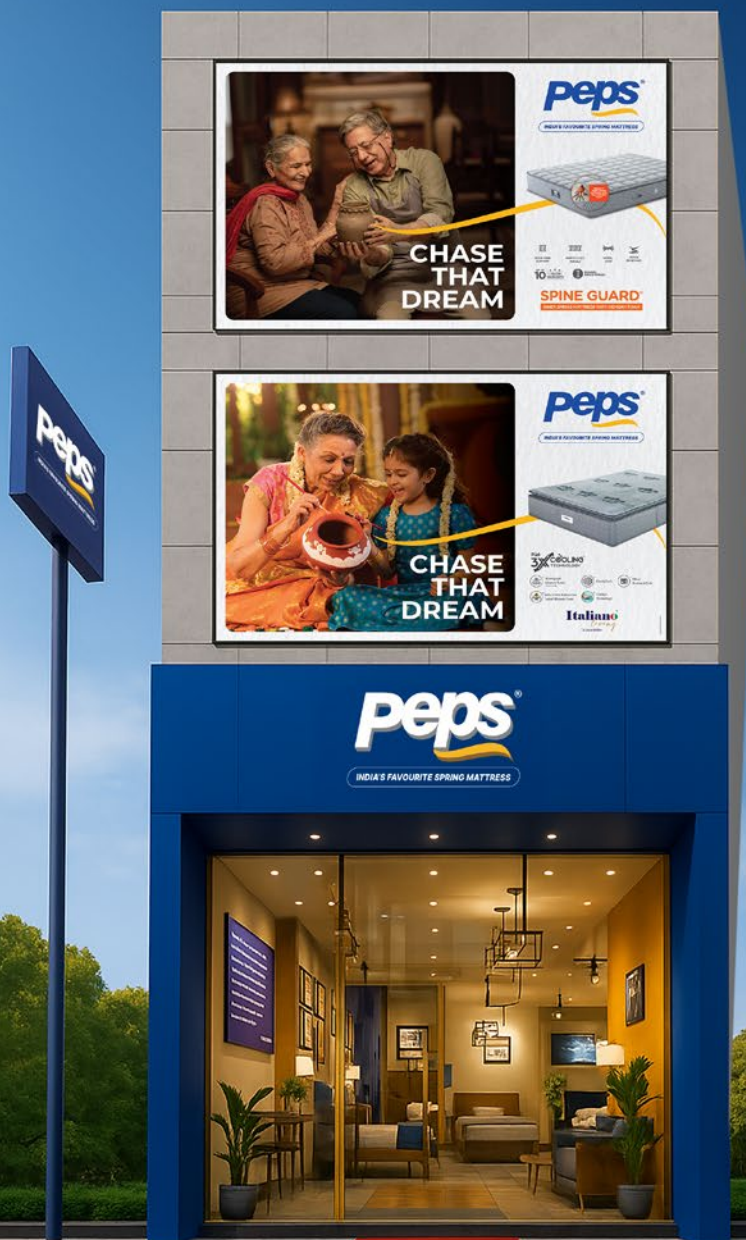


We welcome you to partner with  
**India's favorite spring mattress brand.**





## INDIA'S NO.1 SPRING MATTRESS BRAND



Peps is India's No. 1 spring mattress brand, trusted by millions for delivering deep, restful sleep. With cutting-edge technology, unmatched quality, and a growing market for premium sleep products, Peps is the perfect partner for your next business success.

### Quick Brand Facts:

- **20+ years** in the industry
- **4000+ retail** touchpoints across India
- In-house manufacturing with **global technology partners**
- Strong brand recall and **premium positioning**
- Award-winning **customer satisfaction**







## **EXCLUSIVE OPPORTUNITY FOR VISIONARY ENTREPRENEURS**

Peps is seeking entrepreneurial partners who align with our legacy of quality, innovation, and excellence. We're not expanding for the sake of numbers - we're inviting a select few to become custodians of India's most trusted sleep brand in untapped territories. With only a few franchise slots available in key markets, get a chance to create a long-term, premium business with Peps.

# FRANCHISE INVESTMENT & BENEFITS

Low Investment.  
High Returns.  
Zero Stress.



## Investment Ballpark

Initial Investment

(\*Varies based on store size and location)

**: ₹10 Lakhs**

Space Required

**: 800 sq. ft.**

PAT (Profit After Tax)

**: 16.87% of Sales**

# FRANCHISE BENEFITS

## What You Get When You Partner with Peps:

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- **Peps-Exclusive Franchise: Only Peps Products Allowed**

Represent a single, powerful national brand. Your store becomes an extension of Peps' identity - consistent, focused, and premium.

- **Subsidized Mattress Display Support:**

Peps offers 60% cost-sharing on display mattresses, capped at ₹1.5 Lakhs, to help you set up a compelling retail floor.

- **EMI Interest Subsidy:**

Get customer-friendly finance options powered by Bajaj Finance — Peps subsidizes the interest to boost conversions.

- **Digital Enquiry Generation & Local Lead Support:**

Peps runs nationwide digital campaigns to generate enquiries, which are passed on directly to local franchises for follow-up and conversion..

- **Seasonal Promotions:**

National-level festive promotions (like Diwali arches) and thematic in-store campaigns to drive traffic and engagement.

- **Sales Training for Staff:**

Full onboarding and sales training support for your GSS (Ground Sales Staff) to ensure high conversion rates and customer satisfaction.

- **FOFO Agreement:**

A clearly defined Franchise-Owned Franchise-Operated agreement ensures mutual commitment and operational clarity.

- **Easy Payment Terms:**

Mattress procurement comes with flexible 14-day payment terms from invoice date, helping you manage cash flow smoothly.



# THE PEPS RETAIL EXPERIENCE – A CLASS APART

Every Peps store is designed to deliver a seamless, premium sleep experience. From thoughtfully designed interiors to expert-trained staff, customers enjoy a journey that makes mattress shopping both comforting and delightful.





## HEAR IT FROM OUR FRANCHISE PARTNERS

"Partnering with Peps gave me the confidence to start my first retail venture. Their support system is top-notch."

— Rajesh K.,  
Franchisee – Coimbatore

"We've seen consistent footfall and great margins. The brand's credibility really works in our favor."

— Nikita D., Franchisee – Pune



**INDIA'S FAVOURITE SPRING MATTRESS**

Call: +91-XXXXXXXXXX | Email: [franchise@pepsindia.com](mailto:franchise@pepsindia.com)

Visit: [www.pepsindia.com/franchise](http://www.pepsindia.com/franchise)

Reserve Your Preferred Territory Today