

Pune's First¹²

DIY

PANI PURI CAFE

CREATE • MIX • ENJOY

EERA PANI PURI CAFE

Franchise Proposal 2026



RO WATER
USED



100% HYGIENIC
PREPARATION



FRESH INGREDIENTS
EVERYDAY

GOOD FOOD • GOOD MOOD • GREAT VIBES



THE VISION (The Founder's Message)

"Indian street food is legendary, but it has a hygiene problem. We spent 12 months in R&D to fix that. At **EERA PANI PURI CAFE**, we have standardized the 'Pani Puri experience' using calculated spices, RO mineral water, and 'Untouch' technology. We are moving Pani Puri from the dusty street corner into a modern, high-margin cafe environment."

THE EERA EDGE (Why We Are Different)

- 12-Month Flavor Research:** Every spice is measured to the gram. The taste never changes.
 - 100% Hygiene:** We exclusively use RO Mineral Water and a sensor-based "Untouch" dispensing system.
 - No Chef Dependency:** Our pre-set spice mixes mean anyone can run the cafe with 3 days of training.
- Zero-Oil Innovation:** We use Air Fryers for our fries and snacks, appealing to the health-conscious generation.

Our Story:

Since 2016, our parent company, EERA GPS HOUSE, has been synonymous with precision and quality in GPS technology. We've brought that same commitment to launching EERA PANI PURI HOUSE—a destination for a unique Pani Puri experience.

We offer signature Pani Puri flavours, served in a stylish, hygienic ambience, alongside delicious fries, sandwiches, and desserts. Taste the difference that precision and passion make

The Launch Eera Pani Puri Cafe: November 8, 2025. A date that marks the transition of India's favorite street snack into a sophisticated sit-down cafe experience



THE MENU (Premium Pricing)



EERA

PANI PURI CAFE

- PREMIUM STREET FOOD EXPERIENCE -

OUR SPECIALS



3 Flavors Pani
10 Rawa Puri
10 Moong mix Puri
10 Masala Puri
1 Cold Drink



EERA SPECIAL
VEG GRILL SANDWICH 3 LAYERS



OLD SCHOOL
COLD COFFEE



HOT WALNUT BROWNIE
WITH VANILLA ICE CREAM

THE CHAAT CHECK COMBO

199/-

PANI PURI (5pc + 1 Masala Puri)	
Rawa Puri (Suji)	
1. Pani Puri (2 Flavors) - Meetha - Teekha	49/-
2. Eera Special Pani Puri 2 Flavors - Meetha - SP Hazm Hing Spicy	59/-
3. Masala Puri	49/-
4. Ragda Puri	59/-
5. Dahi Puri	69/-
6. SPDP	79/-
Eera Special Moong Mix Puri (5pc + 1 Masala Puri)	
1. Pani Puri (2 Flavors) - Meetha - Teekha	59/-
2. Eera Special Pani Puri 2 Flavors - Meetha - SP Hazm Hing Spicy	69/-
3. Masala Puri	59/-
4. Ragda Puri	69/-
5. Dahi Puri	79/-
6. SPDP	89/-

SANDWICH Best Seller	
1. Plain Cheesy Grill Sandwich	99/-
2. Veg Sandwich	110/-
3. Green Chutney Veg Grill Sandwich	99/-
4. Eera Special Veg Grill Sandwich	159/-

FRIES

1. Plain Salted Fries	99/-
2. Peri Peri Fries	110/-
3. Eera-Way Special Fries	189/-

COFFEE

1. Hot Coffee	79/-
2. Eera Special Old School Cold Coffee	89/-
3. Thick Cold Coffee	99/-
4. Extra Vanilla Ice Cream	59/-

COLD DRINKS

GOTTI SODA - BANTA - GOLI SODA

1. Mint Pudina (200ML)	25/-
2. Pineapple (200ML)	
3. Mix Berry (200ML)	
4. Nimbu (200ML)	
5. Lahori Zeera Soda	20/-

HOT BROWNIES MUST TRY

1. Hot Walnut Brownie with Vanilla Ice Cream	129/-
2. Hot Double Chocolate Brownie with Vanilla Ice Cream	139/-
3. Hot Hazelnut Brownie with Vanilla Ice Cream	149/-
4. Vanilla Ice Cream Scoop	59/-
5. Double Scoop	90/-

COMBO OFFERS

The Crunch

2 Flavors Pani
10 Rawa Puri
10 Moong Puri
1 Cold Drink

139/-

The Goat Combo

3 Flavors Pani
10 Rawa Puri
10 Moong Puri
10 Masala Puri
Hot Walnut Brownie with Vanilla Ice Cream
Eera Special Sandwich
Cold Coffee and Cold Drink

449/-

The Midnight Munchies

2 Flavors Pani
10 Rawa Puri
10 Masala Puri
Hot Brownie
1 Cold Coffee

249/-

The Cafe Combo

Cold Coffee
Eera Special Sandwich
Fries

259/-

with
Hot Walnut Brownie
With Ice Cream

369/-

Made fresh to order. Please allow 10-45 minutes for preparation. During busy hours, wait times may be longer.



EERA

PANI PURI CAFE

Not Just
PANI PURI.
IT'S AN EXPERIENCE.

DIY PANI STATION

Create • Mix • Enjoy



Pudina
Flavour



Tamarind
Flavour



Eera Special
Flavour



Must Try!!



RO WATER USED
100% SAFE



100% HYGIENIC
PREPARATION



FRESH INGREDIENTS
EVERYDAY

VISIT US TODAY!



EERA

PANI PURI CAFE

Pune's First
DIY
PANI PURI CAFE
CREATE • MIX • ENJOY
PANI PURI • FRIES • BROWNIES • COFFEE



Indulge in
Every Bite!



Crusty Fries
Perfect Vibes!



DIY PANI STATION
7+ FLAVOURS TO TRY!



SAFE,
PURE &
DELICIOUS



RO WATER
USED
100% SAFE



HYGIENE
IS OUR
PRIORITY

NIBM, PUNE

THE NEW STANDARD OF HYGIENE

TRUSTED FLAVOR FOR THE POST-PANDEMIC WORLD



untouch[™]
— ZERO-CONTACT WATER SYSTEM



The Cafe Model



OPERATIONAL & LEGAL SUPPORT

- Training:** 3-Day "EERA Certification" for all staff.
- Supply Chain:** All signature spices are shipped directly to your shop.
- Marketing:** A 30-day social media launch plan and local area marketing support.
- Agreement:** A formal 5-year franchise agreement to protect your territory and investment.

THE "PERFECT LOCATION" CRITERIA

- Space:** 200 sq. ft.
- Visibility:** High-footfall markets, near colleges, or busy corporate hubs.
- Frontage:** Minimum 8-10 feet for glass display.

The "Business-in-a-Box" (The ₹5 Lacs Investment)

We provide a complete turnkey solution. Your investment covers:

Category	Specifics Included
Brand & Setup	Franchise Fee, Brand License, 200 sq. ft. Interior Design, Tables & Chairs.
Kitchen Tech	2-Slot Heavy Duty Sandwich Griller, Air Fryer (Oil-free fries), Mixer for Cold Coffee, Plates,
Storage & Cooling	2-Door Deep Freezer, Vertical Glass Fridge for (Cold Drinks), RO 5ltr
Inventory Start	4000 Pani Puri Material, Water Jars, and Stands.
Tech & Ops	Billing Software, Uniforms, Training for staff, and Legal Agreement.
Marketing	Launch Banners, Flex boards, Leaflets, and Digital Marketing support.

Daily Sales Estimate (Conservative)

Item Category	Price (₹)	Avg. Qty/Day	Daily Revenue
Signature Pani Puri (Plate)	90	60	₹5,400
Sandwiches	80	20	₹1,600
Fries (Air Fried)	100	15	₹1,500
Desserts / Ice Cream	110 / 60	15	₹1,200
Beverages / Cold Coffee	100	15	₹1,500
TOTAL DAILY REVENUE			₹11,200

Total Monthly Revenue (30 Days): ₹3,36,000

Approx Monthly Operating Expenses

Expense Head	Calculation / Description	Monthly Cost
Food Cost (COGS)	~30% (Standardized Spices/Materials)	₹1,00,800
Shop Rent	Estimated for 200 sq. ft.	₹30,000
Staff Salary	2 Trained Professionals	₹28,000
Electricity & Utilities	RO, Deep Freezer, AC/Lights	₹10,000
EERA Royalty	4% of Monthly Sales	₹13,440
Marketing & Misc	Local Ads & Maintenance	₹5,000
Total Monthly Expense		₹167,080

Monthly Gross Revenue: ₹3,36,000

Monthly Total Expenses: ₹167,080

Net Monthly Profit: ₹168,920

ROI (Return on Investment): At this profit rate, a franchisee can recover their entire ₹5 Lakh investment in less than 4 months. Even at 50% of these sales targets, the break-even is achieved within 7-8 months.

Key Advantages of the EERA Menu Structure

- High Ticket Pani Puri:** At ₹90, you are positioning EERA as a premium experience, allowing for higher quality ingredients and better hygiene.
- Up selling Potential:** Our menu is designed so that a customer who comes for Pani Puri (₹90) often adds a Beverage (₹100) or Fries (₹100), doubling the bill value.
- Health Advantage:** By using an **Air Fryer** for our ₹100 fries, we appeal to the modern, health-conscious customer who avoids deep-fried street food.

Why EERA PANI PURI CAFE is a Safe Investment:

- High Margins:** Pani Puri has one of the highest profit margins in the food industry because the primary ingredient is water and flour.
- Low Wastage:** Since you use an **Air Fryer** and **measured spices**, there is no oil spoilage or over-use of expensive ingredients.
- Scalability:** The small 4% royalty is designed so the partner grows first. As the franchisor, your profit comes from the volume of spice-mix sales and the brand's reach.

Join the Revolution. Book your location today with a token amount of ₹50,000.

Cont. +91 8055 222334

www.eerapanipurihouse.com

Address: Eera Pani Puri Cafe

Shop No. A2/131 First Floor, Kingston Greens Commercial, Near Swapna Ganga Society,
Jagdamba Bhavan RD Ambekar Chowk Pisoli Pune 411060

Franchisee FAQ

1. Do I need to hire a professional chef?

No. We have removed the "human error" from the kitchen. Because of our 12 months of R&D, we have created a **Standard Operating Procedure (SOP)** that anyone can follow. Our spice blends and water ratios are scientifically measured, meaning you can deliver the exact same "Eera Taste" without a high-cost chef.

2. Who finds the location for the outlet?

We assist you. While the final decision rests with the franchisee, our team provides data-driven support to help you identify high-footfall areas. We look for "Sweet Spots" like malls, busy high streets, or corporate hubs where the demand for hygienic street food is highest.

3. How do I get more spices and ingredients?

Central Supply Chain. To maintain "The Standard of Hygiene" and taste consistency, all core spice blends and "Pani" concentrates are supplied directly from our **Central Warehouse**. You can order your inventory through our partner portal, and it will be delivered to your doorstep.

4. Why is the "Untouch" system mandatory for all franchises?

The post-pandemic customer is hyper-aware of hygiene. Our signature glass jars with taps ensure that no human hands ever touch the flavored water. This is your biggest selling point and the reason customers will choose Eera over local vendors.

5. How do I ensure the water quality is certified?

Every Eera outlet is equipped with a specific RO Mineral Water setup. We provide you with the **RO Mineral Water Certification** signage to display prominently, proving to your customers that the water they are drinking is 100% safe and lab-tested.

Feature☐	The Eera Way☐	Traditional Vendors☐
Skill Level☐	System-driven (No Chef)☐	Skill-driven (Chef required)☐
Hygiene☐	"Untouch" Tap System☐	Manual dipping☐
Water☐	Certified RO Mineral☐	Often Untested☐
Consistency☐	100% Scientific Match☐	Varies daily☐