

**BE A PART OF THE
EVER GROWING**



Exclusive T.T Brand Shops Countrywide.



About T.T.

We are a 53 year old Indian brand with a strong presence in over 30,000

multi-brand retail stores

across India and supplying our

products to over 65 countries. As

T.T. Garments, we are a household name

In Men's & Women's lingerie, casual wear,

loungewear and formal wear with an

established retail business model. T.T.

Bazaar is our initiative to keep pace with the

new generation tastes and preferences in

clothing and fashion wear and provide them

an ultra-modern shopping experience,

both, online and offline.



What makes T.T. the right Choice

If you are looking for accelerated growth and quick return on investment in addition to the pride of becoming the franchisee of a 53 year plus old brand then come to us. T.T. Bazaar is your one stop shop for world-class quality Lingerie, Casual Wear, Lounge Wear, and Formal Wear with 5 decades of experience in Yarn, Fabric & Garment trade.



T.T. Bazaar Franchise opportunity



Starting with our first store in Delhi, we have replicated our success with franchisees who have added to our business growth with personal endeavours and singular streak of entrepreneurship. The excellent brand equity T.T. enjoys in the market and the fact that it surpasses the standards of other players in the industry is the prominent reason why T.T. is fast becoming the preferred choice.

Those who are venturing into T.T. Franchise business with us will be actively supported by a team comprising franchising managers, field marketing managers, operations managers, training managers and other staff.

The T. T. Bazaar Distinction

| | |
|------------------|---|
| Product | - a unique, one stop shop for ladies, gents and kids garments |
| Target Customers | - young age group willing to pay for value for money products |
| Retail Format | - modern retail format |
| Place | - local market with high footfall & exposure |
| Promotion | - ATL & BTL, co-branding, joint promotion with channel partners |
| Team | - young, passionate, professional and creative staff |
| Ambience | - inviting, clean, comfortable and customer-friendly |

What are the pre-requisites for becoming a T.T. Bazaar Franchisee?

T.T. believes in an excellent business model that thrives in the face of market fluctuations and reaps profits for all stakeholders. As a brand we inspire trust and confidence among our customers and look forward to building more opportunities of success.

- Availability of shop in a shopping area
- Sufficient capital for up front expenses and meeting operating expenses for 1 year
- Investing capital and operating expenses for one year
- Maintain the retail identity and cleanliness of the store
- Keep the stock updated and as per the current trends
- Innovate and conceptualize various schemes and discounts in line with the company offerings
- Ensure that there is no breach in the agreement and you sell only T.T. products to get the complete support from the company



Other mandatories for becoming a T.T. Bazaar Franchise?

- Store Opening Time - 10 a.m. sharp
- Store Closing Time - 9 p.m.
- Opening Days - 7 Days Open

A to Z support provided by T.T. Bazaar to its Franchisees

- Pre-opening - All store opening activity, like site selection, fabrication, store designing and pre-opening marketing
- Creative Support - Creative designing, in-store branding, creative artworks, etc.
- Sales planning - Guide and mentor franchise to achieve the sales targets
- Stock management - Maintain the required stock at distributor level
- Marketing - Plan ATL & BTL marketing activities to increase the sales
- Fashion Trends - Innovate and upgrade products as per the latest trends and as per market trends
- Pricing - Provide various sales promotion schemes and discounts to increase store sales

How Branding your Shop as T.T. Bazaar will help you?

- Your Shop gets a Global Brand Name
- Enhances your good will in one go
- Relieves you from tedious merchandise buying functions
- 100% cash sale, no bad debts, no collection worries
- High future expansion possibilities
- Win customers and their trust



THE FRANCHISE MODEL – T.T. BAZAAR

Put franchise model options table with store formats

| Store Formats | | | | |
|---------------|------------------|---|---|------------------|
| Sl. No. | Particulars | Mini | Regular | Family |
| 1. | Store Size | 200-300 Sq.ft. | 300-500 Sq.ft. | 500-1000 Sq.ft. |
| 2. | Gender | Men, Women, Kids | Men, Women, Kids | Men, Women, Kids |
| 3. | Categories | Undergarments, Leggings, Sleep Wear, Lounge Wear, Accessories | Undergarments, Leggings, Sleep Wear, Lounge Wear, Accessories | All Categories |
| 4. | Stock | 3 Lacs | 5.5 Lacs | 7.5 Lacs |
| 5. | Other Expenses | 1 Lacs | 1.5 Lacs | 2.5 Lacs |
| 6. | Total Investment | 4 Lacs | 7 Lacs | 10 Lacs |
| 7. | Annual ROI | 81% | 72% | 63% |

The T.T. Promise

Apart from a strong marketing program, T.T. Bazaar will assist you with ongoing store operations. We'll guide you through the initial training and provide ongoing support once you receive the keys to your store.

If you believe you have what it takes to become a successful T.T. Bazaar Franchise, contact us today for more details on **87002 40387** or email us at care@ttbazaar.com or visit www.ttbazaar.com







T.T. Bazaar, Chandausi (U.P.)



T.T. Bazaar, Karol Bagh, New Delhi



T.T. Bazaar, Surat, Gujarat



T.T. Bazaar, Kirari, Delhi



For opening T.T. Bazaar Store, Contact: **Mr. Rajiv Gupta - 8700240387**

E.: brandstore@ttlimited.co.in, W.: www.ttazaar.com