

BKPP Group

BUSINESS PROFILE

BUSINESS SEGMENTATIONS

M/S BRIJ KISHORE PRASAD, A GOVERNMENT RECOGNIZED TWO-STAR EXPORT HOUSE, ENGAGED IN THE TRADE OF EXPORT AND IMPORT, COMMODITY TRADING, AND GOODS SUPPLY SINCE 1994.

VISION:

TO BE ONE OF THE MOST RESPECTABLE AND LOVED GROUP, USING BUSINESS TO SPREAD HAPPINESS AND PLAY AN IMPORTANT ROLE IN NATION BUILDING.

INTERNATIONAL BUSINESS

RICH EXPERIENCE AND EXTENSIVE KNOWLEDGE IN THIS TRADE HAS BROUGHT M/S BRIJ KISHORE PRASAD INTO LIMELIGHT TODAY. AT PRESENT M/S BRIJ KISHORE PRASAD IS THE LEADING AND TRUSTWORTHY BUSINESS HOUSE IN THE FIELD OF EXPORT AND IMPORT IN ENTIRE NORTH-BENGAL REGION OF INDIA. THE ANNUAL SALES TURNOVER RANGES UPTO RS. 180 CRORES. THE PROPRIETOR IS ALSO THE OWNER OF A COMPANY NAMED BRIJ KISHORE PRASAD EXPORTS PVT.LTD., WHICH IS IN THE EXPORT BUSINESS SINCE 2011 AND HAS AN APPROXIMATE ANNUAL SALES TURNOVER OF RS. 50 CRORES, THEREFORE TAKING OUR AGGREGATE ANNUAL SALES TURNOVER TO OVER RS. 200 CRORES.





REAL ESTATE

BKP GROUP IS AN ESTABLISHED NAME IN THE REAL ESTATE SECTOR OF NORTH BENGAL IN COMMERCIAL AND RESIDENTIAL PROPERTIES. ENTRUSTED BY MORE THAN 1000 BUYERS, BKP GROUP IS STRIVING TOWARDS ITS GOAL OF PROVIDING PREMIUM AFFORDABLE HOMES TO THE RESIDENTS OF SILIGURI AND NORTH BENGAL.



WAREHOUSING & COLD STORAGE

BKP GROUP HAS CONSTANTLY BEEN ONE OF THE CHAMPION WAREHOUSE SERVICES PROVIDERS. KHORIBARI COLD STORAGE PVT. LTD. IS A COLD CHAIN STORAGE FACILITY WHICH IS THE LARGEST IN THE ENTIRE DARJEELING DISTRICT. IT PROVIDES THE SERVICES EMPLOYING INNOVATIVE TECHNOLOGIES TO CONSERVE FRESH, PERISHABLE FOOD ITEMS DISCARDING THE CHANCE OF SPOILAGE AND DELIVERING THEM TO THE PATRONS SAFELY.

RETAIL



THE ULTIMATE GROCERY STORE

OUR STORY

“A dream you dream alone is only a dream
A dream you dream together is reality”

-John Lennon

9to10- The ultimate grocery retail chain is a story of two young minds believing in their dream and channelizing their innovative thoughts and ideas to create a brand which today is North Bengal's fastest growing grocery retail chain.

Started in 2018, 9to10 has its origin from a small town named Siliguri in West Bengal. In just three years from its inception 9to10 has marked its presence across three states –North Bengal , Bihar and Sikkim with over 27 stores running wide and strong across this belt .

To mobilise the potential of the young leaders of the society , 9to10 also operates in franchise model thereby providing a tech solution, single point stock procurement and management guide to run a grocery store.Our choice of location and franchisors hashelped us grow exponentially and serve thousands of people especially in theless developed regions.

OUR USP

At present the main aim of our brand is to identify the potential markets and mark our presence in those areas which lacks the expertise of a modern retail grocery store. 9to10 has seized the first mover advantage in the under developed areas which has helped us in acquiring customers. Our focus remains on winning hearts of customers with best service and make them connect emotionally with the brand.

Hassle free grocery shopping experience , array of best quality food and non-food products , great discounts and grab worthy offers , well trained staffs, 50% women employment and quick grievance addressal is what helps us in creating and retaining our customers and building brand loyalty.

We have provided great opportunity to the famous local brands in the market and given them a selling platform in our stores, thereby supporting “VOCAL FOR LOCAL”, which gives us an edge over the others.

Apart from the people from business background, we have successfully managed to bring on board some influential people as our franchisorlike teachers, social workers and young leaders who want to serve the society and help in nation building. This has helped the customers to connect with the brand, making them feel it is one of their own. One of the most respectable personalities, former Indian Football team captain Mr. Bhaichung Bhutia himself is one of our franchisor in Tandong, Sikkim and since this store opening we have garnered a lot of praise.

We have aptly personified “Service before Self” when COVID-19 was at its peak in our region and all our employees took special care of the COVID affected families and carried out FREE home deliveries of groceries and even medicines at their doorstep.

We cater to 50+ premium hotels, restaurants and cafes including 5-star labels through our HORECA (Hotels, Restaurants & Catering) Division. This in turn helps us generate volume sales and gives an edge to our retail stores as it gets assortment of imported products and some niche products which are not readily available in the market. With the increase in the trend of cloud kitchens and home cooked food services, our HORECA Division has helped us boost our sales immensely as we are the first choice for any kitchen in the region.

www.9to10.in – our e-commerce website launched during pandemic has proved to be a boon for the localities and the doorstep delivery facility for both online and offline orders have made their life easier.

We strongly believe in the phrase “We do not inherit the Earth from our ancestors, We borrow it for our children”, hence we have chosen the eco-friendly method of delivery system where we provide door to door free home delivery through electronic vehicles.

WAY FORWARD, FUTURE PLANS

“TO BUILD A STRONG BRAND & WEAVE A RELATION THAT LASTS FOREVER.”

9to10 is a brand which aspires to create a niche for itself. Aiming at multiplying our store count, we wish to have our presence Nationwide. 9to10 wants to further increase its presence in the less developed areas with an urge to uplift the standard of living and generating employment opportunities for the families around.

We have recently come up with two lines of our home brand, namely, Farm Roots – which includes staples and dry fruits & the other one being Care Roots – which includes home hygiene products like floor cleaners, glass cleaners, handwash and many more products which are on the verge of being launched.

Apart from this, our future plan agenda also includes tie-ups with famous cafeterias and fast food parlours to create a mesmerising walk in experience for our customers and make grocery shopping even more fun and relaxing.

Our brand is blessed to originate from a city which shares borders with 7 states and 4 countries, opening up huge opportunities for us to leave an undaunting and unwavering legacy. The way we are expanding and the love and confidence which our customers are showing in us keeps our motivation high to cover and have our presence in entire Eastern India very soon. One core value which we want to retain for years and years to come is the zeal to serve the society which would help in Nation Building.

With our robust economical and eco-friendly delivery system through e-vehicles, we strive to be the market leaders one day, providing a sustainable environment for the generations to come.

STORE LOCATIONS

- Khawish Residency** – Tea Auction Road Mallaguri Siliguri, Flagship Store with more than 3500 sq.ft. area.
- Fortune Plaza** – 1200 Sq.ft. – Dagapur near Panchnai Bridge Siliguri
- Planet Mall** – Sevoke Road Siliguri – 1200 sqft
- Vedanta Residency** – 800 Sq.ft. Near Gyan Jyoti Siliguri
- Islampur** – 2400 sq.ft. – Opp Old Bus Stand Near Co-operative Cinema Hall
- Ranipool** – 1250 sq.ft – Pakyong Road Ranipool Bazar
- Jyotinagar** – 800 sq.ft – Near St, Michels School, Jyotinagar
- Naxalbari** – 800 sq.ft – Panighata More, Babupara, Naxalbari
- Khaprail** – 1000 sq.ft – Fulbari Basti, Near Devimandir, Khaprail
- Fulbari** – Opposite Maharaja Agrasen Hospital, Fulbari
- Chopra** – Chopra
- Panji Para** – SBI & LIC Building, Basement, New Market, Panjipara
- Tadong** – Tadong, Sikkim

- Shivmandir** – 1100 sq.ft – Lelin Pur, Near Power House, Shivmandir
- Kishanganj** – 3000 sq.ft – Churipatti Chowk, Kishanganj, Bihar
- Khalpara** – 700 sq.ft – M.R. Road, Near Gandhi Maidan, Khalpara, Siliguri
- Pranami Mandir Road** – 600 sq.ft – Pranami Mandir Road, Near Kejriwal Hospital
- Matigara** – 700 sq.ft – Mota Jote, Near Matigara Pragati Sangha
- Khoribari** – Opposite Bangla High School, Khoribari
- Salbari** – ST Family Mart, Salbari Bazar, Salbari, Siliguri
- Jalpaiguri** – Madanlal Super Market, Near Dominos, Ukil Para, Jalpaiguri
- Deshbandhu Para** – Prantik Apartment, Deshbandhu Para, Siliguri
- Garidhura** – Nyra Store, Garidhura Bazar
- Das Para** – High School Para, Das Para, Uttar Dinajpur, WB
- Malbazar** – Malbazar
- Sukhia Pokhari** – Sukhia Pokhari
- Ramganj** – Ramganj
- Bidhan Nagar** – Cooperative building, Ground Floor, Bidhan Nagar



HOTels REstaurants and CAtering Supplies (HORECA)

We have become a prominent brand in supplying essential needs to highly reputed Hotels, Restaurants, Caterings and Cafes all over the region. From imported products to domestic products, we have them all. Our robust logistics and direct relationship with companies have given us the edge over other suppliers who have been operating since decades in the region. We aim to be a one stop destination to all the hotels, restaurants and caterings for their daily needs.



Vendor Relationship

As a potential supplier, one of the most important things you can do is get to know how 9to10 works. Our company strategically places stores in areas which is densely populated and has no access to an organized retail outlet. Therefore, we help in the overall sales growth of our vendors. All our stores wears a premium look with high quality racks, premium digital print wooden flooring, track lights, LED spot lights, Air Conditions and regular pest control which give the customers a comfortable shopping experience. As well as, It gives our vendor's products a premium display.

Quality and Safety – We follow certified standards for purchasing any product. This helps us in maintaining members' trust.

SOME OF OUR DIRECT VENDORS/SUPPLIERS



5th May, 2022



**Awarded as Top 20 Retail Icons Of India by Images Group (India Food Forum)
(Hotel Westin, Powai Lake, Mumbai)**

23rd June, 2022



**Awarded as Nextgen Icon & Top 25 MSME By Tally Solution
(Hotel Taj Bengal, Kolkata)**

Our Directors

BRIJ KISHORE PRASAD

- B.COM (hons.) from NORTH BENGAL UNIVERSITY, SILIGIRI.
- Receptient of the coveted:
- Bhartiya Udyog Ratan Award. (by- Indian economicdevelopment and Research Association)
- National Industrial Excellence Award (by- World Economic Progress Society)
- Shining Star of Siliguri, 2018 (by- Prabhat Khabar)



RAHUL RAJ PRASAD

BSC.(HONS.) INTERNATIONAL BUSINESS, FINANCE AND ECONOMICS from THE UNIVERSITY OF MANCHESTER (UK)

“Our aim is to reach out to the masses. We do not want to have a very big outlet and have thousands of people crowd to get their stuff; rather our vision is to have stores in every locality with all product assortments which indeed would make shopping easier and less time consuming for our customers. We want to provide customers with eye catching offers, without having them to travel far from their homes to get it. With our robust, economical and environmental friendly delivery system through electric vehicles, we strive to be market leaders one day providing a sustainable environment for the generations to come.”



KARAN RAJ PRASAD

Bcom. (Hons.) from AMITY UNIVERSITY, NOIDA
Msc. GLOBAL BUSINESS MANAGEMENT from S.P JAIN SCHOOL OF GLOBAL MANAGEMENT, (AUSTRALIA)

“9 to 10 is a brand which aspires to create a niche for itself . Why hop places when you have a "one stop destination" for fulfilling all your grocery needs? From serving individual households to businesses like hotels, restaurants and cafes, we want to establish 9 to 10 as the most preferred brand by everyone. Our customers get an opportunity to select from the wide array of home grown to imported products. Not just this, we even assure "best prices". The bigger goal of our team is to not just create a strong brand but to weave a relationship that lasts forever.”

Contact Details:

BKP GROUP

Head Office Address:

Ashrampara, Pakurtalamore,

Siliguri-734001, Darjeeling

(W.B.) India

**Telephone: Ph.No.+91-353-2642899,
2642384**

Fax No.+91-353-2642240,

BRANCH OFFICE -

1 Security House 23/B,

N.S. Road, 4th Floor (Back Side)

Kolkata - 700 001

(W.B.) India

Ph.No.: 91-33-22131329, 24652534

For more information, please write to info@9to10.in

Or

visit www.9to10.in

BKP
Group



THE ULTIMATE GROCERY STORE