



TRENDZILA
elevating the streets

(Since Feb 2018 JTJ Retail Outlet Chain Pvt .Ltd .)





ABOUT US

Trendzila is reinventing urban fashion by embracing raw culture and daring boldness.

Trendzila creates clothing that appeals to today's youth by fusing premium quality, edgy designs, and modern aesthetics with the goal of elevating the streets.

The brand, which finds inspiration in music, art, and the daily bustle of the streets, represents uniqueness and expression.

Trendzila is more than just apparel; it's a movement—a way of life that encourages people to show off their individuality, flaunt their confidence, and make a statement wherever they go.

Trendzila is not simply another startup in the fashion industry. Profitability, expansion, and technical innovation support the company's vision. Its ability to incorporate speed, efficiency, and originality into each layer of its business model is what makes it special.

OUR STORES :

KIOSK STORES :

Kirti Nagar, Kashmir Gate, Central Secretariat, MG Road, Rajiv Chowk, Kalakaji , Janakpuri West, Hauz Khas, Netaji Subhash Place, Dilli Haat INA, Sarojani Nagar, Rajouri Garden, Millenium City Centre, Chandni Chowk, Noida Sector - 52, Tagore Garden, Karol Bagh, Malviya Nagar, Vaishali Ghaziabad,

SHOWROOM :

Hauz Khas - South Delhi, Rajouri Garden - West Delhi, Prayagraj - UP, Indore - MP and Nepal

UPCOMING SHOWROOMS - Anand Vihar - East Delhi, Madgaon - Goa, Kolhapur - Maharashtra, Ranchi - Jharkhand, Gurugram - Haryana,



MODEL 1:

COFO Modell- Company Owned Franchise Operated

PAN INDIA SHOWROOM

- Investment: ₹15,00,000 (Refundable 5 lakhs against the stock)
- Store Size: 250 to 500 square feet
- Location: Prime Market of city
- Rent : Up to 50k/ Paid by company for 1 year.
- Franchise Commission: 25%

Franchise Fee - 3 lac Non Refundable

Franchisee expenses:-

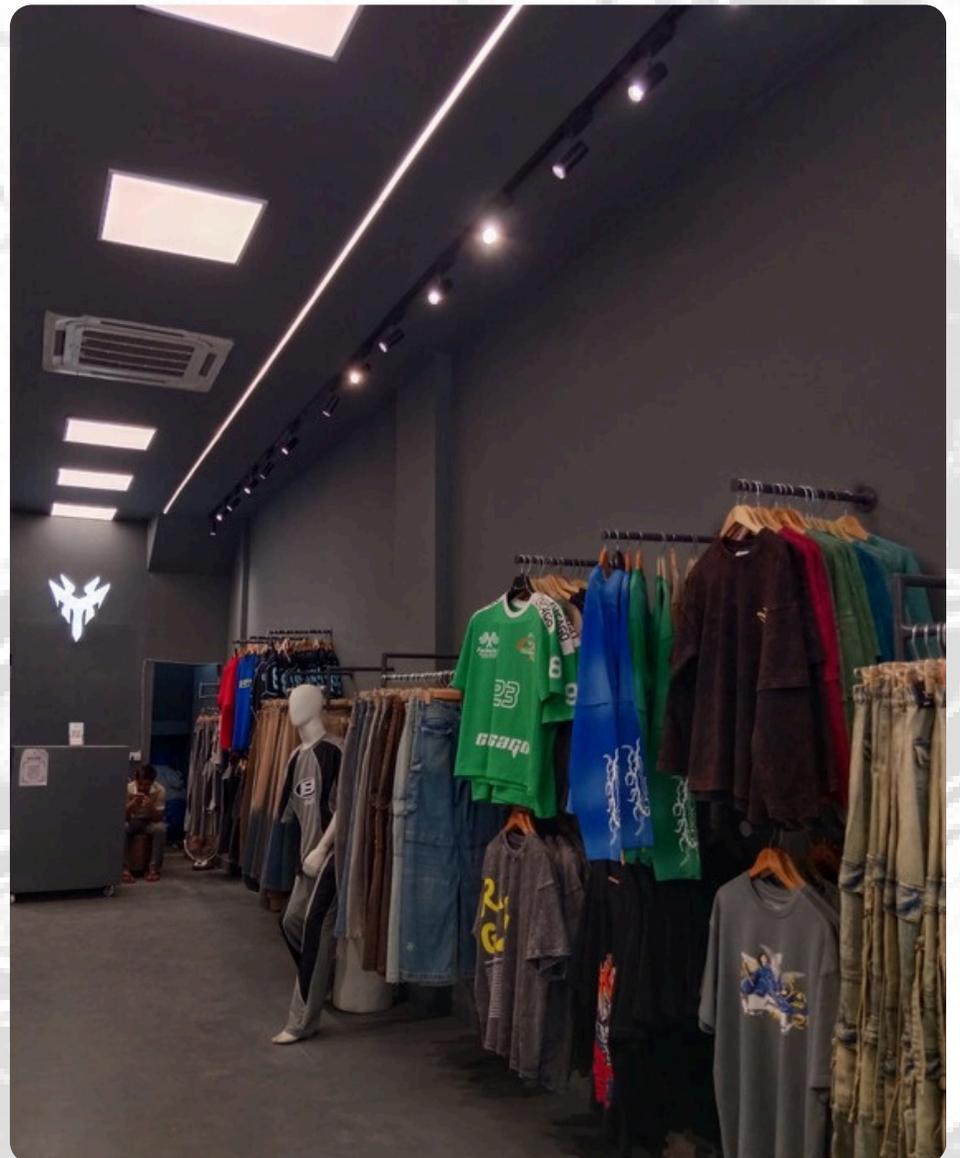
- Salesman Salary
- Transport (Warehouse to Store)
- Electricity
- Maintenance

What the Company Covers: -

- Full Store Rent for 1 years
- Civil Work
- Interior Setup
- Initial Product Stock
- Clearance of Dead Stock
- GST payment & filings
- Income Tax payment & filings
- Sale or return

AGREEMENT 5 YEARS:

- **Franchise will pay rent & get 35% of sale share after completing 1 year.**
- **If franchise leaves then company will return 5 lakhs only.**



MODEL 2 :

COFO Model2 - Company Owned Franchise Operated PAN INDIA SHOWROOM

- Investment: ₹30,00,000 (Refundable 10 lakhs against the stock)
- Store Size: 500 to 1000 square feet
- Location: Prime Market of city
- Rent : Up to 1 lac Paid by company for 1 year.
- Franchise Commission: 25%

Franchise Fee - 3 lac Non Refundable

Franchisee expenses:-

- Salesman Salary
- Transport (Warehouse to Store)
- Electricity
- Maintenance

What the Company Covers: -

- Full Store Rent for 1 years
- Civil Work
- Interior Setup
- Initial Product Stock
- Clearance of Dead Stock
- GST payment & filings
- Income Tax payment & filings
- Sale or return

AGREEMENT 5 YEARS:

- Franchise will pay rent & get 35% of sale share after completing 1 year.
- If franchise leaves then company will return 10 lakhs only.



MODEL 3 :

COFO Model3- Company Owned Franchise Operated PAN INDIA SHOWROOM

- Investment: ₹50,00,000 (Refundable 15 lakhs against the stock)
- Store Size: 1000 to 2000 square feet
- Location: Prime Market of city
- Rent : Up to 1.5 lac Paid by company for 1 year.
- Franchise Commission: 25%

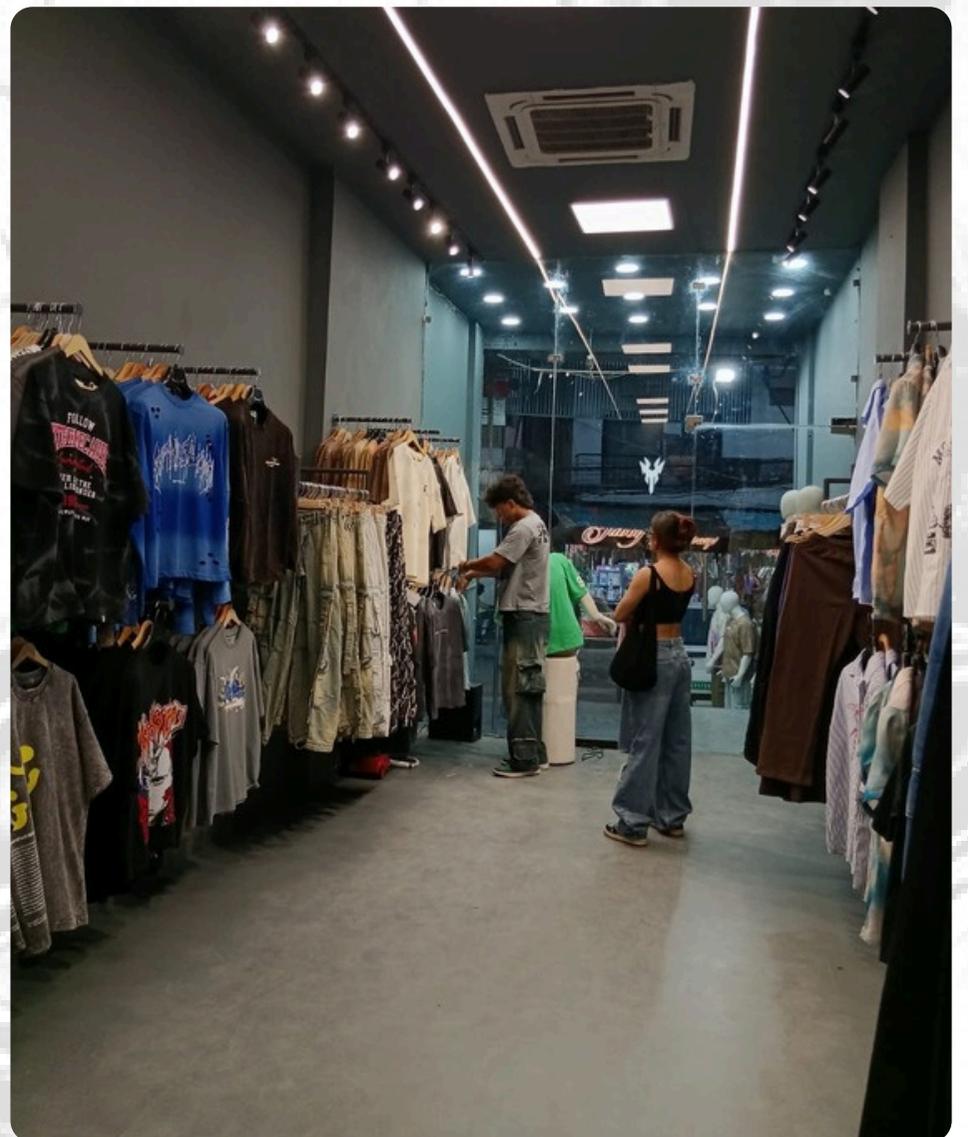
Franchise Fee - 3 lac Non Refundable

Franchisee expenses:-

- Salesman Salary
- Transport (Warehouse to Store)
- Electricity
- Maintenance

What the Company Covers: -

- Full Store Rent for 1 years
- Civil Work
- Interior Setup
- Initial Product Stock
- Clearance of Dead Stock
- GST payment & filings
- Income Tax payment & filings
- Sale or return



AGREEMENT 5 YEARS:

- **Franchise will pay rent & get 35% of sale share after completing 1 year.**
- **If franchise leaves then company will return 15 lakhs only.**

MODEL 4 :

FOCO – Franchise Owned Company Operated

PAN INDIA SHOWROOM

- Investment: ₹2000/sqft Full Store Setup Cost
- Stock Investment : ₹1500/sqft (100% Refundable)
- Store Size: As per Requirements
- Location: Market of city
- Profit Margin : 50%
- product cost price 50% on MRP

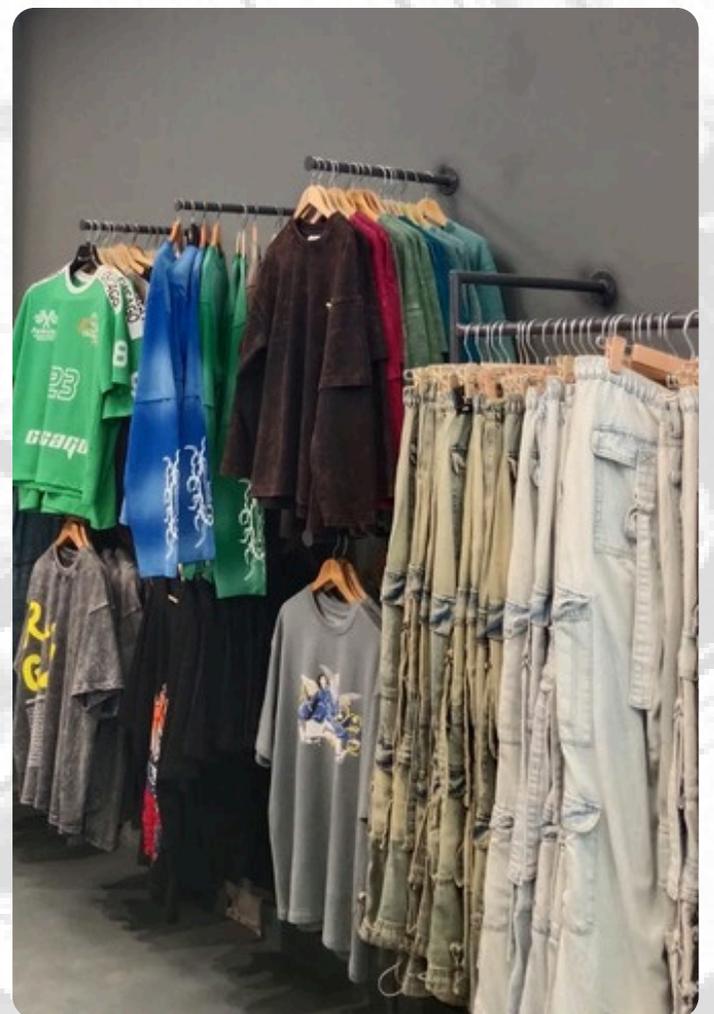
Franchise Fee – 3 lac Non Refundable

What the Company Covers:

- Clearance of Dead Stock or return
- Day to Day operations
- Sale or return

AGREEMENT 5 YEARS:

- **If franchise leaves then stock security will be refund only.**



MODEL 5:

FOFO Model- Franchise Owned Franchise Operated ANYWHERE IN WORLD SHOWROOM

- Rs 1500/sqft investment in stock.(100% refundable)
- Profit margin- 50% On sale.
- Area :- as per franchisee
- Store setup cost:- franchisee can do it themselves.
- If interior done by company(not compulsory) - Rs.1000 to 2000/sqft.

Franchise Fee - 3 lac Non Refundable

- Interior planning
- Trendzila branding board and store logo.
- Digital Marketing provided by company

