



FRANCHISE OPPORTUNITY

Partner with Freshpik

A Fresh
Opportunity for a
Profitable Future



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.

Incentive
Earn ₹10,000 per franchise sold + ₹10,000 referral bonus

Profit Margins

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

Sales Support
Dedicated sales executive provided by the company

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 franchise sold

Profit Margins

Attractive margins across different business models Retail.

15 days Training provided to 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 sold

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 Choose Fresh 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

**Fresh
Pik**



NO

HIDDEN FEE



Producing Antibiotic Free Chicken

Transfer farm to Fresh Pik Outlets



100%HEALTHY & HYGIENIC

BOOSTSIMMUNITY

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 YouGet?

- 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



Return On Investment (ROI)



10%-60%
HIGHMARGIN
PROFIT

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

Our Standard Operating Procedures (SOP)Ensures



**Automatic Inventory
Management**



**Systematic Recipe
Management**



**Automatic Product
CostCalculation**



**Daily Online & Offline
SalesSummary**



**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

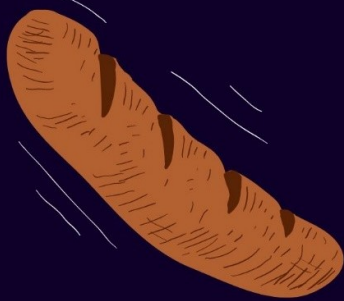
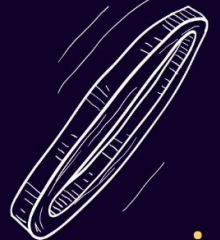
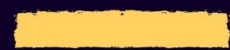


PRODUCT LIST

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



FreshPik COOKED MENU



Download Now

Home Delivery
Available

www.freshpik.co.in





Cooked Menu



SNACKS

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



FAST F

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



GRAVY &

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





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 YOUR 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 impleandegant.

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 PICK OUTLET



CUSTOMIZED
LAYOUT DESIGN
AS PER YOUR SPACE



GUIDE TO MAKE
YOUR SETUP
@ MINIMAL COST



Owner Training & Staff Hiring



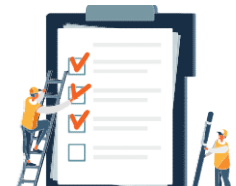
TRAINING MODULE
To Increase Efficiency Of Your
Outlet Staff

We Help You Hire

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

Outlet Maintenance Planner

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



LocalMarketingActionPlan



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**

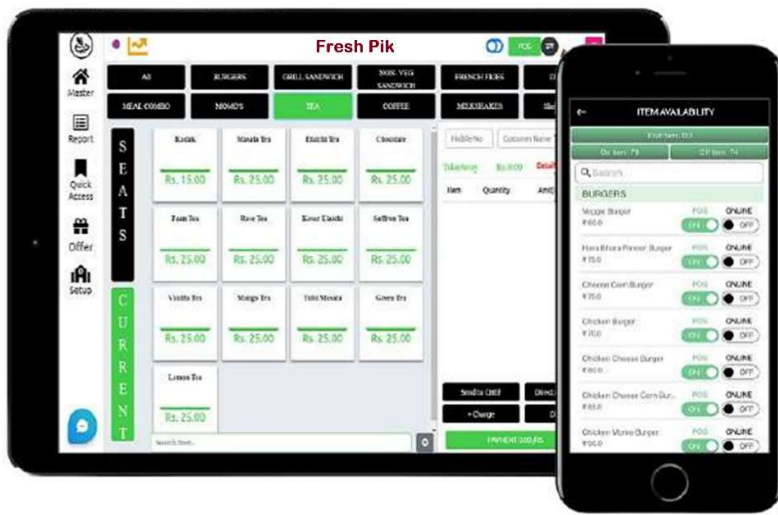
**Cutting Management
Training**

**Cooking & Billing
Training**

Chef-less Model

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

POS&OutletManagementSystem



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.



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 24Hours



Apply Today & Get All this at Only

Retail Franchise Cost
Furniture, Fixture and Branding
Deep Freezer, Display Freezer & ACs
Chilled 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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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



Trainin9

Management
& Staff Training

06



Contract

Agreement
Signing
& Location
Finalized

02



Recipe Measure

Comprehensive
Recipe & Inventory
Management

07



Designs

Painting 6 Layout
Designs given as
per the premise



Software

Management
Software 6 is
provided

08



Marketing

Online 6 Offline
Marketing
Strategy

04



Opening

Ceremony
Open



Delivery

Materials get
delivered so that
you're ready to go

05



Support

Monitored &
Support

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.

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

STEP 01

STEP 02

STEP 03

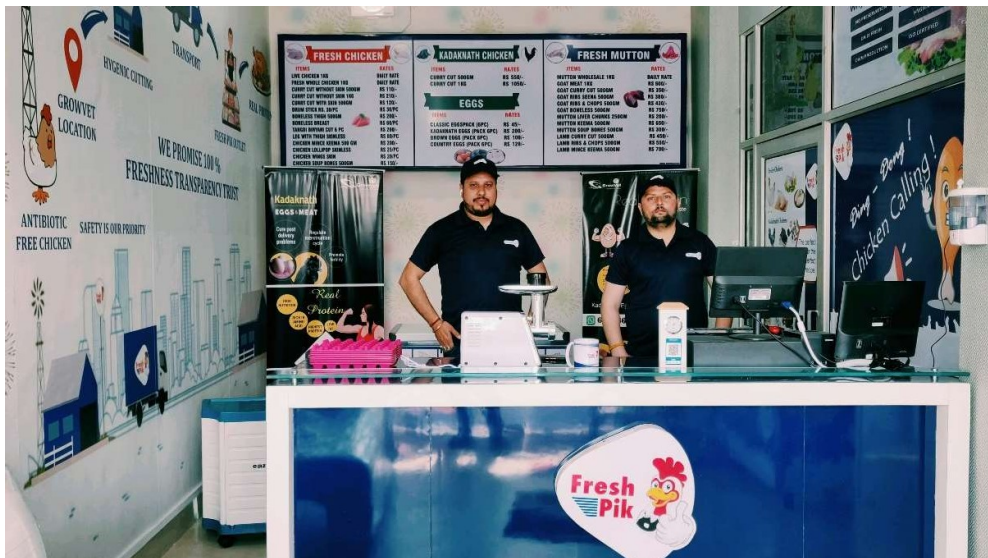
STEP 04

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



www.freshpik.co.in



support@freshpik.co.in

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