



parag

Parag Franchise Business Opportunity



Proposed Districts

Lucknow, Allahabad, Varanasi, Basti, Bareilly, Faizabad,
Gorakhpur, Gonda, Kanpur, Meerut, Moradabad.



Range of Parag Milk Products

Parag is a brand name for a range of milk products manufactured & distributed all over Uttar Pradesh. The products under the Parag brand name include Ghee, Table Butter, Skimmed Milk & an array of indigenous products like Paneer, Mattha, Flavored Milk, Curd, Peda, Milk Cake, Khoya and all varieties of milk.

Parag Products List

Sl. No.	Product	Packing
1	Liquid Milk	
1.1	Parag Gold (F.C.M.)	5 liter, 1 liter, 500 ml
1.2	Parag Taza (Toned)	1 liter, 500 ml, 180 ml
1.3	Parag Lite (Dtm)	500 ml, 200 ml
1.4	Homogenized Standard Milk	Loose, Packing As Per Demand
1.5	Standard Milk	Loose, Packing As Per Demand
2	Ghee	
2.1	Poly Pack	1000 ml, 500ml, 200 ml
2.2	Sika Pack	1000 ml, 500ml
2.3	Tin (Agmark & Non Agmark)	15 Kg
3	Table Butter	500gm,100gm,50gm,20gm
4	Paneer	1 Kg, 200 gm, 100 gm
5	Peda	250 gm
6	Curd	
6.1	Sweet	200 ml, 100 ml
6.2	Plain	200 ml, 100 ml
7	Flavoured Milk	
7.1	Plain	200 ml
8	Curd Milk (Mattha)	200 ml
9	Chaach / Buttermilk	500 ml
10	Kheer	
10.1	Rice Kheer	100 ml
10.2	Chhena Kheer	100 ml
11	Besan Laddoo	250 gm
12	Khoys	1 Kg, 500 gm
13	Rasgulla	1 Kg, 500 gm, 200 gm
14	Gulab Jamun	1 Kg, 500 gm, 200 gm
15	Kalakand	1 Kg, 500 gm, 250 gm
16	Rajbhog	500 gm, 250 gm
17	Soan Papdi	200 gm, 400 gm
18	Parag Patisa	500 gm



Districts where New Milk Parlors will be Set Up

Parag new milk parlors will be exclusive outlets that stores and sells the entire range of Parag products only. New Parlors will help small-scale franchises to emerge as an attractive avenue for entrepreneurs. This will provide great benefits to the franchise.

Following are the list of districts where New Milk Parlors will be set up:

Name of Divisions	Allotted Districts
Meerut	Meerut, Bulandshahr, Ghaziabad, Noida
Moradabad	Moradabad, Rampur, Bijnor, J P Nagar
Bareilly	Bareilly, Badaun, Pilibhit, Shahjahanpur
Lucknow	Lucknow, Raibareilly, Hardoi, Unnao, Sitapur & Lakhimpur –Kheri.
Faizabad	Barabanki, Ambedkar Nagar, Sultanpur
Gorakhpur	Gorakhpur, Maharajganj, Doreia, Kushinagar
Gonda	Gonda, Bahraich, Shravasti, Balrampur.
Varanasi	Varanasi, Jaunpur, Gazipur.
Allahabad	Allahabad, Fatehpur, Pratapgarh
Basti	Basti, Sidharthnagar
Kanpur	Kanpur, Ethawah, Farrukhabad, Kannuj.

Eligibility Criteria for Franchises

Anyone with a very small capital base can participate in Parag's franchise. It requires very little investment and working capital.

Here are some criteria for businesses to acquire a Parag franchise.

- ✚ The Applicant needs to have a pre-built shop / space in a good location. The shop needs to be spread over 60 Sq Ft. To 100 Sq Ft. (Copy of owned premises should be submitted as proof).
- ✚ The applicant is expected to bear the cost of interiors decorations for setting of the parlor.
- ✚ Applicant must have a deep freezer to store the milk & milk products or else they need to bear the cost of the deep freezer.
- ✚ After the establishment of the milk parlor, an applicant has to conduct sales of a minimum of Rs 75000 in 3 parts i.e. Rs 25000 each which can vary upon the sales.

Note: *Applicants need to deposit Rs 25000 in the form of Cash/DD initially for the milk products which will be delivered to them.

Benefits for Franchises

This franchise model will help the franchise earn decent returns every month.

- ✚ The franchise will get high monthly returns depending upon the location of the milk parlor.
- ✚ Franchise owner will get a good retail margin on the various ranges of milk & milk products.
- ✚ Parag wholesale dealers will deliver the required stock from the nearest dairy plant to the shop of the franchise owner.