



*Thank You*

 9425511856

 @trulynatural.bhilai  @trulynatural.icp

 info@trulynatural.co.in | cmnznindia@gmail.com

 Zone no.4 - Dhantoli , Nagpur (Urban),  
Nagpur, Maharashtra - 440027

# ABOUT US

Truly Natural Ice Cream & Popsicles. The name itself describes it's natural with authentic freshness, taste & aroma. Natural Ice Creams are one of the most popular refreshments among all age group of consumers.

We have developed & are ready to serve you the awesome taste with natural aroma. Our Truly Natural Ice Creams are made up of freshly obtained milk, naturally occurring farm fresh fruits.



Our Natural Ice Cream serves you freshness of nature in Scoop & Shakes. These are well known for their authentic Natural taste and are all time favorite among the Ice Cream lovers. While maintaining the taste we also take care of our lovers by keeping in mind the following:

**No Preservatives**

**No Artificial Flavors**

**No Artificial Colors**

**100% Natural**



# OUR PRODUCTS

“MORE THAN 60 FLAVOURS”

## Natural Flavors

- |                    |                     |
|--------------------|---------------------|
| 01. Sharifa        | 06. Sweet Paan      |
| 02. Black Grapes   | 07. Pineapple       |
| 03. Kala Jamun     | 08. Strawberry      |
| 04. Alphanso Mango | 09. Black Currant   |
| 05. Guava          | 10. Blue Berries    |
| 06. Cheeku         | 11. Mixed Berries   |
| 07. Litchi         | 12. Golden Vanilla  |
| 08. Tender Coconut | 13. White Chocolate |

## Dry Fruit Flavors

- |                   |                     |
|-------------------|---------------------|
| 01. Thandai       | 06. Tutti Frutti    |
| 02. Anjeer        | 07. Roasted Almonds |
| 03. Nolen Gud     | 08. Dates           |
| 04. Coffee Walnut | 09. American Nuts   |
| 05. Kesar Pista   |                     |

## Chocolate Flavors

01. Choco Chips
02. Butter Scotch Caramel
03. Dark Chocolate
04. Oreo
05. Kit Kat

## Premium Flavors

01. Choco Brownie
02. Gajar Ka Halwa
03. Rabdi Jalebi
04. Ras Malai

## Semi Premium Flavors

01. Red Velvet
02. Rose Gulkand
03. Shahi Kheer
04. Nutella Cookies
05. Cookie Monster
06. Pink Bubblegum
07. Shahi Pista Kulfi

## Ripple Flavors

01. Mango Ripple
02. Strawberry Ripple
03. Pineapple Ripple
04. Chocolate Ripple

## Popsicles

01. Alphanso Mango
02. Jamun
03. Tender Coconut
04. Cookies N Cream
05. Kiwi

## Sorbet

01. Black Grapes
02. Lemon Mojito
03. Mixed Melon
04. Pomegranate
05. Jamun
06. Musk Melon
07. Pineapple

# FRANCHISE

Truly Natural has earned a strong reputation not just among ice cream enthusiasts, but also among aspiring entrepreneurs and organizations seeking a fruitful and profitable business venture. Our brand is highly regarded by individuals looking to take up an ice cream franchise, as we provide unparalleled opportunities for success.

We are committed to partnering with motivated individuals and organizations who demonstrate a sincere dedication to building a thriving retail brand in their specific territories. Our franchise program is designed for those who are ready to devote themselves full-time to the business, and we offer comprehensive support and resources to ensure their success every step of the way.

## Franchise Investment

Requirement	Lounge Franchise	Parlor Franchise	Kiosk Franchise
Parlor Area	550 Sq Ft+	250 Sq Ft+	50 Sq Ft+
Shop in Frontage	10 to 12 Ft>	10 to 12 Ft>	6 to 8 Ft>
Investment in Outlet	Approx 11 Lakh	Approx 8 Lakh	Approx 5 Lakh

## Parlor Developments for Ice Cream & Snacks

Civil Interior	3,00,000	1,50,000	1,00,000
Branding	25,000	25,000	25,000
Equipments	1,60,000	1,25,000	1,25,000
Local Purchase	20,000	20,000	20,000
Franchise Fees + Taxes	3,75,000 + Taxes	2,75,000 + Taxes	1,25,000 + Taxes
Laptop	20,000	20,000	20,000
Software	15,000	15,000	15,000
Working Capital & Utility	75,000	75,000	75,000
<b>Ice Cream Parlor Investment Approx</b>	<b>9,90,000</b>	<b>7,05,000</b>	<b>5,05,000</b>
Snacks Equipments	1,00,000	1,00,000	NA
<b>Total Investment Approx</b>	<b>10,90,000</b>	<b>8,05,000</b>	<b>5,05,000</b>

All the figures (except fees) are approximate and will vary as per the size of the outlet. Company reserves the right to change the investment without prior notice. Projected Investment does not include the cost of real estate, rent deposit, brokerage. Miscellaneous Licenses are extra which will be borne by the franchisee. Service Tax (At actual as per applicable at the time of signing the agreement).

# Franchise Form

First Name: \_\_\_\_\_ Middle Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Date of Birth: / / Gender: M/F/T (Please Tick Right)

Qualification: \_\_\_\_\_

Caste: Gen/SC/ST/OBC/Others (Please Mention)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Res/Office Phone No: \_\_\_\_\_ Email: \_\_\_\_\_

Nature of Business/Job Work Experience/Current Business/job: \_\_\_\_\_

Tenure of Business: \_\_\_\_\_ Annual Turnover of Business: \_\_\_\_\_

Tenure of residing/doing business in your city: \_\_\_\_\_

Any Franchise Experience: Yes/No (If Yes, Please Elaborate):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Availability of location/locations: Yes/No

(If yes, please elorate as to size/frontage/facing of roads/locality or market area)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Pictures of the location/locations (Min 5 photos):

Deceleration:

I \_\_\_\_\_ S/O or D/O \_\_\_\_\_

Age: \_\_\_\_\_ R/O \_\_\_\_\_

certify that the above information furnished in Truly Natural franchise request form is true to my knowledge and correct. I have read below all 20 Terms and Conditions and promise to abide by them during entire business tenure and am signing with full conscious mind of mine.

Date:

Place:

Name and Signature

## \*Terms and Conditions

1. Our team will review form and contact regarding franchise allotment in your area after reviewing scope/availability as per above and following information.
2. Preference will be giver for Stores having Premium Locality, High Visibility, High Foot Fall. High Indoor and Outdoor Seating capacity, Large Frontage, Large Carpet Area and Ample Parking Space.
3. Carpet Area should range between 100 to 500 sq.ft. in a Modern Trade/ Market/ Mall/ Food Court.
4. Franchise is allowed Kiosk Format for outdoor/indoor location, like Food Street/ Institution/ multiplex/ Parlor on Wheels.
5. Truly Natural Ice Cream Outlet must be exclusive. Franchise is not allowed to keep any other franchise/material in store.
6. Franchise Innovative Ideas to increase product range in snacks/beverages maybe considered approval of Truly Natural.
7. Franchise is strictly not allowed to keep other ice cream product apart from Truly Natural.
8. Natural and Premium Ice Cream/ Beverages/ Popsicle/ Fried Ice Cream/ Snacks concept will be considered as per location.
9. Franchise need to invest in Business around Rs. 8 Lacs. However franchise is free to develop the store on their expense as per specification of Truly Natural.
10. Franchise Fees Rs. 1.5 lacs is part of investment to be given before franchise sign up.
11. Franchise can take advantage from experience of Truly Natural Team to finalize store etc. before paying franchise fees but franchise needs to pay all travelling, lodging and food expense.
12. Truly Natural Team will hand hold/train franchise up to business stand up and running after receiving franchise fees.
13. Preference will be for Prospective Franchise having Ice Cream/Food Business knowledge.
14. Preference will be for franchise who will involve himself/herself/family in business full time.
15. Business timing are 11:00 am to 12:00 am everyday. Holidays and weekends are peak times.
16. Franchise is responsible that store opens 365 days in year after inaugural opening day.
17. Franchise is responsible for Maintenance of store and store needs to be clean, hygienic, neat and bright.
18. Franchise is responsible to maintain full Range of Stocks and Products for Customer's Deligh.
19. Ice Cream, Beverages and Snacks Business involves Perishable Items; so there is no return policy after material is brought by franchise after paying 100% advance.
20. Truly Natural will take minimum 1 week time to dispatch the order. Truly Natural is responsible is responsible to furnish full range as per satisfaction of franchise and as per indent raised by franchise.



## FRANCHISE SUPPORT

Ready Model with Design

Product & Concept  
exclusivity

A reliable and  
efficient supply chain

Training input and Constant  
Operational Guidance



## PRESENT LOCATIONS

### Chhattisgarh

Bilai (Master Franchise) | Raipur | Bilaspur | Champa

### Maharashtra

Nagpur | Wardha | Amravati | Pune | Nasik | Warora | Gondia

**Rajasthan**  
Kota

**Jharkhand**  
Ranchi | Jamshedpur

**Telangana**  
Hyderabad

## UPCOMING LOCATIONS

Secunderabad | Bangalore