

Suhana BaZaar

PARTNER WITH SUHANA FOR A PROMISING FUTURE

Represent & Join Hands as a Suhana Franchisee
with One of India's Leading & Popular Spice Brands.



मज़ा आ गया!

Suhana Brand Journey

1962

2020

and the journey
continues...

A journey that started with spices has today evolved into a platter that offers high quality, authentic and comprehensive food solutions. With its 55 year old legacy, Suhana is committed to its values & founding principles of quality, ethics, and business excellence with the right blend of expertise, innovation and customer satisfaction. Since our inception in 1962, the Suhana aroma and footprint has spanned and surpassed National and International boundaries, with consistent growth and trust in the form of recognition, accolades & awards. As brand Suhana, we constantly endeavour to provide food solutions, to reach newer markets & customers both in India and abroad.

Suhana prides itself in successfully offering strong global branding, collaboration and lucrative partnership offerings, to ensure that our Franchisees/Partners can grow effortlessly and join us on our road to success.

Together we can create an unforgettable **"Maza Aa Gaya"** experience for our customers.

Founded in 1962 as a family owned business by an Entrepreneurial couple, Shri. Hukmichand Chordia and Late Smt. Kamalbai Chordia, Suhana has today grown to be a globally recognised brand spanning 5 continents, through its Supply Chain and has reached over 120 million satisfied customers globally.

Led by a fine blend of experienced mentors and energetic visionaries, brand Suhana aims to be a complete food solution company, enriching and delighting customers while leaving its imprint in kitchens across the world.

Through constant dedicated R & D, we strive to enhance the customer delight by expanding & enriching the Suhana product experience, based on organized market research, consumer requirements & feedback.

Our Brands



Suhana®

मज़ा आ गया!

Complete Spice Mixes
Specially Blended Spices
Pure Spices
Cuppas & Refills
Pickle Masalas & Papads
Mithaas & Instant Mixes
Desi-Dragon Range & Indo Chinese Mixes
Health & Premium



घरोघरी अंबारी

Pure Spices
Special Blends



CHATPATA CHAMTKAR!

Pickles & Chutneys
Special Range & Thecha
Ketchup

Suhana®
Health
HONEY



Pickles



Pure Spices



Other Brands



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AYURVED

Ayurvedic Soaps & Cosmetics



Fusion & Energy Drink



Pure Veg Premium Bakery Products



हिरा
चना बेसन



Radheshtam Food Products



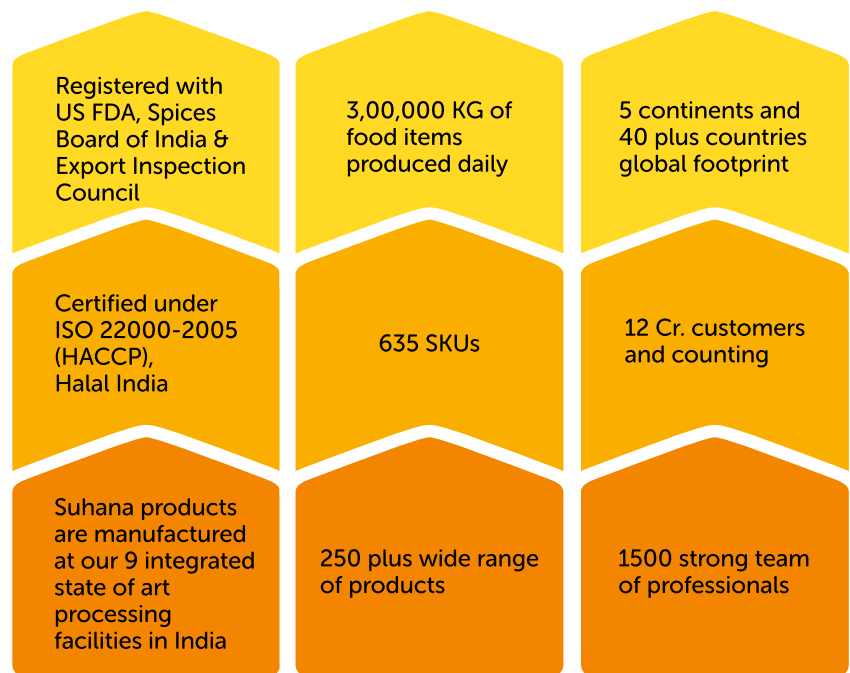
Khao, Khilao Chatpata Swad



Pure Veg Premium Bakery Products



The SUHANA Success Story



Pre Selection

Eligibility Criteria



- Franchisee applicants should be genuine, dedicated, passionately driven entrepreneurs
- Successful Suhana brand representation
- Financial credibility & capital stability
- Quantifiable Eligibility Parameters
- Focused on working towards a long term commitment
- Brand identity creation & enhancement
- Personal involvement of owner in operations
- Creative, self-driven, technology-driven, motivated & proactive entrepreneurs
- Active Business Partner is a must who should be highly engaged and personally involved in the day to day store management. Professional, process - oriented, technology - driven, self - motivated with a long term business vision.

Suhana Franchise Application Process

- Step 1** - Applications for Franchise can be made by prospective partners on our website www.suhana.co.in
- Step 2** - Alternately the attached application form can be filled and sent to the Suhana Corporate Office - **ONE Suhana, 55, Hadapsar Industrial Estate, Hadapsar, Pune - 411013. Maharashtra (INDIA).**
- Step 3** - Our team would contact you to understand your needs, location and business experience.
- Step 4** - An MOU would be executed after which detailed specifications can be discussed.
- Step 5** - Once a partner is identified and approved by Suhana Management, a 5 year Franchise Agreement would need to be executed.

For Franchise Enquiries you can also contact :-

Email: suhanabazaar@suhana.co.in

Your SUHANA Safar

Upon selection of a partner, dedicated support would be provided to the Franchise Partners to help with your Suhana Safar !



PRE-STORE

Set up : Location selection, store design & layout, legal formalities support. Comprehensive training will be provided along with a store set up manual giving a detailed SOP for store set up & operation.

IT Support : Domain Expertise Services, Sales Software Support and Training, Sales Analysis.

STORE LAUNCH

Operational Support & Training : Dedicated Operational Support & guidance, Product & Brand Training to ensure quick growth.

Store Opening : Support in terms of Logistics, opening formalities & launch.

STORE SAFAR BEGINS

Marketing : Promotions, new product launches, special offers & marketing campaigns, customer database and arrangement of packaging & branding materials.

Distribution : PAN India distribution support network. Distributor pricing benefits.

Supplies : Stocks, supplies, inventories, logistics support. Planning of monthly target and branding strategies to gain more footfall.

Franchise Support Centre : Dedicated support center team to assist with concerns, grievances & suggestions.



Pune Retail Store

Suhana BaZaar

LOVED IN EVERY KITCHEN.
TRUSTED BY EVERY HOMEMAKER.



PRAVIN MASALEWALE

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