



SWEETS, SNACKS, CHAAT, CATERING,  
BULK ORDERS, GIFTING



**FRANCHISE OPPORTUNITY DECK**

# BRAND STORY

A Legacy of Taste & Trust



is a family-owned brand built on decades of expertise in crafting authentic Indian sweets and street food.

From traditional mithai to iconic chaat, our focus has always been on:

- Quality ingredients
- Consistent taste
- Hygienic preparation

Today, we are evolving into a modern, premium food brand while staying rooted in our heritage.



# WHAT WE DO

Curating India's Most Loved Flavours

We offer a diverse and carefully crafted menu including:

- Traditional Mithai
- Signature Chaat
- North Indian Street Classics
- Snacks & Quick Bites
- Festive & Gifting Solutions



A perfect blend of tradition, taste, and modern presentation.



# MARKET OPPORTUNITY

India's mithai and chaat market is evolving towards more refined, hygienic, and quality-driven food experiences—creating a strong opportunity for trusted legacy players.

## A Growing Shift Towards Wholesome Experiences



Rapid growth in the organized mithai and food sector



Increasing demand for hygienic, high-quality street food



Rising preference for trusted and consistent food experiences

The unorganized mithai and chaat market is steadily evolving towards quality-driven, organized players.

Nathu Sweets is well positioned to lead this transformation.

# BUSINESS MODEL

## Franchise-Owned, Franchise-Operated (FOFO)

- Simple and scalable model
- Centralized production & supply
- Streamlined operations
- Multiple format expansion opportunities

MANUFACTURING UNIT

FRANCHISE OUTLET

CUSTOMER

Ensuring consistency across every location.



# FRANCHISE MODELS

## EXPRESS CHAAT PARLOUR

Compact. Efficient. High Turnover.

- Area: 400 sq ft
- Format: Quick Service/Takeaway
- Menu Focus: Signature Chaat, Snacks, High selling items like Chole Bhature, Pav Bhaji & more.

Designed for high footfall & fast moving consumption.

Low Investment. High Scalability.

- Franchise Fee: Rs 5 Lakhs
- Royalty: **0% for the first 5 years** (7% thereafter)
- Investment: Rs. 20 Lakhs
- ROI: 12 months

## PREMIUM DINING & MITHAI STORE

A complete brand experience.

- Area: 2000 sq ft
- Format: Dine-in/Takeaway
- Menu Focus: Complete chaat & food menu, extensive mithai range, snacks & meals.

Ideal for prime locations and flagship presence.

Premium Format. Higher Returns Potential.

- Franchise Fee: Rs 20 Lakhs
- Royalty: **0% for the first 5 years** (7% thereafter)
- Investment: Rs. 1 Crore
- ROI: 24 months

# STORE EXPERIENCE VISUALS



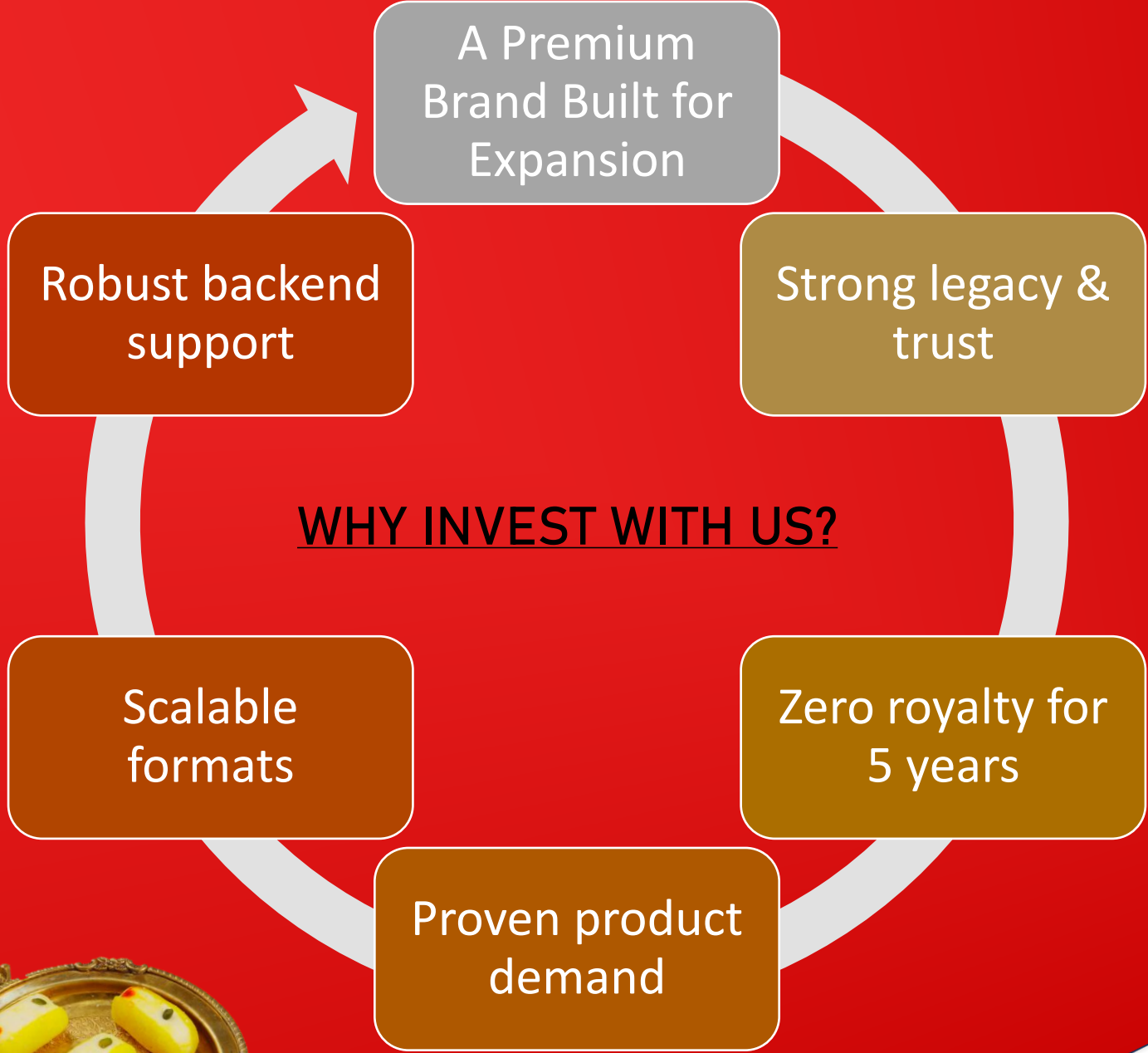
# SUPPORT & ADVANTAGE



1. End-to-End Franchise Support
2. Centralized manufacturing & supply
3. Consistent product quality
4. Staff training & SOPs
5. Store design & setup guidance
6. Ongoing operational support

You manage the outlet.

We ensure the brand promise.



A refined opportunity in a high-growth category!



**THANK YOU!**

**LET'S BUILD THE NEXT PHASE OF NATHU'S TOGETHER!**

**VARUN SINGH**

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