

# FRANCHISE MANUAL

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*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 300+ stores across India. Become a part of the family with more than 200+ Franchise Partners.

### FRANCHISE FACTS

Expansion Format	Area Required	Total Investment	Franchise Fee	Gross Margins	Average ROI
Kiosk	100-150 Sq. Ft	INR 12-15 Lakhs	INR 5 Lakhs	50% (Approx)	12-18 Months
Store	200-300 Sq. Ft	INR 14-17 Lakhs	INR 6 Lakhs	50% (Approx)	12-18 Months
Store	400 Sq. Ft + More	INR 16-18 Lakhs	INR 6 Lakhs	50% (Approx)	12-18 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.

**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**



**SUNDAES**



**THICK SHAKES**



**KULFIS**



**FALUDAS**



**CASSATAS**



**WAFFLE SANDWICH**



# Product Portfolio



**CONES**



**SODAS**

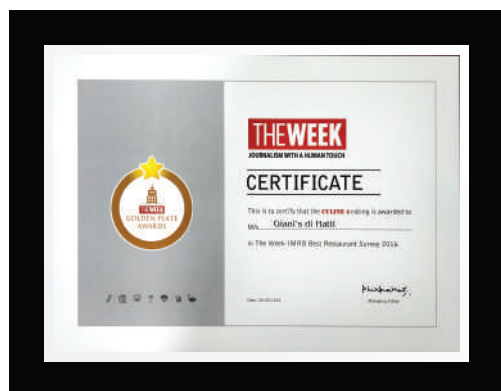


**ICE CREAM CAKES**

ICE CREAMS | THICK SHAKES | FALUDAS | SODAS | FRUIT CREAM | KULFIS  
ICE CREAM SUNDAES | CASSATAS | ICE CREAM CAKES  
WAFFLE SANDWICH

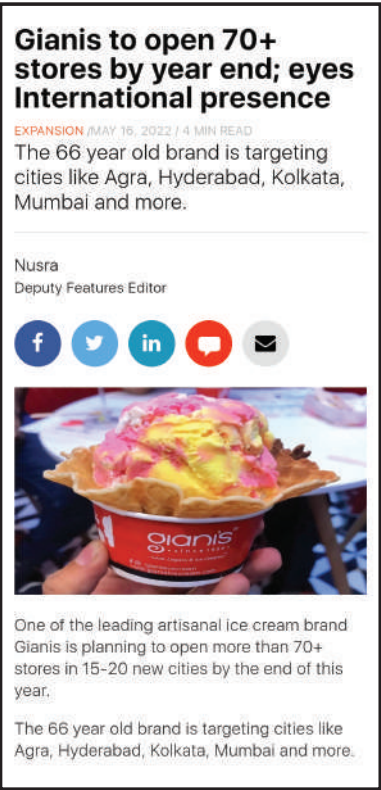
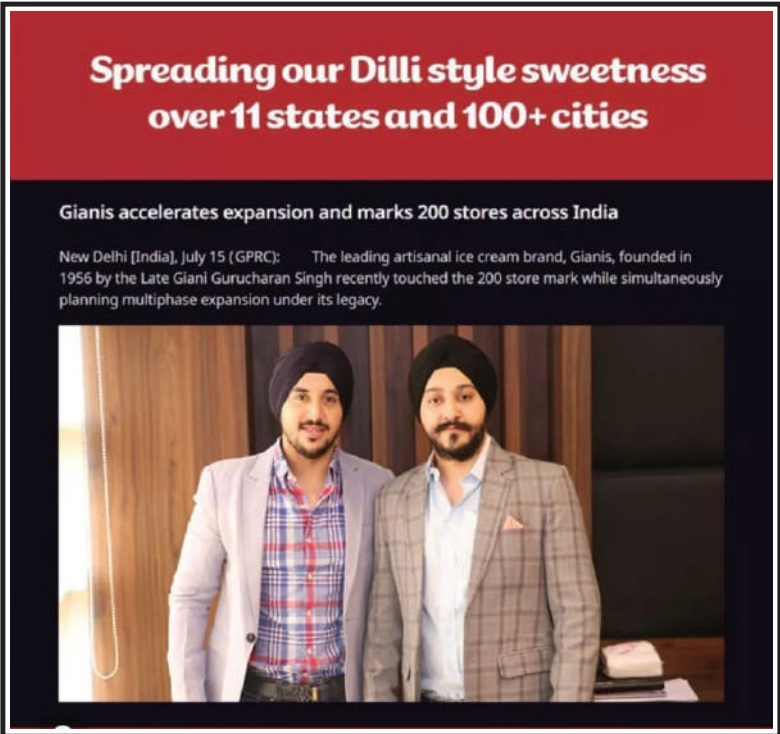
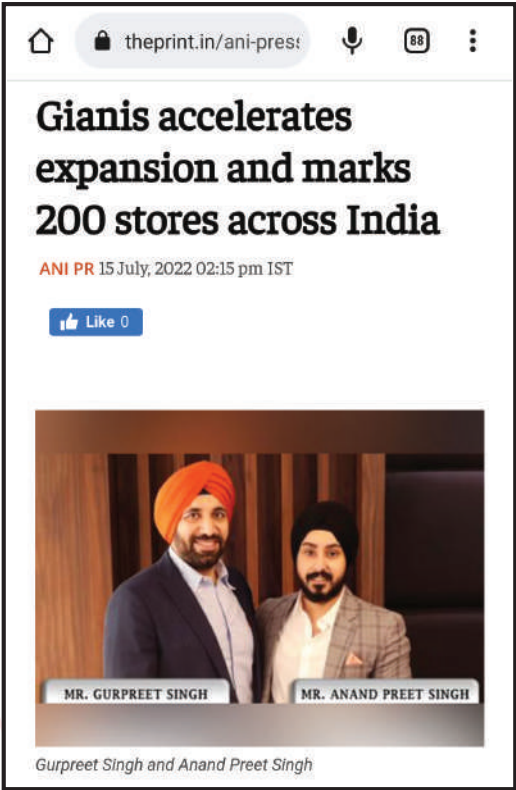


# Awards & Media





# Awards & Media





# Our Stores



## Our Kiosk



DELHI NCR | MAHARASHTRA | UTTAR PRADESH | PUNJAB | HARYANA | RAJASTHAN  
WEST BENGAL | CHHATTISGARH | UTTARAKHAND | HIMACHAL PRADESH | GUJARAT  
GOA | MADHYA PRADESH | BIHAR | JHARKHAND | TELANGANA | ODISHA



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