



# FRANCHISE OPPORTUNITY



Partner with Freshpik

A Fresh  
Opportunity for a  
Profitable Future



[www.freshpik.co.in](http://www.freshpik.co.in)



6005790060



Join Hands with Freshpik –  
Together, Let's Serve Freshness &  
Build Success



## About Us – Freshpik

**Freshpik** is a fast-growing food brand committed to delivering **premium quality, hygienic, and value-driven food products** to households and businesses across India. With a strong focus on **innovation, authenticity, and customer trust**, Freshpik is building a reputation as a reliable name in the food industry.

We specialize in a wide range of **processed and ready-to-consume food products**, including **pickles, condiments, and other value-added categories**, designed to meet the evolving needs of modern consumers. Every product is crafted with the highest standards of **quality, freshness, and taste**, ensuring consistent satisfaction for end customers.

### Our Vision

To become a **leading national food brand** recognized for **quality, innovation, and trust**, while supporting sustainable practices and delivering value to customers and partners alike.

### Why Freshpik?

**Premium Quality Standards** – Hygienic processing & trusted sourcing

**Wide Product Portfolio** – Catering to diverse customer preferences

**Strong Distribution & Branding** – Expanding footprint across India

**Customer-Centric Approach** – Focused on long-term relationships

**Freshpik – Freshness Redefined, Quality You Can Trust.**

# Exclusive Outlet BENIFITS

## No Royalty

0% royalty fee, ensuring higher profit retention.

In  
Earn ₹10,000 per franchis  
sold + ₹10,000 referra  
bonus

## Profit Margins

Attractive margins across different business models (Retail, B2B).

S  
Dedicated sales exe  
provided by the com

## Exclusive Area

Rights to Local Area for Retail franchise operations.

Outlet Size

250 to 300 sq.ft.

Incentive Benefits

₹10,000 on every franchise

# Kiosk Outlet BENIFITS

## Royalty

2% royalty fee, ensuring higher profit retention.

Earn ₹10,000 per franchis

## Profit Margins

Attractive margins across different business models Retail.

15 days Training provided by the company

## Franchise Area

Rights to Retail Area for Retail franchise operations.

Outlet Size

100 to 150 sq.ft.

Incentive Benefits

₹10,000 on every franchise

# Distributor Opportunity

**Start your wholesale business**  
**Margin: 10% to 20%**

**100+ Products**



# Freshpik Franchise Requirements & Investment



**Space:** Minimum 250–300 sq. ft. commercial space



**Franchise Cost:** All-inclusive (Outlet setup, equipment, branding, stock, marketing & support)



**Support:** Training, operations, promotions & complete business assistance



# Why ChooseFresh Pik?



Accountant

**Less Model**

Easy to Operate



**Quickest ROI**

Return on Investment  
in 8-10 Months



**0% Wastage**

Unique Efficient  
Raw Materials



**Low Investment**

Most Affordable  
Setup cost Pan India



**10% -50%**  
AVERAGE  
GROSS PROFIT



**Tech Enabled**  
Data & Inventory  
Management



**Low Risk**  
Minimized Risk  
Management

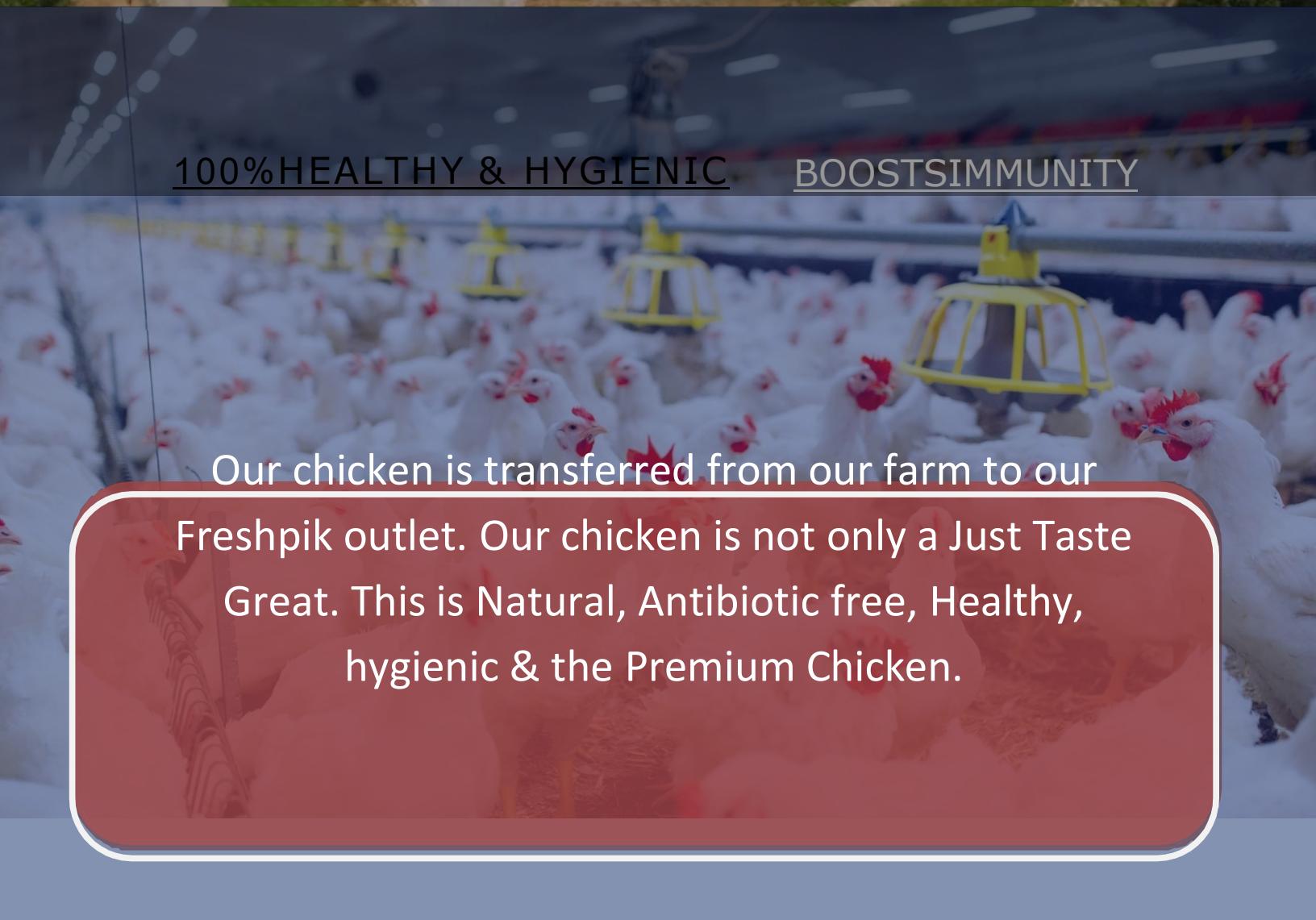
**Transparency**





# Producing Antibiotic Free Chicken

Transfer farm to Fresh Pik Outlets

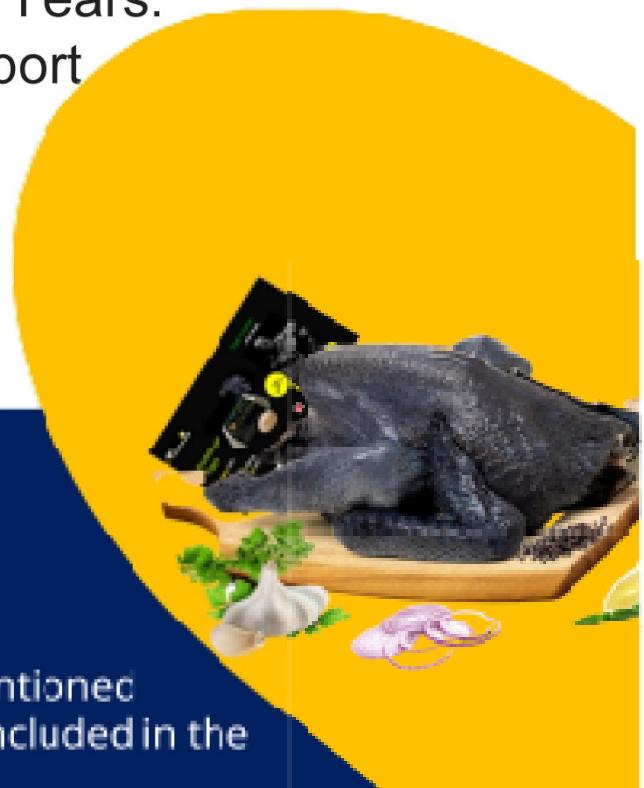


100% HEALTHY & HYGIENIC   BOOSTS IMMUNITY

Our chicken is transferred from our farm to our Freshpik outlet. Our chicken is not only a Just Taste Great. This is Natural, Antibiotic free, Healthy, hygienic & the Premium Chicken.

# What You Get?

- Outlet's Equipment's.
- Start-up Franchise Kit.
- Menu Variety & Customization.
- Government FSSAI Registration.
- Outlets Decor Plan & Layout Guidelines.
- Owner Training & Staff Hiring.
- Staff Training & Management Guidelines.
- Day to Day Outlet Maintenance Planner.
- Local Marketing Action Plan.
- Online Nation Level Digital Branding.
- POS & Inventory Management System.
- Swiggy & Zomato POS Integration.
- Franchise License for 3 Years.
- Franchise Helpline Support



All the Items & Services Mentioned  
below in the Proposal are Included in the  
**FRANCHISE COST**

# Startup FranchiseKit



POSPRINTER  
INCLUDED



OUTLET 3BRANDTEES  
INCLUDED



POS SYSTEM  
INCLUDED



ELECTRONIC CASH  
DRAWER  
INCLUDED



WEIGHING MACHINE  
INCLUDED



FRESHPIK CAP5PC  
INCLUDED



PACKAGING



DECOR FRAMES 5



# Slaughtering Machinery



# Kitchen Equipments



# Fresh Pik

Eggs & Meats

THE HYGIENIC REAL PROTEIN



# Return On Investment (ROI)



10%-60%  
HIGHMARGIN  
PROFIT

**OUR ROBUST R&D ON MENU CUSTOMIZATION, AFFORDABLE RAW MATERIALS SUPPLY AND RECOMMENDED PRODUCT LIST PRICE RESULTS IN (B to B 10% 20%) and (B to C 20%-60%) GROSS PROFIT MARGIN**

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Our Standard Operating Procedures (SOP) Ensures

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**Automatic Inventory Management**



**Systematic Recipe Management**



**Automatic Product Cost Calculation**



**Daily Online & Offline Sales Summary**



**Customer Database Management**

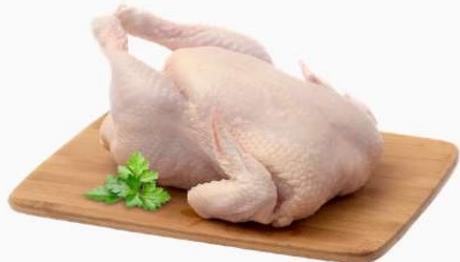


**Outlet Review & Ratings Management**

## Product List:

The prices mentioned below are indicative and may vary from town to town or district to district. Final pricing will depend on the specific area and market conditions.

### Fresh Chickens



- Curry Cut**
- Drumstick**
- Boneless Thigh**
- Boneless Breast**
- Biryani Cut**
- Leg with Thigh**
- Chicken Keema**
- Chicken Lollipop**
- Chicken Wings**

### Kadaknath Chickens



### Eggs



- Classic Eggs**
- Kadaknath Eggs**
- Brown Eggs**
- Country Eggs**

### Fresh Mutton



- Goat Curry Cut**
- Raan Chaamp**
- Mutton Liver Chunks**
- Goat Biryani Cut**
- Goat Ribs & Chops**
- Mutton Hearts**
- Mutton Keema**



**PRODUCT LIST**

**OPEN**  
**EVERYDAY**  
9:00 am to 9:00 pm

## Product List:

The prices mentioned below are indicative and may vary from town to town or district to district. Final pricing will depend on the specific area and market conditions.

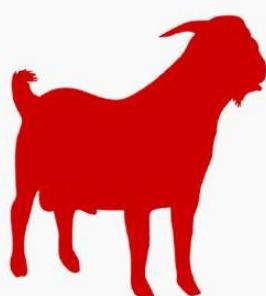
### Live Chickens



### Live Kadaknath Chickens



### Fresh Mutton



### Fresh Eggs



**PRODUCT  
LIST**

**OPEN  
EVERYDAY  
9:00 am to 9:00 pm**



# FreshPik COOKED MENU



Home Delivery  
Available



Download Now

[www.freshpik.co.in](http://www.freshpik.co.in)





# Cooked Menu



## SNACKS



## FAST F

PRODUCT	PRICE
CHICKEN SEEKH KEBAB	150
MUTTON SEEKH KEBAB	200
CHICKEN NUGGETS	100
CHICKEN POPCORN	100
CHICKEN SALAMI	100
CHICKEN SAUSAGE	100

PRODUCT
CHICKEN BURGER
MUTTON BURGER
CHICKEN PAV BHAJI
CHICKEN HOT DOUGH
MUTTON HOT DOUGH
CHICKEN SANDWICH



## ROASTED & TANDOORI

TANDOORI CHICKEN	200
TANDOORI CHICKEN WINGS	150
TANDOORI CHICKEN TANDDI	200
TANDOORI CHICKEN DRUMSTICKS	200
TANDOORI CHICKEN BREAST	200
TANDOORI CHICKEN TIKKA	200
TANDOORI MALAI CHICKEN	200
TANDOORI THIGH TIKKA	250
TANDOORI MALAI TANDDI	240
TANDOORI MALAI DRUMSTICKS	240
TANDOORI MALAI CHICKEN WINGS	180
TANDOORI CHICKEN MALAI TIKKA	200

GRAVY CHICKEN
TAWA CHICKEN
GRAVY CHICKEN WINGS
LEMON CHICKEN
LEMON CHICKEN WINGS
CHILLI CHICKEN
BONELESS CHILLI CHICKEN
CHILLI CHICKEN WINGS
FRIED CHICKEN
FRIED CHICKEN WINGS
FRIED CHICKEN DRUMSTICKS
FRIED CHICKEN BONELESS
FRIED CHICKEN KEBAB
FRIED MUTTON KEBAB



## ZYM SPECIAL

STEAM CHICKEN BREAST	150
STEAM CHICKEN	200
STEAM CHICKEN WINGS	150
LEMON CHICKEN	250
LEMON CHICKEN WINGS	180
ROASTED CHICKEN BREAST	250
WHOLE GRILLED CHICKEN	450



## MOMO

STEAM CHICKEN MOMO
FRIED CHICKEN MOMO
TANDOORI CHICKEN MOMO
STEAM MUTTON MOMO
FRIED MUTTON MOMO



# Commercial Chicken Products

- ★ **Boneless**
- ★ **Whole Chicken**
- ★ **Chicken Kebab**
- ★ **Mutton Kebab**
- ★ **Drumsticks**



Margin  
upto  
**40-60%**

Fresh Pik is a one stop shop for all your fresh and processed chicken & Mutton needs. We sell fresh, hygienic and tender fresh & processed chicken & Mutton and a wide variety of ready to eat products to cater to every requirement.

# CHICKEN & EGGS are a killer of weight loss FOOD



Eggs help in stabilizing blood glucose levels and reduces the production of ghrelin in the system, the hunger - inducing hormone.



HOT & FRESH

# BURGER

THIS WEEK ONLY

CHICKEN BURGER | MUTTON BURGER | VEG BURGER





# Delicious Steam CHICKEN

Per Plate  
**100/-**  
Rs



# Government FSSAI Registration



**We Get Your FSSAI Registration Completed Hassle Free**

Also our team of experts help you get local documents processed faster as per our state & local authorities



ASSISTANCE IN GETTING  
REQUIRED CERTIFICATION  
& LICENSES TO OPERATE AS  
PER THE GOVERNMENT



Time Saved is Money Earned



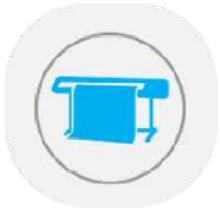
# Outlet Décor & Layout Guide lines





You to keep your Outlets impleand elegant.

THE MOST IMPORTANT ASPECT OF THE OUTLET SETUP & MAINTENANCE IS TO KEEP IT HYGIENIC AND SPACIOUS FOR PEOPLE TO HANGOUT.



FLEX MARKETING  
BANNERS & BOARD  
DESIGNS



PAINTING DESIGN  
FOR YOUR  
FRES PIK OUTLET



CUSTOMIZED  
LAYOUT DESIGN  
AS PER YOUR SPACE



GUIDE TO MAKE  
YOUR SETUP  
@ MINIMAL COST



# OwnerTraining & StaffHiring



**TRAINING MODULE**  
To Increase Efficiency Of Your  
**Outlet Staff**

The illustration shows a training session. A man in a purple sweater and dark trousers stands on a large pink triangle, pointing at a whiteboard. On the whiteboard is a logo with the word 'Fresk' and a stylized building. Four staff members in white chef hats are seated around the base of the triangle, looking at papers and writing. One staff member is holding a coffee cup.

# WeHelpYouHire

COMPLETE GUIDE ON HOW TO HIRE / SOURCES  
TO HIRE / HIRING CONDITIONS / STAFF JOINING  
AND DOCUMENT PROCEDURE

# Outlet MaintenancePlanner

WeProvide a comprehensive Day to Day  
Planner to Manage Hygiene and Systematic  
Staff Management as per Industry Standards



# Local Marketing Action Plan



At Freshpik, our efficient marketing team continuously designs **special offers, promotions, and discounts** to boost sales at your outlet throughout the year, ensuring higher profits and increased customer footfall.

While nearly 90% of outlets and quick service restaurants rely only on traditional marketing methods such as pamphlets, boards, and newspaper inserts—achieving merely 20–30% of their true potential—we take a smarter approach.

Freshpik has developed a **strategic Marketing Action Plan** that enables our franchise outlets to achieve **30–50% higher sales** compared to similar outlets in the market.

The best part? These methods are **cost-effective** and do not require a heavy investment, ensuring you maximize your sales while keeping expenses to a minimum.



# Staff Training & Management



Our accountless model makes it easy to manage and run an outlet without the need to hire a special accountant.

## Training Support



**Raw Materials  
Management Training**

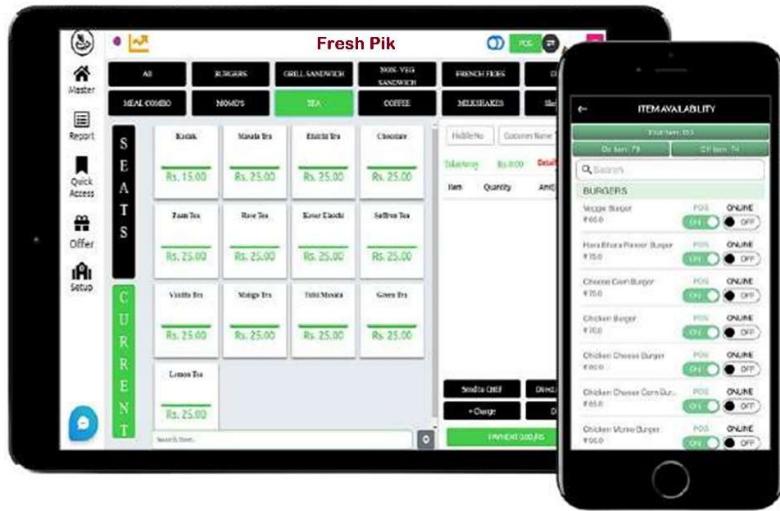
**Cutting Management  
Training**

**Cooking & Billing  
Training**

## Chef-less Model

Our training is executed offline at our headquarters and also available online.

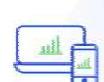
# POS & Outlet Management System



Desktop software with cloud sync



24 x 7 Support



Admin App and Dashboard



Inventory and Stock Management



Inventory



KOT management



Customer Analytics



Online Aggregator Integrations



Item variations



Touchscreen interface

At Freshpik, we go full throttle across all leading aggregators with the support of our **comprehensive POS system**, ensuring seamless operations, accurate tracking, and efficient sales management.



 **zomato**

 **SWIGGY**



# Online Pan India Digital Branding



WE AT FRESHPIK OUTLET EXECUTE ONLINE DIGITAL MARKETING FOR ALL OUR CENTERS ON SOCIAL MEDIA PLATFORMS LIKE FACEBOOK, INSTAGRAM & GOOGLE SEARCH BY SOCIAL MEDIA MANAGEMENT (SMM).

IMPORTANT FACT: 46% OF PEOPLE ON SOCIAL MEDIA IN 2020 GOT INFLUENCED BY SOCIAL MEDIA & ONLINE VIA VIDEOS & MEDIA CONTENT AND GREW BRAND LOYALTY FOR CHICKEN BRANDS IN INDIA.

## Hashtags

#GrowvetFreshPik  
#GrowvetInternational



@growvetfreshpik

Dedicated Helpline Support  
ExecutiveforEveryFranchise

Resolutions to Any  
Querywithin  
24 Hours



# Apply Today & Get All this at Only

**Retail Franchise Cost**

Furniture, Fixture and Branding

Deep Freezer, Display Freezer & ACs

Chiled Display Counter

Kitchen Equipment's

Cutting Equipment

Computer, POS, Software, Cash Counter, Scanner

Outlet Miscellaneous Accessories

Retail Franchise Fee

Outer Food Kart

Tandoor

**NOW**

## MASTER FRANCHISE HELPLINE



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6005790060

## TERMS & CONDITIONS

**No Hidden Cost with 100% Transparency in Terms.**

**Franchise Agreement is for 5 Years Term**

**Renewal Fee after 2 years is Rs.2500 for Next 2 Years. Taxes Extra as per Government Policy & Subject to Change. All Payments Made are Non-Refundable.**

**Materials will get dispatched within 1-3 Weeks of the final Payment.**

**NEFT/RTGS and Cash Deposits on Company Account Only. Transport of Materials & Raw Materials by Franchisee**

# Outlet Setup Process

## Booking



Franchise Application &

01



## Training

Management & Staff Training

06

## Contract



Agreement Signing & Location Finalized

02



## Recipe Measure

Comprehensive Recipe & Inventory Management

07

## Designs



Painting Layout Designs given as per the premise



## Software

Management Software is provided

08

## Marketing



Online & Offline Marketing Strategy

04



## Opening

Ceremony Open

## Delivery



Materials get delivered so that you're ready to go

05



## Support

Monitored & Supported

0



# Retail Franchise Application Process

Fill up the Application Form & Location Booking to be done With a deposit of Rs 10000 in Growvet FreshPik Company

---

Welcome Mail & a Courier is sent to you of the Official Franchise Agreement, to be signed & sent back to us for Notarizing.

---

Rs. 200000 to be paid within 30 Days of the Booking in case of Planning to open the outlet later and using Booking Validity of 1 Year

---

We Give Setup Guidelines & Layout Design | All Materials are Ready & dispatched against the balance full payment.

---

Online Owner & Staff Training & Counseling Via Call or via Webinars. Inauguration Guidelines & Marketing Campaign.

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Agreement Period Starts (Monthly Monitoring for Sales & Quality Maintenance).

**STEP 01**

**STEP 02**

**STEP 03**

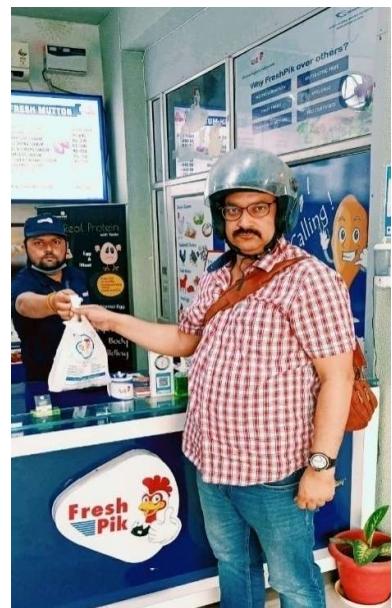
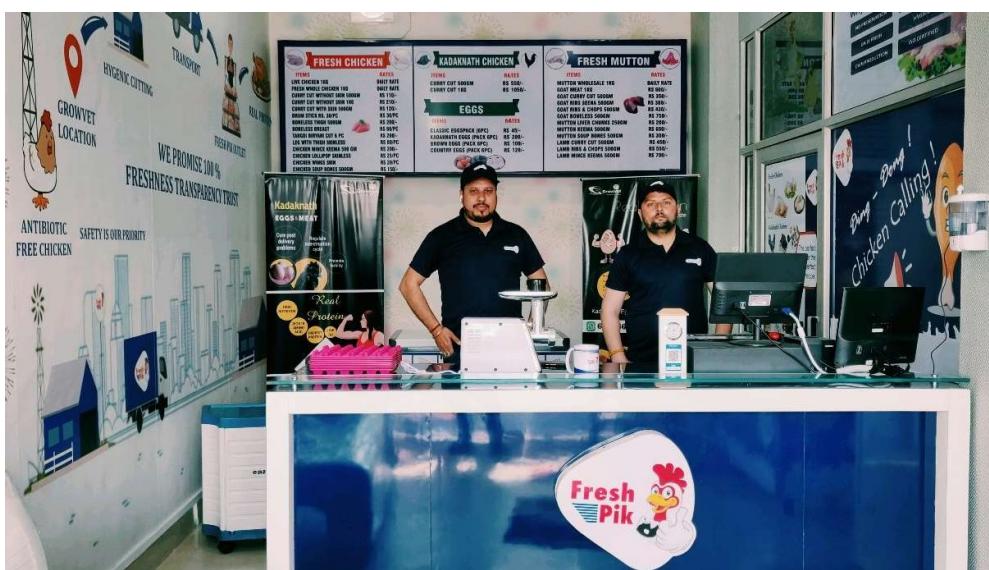
**STEP 04**

**STEP 05**

**STEP 06**



# In Store Pictures





# In Store Product Pictures





# Booking Details

AccountDetails: ForNEFT/RTGS/IMPS/CashDeposits

BankName:Canara Bank

AccountName:Growvet Fresh Pik

AccountNumber:125003191316

IFSCCode:CNRB0003323

Branch: Kathua

## **OnlinePayment(CreditCard/DebitCard/NetBanking)**

To Pay Payment request from FreshPik

Use this link to enter the amount and pay securely via  
Razorpay: <https://razorpay.me/@freshpik>

### Supported Banks



### We Also Accept :



# Thank You

Feel Free to Reach Us Incase of Any Queries  
in regards to this proposal



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## Growvet Fresh Pik



Opp Canara Bank Pathania Market Kathua- J&K-184101



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[support@freshpik.co.in](mailto:support@freshpik.co.in)

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