dun & bradstreet | **CONTRACT FORM VER.08/01/2024** | **CREDIBILITY AND BUSINESS INSIGHTS GROUP**

This is an order that you (the "**Customer**") by signing below have placed with Dun & Bradstreet Information Services India Private Limited ("**D&B**"). You acknowledge that this contract form, any supplementary or additional terms set out herein and/or overleaf, and any documents, appendices, statements of work or schedules, including any hyperlinks, attached hereto are collectively referred to as the "**Order**". THIS ORDER CONSTITUTES A NON-CANCELLABLE PURCHASE COMMITMENT SUBJECT TO THE STANDARD TERMS AND CONDITIONS AVAILABLE ONLINE AT https://www.dnb.co.in/terms-and-conditions/cbigtnc-v5 (the "**T&Cs**"). This Order and the T&Cs are hereinafter collectively referred to as the "**Agreement**". **NOTE: Any unauthorized handwritten alterations to the Agreement is not permitted.** Where the Customer has availed of BIRs, it shall be used by Customer only in Indian to support its India business. The Customer may make such BIRs available to entities within India that are subsidiaries, divisions or affiliates, controlled by, controlling, or under common control with, Customer ("Affiliates") and are not currently eligible to receive any Services included herein under an existing agreement with D&B or a D&B partner. Where the Customer is availing ESG SME or ESG PRO Services, the Customer acknowledges that some data used by D&B in providing the ESG Ranking is self-reported and has not been independently validated by the third party data provider or D&B. D&B and its third party data provider disclaims all representations and warranties, express or implied, related to the collection and compilation of such data. Where the Customer is availing D&B ESG Registered™ Services, the governing terms shall be https://www.dnb.co.in/terms-and-conditions/esgrstnc-v1 read with this Order. Where the Customer is availing of the Market Research Report & ESIA report services, the governing terms shall be https://www.dnb.co.in/Terms-and-conditions/PASTnC-v1 read with this Order. Where the customer is availing D&B Credit services or Hoovers subscription services, the governing terms shall be https://www.dnb.co.in/terms-and-conditions/msatnc-v3. In case of any inconsistency between the terms herein and this link, the terms herein to the extent of the services to be delivered and commercials thereto shall prevail.

CUSTOMER INFORMATION: ☑ NEW ☐ EXISTING

CUSTOMER NAME	Jay Ambe Supermarkets Pvt Ltd		
BILL TO ADDRESS #	City Square Mart, A001, Shubh Vivid, Por Kudasan, Gandhinagar, Gujarat 382421	STATE #	
PAN #	AAFCJ0184Q	TAN #	AHMJ09898A
GST Reg. #	24AAFCJ0184Q1Z8	*SEZ (Y/N)	N
SHIP TO ADDRESS (if different)			
D-U-N-S®		Dept. / Div.:	
Contact Name	Jignesh Amratbhai Patel		
Contact Job Title	CMD		
Contact E-mail	citysquaremart@gmail.com		
*Contact Tel./Mobile	09898664150	***Business Website.:**	www.citysquaremart.com
*Turnover in Crore (in Indian Rupees)	32,83,63,500 (March 2024) (Without GST)		

TERM: NA | START DATE: NA | END DATE: NA

ORDER DETAILS *(check mark the relevant box)*

☐ Vantage Plus Report	☐ Vantage Report	☐ D&B ESG Registered™	☐ D&B Credit services: …………………
☐ Impact Plus Report	☐ Impact Report	☐ DRS: ………………………	☐ Standard ESIA Report
☐ Business Scope Plus Report	☐ Business Scope Report	☐ Business Information Report ("BIR")	☐ Premium ESIA Report
☐ Business Profile Plus Report	☐ Business Profile Report	☐ Comprehensive BIR	☐ Hoovers Explore
☐ Global Profiler Report	☐ D-U-N-S® Verified	☐ Research Report	
☐ Venture Report	☐ Benchmark Report …………………	☐ Profiler Variant: ………………………	
☐ ESG	☐ ESG PRO	☑ Others: Research Report on Organized Retail	

☐ We agree to D&B compiling the report basis the data or information as available on the MCA portal, as on the date of compilation of the report.
☐ We agree to D&B incorporating the photographs of our senior team members or that our facility premises in the reports, as shared by us with D&B and we shall be responsible to obtain any and all consents as may be required from the individuals whose pictures are provided to D&B for incorporating it in the report.

Type of Contract :- ☐ **One-off Contract** ☑ **Contract** | **Assessment Year:** ……NA………… (Mandatory for Report)

PAYMENT DETAILS	**PAYMENT METHOD**
Each Report @ Rs………………………… **Order Value:** Rs. 165000/- **Add GST (as applicable):** Rs. 29,700/- **Total:** Rs. 194700/- **In words:** Rupees One Lakh Ninety Four Thousand Seven Hundred Only	**Account No**.: 006092969001 **Type of Bank A/c**.: Current **Bank:** The Hongkong and Shanghai Banking Corporation Limited **Bank Add**.: 52/60, MG Road, Fort, Mumbai-400001 **IFSC Code**: HSBC0400002 || MICR Code: 400039002 **SWIFT Code**: HSBCINBB Demand Draft or Cheque payable at par to be drawn in favor of **Dun & Bradstreet Information Services India Private Limited** **Note:** The Order Value is exclusive of the applicable taxes, which shall be charged as per the extant laws at the prevailing rates.

Payment Terms: 100 % Advance against Pro-forma Invoice

AUTHORIZATION

You consent to D&B using the information provided by you herein for, purpose of rendering the services subscribed by you, including for the marketing and analytical purposes, using your name and logo, along with the testimonials provided by you for promotion of D&B's services and offerings. You consent to D&B emailing you or using an auto-dialer or pre-recorded voice to text or call you at the number you provided with marketing or other offers. Consent is not a requirement of purchase nor does it constitute any purchase commitment on your part. Your privacy is important to D&B, and you may review D&B's privacy notice at https://www.dnb.co.in/privacy-policy

Signed for and on behalf of DUN & BRADSTREET INFORMATION SERVICES INDIA PRIVATE LIMITED:		**Signed for and on behalf of the CUSTOMER:**	
D&B Signature & Stamp	Rohan Chourey (Nov 14, 2024 12:22 GMT+5.5)	Customer Signature & Stamp	Jignesh A. Patel Jignesh A. Patel (Nov 14, 2024 15:40 GMT+5.5)
Name:	Rohan Chourey	Name:	Jignesh Amratbhai Patel
Position/Title:	Senior Strategic Sales Leader	Position/Title:	CMD
*Contact No.:	+91-9925548667	*Contact No.:	09898664150
*Email ID:	ChoureyR@dnb.com	*Email ID:	citysquaremart@gmail.com
Date:	14/11/2024	Date:	14/11/2024

***Mandatory field** *For any service-related escalations under this Order kindly mail on* **ServiceIndia@DNB.com**

Scope of Work

Industry Report for DRHP Process

Organized Retail

November 2024

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Project Objective

Dun & Bradstreet (D&B) proposes to undertake a secondary research-based exercise on the organized retail industry in India. The study would be focusing on the current market scenario, key demand drivers, trade scenario, regulatory landscape, competitive landscape, and growth forecast. D&B would be presenting the output of the study in the form of a PDF converted word report. Apart from the above aspects, the report would also capture the Key Performance Indicators (KPI) of notable peers, threats & challenges faced by the industry in which the Company operates, and the profile of Company for whom the report is being prepared.

Indicative Table of Contents

The below captures the indicative table of contents that would be part of the proposed report. The exact structure of the final report would vary depending on data availability and depth of coverage

Section	**Scope of Coverage**
Global Macroeconomic Scenario	• Global & regional GDP growth scenario: current scenario & historical trend (last 3 years) • Key factors impacting global macroeconomic landscape. • Growth forecast: global & regional scenario (next 3 years)
Indian Macroeconomic Scenario	• Historical analysis of economic growth: annual GDP growth pattern • Sectoral GDP growth pattern • Mapping the industrial activity in India: Analysis of changes in Index of Industrial Production (IIP) • Growth Trend in Investment & Consumption Demand • Inflation scenario & interest rate movement • Key growth/demographic drivers for economic growth • Growth Outlook
Organized Retail Industry in India[1]	• Estimated market size. • Indian retail industry v/s global market • Historical growth trend

[1] Secondary research, insights from Government / quasi govt organizations (like Invest India)/ industry associations (FICCI, Retailers Association of India)

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	• Key segments within the retail industry (FMCG & Groceries, General Merchandise & Consumer Durable, Fruits & Vegetables, Garments & Footwear[2]) • Insight on penetration of organized retail in India • Insight on growth in organized retail space in India & key cities witnessing the growth
Key Demand Drivers	• Analysis of key factors driving the demand in the industry • E-Commerce & its impact on Indian retail industry • Growth in rural consumption & its impact reshaping retail landscape in India
Regulatory Landscape	• Regulatory / policy framework governing the industry. • Policy initiatives /Government incentives designed to promote the industry activity
Competitive Landscape	• Analysis of key factors shaping competition in the sector • Brief profile of 3 major competitors
Competitive Landscape: KPI	• Revenue • Raw material cost • Power & Fuel cost • Employee cost • Interest cost • EBITDA & EBITDA Margin • PAT & PAT Margin • Debt Equity Ratio • Interest Coverage Ratio • Return on Investment • Return on Assets • Current Ratio
Growth Forecast	• Expected growth in organized retail industry in India • Key factors impacting future growth in the industry

[2] D&B will provide qualitative insights for each segment. Quantitative data, such as percentage contributions, will be provided as available from public sources.

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Threat & Challenges	• Analysis of major threats & challenges impacting the industry
Company Profile[3]	• Brief Operational profile • Financial snapshot: revenue, raw material & other key operating cost, PBDITA & PAT (and margins)

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[3] Insights from Company website/ brochure & other literature shared by the company, financial statements filed by the Company

Methodology

The proposed research report will be carried out through secondary research / desk-based research. Dun & Bradstreet (D&B) would be relying on public sources (for secondary research) – which will include:

- Insights / reports / opinion papers / vision documents / other similar sources by Government agencies, ministries, industry associations.
- Information & data release by globally renowned agencies / third party data providers
- Insights / opinion provided by renowned industry experts / stakeholders in the industry.
- D&B proprietary data
- Any other public documents

Key Data Sources

Section	Data Sources
Global Macroeconomic Scenario	• Publications / data points / insights provided by global multilateral institutions like World Bank, International Monetary Fund (IMF). • D&B would be citing the forecast / growth outlook scenarios provided by agencies like World Bank & IMF • Regional classifications would be based on the classifications adopted by World Bank and IMF
Indian Macroeconomic Scenario	• Publications / data points / insights provided by Reserve Bank of India (RBI), Ministry of Statistics and Programme Implementation (MOSPI), other Government of India sources. • Economic growth forecast for Indian context would be based on the insights provided by the Government agencies
Market Size	• Secondary Research
Competitive Profiling	• D&B would be profiling 3 key players. The names of peers to be profiled can be mutually discussed and agreed upon • Websites / Annual reports / other public sources specific to the competitors

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Competitive Profiling: KPI	• D&B would be compiling the KPI of 3 peers which has been profiled in the competitive profiling section. KPI details would be provided for latest three year time period. • Annual reports of the competitors (in case the competitors are listed entities) • Financial statements of competitors filed with Ministry of Corporate Affairs (in case the competitors are not listed entities) • Proprietary databases that compile company financial data • D&B internal databases
Growth Forecast	• Growth forecast would be based on D&B analysis of industry factors, including historical growth trends, current demand trends, and other market related qualitative & quantitative indicators. • Future looking statements by Government sources / industry associations / think tanks would be considered while drafting the growth forecast section.
Company Profile	• D&B would be compiling this section basis information provided by the company, as well as those found in public domain (company website / Annual report / other sources) • For insights on manufacturing capability (installed capacity / production volume), customer segments, D&B would be depending on the Company for relevant information

Limitations & Exclusions

- D&B will not be providing any specific positioning statement highlighting the Company in this industry report. The market share details will be contingent on availability of relevant & credible data in the public domain.

- D&B will not be participating in any due diligence calls or investor calls that happens as part of the DRHP process. D&B's involvement would be limited to sharing the industry report.

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