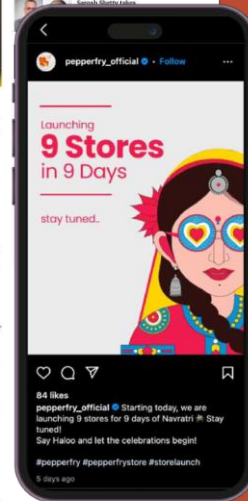
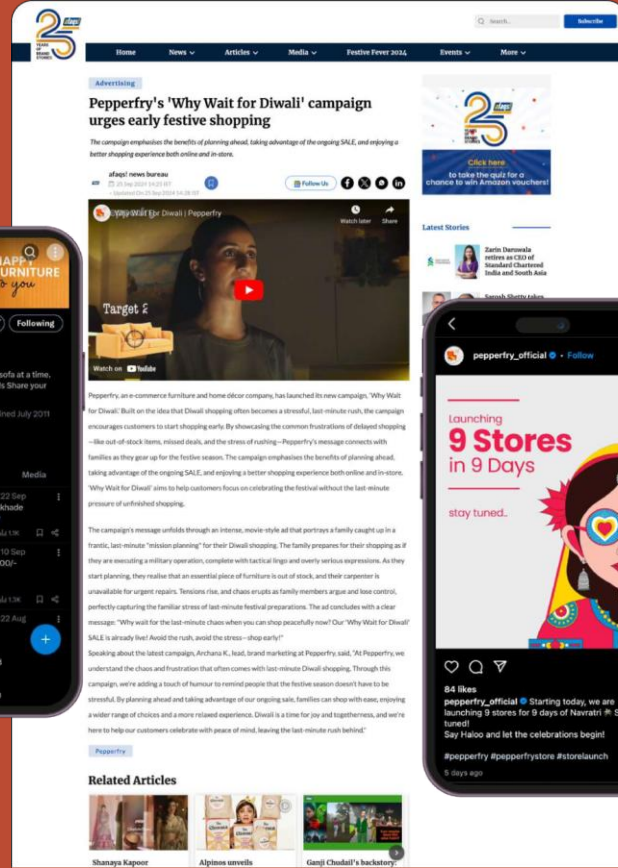
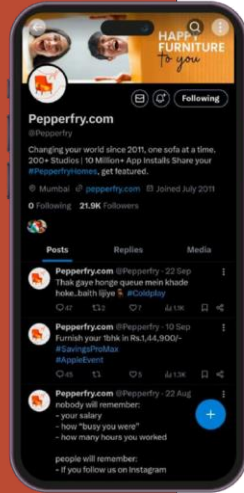
4.5 M+

Monthly Visitors



10 M+

Followers Across All Digital Channels



# BRAND AWARDS



**Best Tech  
Brand Award  
2024**



**IReC  
Awards  
2025**



**Retail Rethink  
Awards 2025**



**Supply Chain And  
Logistics Forum &  
Awards 2025.**

# OUR PEPPERFRY FAMILY

## Team – Mega Markets

### Meet Our Store Leaders



**Pushpinder Bumrah**

National Head Franchise Expansion & Operations



**Utkarsh Tripathi**

Delhi, Gurgaon & Noida



**Gaurav Gupta**

Chennai



**Mahesh Bandharam**

Telangana, AP, Karnataka



**Karan Chandel**

Mumbai



**Parag Gautam**

Maharashtra, Goa, Gujarat, M.P & Chhattisgarh



**Shilpy Kumari**

Senior Associate Franchise Onboarding & Operations

## Team – Emerging Markets



**Shahbaz Haider**

Punjab, U.P, H.P, J&K Rajasthan, Delhi NCR Uttarakhand



**Punjeet Singh**

Punjab, H.P, Uttarakhand, J&K, UP, and Rajasthan



**Sumit Ganguly**

West Bengal, Odisha, Bihar & Jharkhand



**Ashwin Nair**

Goa, T.N, Kerela



**Chingkhei**

**Wangkheimayum**  
Assam, Manipur, Tripura, A.P Meghalaya



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

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