



INDIA

franchise opportunity
from DUBAI, UAE
fastest growing ice cream foods chain



RIBBONS Ice Cream
are creamy ribbons of paper thin ice-creams....

Inspired by a unique Taiwanese shaved ice dessert concept and carefully crafted recipes from around the globe, each of our ribbons servings are shaved into yummy, sweet and creamy ribbons of ice-cream. Each of these signatures are frozen into cylindrical blocks and then shaved into paper thin icy ribbons to order from custom made machines. These delicate ribbons are finally topped with a variety of nuts, syrups, fresh fruits and ingredients to choose from.



800 969 9696



RIBBONS INTERNATIONAL



UNIQUE PREMIUM QUALITY PRODUCT OFFERINGS

With passion for quality, we carefully craft our unique product offerings using the finest of natural ingredients from around the world for the perfect blend of flavour and texture. The **RIBBONS** Ice Cream is a unique & an exciting experience. Throughout the development of this amazing and an unique concept, special components and features were induced and developed for an ultimate experience. We serve our delighted customers with delicious and affordable treats we are proud of with a whole lot of fun.

AWARDS

Times Retail Icons 2017

"Best Frozen Treat Concept"

Times Business Awards 2019

"Best Ice Creams Franchise"



EXTENSIVE SUPPORT

- Quick Setup
- High Profits & ROI
- Onsite Training of Staff
- Premium Product Offerings
- Proven Business Know-How
- Supply of Product & Equipment
- Efficient Operations Control System
- Design & Implementation of the Unit
- Extensive Marketing & Promotional Support



REASONS TO INVEST



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RIBBONS INTERNATIONAL



GREAT SUPPORT

A skilled and experienced team is dedicated to support our business partners to develop profitable and successful **RIBBONS** Ice Cream projects, at all levels. Technology, Operations, Marketing, Human Resources, Locations, Franchising, Legal and Communication/PR. An extensive training program gives our partners all the know-how we have acquired during these years, from ice cream making to customer service and delivery technology, including manuals, seminars and all the tools to achieve the excellence and success in the country. On the other hand, **RIBBONS** Ice Cream invests to continue growing the brand globally increasing its reputation even in the markets where we are not present.



FRANCHISE MODEL

Tastes are different around the world, that's why **RIBBONS** Ice Cream believes in flexible franchise models to develop the brand successfully across different countries, based on giving a touch of distinctiveness, adapting to be closer to the local culture and communities, while maintaining our key brand standards to be achieved in all territories.



BRAND STRENGTH

With years of experience, we provide you with everything you need to open an Ice Cream Kiosk or a store with direct store delivery from our state-of-the-art manufacturing units, marketing, operations support, on-site training and policy manuals. Our affordable and attractive menu draws customers making it an exciting experience for all ages. We welcome ideas and suggestions and always look to enhance our business model to include many more innovative food cart and kiosks concepts. - **ROHIT KAKDE (FOUNDER & CEO)**



REASONS TO INVEST



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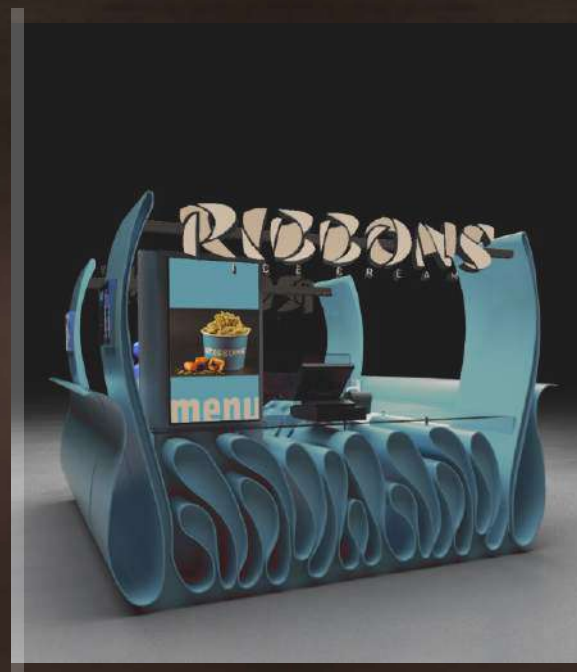


RIBBONS INTERNATIONAL



KIOSKS: 80 Sqft to 100 Sqft

If you are looking to open an ice cream store, but don't want to pay ridiculous high set-up costs, **RIBBONS** Ice Cream complete kiosk program is for you. Our kiosk offers a lot more benefits as in a low start-up cost, where you get a branded outlet with all facilities of a retail outlet. The hazard of skyrocketing rentals can be saved by taking a kiosk as it does not need much space and can be set up near high foot fall areas. In addition to low rent the kiosk is a small space that has low inventory. This keeps the running cost quite low as well and an easy option to move.



FRANCHISE UNIT FORMATS

FULL SIZE SHOPS: 500 sqft to 1000 sqft

RIBBONS full size shops are exclusively designed by integrating the kiosk and adding furniture to cater our signature creations to our customers for an ultimate experience of our frozen delights. These shops offer our best selection of the menu offerings along with the comfort of the ambience and the decor, making it a must visit place for families and friends. If you are looking to make a big impact in your community with our branding and premium product with extraordinary service, our full size shop locations call both passers-by and those living miles away to stop in.

superior quality, taste
and premium texture

unique product concept
and kiosk ambience

product innovations
and safety standards

in-house state of the art
manufacturing units

extraordinary service
and loyalty program

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WEST
Goa
Gujarat
Madhya Pradesh
Maharashtra
Rajasthan



NORTH
Chandigarh
Delhi
Haryana
Himachal Pradesh
Jammu and Kashmir
Punjab
Uttarakhand
Uttar Pradesh

EAST
Arunachal Pradesh
Assam
Bihar
Chhattisgarh
Jharkhand
Manipur
Meghalaya
Mizoram
Nagaland
Odisha
Sikkim
Tripura
West Bengal

SOUTH
Andhra Pradesh
Karnataka
Kerala
Pondicherry
Tamil Nadu
Telangana

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| ONE TIME SET-UP COSTS | 3 Year Term | 5 Year Term | 10 Year Term | Life Time Term |
|---------------------------------|---------------|---------------|---------------|----------------|
| FRANCHISE FEE | INR 300,000 | INR 400,000 | INR 800,000 | INR 1,000,000 |
| KIOSK & EQUIPMENT | INR 1,540,000 | INR 1,540,000 | INR 1,540,000 | INR 1,540,000 |
| WELCOME KIT & OPENING INVENTORY | INR 100,000 | INR 100,000 | INR 100,000 | INR 100,000 |
| TOTAL | INR 1,940,000 | INR 2,040,000 | INR 2,440,000 | INR 2,640,000 |

| ON GOING COSTS | 3 Year Term | 5 Year Term | 10 Year Term | Life Time Term |
|--------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| MONTHLY ROYALTY FEE | 4 % OF GROSS SALES | 4 % OF GROSS SALES | 2 % OF GROSS SALES | 2 % OF GROSS SALES |
| LOCAL MARKETING CONTRIBUTION | 2 % OF GROSS SALES | 2 % OF GROSS SALES | 2 % OF GROSS SALES | 2 % OF GROSS SALES |
| GENERAL MARKETING CONTRIBUTION | INR 120,000/YEAR | INR 120,000/YEAR | INR 120,000/YEAR | INR 120,000/YEAR |
| WORKING CAPITAL FOR 3 MONTHS | INR 150,000 | INR 150,000 | INR 150,000 | INR 150,000 |

THE PROSPECTIVE FRANCHISEES MUST HAVE A SUBSTANTIAL NET WORTH AND CASH AVAILABILITY POSITION. WE GENERALLY REQUIRE A MINIMUM OF INR 2,500,000 INCLUDING THE REAL ESTATE COSTS, DEPOSITS AND TRADE LICENSE COSTS UNDER OUR UNIT FRANCHISE AGREEMENT FOR A SINGLE UNIT WITH ADDITIONAL MINIMUM REQUIREMENTS FOR WORKING CAPITAL OF INR 150,000. THESE ARE MINIMUM REQUIREMENTS AND DO NOT REPRESENT THE TOTAL COSTS TO POTENTIALLY OPEN AND OPERATE A RIBBONS ICE CREAM UNIT.

* 18% GST extra

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| Sl. No. | Particulars | 1st Year | 2nd Year | 3rd Year |
|---------|---|---------------|---------------|---------------|
| A | Store Sales @ INR 15000/day | 54.75 | 68.44 | 85.55 |
| | Sales from Events/Catering @ INR 100000/month | 12.00 | 15.00 | 18.75 |
| | TOTAL SALES | 66.75 | 83.44 | 104.30 |
| | Cost of Production | | | |
| B | Raw Materials @ 30% of Sales | 20.03 | 25.03 | 31.29 |
| | Lease/Rent @ 75000/month | 09.00 | 09.90 | 10.89 |
| | Power & Fuel @ INR 15000/month | 01.80 | 01.98 | 02.19 |
| | Salaries & Wages @ INR 40000/month | 04.80 | 05.28 | 05.81 |
| | Repairs & Maintenance @ INR 5000/month | 00.60 | 00.66 | 00.73 |
| | Marketing Fund | 02.53 | 02.87 | 03.29 |
| | Depreciation | 00.00 | 00.69 | 00.57 |
| C | TOTAL COST OF SALES | 38.76 | 46.41 | 54.77 |
| D | Gross Profit (A-C) | 27.99 | 37.03 | 49.53 |
| E | Provision for TAX (5% GST) | 03.34 | 04.17 | 05.21 |
| F | Net Profit (D-E) | 24.65 | 32.86 | 44.32 |
| G | TAX added back | 03.34 | 04.17 | 05.21 |
| H | Depreciation added back | 00.00 | 00.69 | 00.57 |
| I | Net Cash Accrual (F+G+H) | 27.99* | 37.72* | 50.10* |



* rupees in lakhs.

* Individual unit returns on investment depends on several different factors like menu offerings, location and inventory and with reduced overheads.

*this is a estimated sales forecast and not on actuals.

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We are seeking Individuals and Corporates in the region:

- * Do you have the necessary capital to a **RIBBONS** Franchise with good "Credit History"?
- * Do you have previous "Business Experience" preferably in the Food & Beverage industry?
- * Do you have a "Value System" in accordance with the **RIBBONS** culture?
- * Will you be able to replicate and maintain the same or similar "Consistency" in the Franchise management?
- * Do you have the "Fundamental Skills" needed to operate a **RIBBONS** Franchise?
- * Do you have access to a "Prime Location" in your region in accordance with our requirements?

YES? Let's proceed....

Let's **#RibbonTheWorld** together



TIMELINE

Step 1. Submit the Application:

Send us your application and we will review it and one of our representatives will contact you for further actions. You will be asked to provide us with third party documentation which may be, but not limited to, bank statements, verification of information provided in the application, etc.

Step 2. Interview with our Franchise Representative:

After receiving, and upon approval, of your application and third-party documentation, you will receive an invitation for an interview on a date convenient to both parties. Upon complete review of your application, we will notify you of our Franchise Grant decision.

Step 3. Franchise Agreement:

Once you are granted a franchise, you will need to make the initial payment of the Franchise Fee in full and we will work to execute a non-disclosure and a Franchise Agreement with you.

Step 4. Site Selection & Review:

We will assist you, the franchisee with site selection process providing guidelines for analyzing the location and our site engineering team will conduct a site visit.

Step 5. Construction & Fit-out:

We will set up your new shop and our experienced fit-out team will execute the approved construction plans to meet our design requirements.

Step 6. On-site Training:

We offer a five-day **RIBBONS** course on-site that will prepare you and your shop Manager with the information and tools to be prepared to open your new shop.

Step 7. Shop Opening:

Start shaving ice cream, crafting our signatures to serve your community.

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Join Us

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franchise@ribbonsicecream.shop
www.ribbonsicecream.shop



RIBBONS
I C E C R E A M

