Supplying Value, Building Trust.

ODO 24X7 Convenience Store – Brand Presentation

Welcome to ODO 24X7

"The shop that never stops"

ODO 24X7 is the new-age retail experience designed to meet the modern consumer's lifestyle. With a 24-hour operation model, ODO combines **convenience, freshness, and variety** under one roof.

About Us

Founded in 1990, ODO 24X7 is a convenience store brand offering daily needs, groceries, ready-to-eat meals, personal care, beverages, snacks, tobacco, and hygiene essentials—all available round the clock.

We are not just a convenience store; we are a **lifestyle brand** that delivers freshness, comfort, and accessibility. With a live kitchen, curated products, and customer-first service, ODO 24X7 ensures an unmatched shopping experience.

Our Promise

- **Freshness Guaranteed** – Premium quality ingredients, freshly prepared meals, hand-crafted snacks.
- **24/7 Access** – Always open, always available.
- **Variety & Choice** – 2000+ items across 41 categories.
- **Customer Delight** – Friendly, knowledgeable staff and seamless service.

Market Opportunity

- India is the 4th largest retail market in the world, projected at **$1.3–1.7 trillion by 2025**.
- **1.9 million Kirana stores** are expected to transform in the next decade.
- Retail is shifting from unorganised to organised convenience, with a huge growth window for modern retail players.
- Household spends an average of **₹12,000/month**, and ODO 24X7 aims to capture a significant share of this.

Why ODO 24X7?

- Disruption in the **traditional kirana model**.
- **End-to-end franchise support**: from location scouting to setup, supply chain, training, and marketing.
- **Low investment, high ROI** with an average **payback in 18–20 months**.
- **Lockdown-proof model** – essential services are always in demand.

Business Model/ Franchise

ODO 24X7 EXPRESS Model (300–500 sq. ft.):
- Franchise Fee: NIL (For 1st 25 stores)
- Infrastructure, Equipment & Stocks: ₹35,00,000
- **Total Project Cost: ₹35,00,000**
- Net Margin: 30-35%%
- Agreement Tenure: Life Long
- Royalty: NIL (0%)

ODO 24X7 Model (800–1500 sq. ft.):
- Franchise Fee: NIL (For 1st 25 stores)
- Infrastructure, Equipment & Stocks: ₹75,00,000
- **Total Project Cost: ₹75,00,000**
- Net Margin: 30-40%
- Agreement Tenure: Life Long
- Royalty: NIL (0%)

Support & Process

We provide full support to our partners at every step:
- Location finalisation
- Store design & renovation
- Vendor, Supply chain & doorstep Delivery
- Hiring, training & audits
- Marketing & brand campaigns

Advantages of Owning an ODO 24X7 Store

- Strong **brand identity** with growing consumer demand.
- **Fast food café + convenience store** hybrid model.
- 24/7 availability, ensuring **continuous revenue flow**.
- **Operational excellence & technology support**.
- Highest industry margins in the segment.

Ideal Franchise Partner Profile

- Entrepreneurs with **retail or business operations experience**.
- Individuals who can **capture prime locations** and dedicate full-time involvement.
- Growth-oriented investors seeking **sustainable income streams**.

FAQs

- **Time to launch a store?** 45 days.
- **Who builds the store?** ODO brand team.
- **Licenses required?** FSSAI, trade license, labour license, 24-hour operating license – all arranged by brand.

- **Supply chain?** Managed by ODO.
- **Staffing?** Only 2 staff members are required.
- **Training?** On-the-job, provided by the ODO team.

The ODO 24X7 Experience

Step into ODO 24X7, where convenience meets lifestyle. From groceries to quick meals, essentials to indulgences, we redefine retail with freshness, accessibility, and care.

ODO 24X7 – Convenience. Freshness. Always.

 To know more, connect with our team: +91 XXXXX XXXXX
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