



**YOGI  
KOTHIWALA**

**Real Fruit, Real Flavor  
Nature's Sweetest Treat  
in Every Scoop!**

Go ahead, revel in the Yogi Kothiwala  
ice cream experience.



# ABOUT US

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At Yogi Kothiwala, we bring you the purest taste of nature with our handcrafted, fruit-based ice creams. Made from real fruits, fresh dairy, and no artificial additives, every scoop is a celebration of freshness and quality.

Rooted in tradition and passion, we carefully select the finest ingredients to create flavors that are authentic, refreshing, and truly indulgent. Whether it's the sweetness of tropical mangoes or the richness of seasonal delights, we serve ice cream as it should be—natural and delicious!

Experience the goodness of nature in every bite!





# VISION

At Yogi Kothiwala, we become a leading natural ice cream brand by preserving the authenticity of traditional Kothi-based ice cream making while expanding through a structured model. We aspire to establish a nationwide presence where customers can experience premium, handcrafted ice cream made from the finest natural ingredients, free from artificial preservatives, colours or additives.

# MISSION

At Yogi Kothiwala, we are committed to reviving the authentic Kothi-based natural ice cream experience with pure, traditional flavours. Our mission is to bring this heritage delight to every corner of India through a strong franchise network, offering a profitable and sustainable business model. With premium ingredients, innovative recipes and a focus on quality, we aim to create a brand that stands for authenticity, taste and trust. Join us in spreading the joy of real natural ice cream across the nation!



# WHY WE

At Yogi Kothiwala, we believe ice cream should be more than just a treat—it should be an experience of pure joy and natural goodness. Here's why our ice cream stands out:

## Made with Real Fruits

No artificial flavors, just the freshest, handpicked fruits in every scoop.

## Pure & Natural Ingredients

Crafted with fresh milk, rich cream, and premium dry fruits, without any preservatives.

## Authentic Traditional Taste

Inspired by age-old recipes, delivering flavors that remind you of home.

## Rich & Creamy Texture

A luxurious blend of smooth, velvety ice cream that melts in your mouth.





# WHAT YOU GET





# MENU PRICING & FLAVOURS

With a Vast  
Variety of  
Flavours







# **GREAT TASTE** **STARTS WITH REAL, NATURAL INGREDIENTS**

**Classic Creamy  
Flavors**

**Exotic & Signature  
Flavors**

**Chocolate & Fusion  
Treats**

**Nutty & Dry Fruit  
Delights**

**Fruity Cream  
Blends**



**We as Yogi Kothiwala 10+  
outlets in across Gujarat**





# YOGI KOTHIWALA

## INVESTMENT AMOUNT

( IN INDIAN RUPEES )

# 18 lakh rupees

Excluding 18 Lakhs + franchies fees

## AREA

# 500+ SQ. FEET

**FOFO** (Franchise Own Franchise Operated)

Investment Model

## Yogi Kothiwala

## WHAT YOU WILL GET IN

# RETURN

## 30% EXPECTED

## PROFITABILITY.

COMPANY SUPPORT: STAFF TRAINING SUPPORT, R&D SUPPORT,  
SUPPLY CHAIN MANAGEMENT SUPPORT, MARKETING SUPPORT



# Fruity Cream Blends

## FLAVOUR

SINGLE SCOOP (100ml/80gm) MINI PACK (500ml/450gm) FAMILY PACK (1000ml/900gm)

Creamy Coconut (ક્રીમી કોકોનટ)	70	320	600
Shahi Shitafal (શાહી સીતાફળ)	70	320	600
Spicy Guava (સ્પાયસી ગ્વાવા)	70	320	600
Jazzy Jambu (જેઝી જાંબુ)	70	320	600
Koo Chikoo (કૂચીકુ)	70	320	600
Mango Magic (મેંગો મેજિક)	70	320	600
Swiss Strawberry (સ્વીસ સ્ટ્રોબેરી)	70	320	600
Heritage Rose Fusion (હેરીટેજ રોઝ ફ્યુઝિયન)	70	320	600
Pineapple Paradise (પાયનેપલ પેરાડાઇસ)	70	320	600
Princkly Pear (પ્રીન્કલી પિયર)	70	320	600



# Classic Creamy & Nutty Dry Fruit Flavors

## FLAVOUR

SINGLE SCOOP (100ml/80gm) MINI PACK (500ml/450gm) FAMILY PACK (1000ml/900gm)

Mawa Magic (માવા મેજિક)	70	320	600
Mawa Desserts (માવા ડેસર્ટ)	75	340	640
Royal Anjeer (રોયલ અંજીર)	75	340	640
Malai Pistachio (મલાઈ પીસ્ટા)	80	360	680
Yogi Special Gotalo (યોગી સ્પેશિયલ ગોટાળો)	80	360	680
Meva Afghani (મેવા અફઘાની)	80	360	680
Rajbhog (રાજભોગ)	75	340	640
Almond Classico (આલમંડ ક્લાસિકો)	75	340	640
Kaaju Katri Delights (કાજુ કતરી ડીલાઈટ)	80	360	680







## Chocolate & Fusion Treats

FLAVOUR	SINGLE SCOOP (100ml/80gm)	MINI PACK (500ml/450gm)	FAMILY PACK (1000ml/900gm)
Choco Crunch (ચોકો ક્રંચ)	70	320	600
American Delights (અમેરિકન ડીલાઇટ)	75	320	640
Cookies & Cream (કુકી & ક્રિમ)	70	320	600

## Exotic & Signature Flavors

FLAVOUR	SINGLE SCOOP (100ml/80gm)	MINI PACK (500ml/450gm)	FAMILY PACK (1000ml/900gm)
Just Kaju Draksh (જસ્ટ કાજુ દ્રાક્ષ)	75	340	640
Pure Vanilla (પ્યોર વેનીલા)	60	280	520
Banarasi Real Pan (બનારસી રીયલ પાન)	75	340	640



## Guilt-Free Treat Flavors

SUGAR FREE			
FLAVOUR	SINGLE SCOOP (100ml/80gm)	MINI PACK (500ml/450gm)	FAMILY PACK (1000ml/900gm)
Simple (સિમ્પલ)	80	360	680
Kesar Pista (કેસર પિસ્તા)	80	360	680
Pista Malai (પિસ્તા મલાઈ)	80	360	680
Elaichi (ઇલાયચી)	80	360	680





# CANDY

Fruit Base

## FLAVOUR

## PRICE

Chani Bor  
(ચની બોર)

60

Falsa  
(ફાલસા)

60

Jambu  
(જાંબુ)

60

Kiwi  
(કિવી)

60

Mango  
(મેંગો)

60

Strawberry  
(સ્ટ્રોબેરી)

60



# CANDY

Milk Base

## FLAVOUR

## PRICE

Anjeer  
(અંજીર)

60

Chikoo  
(ચીકૂ)

60

Dryfruit  
(ડ્રાયફ્રુટ)

60

Gulkand  
(ગુલકંદ)

60

Mango  
(મેંગો)

60

Pan  
(પાન)

60





## Standardized Store Design

# YOGI KOTHIWALA





# YOGI KOTHIWALA



Authentic Flavors  
with a Desi Twist



Seasonal & Limited-  
Edition Flavors



Premium Quality  
Ingredients



Perfect for All  
Ages



100% Vegetarian &  
Preservative-Free



Innovative Menu  
Options



Community-  
Centric Brand



# HASSLE FREE PROCESS

1. Franchise Details  
Explanation



3. Location  
Finalisation



5. Handover for  
Development



7. Training &  
Guidance



2. Franchise Deal  
Finalization



4. Franchise  
Allocation



6. Development  
Phase



8. Final  
Handover





# TECHNOLOGICAL INTEGRATION

1  
Menu  
Customization

2  
Order  
Management

3  
Inventory  
Tracking

4  
Sales &  
Reporting

5  
Integration with  
QR Codes

6  
Customer  
Relationship  
Management

7  
Online Ordering  
Integration

8  
Multi-Platform  
Access

9  
Staff  
Management

10  
Payment  
Integration



# Cafe Management System

QR Code  
Menu &  
Billing with  
KOT (Kitchen  
Order Ticket)

Automatic  
Product  
Cost  
Calculation

Automatic  
Stock  
Management  
& Alerts

Daily/  
Monthly  
Profit & Loss  
Statements

Best Seller  
Menu Item  
Identification

Customer  
Database &  
Marketing  
Offer

Daily Online &  
Offline Sales  
Summary

Staff  
Attendance &  
Salary  
Management

Cafe Review &  
Ratings  
Management



# SET UP COST

## 1 Phase 1 : Interior & Store Design

Modern, vibrant ice cream parlor interiors designed for a delightful experience.

Approved furniture, display freezers, kitchen setup & color schemes to maintain brand identity.

## 3 Phase 3 : Branding & Marketing

Complete brand logo, signage, menu designs, and digital templates provided.

Social media & local marketing support to attract ice cream lovers.

Franchisees must not modify branding or introduce unapproved promotions.

## 5 Phase 5 : Quality Control & Audits

Regular quality inspections & mystery audits to ensure top-notch standards.

CCTV integration for transparency & operational monitoring.

Failure to meet brand standards may result in penalties or termination.

## 2 Phase 2 : Sales & Royalty

Billing system integrated with Franchiser's dashboard for transparent operations.

Monthly X% royalty on total revenue, payable by the 5th of every month.

## 4 Phase 4 : Menu & Ingredients

Fixed menu with best-selling flavors and specials, tested for maximum sales.

All raw materials, toppings, and packaging must be procured from the Franchiser.

No unauthorized modifications to the menu.

## 6 Phase 6 : Legal & Compliance

All franchise agreements are legal.

Any disputes or legal matters will be handled as per franchise agreement terms.



# REVENUE ANALYSIS

Selling Prediction Chart					
Particulars	1	2	3	4	5
Sales Prediction	15000	20000	30000	40000	50,000
Sales (Without GST)	450000	600000	900000	1200000	1500000
Fixed Cost					
Rent	50000	50000	50000	50000	50000
Electricity	10000	15000	15000	20000	25000
Salary	50000	60000	80000	80000	100000
Transportation	3000	5000	5000	5000	10000
Marketing Contribution	10000	15000	20000	20000	25000
Miscellaneous	5000	5000	10000	10000	15000
Gross Purchase	230000	275000	500000	650000	825000
Total	358000	425000	680000	835000	1050000
Average Net Profit	92000	175000	220000	365000	450000

Estimated  
Profit  
Statement



# MARKETING PLAN

Brand Awareness  
& Customer  
Engagement

Retail & Franchise  
Expansion

Delivery & Digital  
Growth

Product Innovation &  
Seasonal Offerings



# TERMS & CONDITIONS

- ➔ No Hidden Cost with 100% Transparency in Terms.
- ➔ Franchise Agreement is for 3 Years Term.
- ➔ Taxes Extra as per Government Policy & Subject to Change.
- ➔ All Payments Made are Non-Refundable.
- ➔ Best Seller Menu Item Identification
- ➔ All incoming raw materials must be inspected for temperature compliance, packaging integrity and quality standards upon arrival.
- ➔ All Policies by Yogi Kothiwala are to be Followed.
- ➔ Material gets dispatched within 48 hours and delivered in 5 to 7 working days of the final payment.
- ➔ NEFT/RTGS and Cash Deposits on Company Account Only.
- ➔ Transport of Materials & Raw Materials by Franchisee.
- ➔ Any discrepancies in transportation conditions, damage or quality deviations must be reported immediately before acceptance.



# REACH US ANYTIME



Write us on  
**[info.yogikothiwala2022@gmail.com](mailto:info.yogikothiwala2022@gmail.com)**  
**FOR MORE DETAILS**

 Shop No.1, Ishwar Villa, Nr. Jivan Twin Banglows, Nikol Gam Road, Nikol, Ahemdabad.