



SUGARTOWN[®]

Sugarfree! For that guilt-free dessert experience!

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*Why now is the
sweetest time to
invest in dessert retail*

Booming Market

India's dessert market is booming, driven by gifting, health indulgence, and experiential retail trends.

Experiential Demand

Consumers seek visual and social experiences beyond just sweets.

High Margin

Our model offers high margins and low waste compared to typical food franchises.

Passive Investment

Unlike most dessert franchises, ours requires no daily management.

Reimagining Dessert Retail. One Live Store At A Time...



Franchise Model: FOCO (Franchise Owned, Company Operated)

Feature	Details
Investment	₹15 Lakhs (incl. ₹3 Lakhs franchise fee)
Ownership	Franchisee owns the assets
Operations	Entirely managed by Sugartown team
Revenue Share	Franchisee earns the higher of: ₹20,000/month OR 10% of revenue OR 30% of profit before tax 5 years (renewable)
Franchise Term	250-400 sq. ft. high-footfall retail location
Area Required	

Not Just A Store – A Destination



Live Candy-Making

Engaging live candy-making counter attracts crowds.



Curated Gifting

Specialized gifting options for events, holidays, and corporates.



Clean-Label Dessert

Health-conscious options with clean-label ingredients



Social-Media Friendly

Interiors designed for viral visibility on social media.

Franchise Owned. Company Operated.

You Invest, We Manage

We handle setup, staff, inventory, and marketing.

Assured Monthly Return

Guaranteed ₹50,000+ monthly.



Full Visibility

Access an investor dashboard for complete oversight.

Passive Income

Ideal for those seeking passive income with no daily involvement.

Why Partner With SugarTown?

- Proven profitable model with low operational risk
- 100% managed operations by experts
- Exclusive territory rights
- Marketing & branding support
- Strong focus on health-conscious candies

Product Range
Investment INR 15 Lakh

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- Hard Candies
 - Custom Candy / Lollipops
 - Macaroons
 - Cookies
 - Gummies
 - Jelly Candies
 - Chocolates

Franchise Fees		Expenses On Franchise	
Franchise & Brand Fee	300,000		
Launch	75,000		75,000
Marketing (2 months)- Online & Offline	100,000		100,000
Copyrights, Trademark & Other IP	25,000		25,000
TOTAL	₹500,000		200,000

Setup Cost for Franchise	
Area Assumed (Sqft)	500
Machinery	400,000
Interior & Furniture Work	500,000
One time Procurement cost	100,000
TOTAL	1,000,000

Monthly Earning per Franchise	
AVG Ticket Size	400
No of Orders in Weekdays	50
No of Orders In Weekends	75
No. Of Orders in A Month	1,700
TOTAL	680,000

Material Cost	
Material Cost Percentage	10%
Material Cost	68,000

Avg.Monthlyexpenses for Company	
Rent	50,000
Light & Water Bill	10,000
Manpower (Salary)	114,000
TOTAL	174,000

Manpower	
Designation	
Manager	50,000
Candy Maker (1)	30,000
Helper(2)	24,000
Sweeper(1)	10,000
TOTAL	114,000

Profit Sharing	
Company	80%
Franchise	20%

Payback Period in Months: 18.76
 Direct Growth in X: 1.28

Use of Funds

Unit Franchise

3 Lakh Franchise Fee

10 Lakh Interiors, Equipment, Raw Materials

2 Lakh Launch Marketing

Product Range
Investment INR 25 Lakh



Everything in a Store

+

Coffee

Smoothies

Workshops

Franchise Fees		Expenses On Franchise
Franchise & Brand Fee	500,000	
Launch	75,000	75,000
Marketing (2 months)- Online & Offline	100,000	100,000
Copyrights, Trademark, Training & Other IP	₹25,000	25,000
TOTAL	700,000	200,000

Setup Cost for Franchise	
Area Assumed (Sqft)	1,000
Machinery	700,000
Interior & Furniture Work	1,000,000
Display Material	100,000
TOTAL	1,800,000

Monthly Earning per Franchise	
AVG Ticket Size	500
No of Orders in Weekdays	80
No of Orders In Weekends	120
No. Of Orders in A Month	2,720
TOTAL	1,360,000

Material Cost	
Material Cost Percentage	10%
Material Cost	136,000

Avg. Monthly expenses for Company	
Rent	100,000
Light & Water Bill	15,000
Manpower (Salary)	220,000
Misc.(Refreshment, Cleaning, Decoration etc.)	35,000
TOTAL	370,000

Manpower	
Designation	
Outlet Manager	50,000
Candy Maker (1+1)	60,000
Coffee Maker (1+1)	40,000
CRM (1)	20,000
Helper(2+2)	40,000
Sweeper	10,000
TOTAL	220,000

Profit Sharing	
Company	80%
Franchise	20%

Payback Period in Months: 15.61

Direct Growth in X: 1.49

Use of Funds
Unit Franchise

5 Lakh Franchise Fee

18 Lakh Interiors, Equipment, Raw Materials

2 Lakh Launch Marketing

Product Range

Investment INR 50 Lakh



Everything in a Cafe

+

Exclusive territory rights

Profit share from Cafes / Stores in the territory

Profit share from B2B sales of the company

Franchise Fees		Expenses On Franchise	
Franchise & Brand Fee	500,000		
Launch	75,000	75,000	
Marketing (2 months)- Online & Offline	100,000	100,000	
Copyrights, Trademark & Other Intellectual Properties	₹25,000	25,000	
TOTAL	\$700,000	200,000	

Setup Cost for Franchise	
Area Assumed (Sqft)	\$1,000
Machinery	700,000
Interior & Furniture Work	1,000,000
Display Material	100,000
TOTAL	1,800,000

Monthly Earning per Franchise	
AVG Ticket Size	500
No of Orders in Weekdays	80
No of Orders In Weekends	160
No. Of Orders in A Month	3,040
TOTAL	1,520,000

Material Cost	
Material Cost Percentage	10%
Material Cost	152,000

Avg. Monthly expenses for Company	
Rent	100,000
Light & Water Bill	15,000
Manpower (Salary)	220,000
Misc.(Refreshment, Cleaning, Decoration etc.)	35,000
TOTAL	370,000

Manpower	
Designation	
Outlet Manager	50,000
Candy Maker (1+1)	60,000
Coffee Maker (1+1)	40,000
CRM (1)	20,000
Helper(2+2)	40,000
Sweeper	10,000
TOTAL	220,000

Profit Sharing	
Company	35%
Master Franchise	40%
Franchise	25%

Payback Period in Months: 3.98

Direct Growth in X: 1.83

Use of Funds

Master Franchise

5 Lakh

Franchise Fee

35 Lakh

Interiors, Equipment, Raw Materials

5 Lakh

Launch Marketing

Multiple Revenue Streams

- Live candy retail
- Cakes, cookies, and chocolates
- Sugar-free & gluten-free offerings

- Pre-packed and custom gift hampers
- Corporate gifting and bulk orders
- Birthday & event booking

📍 Metro-centric
Rollout Plan



The Team



Rohit

Founder Director

15+ years in retail ops, franchising & customer experience.

Ex - Godrej Nature's Basket & OYO.



Swati

Director | Operations

9 years of experience handling production & operations.

Helped set up two new manufacturing units since joining SugarTown.



Aparna

Director | Strategy & Growth

25 years of experience in B2B communication & branding
5 years with a PE group helping startups with growth strategy.

Financials Overview

Gain a clear understanding of the investment breakdown, projected earnings, and our unique company-operated model designed for passive income and assured returns.

Key Financial Highlights

Setup Cost Breakdown: A one-time estimated investment of ₹25 Lakhs (inclusive of fit-out, initial inventory, and operational setup) for a standard 350 sq ft high-footfall retail unit.

Revenue & Profit Projection: Leveraging diverse revenue streams from live candy, gourmet desserts, and corporate gifting, each store is projected to achieve a monthly turnover of ₹3-5 Lakhs, ensuring robust profitability.

Assured Returns Model (Terms): We guarantee a minimum assured monthly return of ₹60,000 for the first 3 years of operation, providing a stable and predictable income stream.

FOCO Agreement Summary: Our Franchise-Owned, Company-Operated (FOCO) model means Sugartown handles all daily operations, staff management, inventory, and marketing, ensuring completely passive income for the investor with full financial transparency through a dedicated dashboard. Expected break-even within 15-18 months.

We Take Care of Everything

Store Setup

Design, fit-out, hiring, and training.

Operations

Inventory, vendor management,
and compliance.

Growth

Marketing, branding, and real-time
dashboards.

A Franchise built for Today's Investor



Assured Returns

No operational burden, high ROI.



Diverse Offerings

Multi-category desserts, health-friendly options.



Low Investment

Compact setup, low capex.

Let's Build India's Happiest Business Together!

Our Vision

- *300 stores across India by 2030.*
- *A scalable, low-risk opportunity in a growing market.*
- *Be part of a brand that combines fun, health, and income.*





SUGARTOWN[®]

Get Started

Join the future of candy retail in India.
Limited franchise slots available!

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