

giani's[®]
• since 1956 •
— Love, Legacy & Ice Creams™ —

CORPORATE PRESENTATI ON



HERITAGE OF A FLAVOR OF CELEBRATION

Founded in mid of the 20th century, by Giani Gurcharan Singh, fondly reminisced as Giani's di hatti, Fatehpuri, Chandni Chowk.

Our famed recipe of Rabri Faluda has been preserved, and is still one of the best dishes till date.

Our purpose is to deliver great experiences wherein people come to celebrate their smallest of joys.

As of today, Giani's is one of India's Premium Ice Cream brand since 1956 and holds a strong share in the dessert market.



KEY INSIGHTS



200+

Giani's has a prominence with more than 150 stores across 9 states including New Delhi, Haryana, U.P., Punjab, Uttarakhand, West Bengal, Maharashtra, Himachal Pradesh and more.

Giani's Ice Cream is proudly running into the 63rd year of its operations.



1956



The manufacturing facility has been designed as per International Quality Standards.

A taste so unique and inimitable that people from all age groups love it.



WHERE IS IT MADE?



Italian Plant that includes Tetra Pak Freezers and Gaulin Homogenisers.
State-of-the-art manufacturing plant to ensure hygiene and quality

Per Day Plant capacity of
50000 Litres Ice cream



CREATING THE MARKETING ECOSYSTEM FOR RETAILERS



- Product margins offered are among the best in branded ice cream category.
- Proactive support in terms of the POS and branding material.
- Initial free product sampling can be done to acquaint potential audience with the brand and it's delectable taste.
- Complete support for the order delivery in a way that ensures damage free ice creams.



CREATING THE MARKETING ECOSYSTEM FOR CUSTOMERS



Conveniently priced
keeping in mind
the mass
consumer



Special introductory
pricing without
any compromise
in the **premium quality**



**Grab and go
packaging** specially
designed
keeping in mind the
consumer lifestyles



**Exotic range of
flavors**
which can
appeal to the
diverse tastes of
individuals

PRODUCT PORTFOLIO



Ice Creams



Sundaes



Faludas



Shakes



Kulfi



Cassatas



Cones



Tubs



Ice cream cakes

LOOK & FEEL (STORES)



LOOK & FEEL (KIOSKS)



Our outlets are exquisitely designed to reflect the premium taste of our ice creams. Customers from all age groups revel not only in our products but also visit our outlets to mark both small and big celebrations.

OUR TEAM

We are a young and passionate team driven by the zeal to do it the best way. Built on the model combining owned stores and franchised stores, Giani's is a closely knit team brimming with energy and camaraderie.



INDUSTRY RECOGNITION & AWARDS



Gianis to expand, eyes international presence

Monday, 30 May, 2022, 08 : 00 AM [IST]

Our Bureau, New Delhi

A premium ice cream brand serving high-quality ice creams and a fast-growing diversified food and beverages company, is set to expand via introducing 70 new stores in the near future.

The leading artisanal ice cream brand, popularly known for serving a legacy of remarkable taste, that started with homemade ice cream flavours like vanilla, strawberry, and more now offers 100 plus Flavours of gourmet ice cream, alongside plethora of items like Falooda, Kulfi, Thick Shakes, Cakes, Sundaes, delighting consumers over the years.

The company's first ever outlet was founded in 1956 by the Late Giani Gurcharan Singh nestled in Delhi under the name of Giani di Hatti. Since its inception, the successors have spread the business all across India in more than 10 states with 190 plus stores. With an exceptional footfall all across the country, the company is all set to scale up its presence and operations significantly.

Anand Preet Singh, director at Gianis, said, "We aim at an expansion strategy which focuses at contributing towards development in areas having a strong ice cream consumption. Our vision is to create a brand that is synonymous with quality and great taste. A brand that evolves with the time, yet never forgets its true values and is soon going to delight diverse taste buds across the nation."

The 66 year old brand plans to introduce more than 70 plus stores in 15-20 new cities by the end of this year by entering prospective markets like Agra, Hyderabad, Kolkata, Mumbai and more. The new stores will be a combination of company-owned and franchise stores. Furthermore, as part of its growth strategy, the business now intends to go ahead with investing in international markets in the near future. And consecutively growing retail business in other parts of the country as well.

Kanwarpreet Singh, director at Gianis, said, "We are glad to announce our rapid expansion mode that is primarily focused towards positioning the brand to a higher level. We will always keep a hold of introducing diverse and unique ranges of assorted flavours for our patrons and assure them of uniqueness, authenticity and novelty all under the same roof."

JioNews

ANI
South Asian Leading Multimedia News Agency

MR. GURPREET SINGH **MR. ANAND PREET SINGH**

Gurpreet Singh and Anand Preet Singh

Gianis accelerates expansion and marks 200 stores across India

ANI | Updated: Jul 15, 2022 13:42

ET HOSPITALITY WORLD
From the Business Times

Giani's aim for 70 new stores, to launch new range of products too

The ice cream chain brand plans to venture into 15 to 20 new cities through a combination of company-owned and franchise-owned stores.

Sakshi Singh | [ETHospitalityWorld](#) Updated: January 20, 2022, 01:55 IST

INDUSTRY RECOGNITION & AWARDS



theprint.in/ani-pres:   

Gianis accelerates expansion and marks 200 stores across India

ANI PR 15 July, 2022 02:15 pm IST

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MR. GURPREET SINGH MR. ANAND PREET SINGH

Gurpreet Singh and Anand Preet Singh

Spreading our Dilli style sweetness over 11 states and 100+ cities

Gianis accelerates expansion and marks 200 stores across India

New Delhi (India), July 15 (GPRC) – The leading artisanal ice cream brand, Gianis, founded in 1966 by the Late Gianl Guncharan Singh recently touched the 200 store mark while simultaneously planning multiphase expansion under its legacy.



Gianis to open 70+ stores by year end; eyes International presence

EXPANSION | JULY 15, 2022 | 4 MIN READ

The 66 year old brand is targeting cities like Agra, Hyderabad, Kolkata, Mumbai and more.

Nusra
Deputy Features Editor

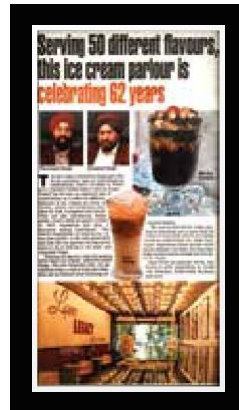
    



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Thank You

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