

sethiTM
ice cream
true taste & happiness
since 1985

FRANCHISE MANUAL

*Serving Smiles
Since 1985*



WWW.SETHIICECREAM.IN

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BUILD THE FUTURE OF DESSERTS WITH US

Sethi Ice Cream is a new-age dessert brand committed to delivering rich taste, premium quality, and unforgettable experiences. Every product is crafted using carefully selected ingredients to ensure freshness, flavor, and consistency.

Built with a passion for desserts and a vision to create something truly special, Sethi Ice Cream aims to bring a wide range of delicious ice creams and innovative treats to customers across India.

We are now expanding and inviting enthusiastic partners to join us on this exciting journey. Be among the first to become a part of our growing brand and build something big together.

Start your entrepreneurial journey with Sethi Ice Cream and create sweet success with us!

FRANCHISE DETAILS

Expansion Format	Area Required	Total Investment	Franchise Fee	Gross Margins	Average ROI
Store	200-400 Sq. Ft	INR 13-22 Lakhs	INR 4-5 Lakhs	50% (Approx)	20-24 Months

*Note: ROI may vary depending on location, market demand, and operational involvement.

WHY SETHI ICE CREAM?

Site Selection: Our team assists you in identifying the right location to ensure maximum visibility and business potential.

Store Setup: We guide you through store design, branding, and setup to create an attractive and customer-friendly outlet.

Marketing Support: Get support with social media creatives, branding, and local marketing strategies to help you generate leads and build awareness.

Training: We provide complete training to help you understand product preparation, quality standards, and daily operations.

Ongoing Support: We believe in growing together. Our team stays connected with you to provide continuous guidance and business support.



Product Portfolio



ICE CREAMS



SUNDAES



THICK SHAKES



KULFIS



FALUDAS



ICE CREAM BRICK

ICE CREAMS | THICK SHAKES | FALUDAS | FRUIT CREAM
KULFIS | SUNDAES | ICE CREAM CAKES

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