

RAJDHANI FASHIONS

A unit of rbfc india (P) Ltd

Ahead in fashion for women and men

**Office Address–1st Floor 101 Sneh Highway
Jaganpura Mor Kankarbagh Patna Pin - 800020**

Web: www.rajdhanifashions.com E-mail: info@rbfcindia.com

**Call Us : 9153983641, 9153983643
9153983647, 9153983650**

Wel-come



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

RAJDHANI FASHIONS

A unit of rbfc india (P) Ltd

Dear Partner,

Franchising allows the aspiring business to become the owner of one or more locations of a larger company. There are two parties in franchising, i.e., a franchisee and a franchisor.

A franchisee is a group or a person buying a franchise together. The franchisee comes to terms with the big company (franchisor) on how the business will run. In turn, they get all the rights to operate under the brand's logo, reputation, and name.

In addition to this, they also receive marketing materials such as supplies, location, and more.

In other words, a franchise is a business model where an entrepreneur operates the business. They use the company's logo, name, trademark, product, branding, and business system. In return for fees and other payments like royalties, licensing fees, etc., depending upon the terms of the contract of both parties.



RAJDHANI FASHIONS

A unit of RBFC India (P) Ltd
(Registered by Govt. of India)

RAJDHANI FASHIONS

A unit of rbfc india (P) Ltd

Franchisor

The franchisor is a parent company that sells the rights to franchise its brand or company to Rajdhani Fashions franchisees. A franchisor is a person who has developed the brand, company, and operating systems.

On the decision to franchise the business, the franchisor offers the franchisees the right to their recognizable trademark, proven business model, established business system, and training and support.

Franchisee

The franchisee is an individual who purchases the rights to sell the services and products. Also, they utilize established and proven business systems.

Though the franchisee means buying an established business, franchisees should work hard to gain market trust and loyalty and attract talent. This will help them in growing their business. After all, it is the franchisee that runs the day-to-day business activities of a business.

Preface / Introductory Remarks of Rajdhani Fashions

Rajdhani Men's Wear renowned Brand of Sharpcrop Company: A Tradition of Elegance and Quality

Since its inception, Rajdhani Fashions Women and Men's Wear Brand of RBFC India (P) Ltd. has been at the forefront of the fashion industry, renowned for its commitment to excellence, impeccable craftsmanship, and timeless style. With a rich heritage that spans several years, we have consistently redefined men's fashion, setting new benchmarks and inspiring trends that stand the test of time.

At Rajdhani Fashions, we believe that clothing is an expression of one's personality and individuality. With this philosophy in mind, we meticulously curate a diverse range of men's apparel that effortlessly combines sophistication, comfort, and versatility. Our collections showcase a perfect blend of classic designs and contemporary trends, catering to the discerning tastes of modern gentlemen.

Every garment that bears the Rajdhani Fashions label is a testament to our unwavering dedication to quality. We source the finest fabrics and materials from around the globe, ensuring that our garments are not only luxurious but also durable and long-lasting. Our expert artisans employ traditional tailoring techniques combined with cutting-edge technology to create masterpieces that fit flawlessly and exude unmatched elegance.





RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

OUR VISION

At Rajdhani fashions Brand of RBFC India (P) Ltd. Company, our vision is to be the leading provider of exceptional men's wear, renowned for our commitment to quality, innovation, and customer satisfaction. We strive to set new industry standards and become the brand of choice for discerning individuals seeking unparalleled style and craftsmanship

We envision a future where our garments not only adorn men with elegance but also empower them to express their unique personalities and make a lasting impact. Through our commitment to craftsmanship and attention to detail, we aim to create clothing that exudes timeless sophistication and reflects the evolving fashion landscape

Our vision extends beyond creating exquisite men's wear. We aspire to foster a culture of innovation and continuous improvement, constantly exploring new technologies, materials, and design techniques. By embracing cutting-edge advancements, we seek to revolutionize the industry and stay ahead of emerging trends

As a customer-centric organization, we are driven by the goal of exceeding our customers' expectations at every touch point. We envision building long-lasting relationships with our clients, built on trust, transparency, and exceptional service. By consistently delivering superior quality products and personalized experiences, we aim to become synonymous with unmatched customer satisfaction



“” Our motto is Quality product and Customer Satisfaction with continuous improvement.””



RAJDHANI FASHIONS
A unit of RBFC India (P) Ltd
(Registered by Govt. of India)

Highlight a few key advantages of franchising with Rajdhani y Men's Wear

Established Brand:

Rajdhani Men's Wear is a well-established and recognized brand known for its superior quality, exceptional designs, and commitment to customer satisfaction. By aligning yourself with our brand, you gain an instant competitive edge in the market

Extensive Support:

We provide comprehensive support to our franchisees, including initial training programs, ongoing operational assistance, marketing support, and access to our network of suppliers. Our team of experts is dedicated to your success and will guide you every step of the way

Diverse Product Range:

RF Men's Wear offers a diverse range of high-quality clothing and accessories, catering to the varied tastes and preferences of our discerning clientele. Our collection encompasses formal wear, casual wear, accessories, and more, ensuring a wide customer base and repeat business opportunities

Marketing and advertising:

Our marketing strategies are designed to maximize brand visibility and drive footfall to your franchise location. From national advertising campaigns to localized promotional materials, we will work together to create a targeted marketing plan that suits your market and audience

**RAJDHANI FASHIONS**

A unit of RBFC India(P)Ltd

(Registered by Govt. of India)

Our Business Modules

SPACE ENQUIRED	AMOUNT	REFUNDABLE	NON - REFUNDABLE	Goods against MRP Amount
250>400 SQ.FT.	13 LACS	10 LACS	3 LACS	30,00,000
401>600 SQ.FT.	15 LACS	12 LACS	3 LACS	38,00,000
601>800 SQ.FT.	17 LACS	14 LACS	3 LACS	46,00,000
801>1000 SQ.FT.	19 LACS	15 LACS	4 LACS	50,00,000
1001>1500 SQ.FT.	23 LACS	19 LACS	4 LACS	66,00,000
1501>1800 SQ.FT.	27 LACS	23 LACS	4 LACS	82,00,000
1801>2000 SQ.FT.	32 LACS	27 LACS	5 LACS	1,00,00,000
2001>2500 SQ.FT	37 LACS	32 LACS	5 LACS	1,18,00,000
2501>3000 SQ.FT	42 LACS	37 LACS	5 LACS	1,38,00,000

Our Business Modules

Flat Margin Scheme

Franchisor Contribution against Non Refundable Amt

- Billing software POS with Annual Renewal • Signature Letters with Maintenance for Life time
- Carry Bags for Costumers / Hangers
- Transportation Cost inwards and out wards
- Card Swapping Machine With Bank Charges and Rent for life time. • Inside and outside branding season wise
- Insurance expenses for the insurance for your stock
- 30 days Product Replacement Warranty. • Dead and Dump stock Return
- Store opening invitations and Visiting Cards, • Pamphlet , Banners, Poster
- Marketing activity Online / Offline

Franchisor Contribution against Non Refundable Amt

- ACP façade
- Partitions & Trial Room
- Civil works
- Back Storage • Music system with Computer System with scanner and Printer
- Front Glass of Showroom with doors and handles
- Furniture and Fixtures
- Finished Walls
- CCTV
- Men Power

SPECIAL REMARKS

Business Margin on Net Sale (Without Gst) 30%

Store size should be in between the Sqft area



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



OUR FIRST PRIORITY IS QUALITY





RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

RAJDHANI FASHIONS

Ahead in fashions for women & men

Why Rajdhani Fashions for franchise ?

Premium Quality 1



2

Customer Satisfaction

Competitive Franchise offer 3



4

Company support all time



Transparency 5

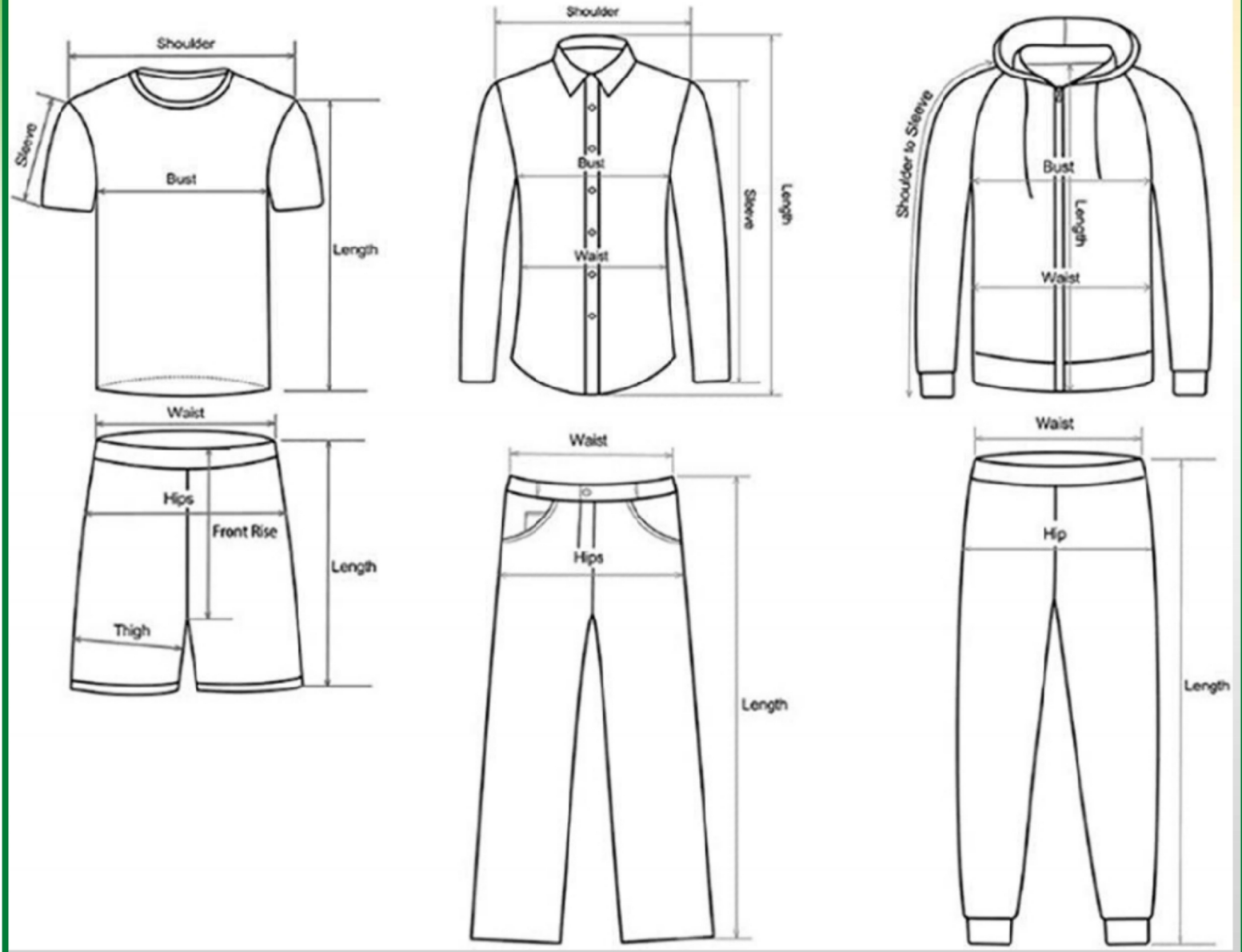




RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

How To Measure





RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd

(Registered by Govt. of India)

WE HAVE 50+ STORES SOME OF THOSE BELOW ::

PLACES	PLACES
BIHAR	JHARKHAND
WEST BENGAL	UTTAR PRADESH
JAISALMER, RAJASTHAN	PATIALA, PUNJAB
KALWAR ROAD, JAIPUR	MANSAROVER, JAIPUR
KOTHPUTLI, RAJASTHAN	LOSAL, SIKAR RAJASTAN
NANAKMATTA, UK	JHUNJHUNU, RAJASTHAN
BIKANER, RAJASTHAN	SADULPUR, RAJASTHAN
LUCKNOW UP	DAUSA RAJASTHAN
DELHI	SEWADBARI, RAJASTHAN



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd

(Registered by Govt. of India)

SUPER FRANCHISE POLICY

TOTAL AMOUNT	REFUNDABLE AMOUNT	NON REFUNDABLE AMOUNT
5 LACS	4 LACS	1 LAC

SPECIAL NOTE :

- ❖ SUPER FRANCHISE MEMBERS CAN WORK ANY WHERE IN INDIA
- ❖ PER STORE PROFIT MARGIN 2% ON NET SALES(WITHOUT TAX)

PRESENTLY RAJDHANI FASHIONS RUNNING STORES IN FOLLOWING STATES

RAJASTHAN	UTTAR PRADESH	MADHYA PRADESH	HIMACHAL PRADESH	HARYANA
UTTRAKHAND	BIHAR	ODISHA	PUNJAB	CHATTISGARH
MAHARASTRA	GUJRAT			



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

OUR STORES LOCATIONS



- PATNA (BR)
- KOLKATA (WB)
- LUCKNOW (UP)
- JAIPUR (RAJ)
- JAISALMER (RAJ)
- JHUNJHUNU (RAJ)
- AMROHA (UP)
- BHOPAL (MP)
- CHINDWADA (MP)
- SIKAR (RAJ)
- DAUSSA (RAJ)
- JAMMU (J&K)
- CHURU (RAJ)
- MAHASANA (GUJRAT)
- GUNA (MP)
- MANDSOUR (MP)
- KHOTHPUTALI (RAJ)
- NANAKMANTA (UK)
- NARLON (HR)
- JAIPOR ODISHA
- SOLAN (HP)



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



RAJDHANI FASHIONS OFFICE



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

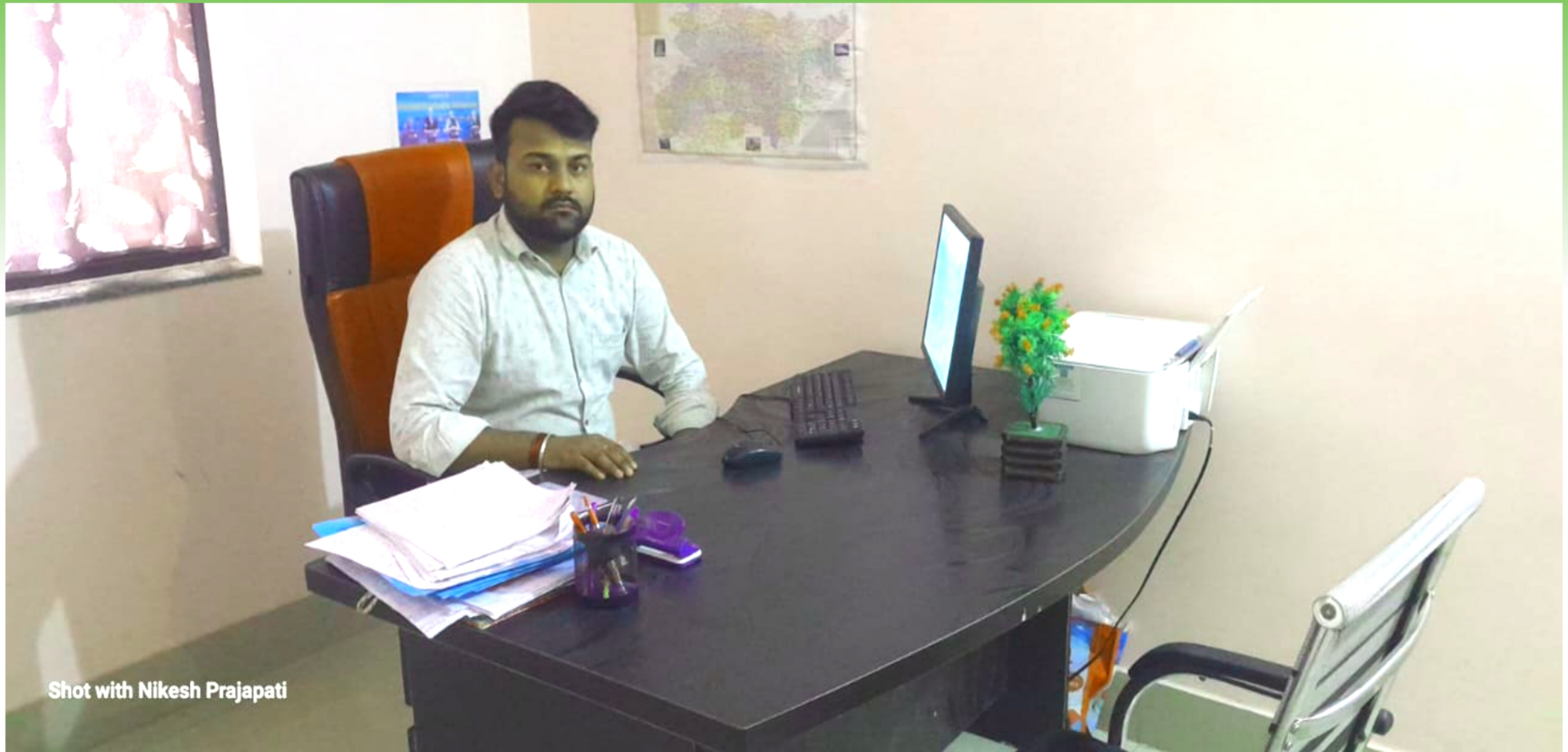


MANAGING DIRECTOR



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

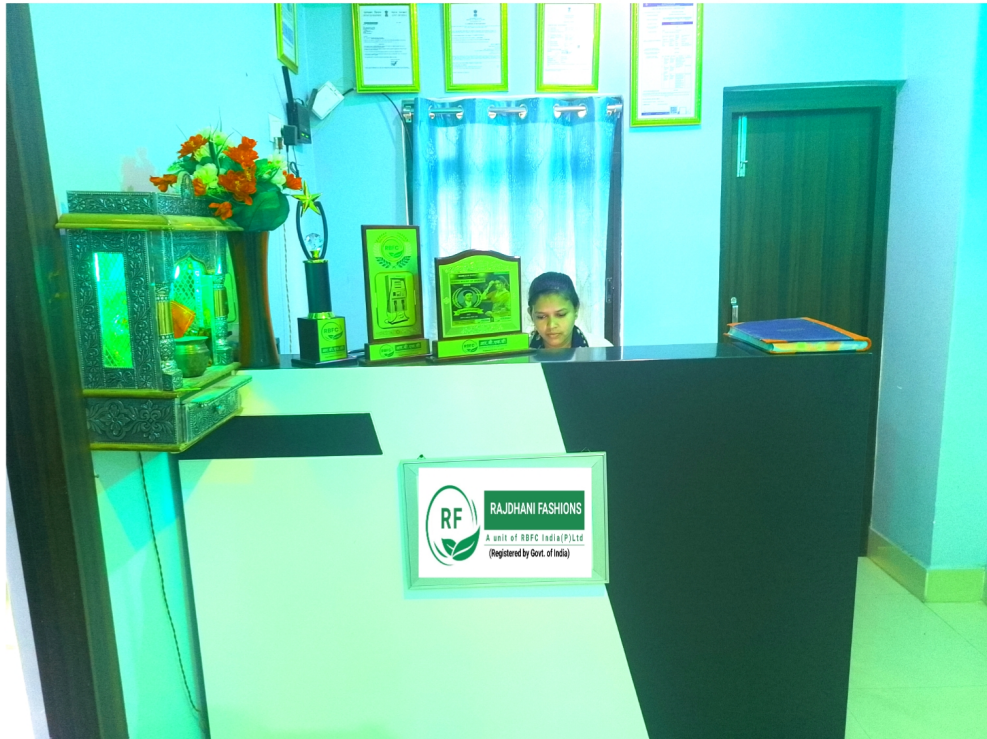


MARKETING DIVISION SALES HEAD



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



RECEPTION



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

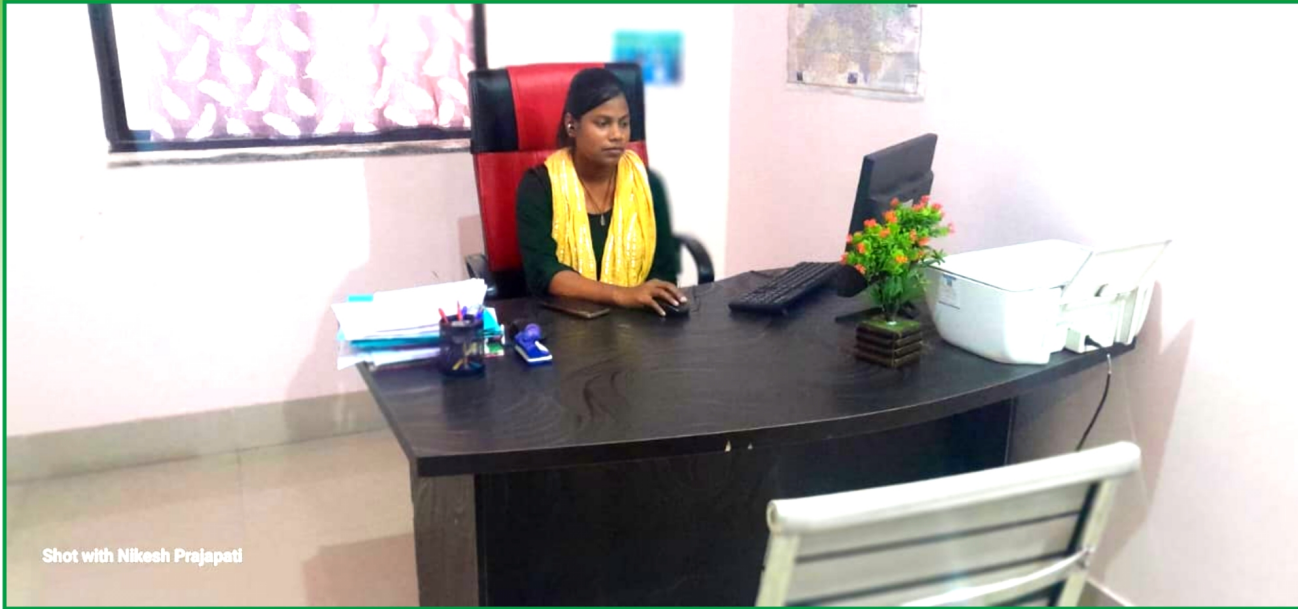


SOCIAL MEDIA DEPT.



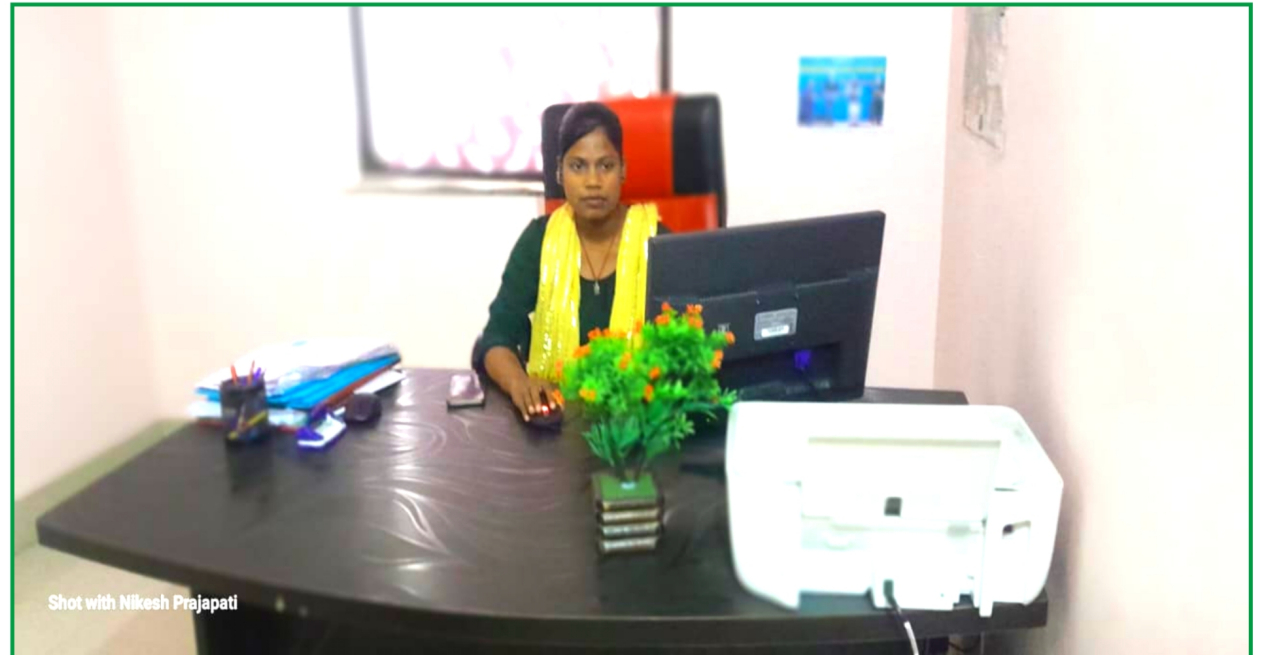
RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



Shot with Nikesh Prajapati

HR DEPT

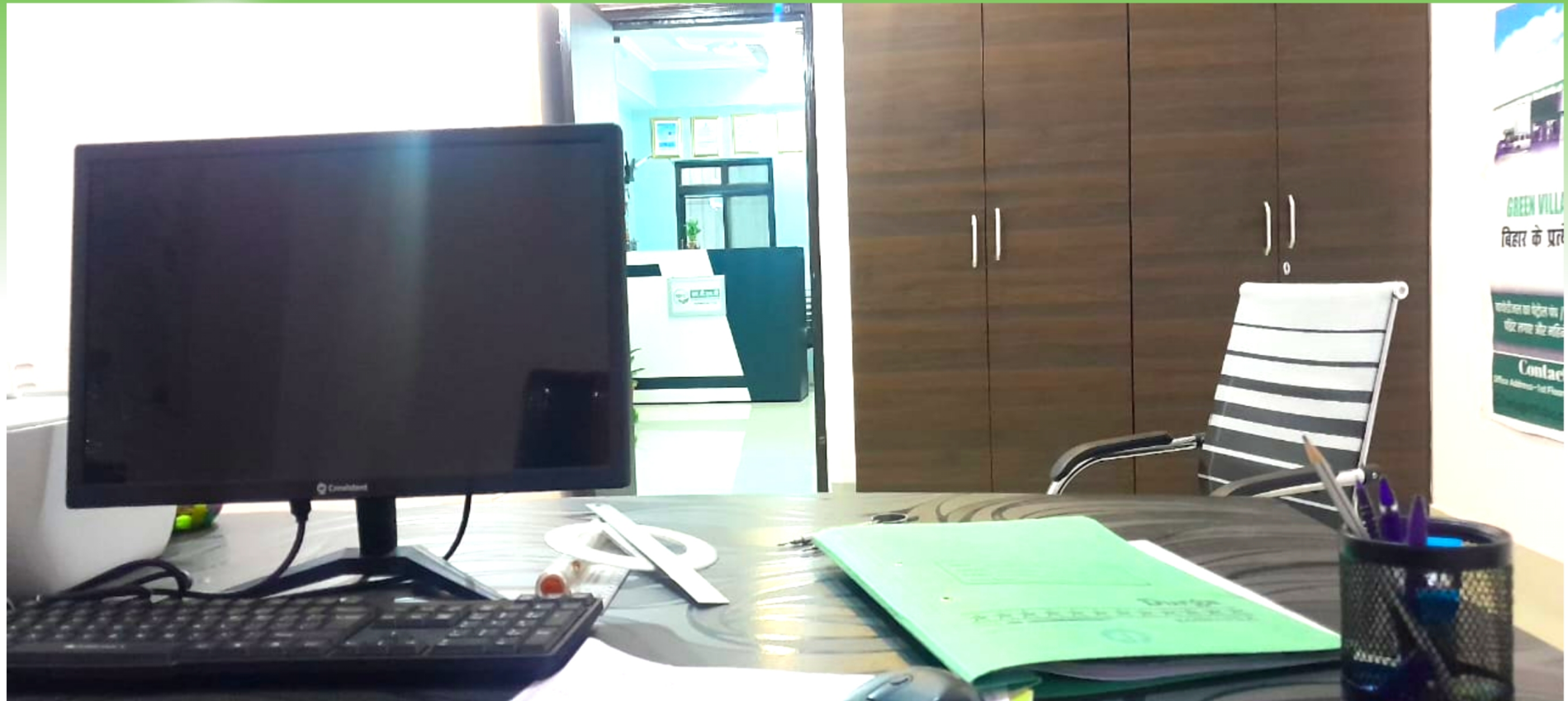


Shot with Nikesh Prajapati



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



IT DEPARTMENT



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



TELE CALLER SALES DEPT.



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



CLIENT MEETING



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



Shot with Nikesh Prajapati

CRM DEPT.



RAJDHANI FASHIONS

A unit of RBFC India (P) Ltd
(Registered by Govt. of India)



ZONAL SALES HEAD MOTIHARI



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

RAJDHANI FASHIONS

फैशन में सबसे आगे



RAJDHANI FASHIONS OPENED STORES



RAJDHANI FASHIONS

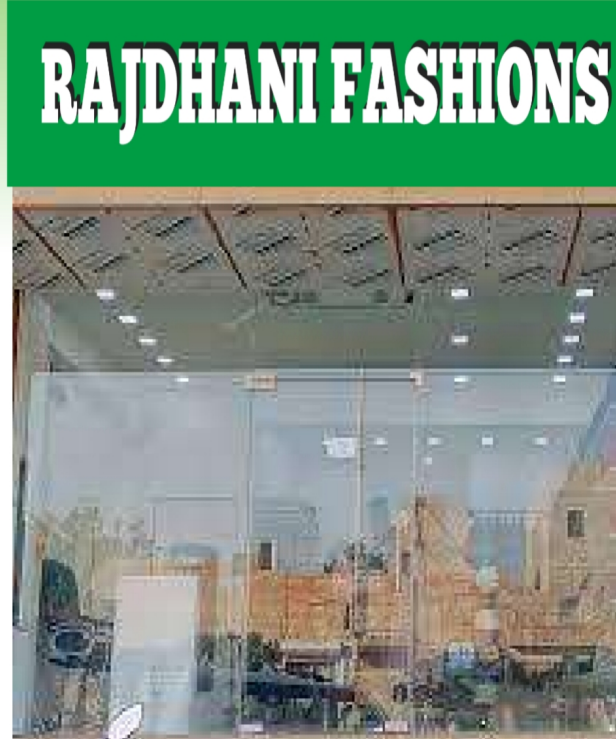
A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



RAJDHANI FASHIONS OPENED STORES



RAJDHANI FASHIONS
A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



RAJDHANI FASHIONS JAIPUR STORES



RAJDHANI FASHIONS
A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



RAJDHANI FASHIONS DELHI STORES



RAJDHANI FASHIONS
A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



RAJDHANI FASHIONS DELHI STORES



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)

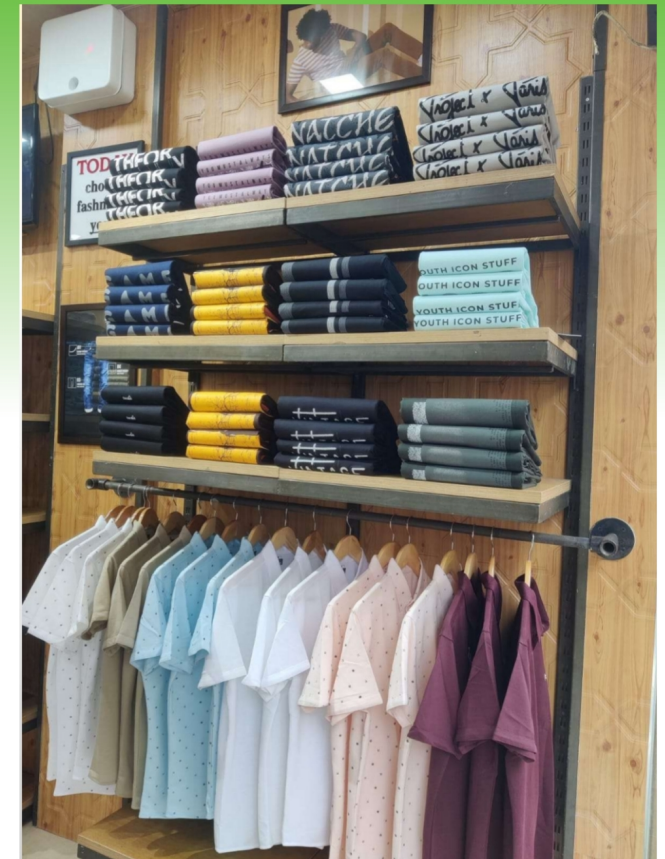


**RAJDHANI FASHIONS STORES
GORAKHPUR (UP)**



RAJDHANI FASHIONS

A unit of RBFC India(P)Ltd
(Registered by Govt. of India)



**RAJDHANI FASHIONS STORES
PALIGANG PATNA**

RAJDHANI FASHIONS

A unit of rbfc india (P) Ltd

Ahead in fashion for women and men

**Office Address–1st Floor 101 Sneh Highway
Jaganpura Mor Kankarbagh Patna Pin - 800020**

Web: www.rajdhanifashions.com E-mail: info@rbfcindia.com

**Call Us : 9153983641, 9153983643
9153983647, 9153983650**

THANKS