

R.S.PAPAL GROUP  
**ladachi**  
KULFI

**INDIA'S  
LARGEST CHAIN  
OF KULFI  
OUTLETS**

FRANCHISE MANUAL



## Brand Overview .. Ladachi Kulfi

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Welcome to the “Ladachi Kulfi”, one of the fastest growing “kulfi” brand, icecreams and treat companies that will treat you with joy. Ever since we stepped in the market, we’ve been able to satisfy lakhs of loyal customers and franchisees across Maharashtra while preserving our legendary heritage and authenticity.

At Ladachi Kulfi, we know kulfi or mastanis and joy are the greatest unifiers and biggest together bringers. We bring infinite possibilities and endless memories for all ages, all backgrounds through all flavors! With more than 207 outlets, Ladachi Kulfi has grown to be the most desirable franchisee that provides exciting opportunities to individuals that wish to set up their businesses or ramp up their financial growth through a new side business. With low operational and overhead costs, Ladachi Kulfi helps any individual succeed in any other rich-milk ice-cream industry. Additionally, the food-truck method enhances the business profitability with the ease of being a great fit for any suitable location. Ladachi Kulfi believes in an integrated campaign that strongly interacts more with the customers and therefore every customer is at the center point for us.

Some bake, some paint, we churn! Ladachi Kulfi specialises in gourmet kulfis and mastanis evoking the nostalgic flavors of cardamom (elaichi), saffron (kesar) and pistachio with epicuring freshness from fruits to a pinch of spice that slightly hits a smack on the tongue. So how good is our kulfi? Well! Let’s say that on a scoreboard of 1 to 100, we’re somewhere around 120, because we’re beyond serving kulfi. We love thinking that we are surely in the business of spreading love and making people joyful!

It’s all about why we call it “Ladachi Kulfi”, we give the quickest chill-pill, the shortest getaway you deserve and the most joyful moment we give. Just head yourself to any “Ladachi Kulfi” food truck and that’s what you get. We bet on doing our job right if you would end up sharing a delightful treat together with your loved one. While we serve the best of kulfis and mastanis in the world, we have expanded our product portfolio by adding products like Chocobar, Cornetto and Family Packs.

## Our Products

At Ladachi Kulfi we manufacture a variety of rich-milk ice-cream industry from kulfis, mastanis and ice creams right from scoops, handy kulfi sticks, cones, family packs, exclusive dishes and many more. A well-versed team of chefs work in tandem along with the management professionals to develop and evolve various products. The team is a perfect blend of knowledge, expertise and experience that adhere to the signature, taste and quality required to cater in the rich-milk ice-cream industry. Manufactured with uttermost importance on hygiene and taste we are renowned for catering “rich in taste products.”

## Categories

### Kulfi

Kulfi, typically known as “the traditional Indian ice-cream” is a rich-milk ice-cream industry. which is creamier than ice creams. Its is said that the origin of kulfi backs to the era under the Mughal Empire At Ladachi Kulfi there are more than a dozen flavors of kulfi available with newer flavors getting launched gradually. The currently available flavors are :



**Malai**

**Mango**

**Gulkand**

**Pista**

**Chocolate**

**Sugarfree**

**Red Peru**

**Chikoo**

**Sitafal**

**Jamun**





## Mastani

Mastani is a fusion desert of thick shake and icecreams richly garnished in different flavors and dryfruits. It is said to have originated in Pune and then widely moved to various cities.

At Ladachi Kulfi, Mastanis are amongst our signature products that melt down your soul with happiness.



## Chocobar

Chocobar is a rich-in-milk chocolate coated popsicle with vanilla flavored ice cream underneath. It usually is an all-time favorite of all age groups and enjoyed irrespective of the weather.



## Cornetto

Cornetto is an Italian originated rich-in-milk dessert that comes in a perfect combination of an ice cream coated in a crispy cone with a chocolaty tip at the end. The various flavors of cornetto available are

**Butterscotch | Chocolate | Red Peru (Guava) | Oreo**



## Family Packs

Ice-cream scoops and cones can always be fun but the joy of indulging with love for sharing a family pack along with the ease of carrying it anywhere is incomparable. If you wish to satisfy your dessert cravings, all you need is a family pack and spoons.

## Ladachi Kulfi Franchise

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Most of us enjoy cooling kulfi ice cream on a warm summer day, however research has shown that sweet treats are enjoyed all year round and the rich-in-milk desert industry is growing year on year. Why not start an ice cream franchise to capitalise on this lucrative market?

Ladachi Kulfi is a widely known brand which has been an indulgence of kulfis and ice creams creating innovative flavours.

There are now over 207 stores across Maharashtra, making it one of the biggest players in Maharashtra rich-milk ice-cream industry scene.

If you wish to be part of this popular brand, a minimum investment of Rs. 3,34,500/- is required.

Ladachi Kulfi has been scaling heights taller and taller since inception with presently 207 outlets and food trucks while optimistically aiming at 1000 branches and brand presence in over 20000 retailer outlets in the nearest future.

The kulfi & ice cream franchise is known for bringing its sustainable rich-in-milk dessert treats to customers at all kinds of events, and the customers get to apply the flavorings themselves



# Why Ladachi Kulfi is a favorable franchise to own ?

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Ladachi Kulfi exhibits joy, authenticity and timeless tradition. Whether you want to join with entrepreneurship or continue the tradition of serving classic rich milk treats, our franchisee is ideal for you.

We've been a preferred franchisee based on the below aspects :

## › Rich Products

Our products whether kulfi, mastani, choco bar, cornetto or family pack; each product is made from the richness of every ingredient right from milk, fruits to dry fruits and more. We strongly assure on the high grade of quality ingredients used.

## › Reasonable Investment

The most commonly known barrier to any new business idea or expansion faced by businesses is the access to pumping in investments. Our reasonable investment offers advantages that amplify growth and avoid largely unfettered debt.

## › Low Operational Costs

Our franchise operational costs are lower compared to other rich-in-milk desserts franchisees therefore you are greatly mitigating your financial risks.

## › Flexible Business Module

Our franchise modules are flexible, you can choose a premium stand alone outlet, truck or even an e-vehicle/e-cycle that would make you identify various location-based opportunities.

## › Intrinsic Value Creation Business

Rich-in-milk dessert and the experience with ice cream is a joyful thing, with intrinsic value. It creates smiles, families, treats, and it brings people together. It directly reflects our company's basic core values.



➤ **Robust Presence & Fast Growing Brand**

Ladachi Kulfi has gained a robust presence and has witnessed fast yet sustainable growth which adds value to the franchisor.

➤ **Satisfying Product Experience**

While we recognize the importance of preserving tradition, we are constantly engaged in customer satisfaction.

We hold strong emphasis on getting better day by day, this approach enhances customer loyalty towards Ladachi Kulfi.

➤ **Adventurous product development with limitless horizons**

Ladachi kulfi strives to design, bring and strike the perfect balance between yesterday and today.

This unique experience of exploring new product diversifications, developments and limitless horizons brings joy to our customers and constantly attracts new ones.



**INDIA'S  
LARGEST CHAIN  
OF KULFI OUTLETS**



## Premium Store

Kulfi Outlet is a store-based outlet also known as home since it serves as comfortably as home. The outlet provides all products including exclusives of premium ice-cream.

Our Store comprises attractive interiors with a well trained staff that builds value with customers as well as service etiquettes. Our outlet model is designed with sophistication and creativity without compromising on any aesthetics of the brand.

**Model Cost - ₹8,00,000/-**  
(without interior)

### INCLUDES

- **RND** - Research and Development
- Total Refrigerators (Qty 5)
- 325 Glass Top (Qty 2)
- 525 Hard Top (Qty 2) (Storage)
- 425 (+ -) For mastani (Qty 1)
- Digital Marketing (For 2 Years)
- All Type Creative Designs Soft & Hard Copies
- Hoarding
- Pamphlets/ Flyer (Print and Disbursement)
- Campaigning Material Includes (Tissue Papers, T-Shirt, Cap, Mastani Packing Machine, Wooden Dishes, Wooden Spoons, Mastani Paper Glasses, Scoop Paper Glasses, Shivaji Maharaj Murti)
- Software and 1 Printer





## Kulfi Van

A piago is a portable business franchise module that enables the owner to have the Kulfi Van located in approved areas.

**Model Cost - ₹3,86,649/-** (without van)

### INCLUDES

- RND - Research and Development
- Model (Transportation charges will be extra)
- Total Refrigerators (Qty 3)
- 425 Storage (Qty 2)
- 425 GLYCOL (Qty 1)
- Digital Marketing (For 2 Years)
- All Type Design Softcopy + Hard Copy
- Campaigning Material  
(T-shirt, Cap, Tissue Paper and Shivaji Maharaj Murti)



## Support and Services

**Ladachi Kulfi leaves no stone unturned in provision of support and services which include**

- › Branding Material
- › Marketing Campaigns for Digital Media and Outdoor Material
- › Staff Recruitment & Management
- › Strategic Planning Sessions for Franchise Owners
- › Training Programs for Staff
- › Staff Uniforms
- › Communication Support
- › Online Software for Ordering, Invoice, Stock Management, MIS etc.
- › Mobile App Access
- › Sales target, Performance Management System, Rewards & Recognition Program



## Payment and Deliveries

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- At Ladachi Kulfi we believe in prompt advance payments through RTGS.
- Deliveries will be followed as per SOP.

## Current Location

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- Mumbai
- Pune
- PCMC
- South Maharashtra
- Marathwada
- Belgaum



**Interested in starting a franchise or growing your business?**

We've compiled a comprehensive list of all our available franchise opportunities so you can be sure you're starting off in the right place.

Get in touch with us today!



**TOLL FREE NUMBER**  
**1800 210 3696**

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**[www.ladachikulfi.in](http://www.ladachikulfi.in)**