

A decorative gold floral border with intricate scrollwork and leaf patterns, framing the central text. The border is set against a dark blue background with vertical stripes.

Badri Prasad Onkar Nath
Jewellers

Business Proposal



**Expanding Our Legacy of
Elegance and Excellence**

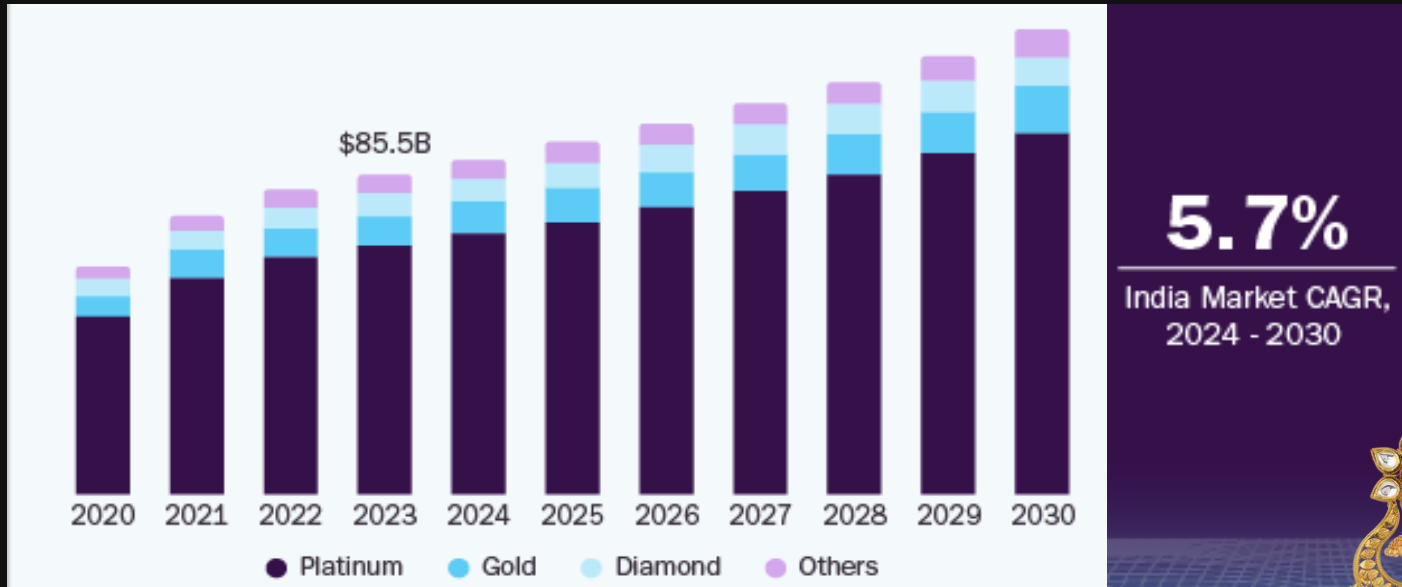


Market Opportunity



India Jewelry Market Size & Trends

The Indian jewelry market size was estimated at USD 85.52 billion in 2023 and is expected to grow at a CAGR of 5.7% from 2024 to 2030.



5.7%

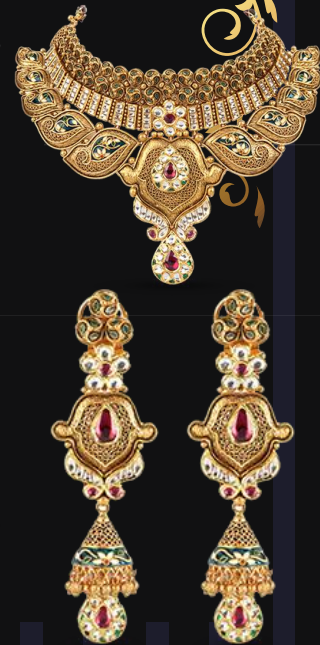
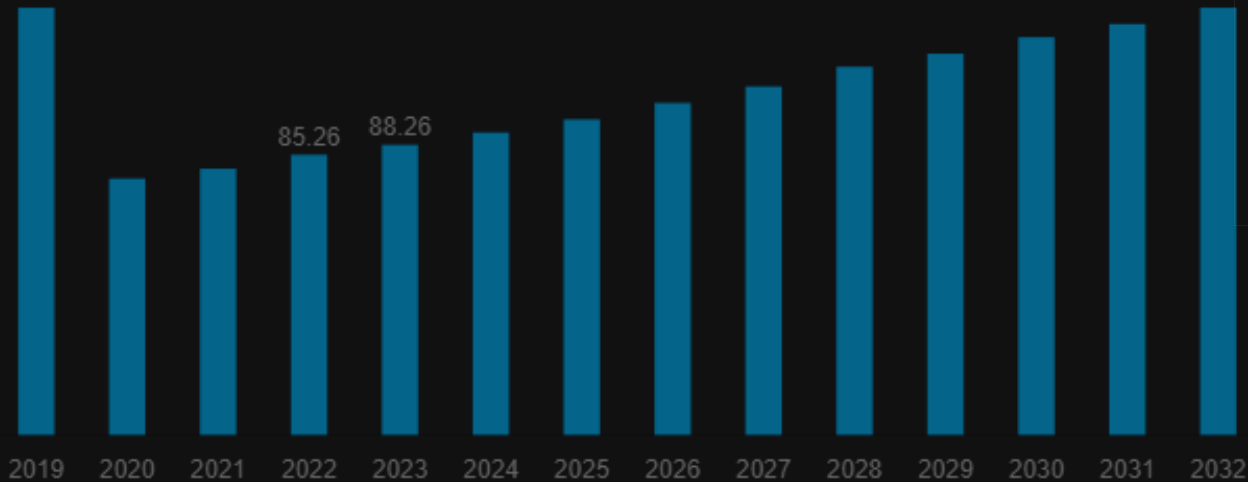
India Market CAGR,
2024 - 2030



Growth potential in the jewellery sector

The global jewelry market size was valued at \$224.39 billion in 2023 & is projected to grow from \$232.94 billion in 2024 to \$343.90 billion by 2032, exhibiting a CAGR of 4.99% during the forecast period.

There is a rising trend in jewel consumption as more people are inclined toward luxurious products.





Introduction to Badri Prasad Onkar Nath Jewellers



About Us

Welcome to **Badri Nath Onkar Prasad Jewellers**, a heritage in craftsmanship and elegance since **1905**. Located in the heart of Gomtinagar, Lucknow, we offer exquisite jewelry crafted with passion and tradition.

For over a century, we have adorned generations with our timeless creations, specializing in gold, silver, and diamond jewelry sets. Each piece is a testament to our commitment to quality, reflecting the expertise and dedication of our skilled artisans.

At Badri Nath Onkar Prasad Jewellers, we offer luxury pieces and budget-friendly options without compromising style or quality. We provide personalized and customized products tailored to individual styles and needs. Join us for the essence of craftsmanship, elegance, and tradition.





Our Mission

We aim to help people express their unique style with beautifully crafted jewelry that celebrates life's special moments. And grow sustainably with our partners, building trust, loyalty, and a sense of belonging while supporting their financial success.



Our Vision

Our vision is to become India's leading jewelry brand, known worldwide for innovation, quality, and outstanding customer experiences. We strive to create a brand that stands for trust and loyalty, making aiming to positively impact our communities through ethical and sustainable practices.

Our Store



Our Store





We stand apart with our offerings.

High Street Locations

Mass Market Locations

Franchisee

Online Platform

Bridal to Fashion Offerings



Our Products



Importance of Gold



- **Traditional Importance:** Gold jewelry is an integral part of Indian culture and traditions, symbolizing wealth, prosperity, and status.
- **Rituals and Ceremonies:** It plays a crucial role in various ceremonies, especially weddings, where it is considered an auspicious gift and worn extensively by brides.
- **Festivals:** Gold jewelry is often purchased during festivals like Diwali, Dhanteras, and Akshaya Tritiya, considered auspicious times for buying gold.

Gold Products



1. Necklaces
2. Earrings
3. Bangles and Bracelets
4. Rings
5. Anklets and Toe Rings
6. Nose Rings and Nath



Silver Products



1. Tribal Jewellery
2. Temple Jewellery
3. Antique Jewellery
4. Modern Jewellery
5. Minimalist Designs
6. Fusion Styles
7. Customized Pieces

Diamond Products



1. Necklaces and Pendants
2. Rings
3. Earring.
4. Bangles and Bracelets
5. Nose Pins



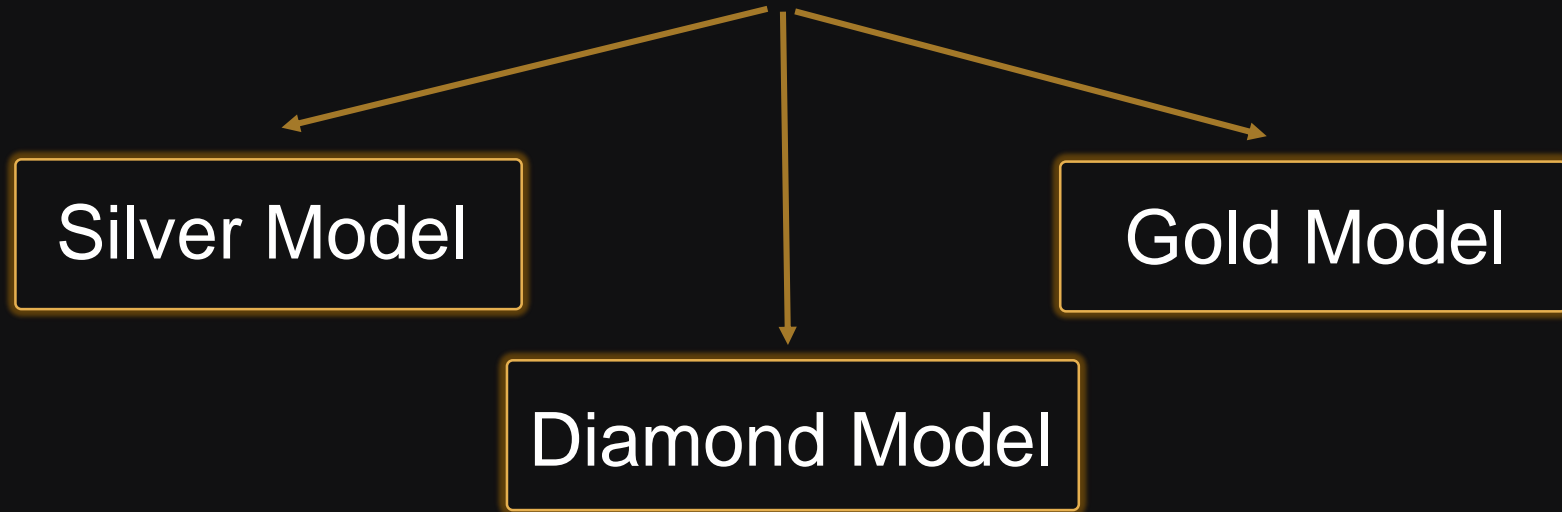
Franchise Opportunity

To Become Badri Prasad Onkar Nath Jewellers



Franchise Model

An Opportunity to Join the Badri Prasad Onkar Prasad. An Opportunity to Serve the people and earn a good ROI. We offer FOCO Model in 3 franchise Models



Jewellery Store Franchise

An Opportunity to Join the Badri Prasad Onkar Prasad. An Opportunity to Serve the people and earn a good ROI. We offer FOCO Model in 3 franchise Models



Silver Model

Silver Only

- Area required:- 500sqft
- Interior:- 4 - 5 Lakh
- Stock:- 21 - 30 Lakh
- Royalty :- 5%
- Breakdown:- 1-2 years
- Investment:- 25 - 60 Lakh

MART
MODEL
Jewelry



Variable Expenses for Silver Model

500 - 800 :-	30,000
3 Staff :-	30,000
Security :-	10,000
Marketing :-	20,000
Total :-	90,000



SHOWROOM

Gold Model *Gold + Silver*

- Area required:- 800 - 1000sqft
- Interior:- 5 - 10 Lakh
- Stock:- 4 - 8 Crore
- Royalty:- 2 - 5%
- Breakeven:- 2 - 5 years
- Investment:- 4 - 8 Crore

Variable Expenses for Gold Model
1.5 lakhs



Diamond Model

Gold + Silver + Diamond

- Area required:- 800 - 1000sqft
- Interior:- 10 - 12 Lakh
- Stock:- 8 Crore plus
- Royalty:- 2 - 5%
- Breakeven:- 2 - 5 years
- Investment:- 8 - 12 Crore

Variable Expenses for Diamond Model
1.5 lakhs



OUR USP

- 100 year old brand
- Unique design
- Customized design
- Lowest making cost



Franchise Benefits

- Renowned brand
- Proven Business Model
- Marketing Support
- Training and Development
- Operational Support
- Quality Standards
- Site Selection Assistance
- Reduced Risk
- Flexibility within a Framework







Don't Miss the Opportunity
to be a part of our
Badri Prasad Onkar Nath
Jewellers





Thanks!

Do you have any questions?

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