

# NATUROLLS

WATCH YOUR POPSICLE MADE LIVE



## FRANCHISE GUIDE



**LIVE ICE CREAM**



**fruits to popsicle  
just 10 min..**

Contact Information



+91 9600242878  
[www.naturolls.in](http://www.naturolls.in)



Founder

## BORN FROM FRESH FRUITS & FRESH IDEAS

Naturolls Live Ice Cream Café is a women-led startup founded by **Ilakkiya Singaravel**, created with a vision to redefine the ice cream experience. At Naturolls, we don't just serve ice cream—we create moments of joy by preparing ice creams live in front of customers.

We use 100% fresh fruits and milk, with no preservatives or artificial food colours, ensuring every bite is natural, delicious, and trustworthy. Our café is designed as a warm and welcoming space where friends and families come together to enjoy handcrafted, artisanal ice creams made within minutes.

Driven by quality, innovation, and community values, Naturolls is committed to delivering a unique live dessert experience while supporting sustainable and responsible practices.

### Our Vision

To become India's most trusted live popsicle and natural dessert brand, spreading happiness through fresh, healthy, and innovative frozen delights.

### Our Mission

To empower entrepreneurs with a profitable and transparent franchise opportunity while delivering fresh, hygienic, and delightful dessert experiences to customers across India.

ABOUT US

## WHY US?

### Why Naturolls is Different from Others

Naturolls is not a regular ice cream franchise.

We don't force you to buy ready-made mixes, flavours, or finished products from us.

### Complete Freedom Model

You can purchase:

- Fresh fruits from your local market
- Milk from your nearby dairy
- Sugar and basic ingredients locally

Then prepare everything live in your own outlet based on customer choice.

You Control the Business With Naturolls:

- You are the Manufacturer
- You are the Distributor
- You are the Retailer

### **There are no middlemen.**

You don't need to share your hard-earned margin with suppliers or central kitchens.

This means:

- Higher profit margins
- Better cost control
- Fresh and flexible menu options
- Local sourcing advantage

### Our Core Strength

We provide:

- The live popsicle concept
- Machinery & setup
- Brand support
- Business system

But the daily production and ingredient sourcing remain fully under your control.

# NATUROLLS

BUSINESS GUIDE



## PLAN & INVESTMENT

Descriptions	Mini	Classic	Premium
Franchise Fee's	100000	100000	100000
Machinery Cost	235000	385000	480000
Branding	15000	15000	20000
Space Requirement	70-200 Sq.ft	250- 500 Sq.ft	>600 Sq.ft
<b>Total</b>	<b>350000</b>	<b>500000</b>	<b>600000</b>

18% GST Applicable Extra

Transport Cost Extra at actual

### Included Services:

- FSSAI License – Registration
- Operational Training
- Wall Design for Shop
- Shop Board (Signage)
- Menu Card Design
- Marketing Plan Support
- B2B Business Operation Ideas & Guidance
- Zomato Registration & Onboarding
- Udyam Certificate Registration

**Exclusions:** The arrangement of the shop and interior works are not included in the scope of work. Electrical and plumbing lines shall be provided by the client as per the requirement.”

# NATUROLLS

BUSINESS GUIDE

## MENU

### MINI & CLASSIC & PREMIUM

Menu Items	Mini	Classic	Premium
Popsicle	✓	✓	✓
Kulfi	✓	✓	✓
Scoop Ice Cream	✗	✓	✓
Fried Ice Cream	✗	✓	✓
Waffle	✗	✓	✓
Waffle Cone Ice Cream	✗	✓	✓
Milk Shake	✗	✓	✓
Beverage	✗	✓	✓
Pizza	✗	✗	✓
Burger	✗	✗	✓
Sandwich	✗	✗	✓
Momos	✗	✗	✓
Quick Bites (Fries, etc.,)	✗	✗	✓



# NATUROLLS

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## MINI MODEL

The MINI Model is the basic franchise model of Naturolls.

It is specially designed for small spaces and low investment, without missing our core concept.

In this model, you can prepare Live Popsicles and Kulfi in front of customers using:

**Fresh Fruits , Pure Milk , Sugar without Chemicals and Artificial food colours**

It delivers the same live experience, taste, and quality as our main outlets.

Who is it suitable for?

- Entrepreneurs with limited investment
- Small shop spaces / kiosks
- People who want to run the business without depending on manpower
- First-time business owners

This model is easy to operate and can be managed by one person.

## MINI MENU -MODEL

### Chill Series Pops

Lemon Mint Chill	₹10
Ginger Lemon Zing	₹10
Lemon Ice Pop	₹10
Watermelon Splash	₹20
Pineapple Punch	₹20

### Fusion Series Pops

Apple Delight	₹40
Mango Classic	₹40
Chikku Cream Pop	₹40
Red Banana Fusion	₹50
Custard Apple	₹50
Tender Coconut Delight	₹50

### Kulfi

<b>Kulfi</b>	<b>₹40</b>
<b>Kheer</b>	<b>₹40</b>
<b>Kesar</b>	<b>₹40</b>
<b>Mawa Malai</b>	<b>₹40</b>
<b>Rabidi</b>	<b>₹50</b>
<b>Rajbhog</b>	<b>₹50</b>
<b>Rasamalai</b>	<b>₹50</b>

### Signature Pops

Orange Burst	₹30
Papaya Smooth Pop	₹30
Grape Crush	₹30
Guava Spice	₹30

### Royal Fusions Pops

Avocado Dream Pop	₹60
Strawberry Dream	₹60
Red Dragon Fruit Pop	₹60
Blueberry	₹60
Kiwi Cooler	₹60
Lychee Cream	₹60

## POPSICLE MARGIN CALCULATIONS

### WATER BASE

Fruits	Price /Kg	No of Pops /Kg	Fruits Cost	Sugar Cost	Stick Cost	Making Cost	Selling Price	Profit
Lemon	60	200	0.3	1	0.4	<b>1.7</b>	10	<b>8.3</b>
Water Melon	50	50	1	1	0.4	<b>2.4</b>	20	<b>17.6</b>
Grapes	60	50	1.2	1	0.4	<b>2.6</b>	20	<b>17.4</b>
Pineapple	60	40	1.5	1	0.4	<b>2.9</b>	20	<b>17.1</b>
Orange	150	40	3.75	1	0.4	<b>5.15</b>	30	<b>24.85</b>
Pappaya	70	50	1.4	1	0.4	<b>2.8</b>	30	<b>27.2</b>
Guva	70	60	1.17	1	0.4	<b>2.57</b>	30	<b>27.43</b>

### MILK BASE

Fruits	Price/ Piece	No of Pops /Kg	Fruits Cost	Sugar Cost	Milk Cost	Stick Cost	Total	Selling Price	Profit
Apple	50	10	5	1	3	0.4	<b>9.4</b>	40	<b>30.6</b>
Mango	50	10	5	1	3	0.4	<b>9.4</b>	40	<b>30.6</b>
Chikku	20	6	3.33	1	3	0.4	<b>7.73</b>	40	<b>32.27</b>
Red Banana	20	8	2.5	1	3	0.4	<b>6.9</b>	50	<b>43.1</b>
Custared Apple	20	10	2	1	3	0.4	<b>6.4</b>	50	<b>43.6</b>
Tender Coconut	80	14	5.71	1	3	0.4	<b>10.11</b>	50	<b>39.89</b>
Blueberry(200 Ggm)	240	16	15	1	3	0.4	<b>19.4</b>	70	<b>50.6</b>
Kiwi	90	8	11.25	1	3	0.4	<b>15.65</b>	70	<b>54.35</b>
Avacoda	120	16	7.5	1	3	0.4	<b>11.9</b>	60	<b>48.1</b>
Strawberry(200 Ggm)	120	16	7.5	1	3	0.4	<b>11.9</b>	60	<b>48.1</b>
Red Dragon	90	16	5.63	1	3	0.4	<b>10.03</b>	60	<b>49.98</b>

\* The above chart is for calculation purposes only. Actual figures may vary depending on location and market conditions.

# NATUROLLS

## BUSINESS GUIDE

# KULFI MARGIN CALCULATIONS

Kulfi	Price /Kg	No of Kulfi/Kg	Cost /Kulfi	Milk Cost	Stick	Nuts	Total	Selling Price	Profit
Malai	400	50	8	5	0.4	5	18.4	40	21.6
Chocolate	400	50	8	5	0.4	0	13.4	40	26.6
Butterscotch	400	50	8	5	0.4	0	13.4	40	26.6
Kesar Pista	400	50	8	5	0.4	5	18.4	50	31.6
Badam Pista	400	50	8	5	0.4	5	18.4	50	31.6
Rose	400	50	8	5	0.4	0	13.4	50	36.6
Bubble Gum	400	50	8	5	0.4	0	13.4	50	36.6
Rajbhog	450	50	9	5	0.4	5	19.4	60	40.6
Safron	450	50	9	5	0.4	5	19.4	60	40.6
Rosted Almond	450	50	9	5	0.4	5	19.4	60	40.6

# RETURN ON INVESTMENT CALCULATIONS

Descriptions	Scenario 1	Scenario 2	Scenario 3	Scenario 4
Expect .Sales / Day	100	200	300	500
Avg. Profit / Pops	25	25	25	25
Profit /Day	2500	5000	7500	12500
Profit /Month	75000	150000	225000	375000
Rent	15000	15000	15000	15000
EB Bill	8000	8000	8000	8000
Salary	15000	15000	15000	15000
Other Expenses	2000	2000	2000	2000
Overall Expenses	40000	40000	40000	40000
<b>Total Profit</b>	<b>35000</b>	<b>110000</b>	<b>185000</b>	<b>335000</b>

\* The above chart is for calculation purposes only. Actual figures may vary depending on location and market conditions.

## EQUIPMENTS LIST - MINI

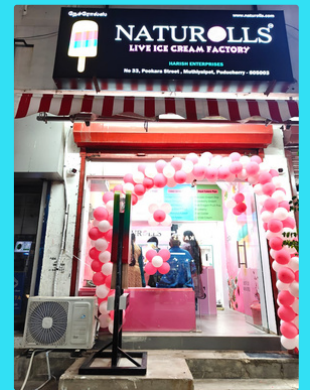
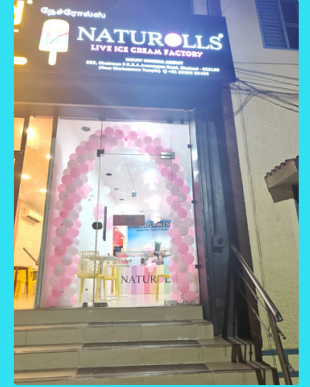
WHAT YOU GET IN MINI MODEL

Equipments	Live Popsicle Machine	1 No
	Popsicle Mould	40 Nos
	10 Kulfi Mould	10 Nos
	Food GGlycol	30 Liters
	Display Freezer	1 No
	Popsicle Display Stand ( 40 Nos Display Model)	2 Nos
	Kulfi Display Stand (30 Nos Display Model)	1 No
	Electric Hand Blender	1 No
	Weighing Scale ( >10 Kgs)	1 No
	Heat Sealing Machine	1 No
	Measurments Cups	1 No
Packing Materials	Naturolls Popsicle Pouches	1000 Nos
	Naturolls Serving Box	500 Nos
	Naturolls Online Delviery Box	300 Nos
	Kulfi Pouches	500 Nos
	Ice Gel Pack	300 Nos
	Naturolls Stick	3000 Nos
Marketing Materials	Shop Backlight Board	24 Sq,Ft
	Wall Sticker without Foam Board	100 Sq.Ft
	T Shirt	2 Nos
	Cap	2 Nos
	Aprons	2 Nos
	Billing Device & Thermal Printer	1 Nos
	Software License	1 Year
	FSSAI License (Basic)	1 Year
	Zomato Integration	One Time

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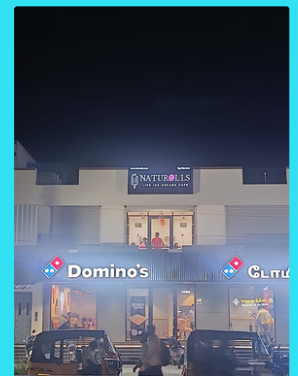
## OUTLET PHOTOS



# NATUROLLS

BUSINESS GUIDE

## OUTLET PHOTOS



# LET'S BUILD YOUR SWEET SUCCESS STORY

## NATUROLLS FRANCHISE - ONBOARDING PROCESS

### PROCESS 1: INITIAL SETUP

After payment confirmation, we will issue the Franchise Confirmation Letter.

Our team collects required documents for FSSAI certification and other legal registrations.

Our representative visits your location to:

- Take measurements for branding and identify the machine placement area
- Create a customized layout plan
- Guide you on carpentry, electrical, plumbing, painting, or civil work requirements

### PROCESS 2: PARALLEL WORKFLOW

Machine manufacturing begins (takes 25-30 days)

Meanwhile, your team completes interior work as discussed

We assist with:

- Menu finalization
- Raw material selection
- Food safety approval
- Zomato integration

### PROCESS 3: SETUP & TRAINING

Once the opening date is finalized:

Machine will be delivered in advance  
Our team arrives 1 day prior to launch for:

- Machine installation
- Live testing
- Complete hands-on staff training including:
  - Product preparation
  - Customer handling
  - Packing process
  - Daily operations management

### PROCESS 4: CONTINUED SUPPORT

Even after launch, we provide:

- Ongoing operational support
- Marketing guidance
- Troubleshooting assistance
- Phone & video call support



**3 COUNTRIES +  
4 STATES +  
20+ LOCATIONS**

### Head Office Address

Franchise Enquiry No : +91 9600242878

**Naturolls**

Email : franchise@naturolls.in

**C/O Shana Industries ,3272,TNHB,Tonakella Camp Road  
Ayapakkam,Chennai ,Tamilnadu- 600 077**

Direct Number : +91 8754417715

Website :www.naturolls.in

### Branches

- Chennai- Ayapakkam
- Katpadi - Vellore
- Erode
- Sivakasi
- Ramanathapuram
- Peranampattu
- Aruppukottai
- UAE- Dubai
- Chennai- Mudichur
- Pondicherry
- Bhavani
- Rajapalayam
- Chidambaram
- Hyderabad- Sarror Nagar
- Kovilpatti
- Qatar- Doha
- Chennai - S P Kovil
- Thiurvannamalai
- Karaikudi
- Thoothukudi
- Hosur
- Virudhunagar
- Bangalore

FOR LOCATIONS  
SCAN HERE

