

WHERE THE WORLD GOES
FOR ICE CREAM.



MESSAGE FROM THE CEO





Baskin Robbins, a word that has become synonymous with ice cream. This hasn't happened overnight. Ever since its inception, Baskin Robbins has always zealously guarded its position as a pioneer amongst its competitors. That competitive edge has resulted in over 7000 retail outlets worldwide with more than 1000 flavours to its credit.

"When in Rome, do as the Romans do", this saying goes well for Baskin Robbins because when it entered the Indian market in 1993, it was seen as an American company. But today, Baskin Robbins is as much a part of your lives as any other leading Indian food brand.

The Indianisation has also become a part of our chain of flavours, which now include Indian choices like Papaya Pineapple, Alphonso Gold, Litchi Gold Swirl, etc. Even our ice creams are manufactured in India in Pune. This is the first factory of Baskin Robbins outside North America. Baskin Robbins is the first QSR brand to enter India and is the 3rd largest QSR chain in the country at present.

It's well known that Baskin Robbins was the first ice cream company to use a franchise based model for its operations worldwide, and it should come up as no surprise that it followed the same pattern in India too. In the last decade or so, Baskin Robbins has come of age in India, having more than 500 outlets to its credit.

At Baskin Robbins, we believe in fun and it is this belief that allows us to make each visit a memorable experience for you, whether you are our franchisee, employee or customer. You will always find some event or celebration on at Baskin Robbins... in fact the brand is always abuzz with excitement, comfort and warmth.

We hope that you find the opportunity of working with Baskin Robbins as tempting as our ice creams. We look forward to the possibility of working together in the near future.

Brand Baskin Robbins has a strong global foundation and a bright future. The only thing missing is you!

Sanjay Coutinho
CEO – Graviss Foods Pvt. Ltd.







JOIN INDIA'S LARGEST INTERNATIONAL ICE CREAM STORES FRANCHISE

“Baskin Robbins is the world’s largest chain of ice cream specialty shops, and we believe there are significant growth opportunities for the brand. Our international franchisees are a key to our global success, and it is our top priority to support them and drive profitable growth in new and existing markets.” – Sanjay Coutinho, CEO, Baskin Robbins India.

As one of the leading brands for hard serve ice cream in the Quick Service Restaurant (QSR) industry, Baskin Robbins delivers unique flavours in fun atmospheres to guests around the globe. Since our first shop opened in California, USA in 1945, we’ve grown to nearly 7,000 locations in 50 countries. Today, we continue to seek exceptional candidates to bring More Flavours. More Fun.® to new markets. Baskin Robbins prides itself on providing strong global branding, collaboration and partnership to ensure our franchisees and licensees are on the road to success – wherever they may be operating their shops. If you share our passion for our products and our guests, it’s time to join the Baskin Robbins team and bring the fun and unique flavours to your favourite corner of the globe.





OUR SPECIALTIES



All Vegetarian:

India is a country where majority of the population is vegetarian. Hence Baskin Robbins products in India are 100% vegetarian and are made from natural ingredients and cow milk.

Vast Array of Flavours:

We have over a 100 flavours in our ice cream bank and able to cater to every palette, frills and fancies. You name it and we have it!

Flavour of the Month:

The only constant at Baskin Robbins is change. Keeping this in mind we introduce a new flavour every month.

Home Delivery:

Now every ice cream lover can enjoy the goodness of Baskin Robbins at home by simply ordering in from an outlet nearest to him/her.

Gift Vouchers:

You can toast any celebration with a Baskin Robbins ice cream. Gift vouchers of ₹100, 200 & 500 are available from the nearest Baskin Robbins outlet.



baskinBRrobbins

Scoops of Joy



Size	Price
Mini	\$2.99
Regular	\$3.99
Double Regular	\$5.99
White Cream	\$7.00
Triple Vanilla Cream	\$9.45

Fun Swirls



Size	Price
Mini	\$2.99
Regular	\$3.99
Double Regular	\$5.99
White Cream	\$7.00
Triple Vanilla Cream	\$9.45

Refresh



Size	Price
Regular	\$5.16
Large	\$6.25

Size	Price
Regular	\$5.16
Large	\$6.25

Size	Price
Regular	\$5.16
Large	\$6.25

Supreme Indulgences



SUPREME INDULGENCES TO EAT AND DRINK

Indulge



Size	Price
1 Scoop	\$4.00
2 Scoops	\$5.00
3 Scoops	\$6.00

Celebrate



Size	Price
Small	\$4.99
Medium	\$5.99
Large	\$6.99





THE RIGHT REAL ESTATE LOCATIONS

Baskin Robbins India offers our franchisees a flexible portfolio of concepts with consistent branding. We strive to deliver our brand experience wherever real estate options allow. It's all about finding ways for guests to "enjoy the moment" in locations that offer the best mix of visibility, access, size and cost structure. The flexible portfolio of designs provides opportunity for more fun in more places.

THE POWER OF NON-TRADITIONAL

Baskin Robbins shops also can be found in alternative venues positioned to address consumer demand in a captured environment. Depending on the venue size available, locations can offer comprehensive or limited menu geared to consumer demands.

Our non-traditional locations include:

- Airports
- Mass Transit Terminals
- Stadiums
- Hospitals
- Colleges/Universities
- Fuel/Gas Stations
- Casinos/Resorts/Hotels
- Cinemas
- Malls/Shopping Centers







WHY BASKIN ROBBINS ?

- Largest international ice cream franchise in India
- Low investment with high returns
- Proven franchise model success since 1993 in India
- Operational simplicity
- Flexible real estate options available
- Outstanding product innovations
- Extraordinary training programmes
- Store opening and supply chain support
- Ongoing business consultation
- Design and construction support
- National, regional and local marketing programmes for the brand and individual stores

Over the years, Baskin Robbins has created more than 1,000 ice cream flavours and has introduced nearly 40 flavours every year, both internationally and in India. Baskin Robbins welcomes over 300 million guests each year and strives to be the market leader through great guest experiences and an extensive product line of frozen desserts, including beverages, hard scoop ice cream, soft serve ice cream, cakes, individual treats and a variety of health conscious flavours.



	Kiosk (Interior)	Parlour	Lounge
Area Requirement	150 sq.ft. +	250 sq.ft. +	500 sq.ft. +
Frontage	10 ft.>	12 ft.>	15 ft.>
Approximate Investment	₹10 Lakh	₹13 Lakh	₹18 Lakh
Gross Margin	50%	46-48%	52%
Site Development	_____	_____	_____
Civil Interior	2,20,000	3,00,000	5,27,860
Branding	84,000	1,16,000	1,76,970
Equipments	2,74,000	3,20,000	5,01,379
Furnitures	_____	40,000	1,50,000
Local Purchase Items	20,000	20,000	20,000
Fees	5,98,000	7,96,000	13,76,209
Franchisee Fees*			
(includes store opening, marketing, project consultancy, training fees)	5,00,000	4,00,000	4,00,000
POS fees (Software Fees)	30,000	30,000	30,000
Service Tax	As applicable 4,30,000	As applicable 4,30,000	As applicable 4,30,000
TOTAL INVESTMENT (approx.)	10,28,000	12,26,000	18,06,209

All the figures (except fees) are approximate and will vary as per the size of the outlet.

* GFPL reserves the right to change the investment without prior notice.

* Projected investment does not include the cost of real estate, rent deposit, brokerage, etc.

* Miscellaneous Licenses are extra which franchisee will be borne.

* Service tax as applicable.

BUSINESS MODEL

Baskin Robbins India, operates on a franchise model. Our ice creams are manufactured at our own plant in Pune, under license from Baskin Robbins International.

Once you apply to become a franchisee, our team will get in touch with you to understand your needs and evaluate your needs and your location (if existing). You would then be asked to sign the MOU, post which we will share detailed business information with you. As soon as you confirm your interest in partnering with us and your application is approved by the BR Head Office, you will need to sign a 5 year franchisee agreement. You will then be provided with all possible support from the Baskin Robbins office, both at the time of opening the parlour and also after the parlour gets operational.





WE'RE ALWAYS BEHIND YOU ALL THE WAY...



Business Development:

Site selection, negotiations on behalf of franchisees, negotiations with malls, other channels of business for franchisees

Projects:

Store design, store construction, co-ordinating with contractors and architects, monitoring of work in progress, store completion certificate

Marketing Support:

Promotions, new product launches, advertisements, new store launch campaigns & local store marketing

Operational Support:

Professionally trained operations team, guide franchisees in their business, troubleshooting, instrumental in rapid growth of franchisee's business

IT Support:

Hardware and software support, software operations training, sales analysis, promotional analysis

Distribution:

Pan India, professional cold supply chain, availability of stocks

Training:

All operational procedures are imparted to all crew members and franchisees, ongoing brand and product training provided, by company field trainers from time to time, new product launch training, training audits are regularly done

Franchisee Support Centre:

Franchisees can write to us on franchisee.careline@gravissgroup.com for any information or grievances or suggestions to improve business.

Franchisee Hotline:

022-42313131 centrally located call centre executive are calling 5 franchisees per day and talking about sale, offers, support required, etc. On a weekly basis these details are forwarded to respective persons to resolve the issue, if any.



HOW TO BE A FRANCHISEE

Baskin Robbins is the world's largest chain of ice cream speciality stores, specialising in high quality premium ice creams and beverages with over 7,000 retail stores around the globe. Baskin Robbins has over the last century, retained its leading position in the market with sound strategies and marketing ideas. When you choose to build your own Baskin Robbins outlet, you can count on a number of special ingredients that have made us what we are today.

Our premium products are backed every step of the way, with our knowledge and experience in operations, marketing, training, product development... and ice creams. If you are looking to build your business on a strong foundation, having your own Baskin Robbins franchise is the answer for you. Please fill in the enclosed form and send it to our head office on the address given on the back cover. One of our managers will get in touch with you soon. Alternatively, you can call the corporate office on 022-42313131 and ask for the Business Development manager or email us on franchise.enquiry@gravissgroup.com.

Eligibility Criteria:

To grow with Baskin Robbins, candidates must meet the following criteria:

- Multi-unit retail, food service and/or QSR experience with a proven record of success
- Access to highly-preferred real estate and expertise in negotiating agreements in a given development market
- Sufficient capitalisation and financial ability to develop a network of multiple stores over a set period of time
- An organisational structure to support, own and operate a network of multiple restaurants across major cities in a large territory or country
- A long-term, strategic vision for developing the Baskin Robbins
- Financial Credibility





FRANCHISEE APPLICATION FORM

Details required for preparation of agreement:

Name of the Franchisee/Company/Firm/Others: _____

Location/Locality of Proposed Outlet: _____

City & State: _____

Particulars	Remarks
Carpet Area of Outlet	
Site Owned/Leased	
Rental & Deposit Amount	
Tenure of Lease	
Frontage Area	
Parking Available	
Other Brands in Vicinity	
Photographs of Exterior/Interior	
Agreed Franchisee Fees	
Projected BE Sale Point	
Details of payment of Franchisee Fees	
POS	
Scheduled Date of Opening	

APPLICANT DETAILS:

- Please Tick One:

Private Ltd.	Public Ltd.	Proprietorship	Partnership	Individual	HUF	Society	Others

1. Details of Firm/Company/Society/Proprietorship/Individual

Name of company/Firm/Society: _____

Reg. Office Address: _____

Address for Correspondence: _____

Respresented by: Mr./Mrs./Miss. _____

2. Business/Firm Details

Name of Company: _____

Nature of Business: _____

Year of Establishment: _____ No. of Employee: _____

Last Year's Turnover (approx.): _____

3. Financial details: Investing entity

In case investment by individual/Family/Proprietorship.
Please fill Box A and if it is by Firm/Company/Society please fill Box B

Sources of Funds for Investment

From own resources (applicant, spouse, children, parents, grandparents)	
From firms owned/promoted by applicant and his family members as above	
From friends and relatives	
From banks	
Any other source (please specify)	
Total Proposed Investment	

4. Income/Profit statement

Income from	Actual		Projected
	2012-13	2013-14	2014-15
Salaries of (applicant, spouse, children, parents and grandparents)			
House property (Rental)			
Business (Profit/Loss)			
Capital gains			
Interest on investment			
Other sources (please specify)			

5. References

- Please provide 2 social references who will vouch for you
- Reference that you provide may be contacted by the BR team
- No reference should be any relative of applicant

6. Main Bankers Detail

- Name of the bank:_____
- Address:_____
- Officer’s Name:_____ Designation: _____
- Telephone of branch:_____



7. Litigation

please give details of any litigation against yourself/Company in which you are director/promoter/partner: _____

8. Franchise Manager

- Who will be responsible for running the franchise/outlet on a day-to-day basis? Please give details.
- Applicant:
- Hired Professional Manager:
- Applicant's Relative: _____ (Please specify relationship)

Note: In case the franchise manager who will run the operation is different from the applicant, his/her details should be attached

9. Declarations

1. I declare that the above information is true
2. I authorise Baskin Robbins (BR) and its agent to read, review, check and verify any information provided by me in this application
3. I also authorise BR and its agent to visit my office/business/residential premises, etc. and talk to my customers, suppliers, employees, bankers, auditors and local reference with respect to my application
4. I confirm that I have never been indicated/found guilty/sentenced by any court, statutory body or tribunal
5. I agree that BR has the right to reject my application at any stage in the selection process, without assigning any reason whatsoever
6. I acknowledge that this is the only application form. Submission of this application form is not to be taken as any indication that BR will enter into agreement with me or that nothing contained in this form shall constitute a contract

- Signature: _____





Head Office

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