

AN INCREDIBLE
OPPORTUNITY
OF EARNING



Soft Drinks | Thick Shake | Ice Cream

LimbuTM

Soft Drinks • Ice Cream • Thick Shake

Livosty
Ice Cream

Limbu

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ISO 9001:2008
Certified Company

ISSC
No. : 10714042000151



SOFT DRINKS CONSUMPTION IS GROWING IN INDIA, LET'S TAKE ADVANTAGE OF THIS

As per one estimate per capita consumption of carbonated drinks, in India, is about 40 bottles per year whereas, per capita consumption in USA and UK is almost 320 bottles per year. That means there is a huge scope to grow!

The non-alcoholic beverage market in India is expected to grow to an astonishing figure of ₹11,243 crores in 2015 from ₹6,000 crores in 2011. Consumption of non-alcoholic beverages has increased significantly to a level of 35,000 crore litres in 2015 from 17,500 crore litres in 2011.

Due to rising share of youth in population, rise in the standard of lifestyle, swelling disposable incomes and deeper penetration of supply chains day by day preference for soft drink is increasing. In such a scenario innovative varieties of soft drinks by Limbu have gained preference of target audience. Young generation of Gujarat and India have shown inclination towards usage of soft drinks and that offers a clear indication of upward movement in demand for years.

From all above things it's clearly revealed that current time is the best time to enter in softdrink selling business. The easiest and profitable way is to become a franchisee of Limbu.



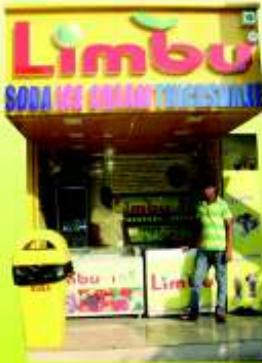
THE RADICAL DIFFERENCE OF TASTE, AMBIENCE AND APPROACH DELIVER SATISFACTION TO CUSTOMERS

Well, the dreams were high but beginning of 'Limbu' was humble. With an aim to deliver something better and something different in soft drinks 'Limbu' was Incepted as on 1st November, 2013.

Since the first day of origin all flavours of soft drinks at 'Limbu' are prepared in R.O. water only. Special care is taken in developing various flavours of soft drinks. Each product is manufactured under one of the cleanest production facility at Botad using food grade equipment for entire process.

With an intention to preserve environment, we have adopted specially designed eco-friendly paper glass for soft drinks from day one. To ensure top quality products and services, all outlets of 'Limbu' are equipped with CCTV camera monitoring facility and skilled staff at front desk. Due to such radical difference in approach, today 'Limbu' has already acquired support of almost 50 satisfied franchisee across Gujarat.

Be a part of this successful venture and ensure bright future.





APPART FROM 20 UNIQUE FLAVOURS
OF SOFT DRINKS, LIMBU IS DIFFERENT
IN MANY OTHER WAYS

- 'Limbu' offers 20 exotic Indian & imported flavours of soft drinks.
- 'Limbu' soft drinks are served in an eco-friendly 350ml paper glass. This quantity is highest in price w/s quantity comparison by other players in the same segment.
- All 'Limbu' soft drinks are prepared in R.O. water for better taste and quality.





LIMBU DEVELOPES ALL THICK SHAKE FLAVOURS ON ITALIAN METHOD MACHINERIES

- In comparison of simple milk shake, 'Limbu' thick shake is special.
- Not only milk, but particularly, they are prepared by addition of cream and high quality mixtures by deploying Italian pasteurization process.
- As entire process is conducted on Italian method machineries, Limbu's thick shake retain its special status.



TEA & COFFEE COMBINATION BY LIMBU HELPS ATTRACT CUSTOMERS OF ALL AGE IN ALL SEASONS

By offering tea & coffee combination, Limbu ensures footfalls at each franchise outlet. No matter which season it is hot drinks like tea and coffee always tops the preference list of youngsters. Especially in cold days of winter and monsoon hot tea & coffee gains preference to a significant level. At Limbu we believe this novel introduction helps you meet your profit earning targets.





UNDER THE NAME OF LIVOSTY WE OFFER 100% NATURAL FRUIT ICE CREAM AND OTHER 25 FLAVOURS

Like soft drinks, utmost care is taken in manufacturing of Livosty ice cream. All flavours of Livosty ice cream are developed with finest quality fresh fruits, dry fruits, cream, milk, high quality mixtures and premium grade sugar. Moreover, seasonal flavours of Livosty ice creams are prepared without addition of essence and colour. Due to all these, real taste of Livosty ice cream turns out to be the consistent one.

Livosty also offers various flavours of Juicy, Dolly, Chocobar, Cone and Kufli. With this product range you can cater all retail and party orders.

- **Absolute Innovation:**
Ginger, Chilli and Coriander flavour ice cream
- **Natural Seasonal Offerings:**
Water melon, Guava, Custard Apple, Grapes, Mango, Pineapple, Strawberry and other seasonal ice creams
- **Livosty Special Ice Creams:**
Tapu Sena, Cashew Gulab, Pista Berry, Thandai, Banana Nuts

Other regular flavours also available





LET'S JOIN HAND AS A FRANCHISEE AND BE A PART OF THIS SUCCESSFUL VENTURE

We offer various options to get associated with our brands. Whether you are looking for an option to invest small amount such as 2 lakhs or you are thinking big to invest around 12 lakhs of rupees, we have all kind of options with us.



Model	Area Required	Total Investment	Payback Period	Average ROI	Agreement Term
	150 to 500	3,45,000 to 6,00,000	15 to 24 Months	30% to 40%	5 years
	200 to 600	4,11,000 to 11,75,000	15 to 24 Months	35% to 40%	5 years
	600 and more	12,00,000	15 to 24 Months	40%	5 years
	150 to 500	1,75,000 to 5,00,000	15 to 24 Months	25% to 35%	5 years

Note: Other than Gujarat, only Master Franchisee / Distributor for Ice Cream to be appointed.
Retail network to be created by Master Franchisee / Distributor in his authorised area.

Requirements

- You should have a shop at good location on main road or well-populated area.
- It is necessary to have 10 feet frontage shop
- Front side parking facility is preferred
- If shop is less than 150 sq. feet, additional space for storage is required.
- For parlour you need to have 600 sq ft space at prime location of city, minimum 20 feet frontage shop is required



OUR MAIN GOAL IS TO SUPPORT AND BE THERE FOR OUR FRANCHISEE

Limbu / Livosty (The Franchisor) will extend exclusive and comprehensive support to its franchisees for the growth and development of business on the following parameters:

Setup:

The Franchisor would provide guidance and support with respect to set up of the franchise outlet including purchasing of the machinery/equipment, layout guidance, branding etc.

Supplies and Inventories:

The Franchisor would be responsible for the supply of raw material for the beverages (packaged bottles, ingredients for soda/shakes) and ice creams, at cost. Other non-specialized raw material like water, lemon, etc. would have to be procured by the franchised store by its own and own.

Licensing & Approvals:

The Franchisor would provide necessary guidance and support on obtaining required licensing and approval from respective authorities.

Packaging Materials:

The Franchisor would supply cups, glass and other packaging materials to the franchisee, at cost.

Quality Control:

The Franchisor would monitor the production process at the franchised outlet franchisee and provide guidance to maintain uniform product quality at every outlet.

Training & Guidance:

The Franchisor would provide the required training and guidance with respect to outlet setup/operations and market development to ensure quality services at each outlet.

Advertising & Local Promotion:

The Franchisor will organize events specific to marketing/branding for business at the national/regional level. This will include running a marketing/brand campaign over one or more channels of marketing.

