

FRANCHISE PARTNER PROGRAMME · 2026

LISAAJ

Launch your own *saree brand.*

Two plans. Fresh designs. A complete stock-to-online backend.

ABOUT LISAAJ

Seven years in ethnic wear. Now building partner brands.

Lisaaj India (formerly Salasar Textiles) has spent seven years in sarees and lehengas, with a head office in Sikar, Rajasthan and a sourcing office in Anmol Textile Market, Surat.

We now help first-time founders, homemakers, boutique owners and garment retailers launch their **own ethnic-wear brand**, with the stock, catalogue, marketplace accounts, Instagram and website already set up.

You choose how involved you want to be: run the daily packing yourself, or let our team run everything.

Amazon · Flipkart · Meesho · Snapdeal · Instagram · Your own website



FROM THE FOUNDER

"We don't promise easy money. We promise fresh stock, a working system and a team that answers you every week."

Ritik Dadhich, Founder, Lisaaj India

7 years	Sikar	Surat	6
in sarees & lehengas	head office	sourcing office	sales channels

TWO PLANS

Choose how you want to run it.

	PLAN 1 · ₹5 LAKH	PLAN 2 · ₹15 LAKH
Model	**Franchise operated**	**Company operated**
Stock value	₹4.6 lakh GST-inclusive ₹2.6 lakh opening stock + ₹2 lakh stock reserve for refills	₹15 lakh GST-inclusive, latest designs
Launch kit	₹40,000 included: printer, labels, packaging, starting ads, domain	Handled by Lisaaj
Where stock is kept	With you	Lisaaj warehouse
Listing & catalogue	Lisaaj	Lisaaj
Marketing & ads	Lisaaj runs them	Lisaaj runs them
Packing & dispatch	You	Lisaaj team
Returns handling	You	Lisaaj team
Lisaaj service fee	₹0 franchise fee · ₹0 royalty	1% of sales
Partner dashboard	Lisaaj OS: orders, stock, reserve balance	Lisaaj OS: stock, advance, balance sheet, P&L
Best for	Homemakers, shop and boutique owners who can pack daily	Investors and busy professionals

Marketplace settlements are paid directly into the partner's GST-linked bank account. Final SKU count, design mix and inclusions are set by the signed agreement.

CHOOSE PLAN 1 IF

You have space to store stock and can give 2–3 hours a day to packing and dispatch.

CHOOSE PLAN 2 IF

You want to invest and track the business from your phone, while our team runs the daily work.

PLAN 1 · FRANCHISE OPERATED

₹5 Lakh

Where your ₹5 lakh goes

Opening stock, sent to you	₹2,60,000
Stock reserve, refills of best sellers	₹2,00,000
Launch kit	₹40,000

The stock reserve

We don't send all the stock on day one, because stock that doesn't sell is dead money. ₹2 lakh stays with Lisaaj as your **stock reserve**. When a design sells well on your accounts, we refill *that* design from the reserve.

- Written consent from Lisaaj, recorded in the agreement
- Reserve balance visible to you in Lisaaj OS at all times
- Unused reserve is settled immediately at exit, as per the agreement

Launch kit (₹40,000, included)

Label printer · labels · starter packaging · starting ad budget · your brand domain

LISAAJ DOES

- Brand, catalogue, listings
- Marketplace accounts setup
- Ads and marketing
- Weekly review

YOU DO

- GST registration
- Daily packing & courier handover
- Returns receiving
- Storage at your place



PLAN 2 · COMPANY OPERATED

₹15 Lakh

Your capital, our operations. The Lisaaj team runs the full business on your brand and accounts. You track everything from one dashboard.

What Lisaaj runs

- Latest-design stock, stored at the Lisaaj warehouse
- Catalogue, listings and marketplace accounts
- Ads and marketing
- Packing, dispatch and returns

What you see in Lisaaj OS

- Stock in hand, design by design
- Your advance lying with the company
- Orders, returns and settlements
- Balance sheet and P&L

Service fee

1% of sales, charged by Lisaaj. No franchise fee, no royalty.

For example

On ₹1,00,000 of sales, the Lisaaj fee is **₹1,000**.

Settlements go directly to your GST-linked bank account. Best for investors and busy professionals.



HOW LAUNCH WORKS

From payment to first order.

Day 0	**Agreement & payment.** Signed agreement, token or RTGS, receipt issued.
Day 1–3	**Documents & GST.** Our accounts team collects documents and coordinates GST and legal paperwork with the CA.
Day 3–7	**Stock selection.** Latest designs picked, QC-checked, QR-labelled and dispatched (Plan 1) or stored (Plan 2).
Day 7–15	**Go live.** Brand, catalogue and listings live on the marketplaces, Instagram and your website.
Weekly	**Review & refill.** Weekly report, best-selling designs refilled, slow designs reviewed.

Timelines depend on document readiness and marketplace approvals, which follow each platform's policies.





EARNINGS EXAMPLE

What a growing brand can earn.

An **example to show the maths**, not a promise. Real results depend on demand, pricing, returns, ads and execution.

Per order (example)

Average selling price	₹799
Commission + shipping (~25%)	– ₹200
Product cost	– ₹420
Packing	– ₹20
Margin per delivered order	**₹159**
Loss per returned order	– ₹120
Returns assumed	25%

THE FORMULA

(Delivered × ₹159) – (Returned × ₹120)

Plan 2 also deducts the 1% fee. Before extra ads, storage and your own expenses. Lower returns mean higher earnings, which is why Lisaaj sends only QC-checked, fast-moving designs.

Plan 1 · ₹5 Lakh · Franchise operated

STAGE	ORDERS / DAY	DELIVERED / MONTH	EXAMPLE / MONTH	EXAMPLE / YEAR
Starting	10	225	₹26,775	₹3,21,300
Growing	20	450	₹53,550	₹6,42,600
Strong	30	675	**₹80,325**	**₹9,63,900**

Plan 2 · ₹15 Lakh · Company operated (after 1% fee)

STAGE	ORDERS / DAY	DELIVERED / MONTH	EXAMPLE / MONTH	EXAMPLE / YEAR
Starting	30	675	₹74,932	₹8,99,184
Growing	50	1,125	₹1,24,886	₹14,98,632
Strong	80	1,800	**₹1,99,818**	**₹23,97,816**

No income is guaranteed. These are examples, not results of existing partners. Ask us for real account data during your consultation and verify before you pay.

IMPORTANT TERMS

No hidden surprises.

Agreement

12-month commercial agreement. Final rights, inclusions and timelines are governed by the signed agreement.

Stock quality

Opening stock is QC-checked and excludes known defective products. Latest designs only.

Stock reserve (Plan 1)

₹2 lakh held by Lisaaj for refills of your best-selling designs, with written consent and balance shown in Lisaaj OS. Any unused reserve is settled immediately at exit, as per the agreement.

Exchange

Set-to-set exchange may apply to eligible new, unused and unstained stock, after inspection.

Exit or refund

Approx. 30–60 days after verification, documentation and applicable deductions, as per the agreement.

Not included

GST registration fees, storage and working capital (Plan 1), ad spend beyond the launch kit, freight beyond the first dispatch.

Verify before you pay

Ask in writing for the contracting entity's name, registration documents, agreement signatory and payment account, and check they match. Office visits in Sikar and Surat by appointment.

What you receive in writing

- Signed 12-month agreement
- Stock list with designs, quantities and rates
- Stock reserve consent letter (Plan 1)
- Payment receipts and final invoice
- GST and legal documents, uploaded to Lisaaj OS



NEXT STEP

Let's talk about your brand.

Book a call or an office visit. We'll share the stock list, agreement draft and real account data.

Call / WhatsApp

+91 63755 32971

Website

lisaajindia.com

Head office

Near Bahad Circle, Sikar, Rajasthan

Surat office

3047–3048, Anmol Textile Market,
Ring Road, Surat, Gujarat

© 2026 Lisaaj India. Earnings are not guaranteed. Terms are governed by the signed agreement.