



100% Veg



Waffle
Brownie
Boba Tea

THE WAFFLE CRUNCH

Croffle
Shakes
Pancake

Feel the **CRUNCH**
in Every **BITE**

Waffle
Brownie
Boba Tea



100% Veg

Croffle
Shakes
Pancake





CRAFTED TO CRUNCH.

Made to Indulge.

SIGNATURE WAFFLES • IRRESISTIBLE DESSERTS
REFRESHING DRINKS



PREMIUM
INGREDIENTS



FRESHLY
MADE



MADE WITH
LOVE



REFRESHINGLY
DELIGHTFUL

About Us

Founded In Early 2024, The Waffle Crunch Began Its Journey With Its Inaugural Outlet In Vadodara, Driven By A Vision To Become A Leader In The Dessert Industry. Since Then, We Have Rapidly Emerged As One Of India's Fastest-Growing Dessert Franchise Brands, Delighting Customers With Innovative Creations And Unforgettable Taste Experiences.

At The Waffle Crunch, We Serve Premium Crunchy Waffles, Fudge Brownie Bowls, And Refreshing Boba Drinks. We Are Proudly The First Brand In Gujarat To Introduce The Unique Croffle—A Delicious Customer Favorite.



Our Vision

“To Bring The World's Most Authentic And Loved Desserts To Every Neighborhood, Delivering Premium Quality, Genuine Flavors, And Unforgettable Experiences Inspired By Dessert Cultures From Around The Globe.”

Examples:

- * Waffle From Belgium
- * Bubble Tea From Taiwan
- * Croffle From South Korea

Founder Vision

“We Believe Customers Shouldn't Have To Visit Multiple Brands To Experience The World's Best Desserts. The Waffle Crunch Brings International Dessert Favourite Together In One Destination, Delivering Variety, Quality, And Innovation Unlike Traditional Single-Category Dessert Brands.”

Our Mission

“The Waffle Crunch will become India's fastest-growing waffle brand, reaching 200 stores in 3 years while delivering consistent quality, strong franchise profitability, and unforgettable customer experiences.”

What We Have Done

Since Our Launch In 2024, The Waffle Crunch Has Rapidly Established Itself As A Leading Name In The Dessert Industry. Through Innovation, Quality, And Customer Satisfaction, We Have Created A Unique Identity In The Market And Continue To Set New Benchmarks In The Dessert Segment.

Our Achievements

- * Introduced Popular Premium Crunchy Waffles Loved By Customers.
- * Became A Preferred Destination For Boba Drinks And Slushes.
- * Pioneered Gujarat's Unique Dessert Innovation With The Croffer.
- * Created Signature Items Like The Fudge Brownie Bowl.
- * Expanded Rapidly Through Consistent Quality And Innovation.
- * Established The Waffle Crunch As A Fast-Growing Dessert Franchise In India.
- * Built A Loyal Customer Base For Premium Desserts And Beverages.

Opportunity

The Dessert And Beverage Industry In India Is Witnessing Remarkable Growth, Creating Significant Opportunities For Innovative And Customer-Focused Brands. The Waffle Crunch Is Uniquely Positioned To Capitalize On This Growing Demand With Its Diverse And Trend-Driven Product Portfolio.

Post-opening operational support

- New Product Development And Innovation Support
- Social Media Management And Growth Support
- Influencer Marketing And Collaboration Support
- Raw Material Sourcing And Supply Support
- Assistance In Resolving Any Store-Related Or Production-Related Queries
- Monthly Audits For Business Growth.
- Sales Optimization For Faster ROI.
- Daily Sales Tracking And Reporting.
- Regular Staff Performance Audits.

Pre-opening support

- Store Location Scouting And Selection Assistance
- Complete Store Setup And Execution Support
- Legal Formalities And Government Licensing Assistance
- Zero Wastage Model
- Staff Recruitment And Training Support
- Provision Of Recipes Book And Standard Operating Procedures (SOP) Manual
- Pre-Opening Marketing And Promotional Support
- POS Software And Hardware Setup With Training
- Influencer And Blogger Collaboration Support
- Grand Opening Planning And Event Execution Support

Why The Waffle Crunch?

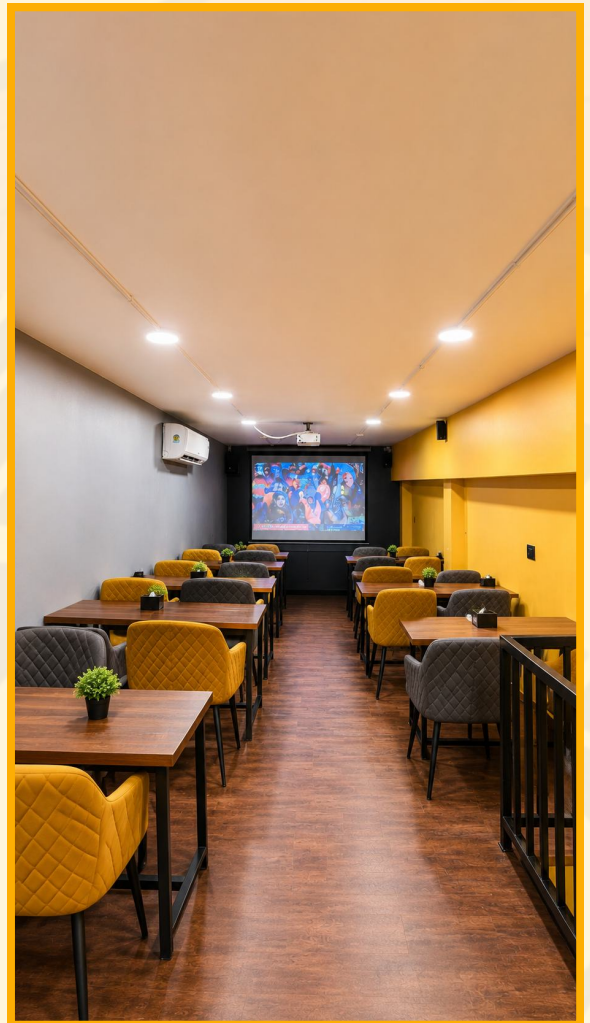
"The Waffle Crunch Brings The World's Most Loved Desserts—From Belgian Waffles And Taiwanese Bubble Tea To Korean Croffles And American Brownie Creations—Under One Roof."

Scalable
Business In
India

India's
Fastest
Growing
Franchise

High Demand
Products

Innovative
Product



Low
Investment
High Return

Trendy
Desert For
Gen Z

High Margin
Products

Strong
Customer
Loyalty



PRE-OPENING SUPPORT

End-To-End Guidance To Start Your Waffle Journey With Confidence



STORE LOCATION SCOUTING & SELECTION

Finding The Perfect Spot For Maximum Visibility And Footfall



COMPLETE STORE SETUP & EXECUTION

From Design To Setup - We Build Your Dream Store



LEGAL & LICENSE ASSISTANCE

Hassle-Free Support For All Legal Formalities And Government Licensing



STAFF RECRUITMENT & TRAINING

We Help You Build And Train A Team That Delivers Excellence



RECIPES BOOK & SOP MANUAL

Step By Step Recipes And SOPs To Ensure Consistency In Every Waffle



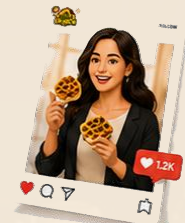
PRE-OPENING MARKETING & PROMOTIONAL SUPPORT

Creating Buzz And Excitement Before You Open Your Doors



POS SOFTWARE & HARDWARE SETUP

Smart POS Setup With Training For Smooth Operations



INFLUENCER & BLOGGER COLLABORATION

Partnering With Influencers To Promote Your Brand Locally.



GRAND OPENING PLANNING & EXECUTION

We Plan And Execute A Grand Opening That Creates A Lasting Impact



POST-OPENING OPERATIONAL SUPPORT

Continuous Support To Ensure Smooth Operations And Growth



NEW PRODUCT DEVELOPMENT

Innovating New Waffles To Keep Your Menu Fresh And Exciting



SOCIAL MEDIA MANAGEMENT

Managing Your Social Media To Build Engagement And Grow Your Brand



RAW MATERIAL SOURCING & SUPPLY

High Quality Ingredients, Sourced And Delivered Reliably



QUERY RESOLUTION SUPPORT

We're Always Here To Resolve Any Store Or Production-Related Queries.

THE WAFFLE CRUNCH™



Kiosk

Area	100-150
Franchise Fees	2.5 lakh
Kitchen Setup	6-7 lakh

QSR Store

Area	200-300
Franchise Fees	4 lakh
Kitchen Setup	7-10 lakh

Cafe

Area	400+
Franchise Fees	5 lakh
Kitchen Setup	10-12 lakh

Flat 25% Off
On Franchise Fee
Limited Time

Special Offer!



Note

- Government Fees Extra Applicable*
- Store Setup Costs Are Flexible And Are Determined Based On The Outlet's Size, Layout, And Specific Business Requirements.
- Government Fees Are Applicable For Paper Work & Licensing

Other Capital Investment

- Marketing Investment: Approximately ₹50,000 To ₹1,00,000, Depending On The Launch Strategy And Local Promotional Activities.
- Initial Raw Material Inventory: Approximately ₹1.5 Lakh To ₹2 Lakh, Sufficient For Around 20-30 Days Of Operations, Subject To Daily Sales Volume And Product Demand.

Business Model: FOFO (Franchise Owned, Franchise Operated)

	Kiosk	QSR	Cafe
Order Per day	50	60	80
Avg. Bill ₹	170	250	300
Avg. Daily Sale	8,500	15,000	24,000
Avg. Monthly Sale	2,55,000	4,50,000	7,20,000
Gross Profit 70%	1,78,500	3,15,000	5,04,000
Rent	15k To 20K	30k To 50k	70k To 80k
Salary	25k To 30k	50k To 60k	70k To 80k
Elc.Bill	10,000	15,000	20,000
Royalty 5%	12,750	22,500	36,000
Maintenance	5,000	10,000	15,000
Monthly Profit	1,00,750	1,57,500	2,73,000
ROI	10-12 Months	8-10 Months	7-9 Months

Note : The Above Figures Are Subject To Variation Based On Location, City, And State.*



Brand Positioning

- Head Office: Drives Franchise Growth, Operations, Branding, And Business Development.
- Principal Company: Manages Procurement, Logistics, Operations, Marketing, And Quality Standards.
- Master Franchisee: Oversees Regional Franchise Support, Training, Inventory, And Operational Excellence.
- Franchise Owner: Operates The Outlet While Delivering Exceptional Customer Service And Maintaining Brand Standards.

Marketing That Moves People And Products

National Campaigns

Nationwide Marketing Campaigns That Increase Brand Awareness And Reach A Broad Audience Through Multiple Channels.

Royalty & Reward

Customer Loyalty Programs That Offer Rewards, Discounts, And Exclusive Benefits To Encourage Repeat Purchases.

Social Media Marketing

Promoting Brands On Social Media Platforms Through Engaging Content, Ads, And Audience Interaction.

Influencer Strategy

Collaborating With Influencers To Build Trust, Increase Brand Visibility, And Reach Targeted Audiences.

Product Lunch Campaigning

A Marketing Campaign Designed To Create Excitement And Drive Awareness For A New Product Launch.





THE WAFFLE CRUNCH

CRAFTED TO CRUNCH,
MADE TO INDULGE



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Thank You!



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