

## TROOMS KIDS – FICO MODEL (Franchise Invested, Company Operated)

**Brand:** *TROOMS Kids* – A fast-growing kids wear retail format offering curated baby & kids apparel with strong consumer repeat demand. **Model Type:** **FICO Model** (You Invest → Company Runs the Store)

### Total Investment Structure (Illustrative PSF Per Square Feet-Based Model)

Approx. Area Requirements: 500 to 800 Sq. Ft. Carpet area on Ground Floor.

Component	Amount (PSF)	Refund Status
Initial Inventory	₹ 3,000/- PSF	Fully Refundable (Franchisor-owned inventory)
Store Interiors & Setup	₹ 1,500/- PSF	Refundable after 6% YoY Depreciation
Rental Deposits	₹ 500/- PSF	Fully Refundable
Franchise Fee	₹ 6,00,000 + 18% GST	Non-Refundable & One Time (Brand & Rights)

### Lock-In & Term

Term	Duration
Total Agreement Tenure	5 Years
Lock-In Period	3 Years

**Total Investment Value (for Refund's calculation):**

Approx. ₹4,730/- PSF (Excluding Franchise Fee) In Case of Investor Initiated Exit POST Three Years. (after that also YoY 90/- PSF will be deducted.)

### Return on Investment (ROI)

The Franchisee earns returns on an “Either / Or, whichever is Higher” basis:

Return Type	Rate	Payout Cycle
Guaranteed Minimum Annual Return (MAR)	18% p.a. (i.e. 1.5% per month)	Paid Monthly (before 15th of following month)
OR Revenue Share	10% of Net Sales Value (NSV) per month	Monthly Sales Performance Linked (Difference Adjusted Quarterly)

Investor always receives whichever amount is higher. Monthly Sales MIS shared every month by 10<sup>th</sup>.

## Pre-Opening Benefit

Stage	Return
Before store opening (fit-out period)	<b>1% per month (12% p.a.) prepaid return on invested capital</b>

## Roles & Responsibilities

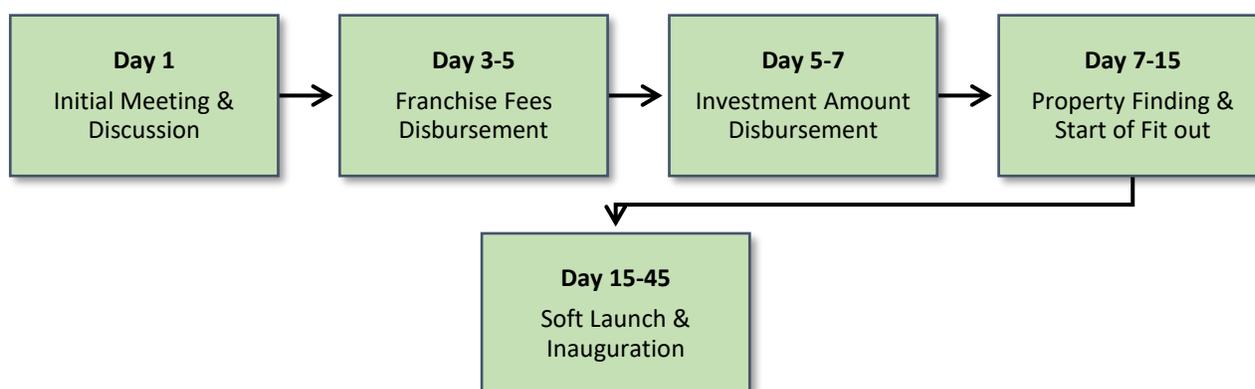
Franchise Investor (You)	Trooms (The Company)
Provide total investment	Execute store construction & setup
Own the store assets (refundable capital)	Fully operate & manage store day-to-day
No involvement in operations	Handle HR, inventory, pricing, billing & marketing
Receive returns monthly	Share monthly sales reporting transparently

## Payment Terms

**Franchise Fees:** Rs. 6,00,000 + GST to be paid at the time of blocking the location.

**Furniture & Stock Amount:** Rs. 5000/ PSF to be paid **within 7 days of Paying the Franchise Fees.**

## Schedule of Events



## For Booking Location

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