



A TURNKEY GROCERY FRANCHISE OPPORTUNITY

Proven Format • Trusted Brand • Simple Economics

GROCERIES • FRESH FOOD • DAILY NEEDS

A Storefront Built To Win Customer Trust

Every Metro Super Market outlet delivers the same premium, professional first impression from the moment a customer walks up.

- Bold, high-visibility branded signage
- Bright, spacious entrance with a dedicated trolley bay
- Neatly organized fresh produce and grocery aisles
- A professional look customers instantly trust



First impressions drive footfall - and footfall drives sales.

India's Grocery Retail Opportunity

A category too large, and too under-organized, to ignore.



\$1.5 Tn+

India's retail market size,
projected by 2030



~65%

Share of retail spending that
goes to food & grocery



1.3 Cr+

Traditional kirana stores across
India



2X

Organized retail's market share
in the last decade

The shift from unorganized to organized retail is one of India's biggest business opportunities.

The Kirana-to-Modern-Retail Shift

India has over 1.3 crore traditional kirana stores. Most still run on unorganized shelves, manual billing, and zero brand visibility — while shoppers increasingly expect the look, speed, and trust of organized retail.

Traditional Store

-  Unorganized shelves & clutter
-  Manual, error-prone billing
-  Limited product variety
-  Zero brand visibility

Metro Super Market

-  Professional store layout
-  Digital POS billing
-  Wide, organized product range
-  Strong local brand identity

Traditional stores are losing customers to modern formats. Evolving is no longer optional.

Why Partner with Metro Super Market

A complete ecosystem that lets local stores compete with modern retail chains.



Modern Store Design

Professional layouts that maximize every square foot.



POS Technology

Tech-enabled, rapid digital billing systems.



Supply Chain Network

Reliable access to leading FMCG brands.



Branding & Marketing

A professional, consistent brand identity.



Community Support

A partner network guiding your growth.

Scalable Franchise Formats

Choose the format that fits your space, budget, and market.



Mini Mart

300 – 1,000 sqft

Perfect for compact neighborhood locations.

MOST POPULAR



Super Mart

1,000 – 3,000 sqft

The optimal balance of space and variety.



Hyper Mart

3,000 sqft & above

The ultimate one-stop shopping destination.

A Transparent, Fixed Franchise Investment

One flat cost across every format — no surprises.



Franchise Fee

₹1,50,000 + GST

One-time fee to join the Metro Super Market brand network.



Software & Technology Setup

₹50,000 + GST

POS billing, inventory, and digital operations setup.

Applicable across Mini Mart, Super Mart, and Hyper Mart formats. GST applicable as per prevailing rates.

Your Store, Reimagined

From a cluttered, unorganised kirana shelf to a bright, categorized, branded Metro Super Market aisle.

BEFORE — Typical Kirana Store



AFTER — Metro Super Market



Organized Layout



Digital Billing



Bright, Branded Interiors

Building Your Store, Together

A turnkey system so you can focus on running the store, not building it from scratch.



Store Design & Layout

Space-optimized planning for maximum product density and easy customer flow.



Billing & Inventory Tech

Digital POS system for fast checkout and real-time stock tracking.



Supply Chain Access

Onboarding to a reliable network of FMCG and grocery suppliers.



Brand & Signage

Consistent Metro Super Market identity — signage, visuals, and store branding.



Ongoing Partner Support

Continued guidance as you launch and grow your store.

Smart Billing, Zero Hassle

Every Metro store runs on a fast, GST-ready digital billing system.

METRO SUPER MARKET • BILL	
Aashirvaad Atta 5kg	₹249
Fortune Sunflower Oil 1L	₹165
Amul Milk 1L x2	₹112
Tata Salt 1kg	₹28
Parle-G Biscuits x3	₹60

TOTAL (GST incl.)	₹614



Barcode & Scanner Billing

Scan and bill in seconds — no manual entry, no counting errors.



GST-Ready Digital Invoices

Every bill is automatically tax-compliant and error-free.



Real-Time Inventory Sync

Stock levels update automatically with every single sale.



Sales Reports On Your Phone

Track daily revenue and top-selling items from anywhere.

Already Run a Kirana Store? Here's What Changes

The same shop, the same location — run on a stronger, more profitable system.

As an Independent Kirana

-  Manual billing, prone to errors and leakage
-  Buying at small-trader prices, low margins
-  Limited shelf space, limited product range
-  No consistent brand identity or signage
-  Customers drift to organized stores nearby

As a Metro Super Market Partner

-  Digital POS billing — accurate, leak-free sales
-  Supply chain access at franchise-level pricing
-  Wider, better-organized product assortment
-  A trusted, recognizable Metro storefront
-  Footfall and repeat visits driven by the brand

Who Is the Ideal Metro Partner?



Existing Kirana Store Owners

Looking to modernize and grow beyond the traditional format.



Retail Entrepreneurs

Seeking a proven, structured franchise model to launch a new venture.



Local Investors

Looking for a stable, high-footfall neighborhood business.



Family Business Operators

Wanting an easy-to-manage, structured operating system.

Anyone who wants to build a strong, organized grocery retail business.

Why Grocery Retail Is a Smart Bet

A category built on daily, essential, repeat demand.



Deepening Customer Loyalty

Groceries are a daily necessity — customers return again and again.



Consistent Repeat Purchase Cycles

High-frequency buying creates predictable, recurring footfall.



A Recession-Resilient Category

Essential goods keep demand stable even in uncertain markets.

Markets reward early adopters. The future of kirana retail belongs to organized stores.



The Future of Kirana Retail Belongs to Organized Stores.

Metro Super Market helps you build that future today.

Start Your Own Metro Super Market Today

Join the Metro Super Market Community

Apply now to bring a modern, trusted grocery format to your neighborhood.



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+91-9217199793



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www. metroindiasupermart.com



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