

## INFORMATION MEMORANDUM

### SALE OF A PRIME PROPERTY WITH PROFITABLE RETAIL BUSINESS (A CHAIN OF OUTLETS) WITH STRONG EXPANSION POTENTIAL - CHENNAI

A well-established Hyper market retail store with a strong customer base and significant growth potential is available for acquisition along with the shop space of 6049 sq.ft + 3000 sq.ft of open space. Currently, the store operates with a structured purchase and restocking model, ensuring smooth operations and efficient inventory management. It presents an excellent opportunity for investors looking to acquire a successful FMCG retail business with expansion potential.

#### **Established Footprint:**

The retail chain operates five established outlets across key locations on OMR and neighbouring areas in Chennai city. They collectively are serving approximately 80,000 walk-in customers monthly and generating an average monthly revenue of Rs.1.12 crore, with strong growth potential.

S.No.	Year	Location	Size	SKUs	No of Walk-ins /Mnth	Sales/ Mnth	Avg no of bills/ Custmr/mnth
1	2017	Main Outlet (Hyper market)	6100+2500 Sq.ft.	25,000	30,000	60,00,000	16,000
2	2019	Store 1	450 Sq.ft	6,000	5,000	5,00,000	3,000
3	2019	Store 2	900 Sq.ft.	9,000	20,000	19,00,000	11,000
4	2023	Store 3	1900 Sq.ft.	6,000	20,000	23,00,000	11,000
5	2023	Store 4	450 Sq.ft.	15,000	5,000	5,00,000	2,500
<b>Total</b>		<b>5 Stores</b>	<b>12,300 Sq ft</b>	<b>61,000</b>	<b>80,000</b>	<b>1,12,00,000</b>	

#### **Business Model:**

- The store follows an outright purchase model, ensuring complete stock ownership.
- Future restocking can be facilitated with credit availability ranging from 15 to 60 days.
- Monthly purchase volume is capped at approximately Rs. 60 lakhs, ensuring efficient revenue rotation.

### **Growth & Expansion Plan:**

The main store which is a own property is the largest retail space in the locality, with the potential to expand by an additional 2,000 sq. ft. through the creation of a mezzanine level. This expansion would allow for the introduction of new categories such as clothing and fashion, enhancing profitability. The other stores, located within residential communities, operate as exclusive outlets and have built strong goodwill among residents and office bearers.

To enhance the store's visibility, branding, and customer engagement, the following initiatives are suggested:

### **Main Store Enhancements:**

#### 1. Exterior Canopy Extension:

- To extend the exterior canopy by 8 feet for improved visibility and a fresh look.
- To update the main signage board.
- Estimated Cost: Rs. 8,00,000/-

#### 2. Interior Store Branding:

- To Improve interior branding in order to enhance customer experience.
- Estimated Cost: Rs. 1,00,000/-

#### 3. Marketing Initiatives:

- To hire an experienced marketing manager.
- To conduct marketing drives in key residential communities in the nearby localities which houses over 3000 families.

#### 4. Customer Engagement:

- Re-engagement with existing customers via WhatsApp for repeat purchases.
- Take up promotional efforts to onboard customers onto the store's app.
- To partner with delivery service providers such as Porter and Rapido for faster deliveries.

### **Enhancement suggestions for Community stores:**

#### **1. In-Store Branding:**

- To have standardized branding for all community stores.
- Estimated Cost: Rs. 50,000/-

#### **2. Marketing & Delivery Expansion:**

- To run marketing campaigns to promote delivery services in residential towers.
- To hire additional delivery executives for selected few stores.
- Expected to increase delivery orders by 25%.

#### **3. Inventory Management:**

- Always maintaining complete stock to boost sales by approximately 20%.

#### **4. Technology Integration:**

- To integrate the app across all community stores.
- To have real-time inventory tracking for seamless order fulfilment.
- Estimated Budget: Rs. 2,00,000/-
- Expected to significantly increase delivery orders.

### **Financial Highlights:**

- There is a strong and consistent revenue flow.
- An efficient inventory and credit management.
- Significant potential for increased sales through branding and digital integration.

### **Investment Opportunity:**

This business presents a lucrative opportunity for investors seeking:

- A stable and profitable retail operation.
- Expansion potential through digital transformation and strategic marketing.
- A well-established customer base in high-end residential communities.

Securing the right location is a crucial factor in any business's success, and as this has already been strategically accomplished, it will not be a new effort for the buyers. Furthermore, the client is open to providing continued support to help achieve the projected business growth, if required and desired for a period of one year.

**Conclusion:**

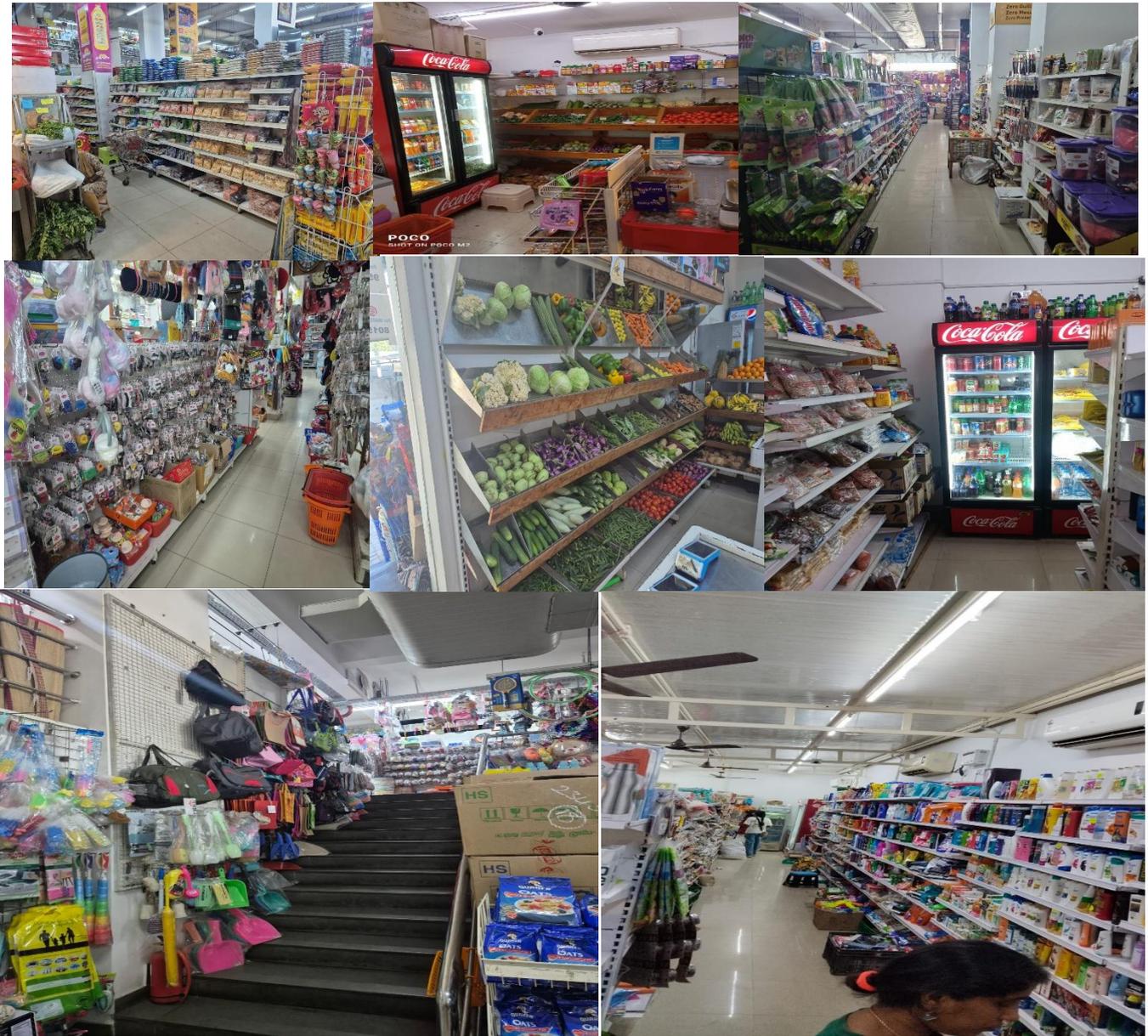
This business is a well-established and thriving retail operation with a strong foundation for future growth. The groundwork has already been laid in terms of location, goodwill, and market positioning, eliminating the challenges of starting from scratch. The seller remains open to supporting the buyer in realizing the full potential of the business, ensuring continuity, sustained profitability and will be a seamless transition for any investor.

**About Matex**

Matex Technologies carries a 30-year legacy of driving the circular economy, seamlessly connecting buyers and sellers in the B2B segment. We create a win-win marketplace, catering to both procurement and disposal needs across industries, optimizing the business value chain.

As pioneers in e-auction services, we serve 800+ clients and 1,500 factory outlets, backed by a strong network of 20,000 vendors. With a GMV exceeding Rs.6,500 crore annually, Matex continues to redefine efficiency, transparency, and sustainability in asset management.

A few photos of the stores for your reference:



For further details and clarifications please contact:

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