

FRANCHISE MANUAL

Spreading Love Since 1956

WWW.GIANIS.IN





DON'T MISS THE OPPORTUNITY TO PARTNER WITH US

Giani's is one of India's premium ice cream brand since 1956. The ice creams are prepared using the highest quality ingredients at the company's state-of-the-art plant.

Started in Delhi by Giani Gurcharan Singh, Giani's ice creams are well known for their real taste, wide variety of flavours and diverse menu. In fact, the Faluda sold at Giani's oldest outlet in Fatehpuri is still the most loved dessert amongst all age groups.

Giani's Holds a strong share in the dessert market with more than 200+ stores across India. Become a part of the family with more than 130 Franchise Partners.

FRANCHISE FACTS

Expansion Format	Area Required	Total Investment	Franchise Fee	Gross Margins	Average Rol
Kiosk/Store	80-400 Sq. Ft	INR 13-16 Lakhs	INR 5 Lakhs	50% (Approx)	12-15 Months

Also open for multi-unit and Master Franchise opportunities. Investment details on prior request only.

WHY GIANI'S?

Site Selection: Our experts will provide you guidance with site selection and finalise on a mutually decided site.


Setup: We Support you with complete store desinging and construction from the very beginning of action.

Marketing Support: Complete social media support and brand creatives is provided in accordance of local markets.

Site Selection: Our experts will provide you guidance with site selection and finalise on a mutually decided site.

Training: Our experts provide with an ongoing tutorial to ensure that the quality of product is always upto mark and the brand feel never diminish for the ongoing Success of our franchisees.

Active Support: At Giani's we go hand in hand which is why our team support and guide franchisees at every point of business.



Product Portfolio



ICE CREAMS



STONE SUNDAES



THICK SHAKES



KULFIS



FALUDAS



CASSATAS



SUNDAES

Product Portfolio



CONES



FRUIT CREAM



SODAS



ICE CREAM CAKES

ICE CREAMS | STONE SUNDAES | THICK SHAKES | FALUDAS
CONES | SODAS | FRUIT CREAM | KULFIS | ICE CREAM SUNDAES
CASSATAS | ICE CREAM CAKES

Awards



Awards

Gianis to expand, eyes international presence

Monday, 30 May, 2022, 08 : 00 AM [IST]

Our Bureau, New Delhi

A premium ice cream brand serving high-quality ice creams and a fast-growing diversified food and beverages company, is set to expand via introducing 70 new stores in the near future.

The leading artisanal ice cream brand, popularly known for serving a legacy of remarkable taste, that started with homemade ice cream flavours like vanilla, strawberry, and more now offers 100 plus flavours of gourmet ice cream, alongside plethora of items like Falooda, Kulfi, Thick Shakes, Cakes, Sundaes, delighting consumers over the years.

The company's first ever outlet was founded in 1956 by the Late Giani Gurucharan Singh nestled in Delhi under the name of Giani di Hatti. Since its inception, the successors have spread the business all across India in more than 10 states with 190 plus stores. With an exceptional footfall all across the country, the company is all set to scale up its presence and operations significantly.

Anand Preet Singh, director at Gianis, said, "We aim at an expansion strategy which focuses at contributing towards development in areas having a strong ice cream consumption. Our vision is to create a brand that is synonymous with quality and great taste. A brand that evolves with the time, yet never forgets its true values and is soon going to delight diverse taste buds across the nation."

The 66 year old brand plans to introduce more than 70 plus stores in 15-20 new cities by the end of this year by entering prospective markets like Agra, Hyderabad, Kolkata, Mumbai and more. The new stores will be a combination of company-owned and franchise stores. Furthermore, as part of its growth strategy, the business now intends to go ahead with investing in international markets in the near future. And consecutively growing retail business in other parts of the country as well.

Kanwarpreet Singh, director at Gianis, said, "We are glad to announce our rapid expansion mode that is primarily focused towards positioning the brand to a higher level. We will always keep a hold of introducing diverse and unique ranges of assorted flavours for our patrons and assure them of uniqueness, authenticity and novelty all under the same roof."

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MR. GURPREET SINGH MR. ANAND PREET SINGH

Gurpreet Singh and Anand Preet Singh

Gianis accelerates expansion and marks 200 stores across India

ANI | Updated: Jul 15, 2022 13:42

 ET HOSPITALITY
WORLD
From The Economic Times

Giani's aim for 70 new stores, to launch new range of products too

The ice cream chain brand plans to venture into 15 to 20 new cities through a combination of company-owned and franchise-owned stores.

Sakshi Singh | ETHospitalityWorld Updated: January 20, 2022, 01:55 IST





 theprint.in/ani-presi

Gianis accelerates expansion and marks 200 stores across India

ANI PR 15 July, 2022 02:15 pm IST

 Like 0



MR. GURPREET SINGH MR. ANAND PREET SINGH

Gurpreet Singh and Anand Preet Singh

Spreading our Dilli style sweetness over 11 states and 100+ cities

Gianis accelerates expansion and marks 200 stores across India

New Delhi [India], July 15 (GPRC): The leading artisanal ice cream brand, Gianis, founded in 1956 by the Late Giani Gurucharan Singh recently touched the 200 store mark while simultaneously planning multiphase expansion under its legacy.



Gianis to open 70+ stores by year end; eyes International presence

EXPANSION JULY 16, 2022 / A NANI READ

The 66 year old brand is targeting cities like Agra, Hyderabad, Kolkata, Mumbai and more.

Nusra
Deputy Features Editor





One of the leading artisanal ice cream brand Gianis is planning to open more than 70+ stores in 15-20 new cities by the end of this year.

The 66 year old brand is targeting cities like Agra, Hyderabad, Kolkata, Mumbai and more.

Our Stores



Our Kiosk



DELHI NCR | CHHATISGARH | HARYANA | WEST BENGAL

MADHYA PRADESH | MAHARASHTRA | PUNJAB | RAJASTHAN | UTTAR PRADESH

UTTARAKHAND | TELANGANA | BIHAR | HIMACHAL PRADESH | GOA | CHANDIGARH



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