

# FRANCHISE MANUAL

Spreading Love Sice 1956

WWW.GIANIS.IN



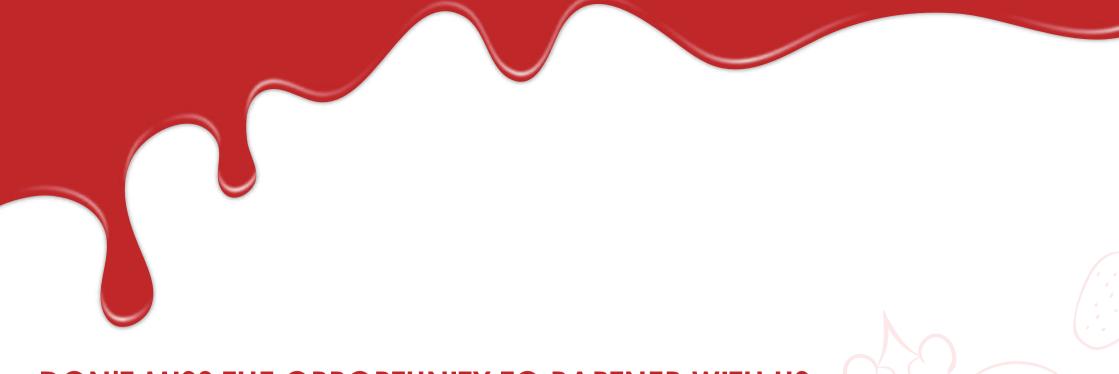












#### DON'T MISS THE OPPORTUNITY TO PARTNER WITH US

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 250+ 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 Rol
Kiosk/Store	80-400 Sq. Ft	INR 12-15 Lakhs	INR 6 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** 









# Product Portfolio







**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 pius 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."









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

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

Nusra Deputy Features Editor

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# Our Stores







# Our Riosk







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