

**SCOOP & STICK**

**ICE CREAM**

***“NOT JUST ICE CREAM”***

Powered By: Aveena Milk Product Pvt. Ltd.



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Parent Company

# **Aveena Milk Products**

# Aveena Milk Products Private Limited

- Established in 2014.
- The concept of the brand, Aveena is brought alive in the fact that the milk contains no preservatives, added fat or flavour. We don't use any hormones or other drugs to boost the yield of the cows. You receive the MILK as it is produced by the cows. Our milk is brought to you by using the most sophisticated processing methods and completely untouched by human hands.
- The brand was established to cater to the rising demand of milk consumption in India while assuring top quality without any contamination or adulteration of the milk and milk products.

## Overview of Aveena Milk Products

- Our Customers: To become the most relevant suppliers of fresh dairy products, to the food service & retailing sectors in India.
- Our Quality Standard: To supply dairy products of superior quality and value while maintaining an atmosphere of teamwork, trust, diversity of our product range by keeping abreast with global dairy technology changes.

# Overview of Aveena Milk Products

- Our Employees: To provide opportunities for member involvement and advancement in the business,
- Suppliers: To Continue to build strong relations while continuing to meet our business obligations & increase shareholders value.
- Innovation: To customize products for quality, functionality & Value.
- To offer technical expertise to assist our customers to develop enhanced products

## Value Proposition

- Aveena milk products has taken Care of all age group hence it came up with wide range of flavors.
- The punch line for Aveena Milk Products (P) Ltd is *'Purity is Our Commitment'* as they offers best quality product made of real milk and not of Vegitable oil



Ice Cream Parlors

# Scoop & Stick



# Introduction of Scoop & Stick Ice-cream

- Ice cream is a frozen dairy product made by suitable blending and processing of cream and other milk products, together with sugar and flavor, with or without stabilizer or color, and with the incorporation of air to make it soft during the freezing process.
- Ice cream is a dairy based product which typically contains:-
  - **6-12% Fat,**
  - **7.5-11.5% Non-fat Milk Solids and**
  - **13-18% sugars**
  - **Stabilizers, emulsifier colors and flavors are also added.**





Requirement	Ice cream	Medium Fat Ice Cream	Low Fat Ice Cream
Total Solid	Not less than 36%	Not less than 30%	Not less than 26%
Wt/Vol (g/l)	Not less than 525	Not less than 475	Not less than 475
Milk Fat	Not less than 10%	More than 2.5% but less than 10%	Not more than 2.5%
Milk Protein (N*6.38)	Not less than 3.5%	Not less than 3.5%	Not less than 3%



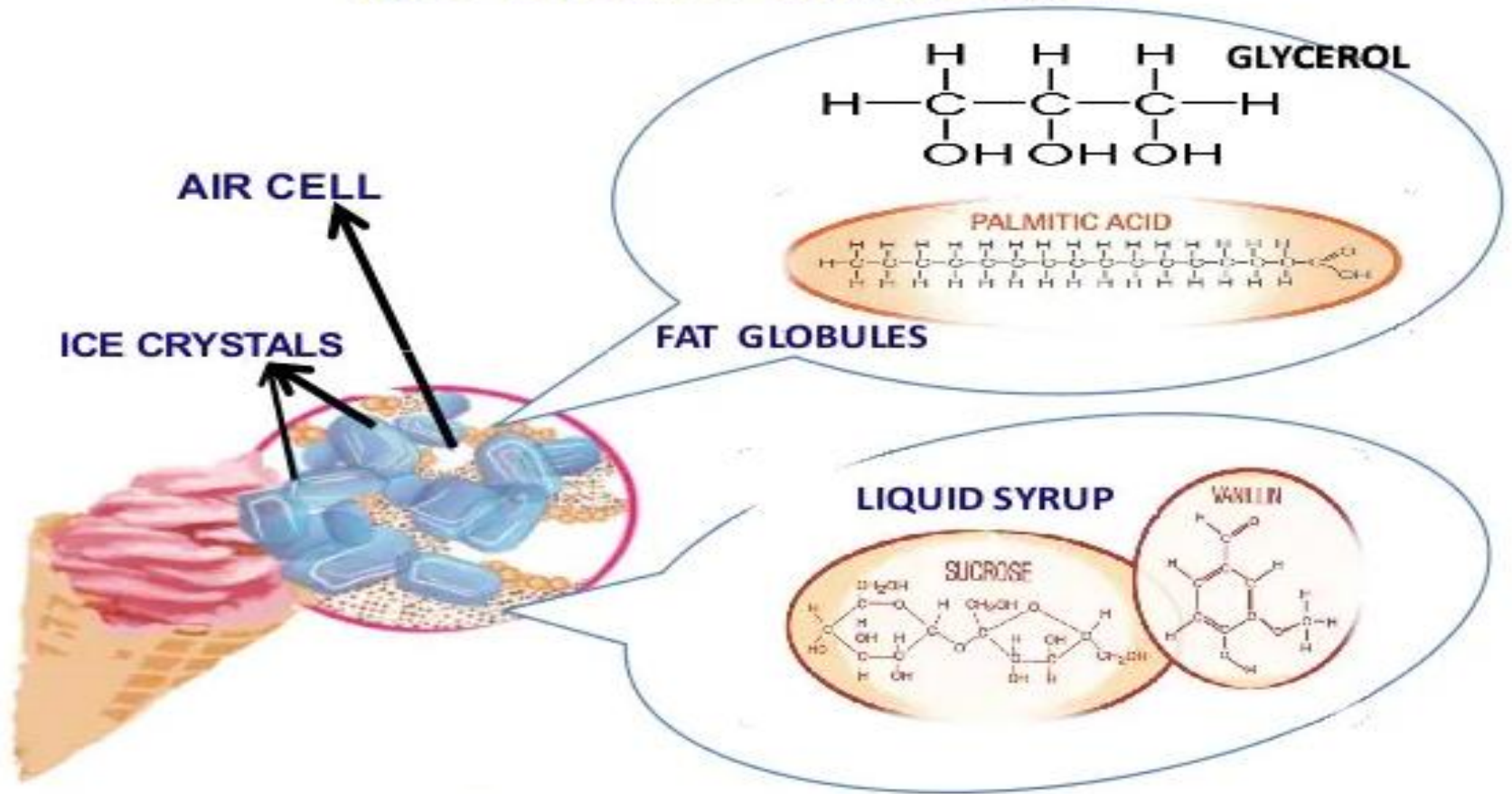
# Selection of Ingredients

Good quality materials are essential if the resultant product need to be satisfactory in all aspects. The raw ingredients necessary to provide components of ice cream must contain sufficient fat milk solids in proportions that can be combined to make a mix of a desired composition selection of ingredients depends on their:-

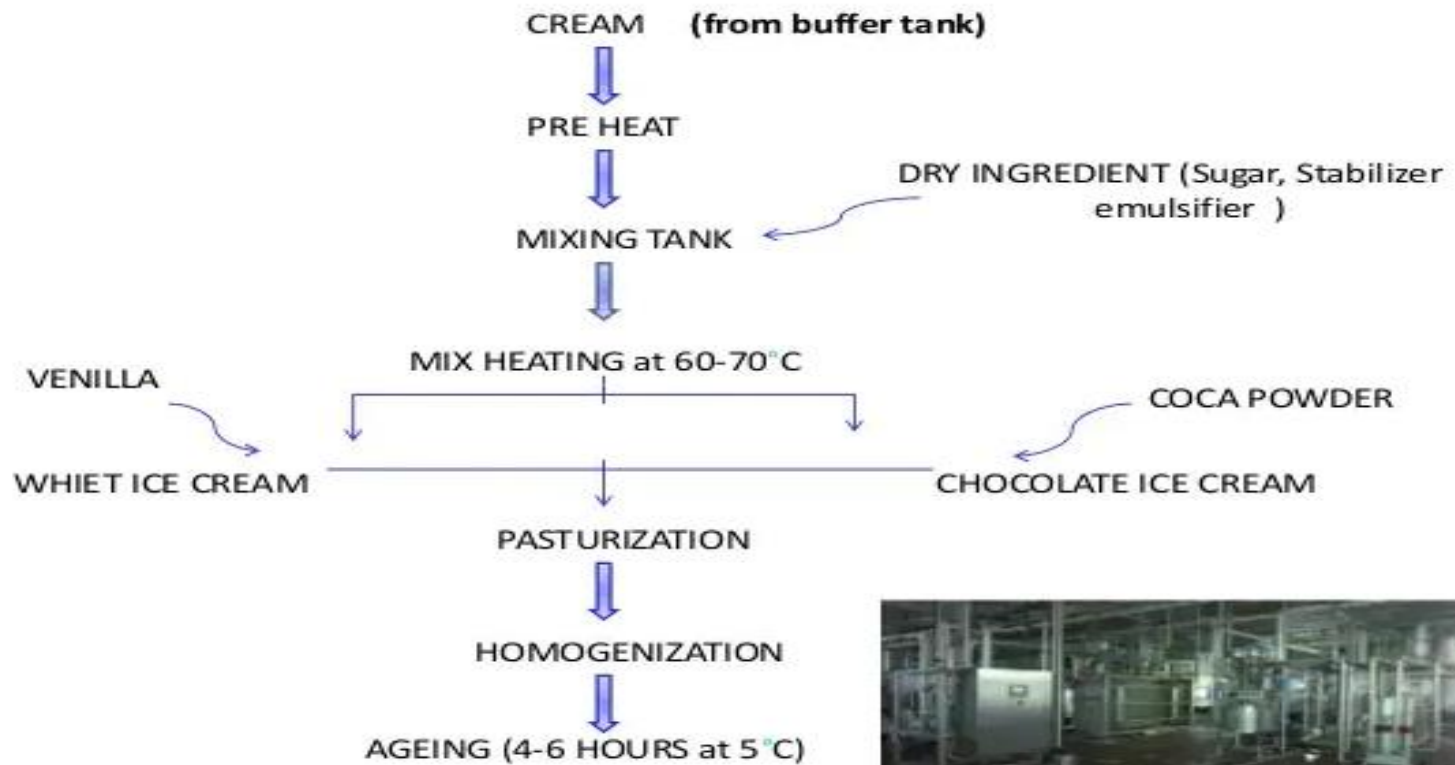
- ❖ Availability
- ❖ Perishability
- ❖ Convenience in handling
- ❖ Effect on flavour, body and texture of ice cream
- ❖ Cost
- ❖ Equipments available etc.



# Ice Cream Structure



# PROCESS





Real Fruits | Real Flavors

**Our Flavors**

# REAL FRUITS



- Real fruit flavours
- Combining ice cream with fruits
- “We became popular purely by word of mouth”



# Flavors of Ice-cream

- **VANILLA**
- **BUTTER SCOTCH**
- **KESAR PISTA**
- **HONEY**
- **ROASTED COFFEE**
- **CHOCOLATE**
  - ❖ **CARAMEL**
  - ❖ **DUTCH CHOCOLATE**
  - ❖ **ALMOND CHOCOLATE**
  - ❖ **MILK CHOCOLATE**





# Flavors of Ice-cream

## ⑩ MUD CHOCOLATE

- BLACK CURRENT
- STRAWBERRY
- FRUITS 'N' NUTS

## ⑩ CHIKOO

## ⑩ LITCHI

## ⑩ TENDER COCONUT

## ⑩ STRAWBERRY

## ⑩ BANANA & STRAWBERRY

## ⑩ MANGO-ALPHONSO

## ⑩ RASP

- PISTA





Young country

Growing affluence

Low per capita consumption

Growing demand for quality products & services

**Market opportunity**

# The Frozen Desserts and Ice Cream Industry in India

- Led by India and Thailand, Asia-Pacific is forecasted to see an increase of Compound Annual Growth Rate (CAGR) of 4.1% by 2022, specifically due to an expanding middle-income socioeconomic class and a large youth population who enjoy and seek out novelties, especially Western-like.
- Specifically, the Indian market is expected to register the overall value growth of over 50 % from 2019 to 2022.

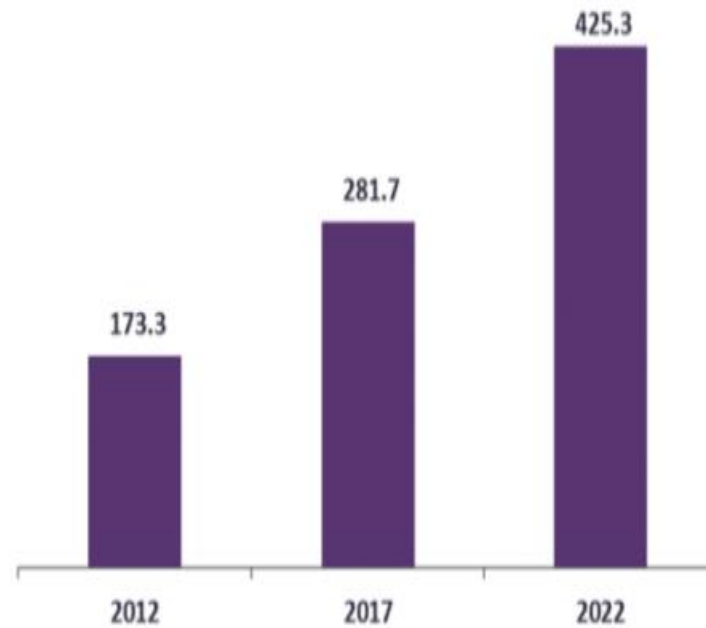
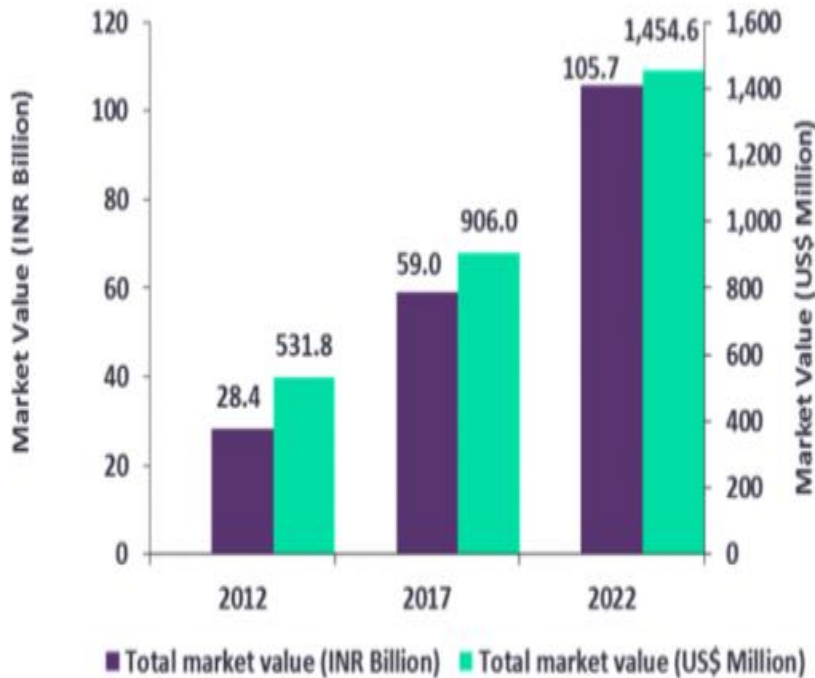


# Source: Global Data

Market size and growth analysis by value and volume, ice cream sector, 2012–2022

Value analysis (INR Billion/US\$ Million)

Volume analysis (Million Kg)



CAGR (INR):  
15.7%

CAGR (INR):  
12.4%

CAGR: 10.2%

CAGR: 8.6%



## Consumption of Ice Cream

- Interestingly enough, the ice cream consumption per capita in India is currently very low when compared to global consumption and considering the amount of dairy India is producing for the world.
- The yearly ice cream consumption in India is currently 400 milliliters per capita.
- Meanwhile in the USA, it is 22,000 milliliters and 3,000 milliliters in China ([Smart Research Insights](#)).



The background of the slide is a soft-focus photograph of a white cake. The cake is decorated with several pink roses and strawberries. The lighting is bright and airy, creating a clean and elegant aesthetic.

Franchise Approach

# Expansion Plans



# THE OPPORTUNITY

“TO EXPLORE A NICHE MARKET IN THE **ESSENCE** PREMIUM ICE CREAM INDUSTRY BY POSITIONING A COMPANY THAT PROVIDES A UNIQUE OPTION ALLOWING CUSTOMERS TO TAILOR A SIGNATURE ICE CREAM BRAND TO MEET THE NEEDS OF THE ESSENCE OF NATURAL FLAVOR ICE-CREAMS.”

## **Sweet Ambitions**

- Now called “**Not just Ice Cream**”
- Stay focussed on Ice Creams
- To manufacture Real Ice Cream
- To open outlets in every locality





## 4Ps

- **PRODUCT**- Fresh and Pure Ice Cream
- **PRICE**- Value for Money
- **PROMOTION**- Word of Mouth
- **PLACE**- Franchised Outlets



# Positioning & Repositioning

## Positioning

- **Focused on Purity**
- **Taste was the prime factor**

## Repositioning

- **Focus shifted to youth**
- **Brand focus on taste as well as health**

# Unit Franchisee Partner to have 3-roles



# Unit Financial Dynamics

<b>Franchise Concept</b>	<b>Lounge</b>
Carpet Area (Sq Ft)	250
SUMMARY	
Interior & Fitouts	600,000
Equipment	530,000
Trade licenses	20,000
Stock (5-days)	100,000
Launch marketing	100,000
Franchise Fee	500,000
<b>Project Cost</b>	<b>1,850,000</b>

## • Gross Margins

- Avena Milk products 10.0% (7am-10am)
- Ice cream 48.5% (11am-market timing)
- Product Distribution 10.0% (30-50 stores)
- Typically, on an annual sales of INR 2-Crs, This converts to **INR 46-50 Lacs** (depending on sales mix)

## • Annual expenses

- We expect annual expenses to be **INR 32-36 Lacs**
- Incl Rent @ INR 1 Lacs
- Staff @ INR 80k pm incl incentives
- Utilities @ INR 50-60k pm
- Local marketing INR 10k pm
- Central marketing INR 10k pm
- Misc. INR 10k pm

## • NET ANNUAL EARNINGS

- INR 10-12 Lacs
- ROI 24 Months
- 5-Year Contract

# Area Developer Opportunity

Area Developer



Unit Franchisee

- Ice cream parlor
- 40-50 retail shops for distribution
- 5000 households for Milk product sales

- Exclusive rights to a large territory
- Margin share in business done by entire network
- Development obligations – Min 10 units in the assigned territory
- Master Fee INR 25 Lacs
- 10 –years contract
- Potential ROI in 21-24 months



# Phase I

## Focus on 2-Regions

### Delhi NCR

- Supplies from Delhi Plant
- 8-10 Partners
- 90-100 stores
  - Delhi 3-4 incl Faridabad
  - Gurgaon 2-3 incl Manesar
  - Noida -1
  - Greater Noida 1
  - Ghaziabad 1

### Madhya Pradesh

- Supplies from Jabalpur Plant
- 6-8 Partners
- 65-75 stores
  - Indore 1-2
  - Bhopal 1
  - Jabalpur 1
  - Gwalior 1
  - Ujjain 1
  - City Combination 1-2

Have a Nice Day...!!!

*You've been generous.*

**THANK YOU.**

