



BE A PART OF

THE ORGANIC REVOLUTION IN INDIA

 Partner with
A WELL ESTABLISHED & FAST GROWING ORGANIC BRAND



Low
Investment
Opportunity



Attractive
Product
Margin



Incredible
Return
on Investment

Launched in 2015, Bio Basics, a brand owned and popularized by Anantha Naturals Private Limited, is a social enterprise, working for the well-being of environment, farmers and consumers.

Started in Coimbatore (Tamil Nadu), Bio Basics sources and retails 400+ food and non-food products that are chemical-free and safe to consume for the whole family. All the products are grown, processed, stored and transported without use of chemicals. The products are minimally processed to retain maximum nutrition.

Bio Basics is the combination of 4Cs (Choice, Convenience, Credibility, Commitment) that make the brand proposition unique in India's organic food market. The brand is committed to the cause of protecting consumer health through safe & chemical-free food; providing decent livelihoods to farmers; and preserving natural resources (soil, air, water and agro-biodiversity).

Moving forward, Bio Basics is envisioning building a strong franchise network to scale up the penetration in the market and increase the adoption of organic food.



Ambitious plan

MASSIVE EXPANSION VIA FRANCHISING

Leading with an ambitious plan, Anantha Naturals Private Limited aims to expand the presence of Bio Basics across India. For this, the company is looking for distributor franchisees. Besides home delivery of products directly to consumers, the distributor franchisee will undertake sales to institutions and through retailers (superstore-partners).

FINANCIAL FACTS

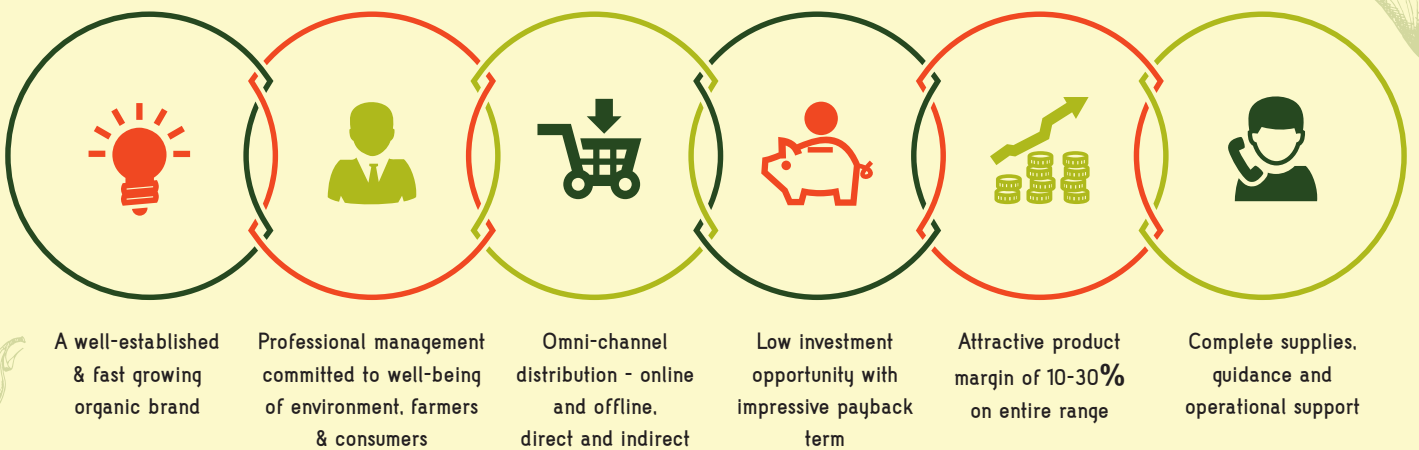
Area Required 700 Sq. Ft.	Approx Investment* INR 7.2 Lakh	Product Margin 10-30%	Average Payback 1 Year, 10 Months	Agreement Term 5 Years
------------------------------	------------------------------------	--------------------------	--------------------------------------	---------------------------

* Including setup, stock and franchise fee, excluding working capital





Bio Basics is a venture focusing on holistic triple bottom-line approach of 3 Ps (Profit, Planet and People). This presents an opportunity for the franchise partners to make a difference to one of the greatest social/environmental causes of our times. The company is looking to partner with a franchisee who cares about well-being of consumers, farmers and the environment and be the game changer in the area of safe food and sustainable farming.


GREAT REASONS TO PARTNER WITH BIO BASICS



For franchising queries, please contact:

 82206 71333

 franchise@biobasics.org

 www.biobasics.org

