



FOFO Franchise Model
FOOD PROCESSING UNIT

For White Labeling Supply

Table of Contents



Topic	Pg.No.
Executive Summary	3
About Us	4-6
Brand Philosophy	7
Industry Overview	8-10
Key Market Trends	11-12
Opportunities	13
Segmentation	14-16
How the Model Works	17-21
Project Timeline	22-24
Roles & Responsibilities	25-26
General Stipulation	27-28
Food Product List	29
Manufacturing Costing	30-31
FOFO Input Pricing	32
Investment Details	33-34
Thank You	35

Executive Summary

Starting a chapati making unit is a viable business opportunity, especially given the high demand for fresh, homemade chapatis in both residential and commercial settings. This business focuses on the manufacturing of a diverse range of chapatis, including plain, whole wheat, and flavored options, alongside complementary products such as frozen chapati packs, puris, theplas, and wheat crackers.

We are pleased to submit our proposal for providing comprehensive services for the consultation, supply, installation, and commissioning of a chapati making unit.



IAF EGCA ISO
9001:2015
Quality
Management
USQR-4120-AE

IAF EGCA ISO
22000:2018
Food Safety
Management
USQR-4121-AE

Rotica™, a brand owned by Aaditya Enterprises (Proposed: *Rotica Foods Pvt. Ltd.*), was established in 2018 and is based in Pune, Maharashtra. **Rotica™** is a IAF, EGCA and ISO 9001:2015, ISO 22000:2018 certified company. **Rotica™** manufactures and supplies Food Products and Food Manufacturing Equipment's across India. We make preservative-free, authentic, Indian Ready-to-Cook, Ready-to-Eat and Ready-to-Fry products such as Wheat Chapati, Methi Thepla, Masala Thepla Lachha Paratha, Puran Poli, Tortilla along with Instant Premixes such as Dal Tadka, Kanda Poha, Upma, Dry-fruit Halwa, Dal-Rice Khichdi etc.

Over a period of time, we have modified our machineries and mastered the technique of making perfect Roties. We now intend to provide our expertise to all budding entrepreneur's who wish to start a manufacturing unit, on their own or in collaboration with us. This document discusses in details about the same.

Our products are prepared using premium quality raw materials to ensure the best quality products are available to use at utmost ease to our customers. Our brand has developed the means to meet traditional methods of production and authentic recipes with modern needs of quick and convenient cooking styles. We offer our products at reasonable rates and deliver these within the promised time-frame. We direct all our activities to cater the expectations of customers by providing them excellent quality products as per their gratification. Moreover, we follow moral business policies and crystal clear transparency in all our transactions to keep healthy relations with the customers.

Our Mission

“Our mission is to provide right foods to the people. Food that's healthy, flavorful and available to everyone, everywhere - DAILY.”

Our Vision

“To shape the future of good foods for people, everywhere, by eliminating cooking challenges.”

Our Value

“Food is at the base of our morality.”

Our Strength

We have a dedicated and proactive team to handle each and every activities of the company. The sincere effort of this team enables the company to consistently achieve new milestones. Our work force includes Chefs, Skilled Labours, Engineering and Marketing Professionals. We have empanelled Dietitians and Nutritionists, empanelled food testing labs.

Our Objectives

Social Objective: 5 reasons what drives us to give more to our society

Giving food makes us feel happy.

Giving food is good for health.

Giving food helps social connection.

Giving food evokes gratitude.

Giving food is contagious.



अन्नाद्व प्रजा प्रजायन्ते । या काश्च पृथिवी श्रिता ।
अथो अन्नेनैव जीवन्ति । अथैनदपिय-त्यन्तत ।

All beings, that exist on earth, are born of food; then they live by food, then again to the food, they go at the end.

Food is Divine

Food Is Sacred, Not Commodity

Rotica™ treats food with reverence and purity.

Sharing Food Is the Highest Service

Rotica™ supports community nourishment.

As is the food, so is the mind

Rotica™ adopts clean, honest processing without adulteration.

Respect Food. Waste Nothing

With Rotica™ you have zero production wastage.

Nourishment Builds the Human Being

Rotica™ adopts clean-label, quality ingredients, zero shortcuts.



Simplifying Kitchens. Serving Freshness.



मेरे देश का आटा



food machines

The chapati-making industry is a vibrant segment of the broader food manufacturing sector, particularly within the Indian context, where chapatis are a staple food. As we prepare to launch our business in Pune, Maharashtra, we find ourselves entering a market characterised by a rich cultural heritage and a growing demand for convenience in meal preparation. The manufacturing of chapatis, alongside other traditional Indian breads, has evolved significantly over the years, moving from traditional methods to more modern, efficient production techniques. This evolution has allowed for increased scalability and consistency in product quality, which is essential in meeting the expectations of today's consumers. The demand for authentic, high-quality chapatis is on the rise, driven by the increasing number of working professionals and busy families seeking convenient meal solutions.

According to a report from the National Institute of Nutrition, the per capita consumption of wheat in India has been steadily increasing, highlighting a growing preference for wheat-based products.

Furthermore, the global frozen food market, which includes frozen chapatis, was valued at approximately \$250 billion in 2020, with significant growth projected as more consumers opt for ready-to-cook meals that do not compromise on taste or authenticity. This trend aligns perfectly with our product offerings, particularly our frozen chapati packs, which are designed to cater to the needs of both restaurants and households. Moreover, the rise of e-commerce has transformed the way food products are distributed, providing us with a unique opportunity to reach a broader audience through online channels. The convenience of online shopping has become increasingly appealing, especially in urban areas like Pune, where consumers are looking for quick and easy solutions for their meal preparations. Our dual distribution strategy, which encompasses both online platforms and a physical location, positions us well to capture this growing market segment. In addition to convenience, there is a marked shift towards healthier eating habits among consumers

As people become more health-conscious, there is an increasing demand for whole wheat and other healthier variants of traditional foods. Our range of products, including whole wheat chapatis, Theplas, Puri's and wheat crackers, aligns with this trend, offering nutritious alternatives that do not compromise on flavour. This health-oriented shift is supported by various studies indicating that whole grains can contribute to a reduced risk of chronic diseases, further solidifying our commitment to providing quality products.

Key Market Trends



- **Health and Wellness Focus:** There is an increasing consumer trend towards health and wellness, with many individuals seeking out products that are low in fat and high in nutritional value. Our offerings, such as whole wheat chapatis and wheat crackers, cater to this demand, promoting a balanced diet while maintaining traditional flavours.
- **Convenience Foods on the Rise:** The fast-paced lifestyle of urban consumers has led to a surge in demand for convenience foods. Our frozen chapati packs are designed to meet this need, allowing for quick meal preparation without sacrificing authenticity.
- **Growth of E-commerce:** The rise of online shopping has significantly impacted the food industry, with more consumers preferring to purchase groceries and ready-to-cook meals online. This trend presents us with an opportunity to expand our reach and enhance customer convenience through our online distribution channels.

- **Increased Interest in Authenticity:** As consumers become more discerning, there is a growing interest in authentic, traditional foods. Our variety of chapatis, including plain, whole wheat, and flavoured options, reflects this trend, allowing us to cater to diverse palates while maintaining cultural authenticity.
- **Versatility in Meal Options:** The versatility of our products, such as puris and thepla, allows them to be incorporated into various meal occasions, from casual dining to quick snacks. This adaptability is crucial in appealing to a broad range of consumers looking for diverse meal solutions.

- **Growing Demand for Convenience Foods:** There is a rising trend in the demand for convenience foods, particularly in urban areas like Pune. By positioning our products as quick & easy meal solutions, we can tap into this growing market & attract busy consumers.
- **Health-Conscious Consumer Trends:** With an increasing focus on health & wellness, we can expand our product offerings to include healthier options, such as gluten-free or high-protein chapatis, catering to health-conscious customers & enhancing our market appeal.
- **Expansion of Online Sales:** The ongoing growth of e-commerce presents an opportunity for us to enhance our online sales. By investing in a user-friendly website & effective digital marketing strategies, we can reach a larger audience and increase our sales volume.
- **Partnerships with Local Restaurants & Cafes:** Collaborating with local restaurants and cafes can provide us with a steady demand for our products. By establishing partnerships, we can create a mutually beneficial relationship that enhances our visibility and expands our customer base.

Local Restaurants and Cafes

Customer Needs: This segment seeks high-quality, authentic chapatis that can be quickly prepared and served to customers. They value consistency in taste and texture, as well as reliable supply.

Demographics: Typically, these customers are located in urban areas, aged 25-50, and are often owners or managers of small to medium-sized establishments.

Purchasing Behaviour: They prefer bulk purchasing and are inclined to establish long-term relationships with suppliers. They are likely to try new products if they align with current food trends.

Daily Subscribing Families

Customer Needs: This segment of bachelors, busy working couples and senior citizens are particularly interested in daily scheduled deliveries at their doorsteps.

Demographics: Families with children, typically aged 25-50, who are busy and don't have time to prepare chapatis and often reside in suburban areas.

Purchasing Behaviour: They prefer subscribing in limited quantities and are likely to renew the subscription if they find a product suitable and delivered on time, every day.

Food Delivery Platforms

Customer Needs: This segment requires convenient, ready-to-use products that can be delivered swiftly to consumers. They look for products that maintain quality during transport and have a longer shelf life.

Demographics: These platforms cater to a diverse customer base, often targeting tech-savvy individuals aged 18-45 who prefer convenience in their meal choices.

Purchasing Behaviour: They tend to order in bulk to meet demand, are influenced by customer reviews, and are always on the lookout for unique offerings to differentiate themselves in a competitive market.

Retail Stores

Customer Needs: This segment is interested in offering products that are perceived as healthy and organic. They seek unique items that attract health-conscious consumers.

Demographics: Families with children, typically aged 25-60, who are health-conscious and often reside in suburban areas.

Purchasing Behaviour: They prefer buying in smaller quantities but are likely to repeat purchases if they find a product that meets their health standards and tastes good.

Event Caterers

Customer Needs: This segment requires bulk quantities of chapatis and related products that can be served at large gatherings. They look for reliability and the ability to cater to diverse dietary needs.

Demographics: Typically aged 25-45, these customers are professionals who manage catering services for events ranging from weddings to corporate functions.

Purchasing Behaviour: They often seek quotes and negotiate prices for bulk orders, and they value suppliers who can offer a variety of products to suit different events.

Institutional Supply

Customer Needs: This segment seeks high-quality, affordable chapatis for further distribution. They are price cautious and seek reliable supply.

Demographics: Typically, these customers are canteen suppliers or tiffin service owners.

Purchasing Behaviour: They prefer bulk purchasing and are inclined to establish long-term relationships with suppliers. They are likely to try new products if they align with current food trends.



Rotica™'s Manufacturing Franchise Model involves granting of manufacturing and selling rights to the existing or new manufacturing units, where Rotica™ provides brand, technology, and operational support in exchange for brand visibility.

Rotica™ FOFO model is a franchise structure where:

- The investor (franchise partner) owns the unit, invests the required capital, and sets up the infrastructure according to brand standards.
- The franchise partner also operates the unit, handling day-to-day running, staff, operations, and local management.
- The brand, Rotica™, provides systems, technology, training, product standards, and ongoing support.

It is a low-risk scaling model for the brand and a high-control, high-return opportunity for the partner.

Detailed Breakdown of Rotica™™ FOFO Model

Investment & Ownership:

- The franchise partner invests the entire setup cost (machinery, interiors, working capital).
- The franchise partner owns the physical assets.
- No revenue-sharing is required unless defined in the agreement.

Result:

The brand expands without deploying capital; the partner gets full asset ownership with brand support.

Operation & Management:

The franchise partner:

- Runs daily operations
- Hires & manages staff
- Ensures product standards are maintained
- Maintains hygiene, quality, and compliance
- Manages local marketing (if required)

Result:

The partner controls profit margins and cost optimization.

Brand Responsibilities (Rotica™):

Rotica™ typically provides:

- Brand name & trademark license
- Manufacturing SOPs & training
- Technology systems (inventory, QC, recipes)
- Raw material sourcing guidelines
- Marketing & sales support
- Quality and operational audits
- B2B demand pipeline integration (if applicable).

Result:

The franchise unit produces or distributes along brand standards with guaranteed consistency.

Revenue & Profit:

- Franchise partner keeps 100% of the unit revenue.
- Gross margins are defined by the product category.
- Profit depends on:
 - Volume
 - Raw material cost
 - Staff management
 - Operational efficiency

Result:

The business is profitable based on scale, adherence to SOPs, & local execution capability

Scalability Power of FOFO:

- Brand expands rapidly without capital expenditure
- Uniform product quality through SOPs
- Local entrepreneurs operate efficiently due to vested interest
- Lower operational burden for the brand
- Fast execution across multiple cities
- FOFO is ideal for:
 - FMCG manufacturing micro-centers
 - QSR / food chains
 - Distribution hubs
 - White-label supply structures

Benefits to Franchise Partner:

- Full ownership of assets
- High earning potential based on location & demand
- Lower risk due to established brand & training
- Access to Rotica's B2B contracts (Retail white-labels, hospitals, hostels, canteens)
- Exclusive territory rights (if granted)
- Faster breakeven due to daily-use product demand

How the Model Works



Benefits to Brand Rotica™:

- Faster national expansion
- No capital burden
- Better operational control via audits
- Stronger supply-chain reach
- Localised ownership ensures higher operational discipline
- Scalable model for manufacturing clusters

Rotica™ FOFO = You Own It + You Operate It + Rotica™ Scales With You.

Here's a rough timeline to set up a chapati manufacturing unit, ensuring each phase gets the attention it needs for successful execution:

1. Conceptualization & Planning (Done)

Feasibility Study: Assess market demand, competition, and financial viability.

Business Plan: Develop a comprehensive business strategy.

Agreement Signing: Payment of Initial Setup Cost by Franchise and signing of agreement.

2. Site Selection & Design (15-20 days, overlapping other phases)

Location: Choose a site with good access to raw materials, utilities and markets.

Facility Design: Plan the layout, ensuring efficient workflow and compliance with safety regulations.

3. Procurement of Machinery & Equipment (25-30 days, overlapping other phases)

Vendor & Transporter Selection: Done.

Ordering and Scheduling: Place orders and ensure timely delivery.

4. Installation (2-3 days)

Installation: Set up machinery and equipment.

5. Quality Control & Compliance (8-10 days)

Inspections: Conduct thorough inspections to ensure compliance with all regulations.

Testing: Test machinery and production processes.

6. Staffing and Training (7 days, overlapping other phases)

Recruitment: Hire skilled and semi-skilled workers.

Training: Train staff on operating machinery and maintaining quality standards.

7. Trial Production and Adjustments (1 days, conducted parallel with 6th phases)

Pilot Runs: Conduct trial production runs to fine-tune processes.

Adjustments: Make necessary adjustments based on trial runs.

8. Marketing and Distribution Planning (2-3 months, overlapping other phases)

Branding: Develop brand identity and packaging.

Sales Channels: Establish distribution networks and sales channels.

Promotions: Plan marketing campaigns to launch the product.

9. Full-Scale Production and Launch (1 month)

Production Ramp-Up: Gradually increase production to full capacity.

Launch: Officially launch the product into the market.

10. Ongoing Operations and Review

Monitoring: Continuously monitor production, quality control, and market response.

Adjustments: Make ongoing improvements based on feedback and performance metrics.

NOTE: This timeline can be adjusted based on specific project requirements and any unforeseen challenges that might arise

The project follows FOFO model described as follows:

FOFO (Franchise-Owned, Franchise-Operated) Model

Our FOFO franchise model offers a compelling blend of franchise-operated with franchisor-ownership management, reducing the overall burden on franchisees and ensuring consistent quality and performance.

1. Franchisor's Responsibilities

Training & Support: Providing comprehensive training and ongoing support to ensure smooth operations and adherence to brand standards.

Quality Control: Ensuring consistent product or service quality across all product range.

Marketing & Branding: D2C digital marketing campaigns to promote the brand and attract buyers.

2. Franchisee's Responsibilities

Sales Management: Direct-to-consumer, or simply, D2C, involves selling products directly to the end customer without relying on traditional retail intermediaries like wholesalers and retailers.

Operational Management: The franchisee is responsible for all day-to-day operations, including staffing, inventory management, Production, D2C marketing, and customer service.

Investment: Providing the initial capital required to purchase the franchise and set up the business.

Compliance: Ensuring the business operates in accordance with the franchisor's safety and quality guidelines and compliances to all statutory regulations.

Financial Oversight: Building relationships within the local community to enhance the brand's presence and reputation.

We look forward to a Long-term contract, well defined profit-sharing agreement and good transition management.

When setting up a chapati manufacturing unit, it's crucial to establish clear terms and conditions to ensure smooth execution and avoid potential disputes.

1. Payment Terms

- 100% advance towards project cost (GST payable extra @ 18%)
- Transportation, Loading & unloading charges for machineries, raw materials and other inputs included in pricing.

2. Warranty On Machineries

- 1 year from the date of purchase.

3. Maintenance

- First Year FREE.
- Spare parts and or consumables charged at actual.

4. AMC

- Annual Maintenance Charges (applicable from second year of purchase) to be paid at the beginning of the year @ Rs. 28,750 / year. AMC does not cover cost of spare parts or consumables.

5. Dispute Resolution

- Any dispute arising during the execution of the project is to be settled through arbitration at Pune.

6. Jurisdiction

- Subject to Pune jurisdiction.

7. Intellectual Property

- Ownership of intellectual property created during the life of JV, solely to be held by Aaditya Enterprises.

8. Termination and Exit Strategy

- Contract can be terminated by either party by giving 3 months notice and clearing all pending statutory as well as non-statutory due, settling all debtors, creditors, salaries and Product Sales Margin Money, if any.
- Project closure and handover as mentioned in project ownership clause.

Rotica Product List as on 1st April 2025

R01E01	Regular Wheat Chapati (Fully Baked)
R01C01	Regular Wheat Chapati (Half Baked)
R01E15	Premium Fortified Wheat Chapati (Fully Baked)
R01C15	Premium Fortified Wheat Chapati (Half Baked)
R05E03	Premium Methi Thepla (Fully Baked)
R05C03	Premium Methi Thepla (Half Baked)
R05E02	Premium Masala Thepla (Fully Baked)
R05C02	Premium Masala Thepla (Half Baked)
R01F01	Regular Wheat Poori (Half Baked)
R05F02	Premium Masala Poori (Half Baked)
R01E16	Premium Wheat Puran Poli (Fully Baked)
R04E15	Premium Lachha Paratha (Fully Baked)
R04C15	Premium Lachha Paratha (Half Baked)
R04C08	Premium Refined Flour Tortilla (Half Baked)

Manufacturing Costing



Approx. Manufacturing Costs for FOFO-Mini Units for RtC Chapati for Reliance Retail

Bill of Material for Chapati FOFO-MINI Unit		R01C01	Half-baked Reliance Retail Chapati [RtC]	
Product Requirement Specifications				
Sr. #	Particulars	Quantity	Units	Remarks
	Packing Details			
1	Numbers of chapatis per packet	5	Nos.	
	Chapati Details			
2	Desired weight of baked chapati in Grams.	40	Gms	
3	Desired quantity of chapati to be produced per day / Batch Size	25,000	Nos.	
Production Summary				
Sr. #	Particulars	Current Cost	Units	Required Quantity
	Raw Material Costing Details for R01E01			
4	Wheat flour premix cost per KG. (Note: Rotica Wheat Premix Flour (F01C01)	₹ 47.50	/Kg	Total Flour Weight = Kgs 578.7
5	RO water cost per liter. (Note: Current water cost = Rs. 4/Ltr).	₹ 2.00	/Ltr	Total Water Weight = Ltrs 476.66
6	Edible vegetable oil (Palm oil) cost per liter. (Note: Current oil cost = Rs. 123/Ltr).	₹ 118.00	/Ltr	Total Oil Weight = Kgs 64.01
	Packing Material Costing Details			
7	Unit cost of individual pack: Single Layer LDPE (51 microns), 2 color printing	₹ 6.45	/Pack	Total Packing Required = Packs 5000
	Utility Costing Details			
8	Electricity per unit charges. (Note: Current slab charges = Rs. 11/Unit).	₹ 11.00	/Unit	Total Electricity Consumption = Units 94.29
9	Admin & Op. Expenses	₹ 1,116.67	/Day	
Total Cost of producing R01C01: 25000Nos.		₹ 72,754.50		
Single Chapati Production Cost		₹ 2.91		
Margin / Chapati		₹ 0.35		
Rotica Royalty		₹ 0.03		
Selling Price for Chapati 40Gms		₹ 3.29		
Net Earnings / Batch / Day		₹ 8,750.00		
CAPEX & Rolling Cash Requirements				
1	PLANT SETUP FOR FOFO-MINI (STANDARD) FRANCHISE (25000 RtC Chapati/shift) - Investment Required	₹ 20,37,500.00		
2	20 Days Working Capital Requirement	₹ 14,55,089.90		
	Total	₹ 34,92,589.90		

Manufacturing Costing



Approx. Manufacturing Costs for FOFO-Mega Units for RtC Chapati for Reliance Retail

Bill of Material for Chapati FOFO-MEGA Unit		R01C01	Half-baked Reliance Retail Chapati [RtC]											
Product Requirement Specifications														
Sr. #	Particulars	Quantity	Units	Remarks										
<i>Packing Details</i>														
1	Numbers of chapatis per packet	5	Nos.											
<i>Chapati Details</i>														
2	Desired weight of baked chapati in Grams.	40	Gms											
3	Desired quantity of chapati to be produced per day / Batch Size	80,000	Nos.											
Production Summary														
Sr. #	Particulars	Current Cost	Units	Required Quantity										
<i>Raw Material Costing Details for R01E01</i>														
4	Wheat flour premix cost per KG. (Note: Rotica Wheat Premix Flour (F01C01))	₹ 47.50	/Kg	Total Flour Weight = Kgs 1851.84										
5	RO water cost per liter. (Note: Current water cost = Rs. 4/Ltr).	₹ 2.00	/Ltr	Total Water Weight = Ltrs 1525.32										
6	Edible vegetable oil (Palm oil) cost per liter. (Note: Current oil cost = Rs. 123/Ltr).	₹ 118.00	/Ltr	Total Oil Weight = Kgs 204.84										
<i>Packing Material Costing Details</i>														
7	Unit cost of individual pack: Single Layer LDPE (51 microns), 2 color printing	₹ 6.45	/Pack	Total Packing Required = Packs 16000										
<i>Utility Costing Details</i>														
8	Electricity per unit charges. (Note: Current slab charges = Rs. 11/Unit).	₹ 11.00	/Unit	Total Electricity Consumption = Units 301.71										
9	Admin & Op. Expenses	₹ 3,333.33	/Day											
<table border="1"> <tr> <td>Total Cost of producing R01C01: 80000Nos.</td> <td>₹ 2,38,687.17</td> </tr> <tr> <td>Single Chapati Production Cost</td> <td>₹ 2.98</td> </tr> <tr> <td>Margin / Chapati</td> <td>₹ 0.35</td> </tr> <tr> <td>Rotica Royalty</td> <td>₹ 0.02</td> </tr> <tr> <td>Selling Price for Chapati 40Gms</td> <td>₹ 3.35</td> </tr> </table>					Total Cost of producing R01C01: 80000Nos.	₹ 2,38,687.17	Single Chapati Production Cost	₹ 2.98	Margin / Chapati	₹ 0.35	Rotica Royalty	₹ 0.02	Selling Price for Chapati 40Gms	₹ 3.35
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Rotica Royalty	₹ 0.02													
Selling Price for Chapati 40Gms	₹ 3.35													
Net Earnings / Batch / Day		₹ 28,000.00												
CAPEX & Rolling Cash Requirements														
1	PLANT SETUP FOR FOFO-MINI (STANDARD) FRANCHISE (80000 RtC Chapati/shift) - Investment Required	₹ 46,47,500.00												
2	20 Days Working Capital Requirement	₹ 47,73,743.38												
	Total	₹ 94,21,243.38												

Input Costs Are Highly Variable And Subject To Availability & Market Conditions

NOT FOR RESALE	Premix Flour Pricing (including GST, Freight & Handeling Charges)					
	Product ID (with SKU)	F01C01K030	F01C03K030	F01C02K030	F07C01K030	F04C01K030
	HSN/SAC	1102	1102	1102	1102	1101
	Product Name	Wheat Reg.	Methi T	Masala T	Rice	Tortilla
	SKU	30Kg	30Kg	30Kg	30Kg	30Kg
	MFG Landing Price	₹ 1,425.00	₹ 2,880.00	₹ 2,760.00	₹ 3,060.00	₹ 3,129.00

Rotica™ branded manufacturing inputs refer to our unique materials, processes, and technologies that are used to produce our products, which are not shared with or accessible to competitors. These include:

- Specialized Formulas Of Recipes: A unique blend of ingredients in a food product.
- Advanced Production Techniques: Specific methods implemented to enhance efficiency and quality.
- Exclusive Materials: Materials with unique properties that give our products a competitive edge.
- Trade Secrets: Confidential information that provides you a business advantage and is protected from disclosure.

These proprietary inputs help us maintain a competitive advantage by ensuring that their products are distinct and difficult for competitors to replicate.

Investment Details

An Rotica™ franchise requires a substantial investment, with costs varying from ₹20-22 lakh for a standard franchise (FOFO mini-unit) and ₹46-50 lakh for an Rotica™ premium franchise (FOFO mega-unit), excluding infrastructure and licensing expenses. The specific cost depends on the unit size and location, with a **DAILY** revenue share or commission typically ranging from 8,500+ to 28,000+

Infrastructure & Licensing: This cost is additional and can range from ₹0.5-0.75 Lakhs for a standard setup or over ₹0.75 Lakhs for a premium setup.

Technology Platform: Access to Rotica™ ordering and operations platform.

Branding: Utilization of the Rotica™ brand.

Support & Training: Provided to the franchisee.

Technology Platform: Access to Rotica™ centralized ordering infrastructure and operations platform, customer support systems, and operational guidance.

Demand Generation: Rotica™ helps drive orders to the franchised units.

Ongoing Costs

Raw material: Rotica™ assurance of uninterrupted supply of standardized raw material at a subsidized cost.

Quality Control: central SOPs, periodic audits (like Rotica™ quality checks).

Key Factors Influencing Cost

Unit Capacity Size: Access to Rotica™ ordering and operations platform.

Format: The investment differs significantly between a FOF0 mini-unit (standard franchise) and an FOF0 mega-unit (premium franchise).

Location: Choosing a location in a industrial hub or high-density area can impact infrastructure needs and potential earnings.

We look forward to a Long-term contract, well defined profit-sharing agreement and good transition management.

THANK YOU



West Zone

Rotica™ – Pune Manufacturing Unit

Rowhouse No. G-I-5, Sr. No. 24-A,
Shree Nagari, Near Transport Nagar, Nigdi,
Pune. Maharashtra 411044. Bharat.
(M) **8888 12 9009**

Rotica™ – Mumbai Manufacturing Unit

Gala No. 12, Saki Vihar Rd, Opp. Ashok gas
Compound, Karuna Nagar, Tunga Village,
Marol, Andheri (E) (Powai), Mumbai -
400072. Bharat.
(M) **9226 91 1339**



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