

# INVEST IN YOUR FUTURE WITH THE MAGIC BOTTLE

Your Journey to Becoming a  
Magical Franchisee.



## Dear Potential Franchisee,

Thank you for your interest in The Magic Bottle™. We take immense pride in offering the pinnacle of franchise opportunities. Our meticulously crafted franchise model is designed to provide an unparalleled blend of support, innovation, and success. With a proven track record in the industry, we assure our franchisees a seamless and rewarding journey into the world of entrepreneurship.

The goal of The Magic Bottle™ is to encourage self-employment as well as entrepreneurial endeavors. We are here to help people achieve their financial objectives by assisting them in starting their own businesses with investments that are within their means, as well as by encouraging others to get into business for themselves.

As a franchisee, you will have access to a comprehensive set of resources within our system. This includes a team of experts who can provide support and consultation in various areas, including marketing, operations, HR, and logistics. Additionally, you will receive thorough training to build a solid foundation for driving sales, increasing guest counts, and optimizing cash flow.

We seek franchisees who are passionate about delivering high-quality food and are committed to successfully managing their own business. Unlock the opportunity to bring our exceptional brand to your community through our franchise program.

I hope you enjoy reading more about our brand and exploring what it takes to build your future with The Magic Bottle™. I wish you all the best as you pursue a franchise.

Hemant Devpurkar  
**Founder, CEO**  
**The Magic Bottle India**





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# THE STORY BEHIND THE BRAND

Founded in 2017 in Pune, our Café is a vibrant culinary haven that has been redefining the art of indulgence through our exquisite range of milkshakes and delectable American snacks. From our very inception, we've embarked on a flavorful journey, crafting each menu item with creativity and passion.

Our specialty lies in curating an array of milkshakes that dance on the palate, taking taste sensations to new heights. Complemented by a selection of carefully crafted American snacks, our Café promises an unforgettable gastronomic experience that captures the essence of innovation and comfort. With a deep-rooted commitment to quality and customer satisfaction, we take pride in offering an oasis where pocket-friendly delights meet uncompromised standards of hygiene and taste.

As we celebrate our journey, we invite you to join us in savoring the moments and memories we've created since our inception, and anticipate the delightful escapades yet to come.



## VISION

We aim to develop a community of foodies who are passionate about having tasty experiences and we want to be known as the place to go for delicious, high-quality things.



## MISSION

Our mission is to establish ourselves as a premier dining destination on a national scale, one known for its diverse and appealing food, while setting new flavor and inventiveness standards.

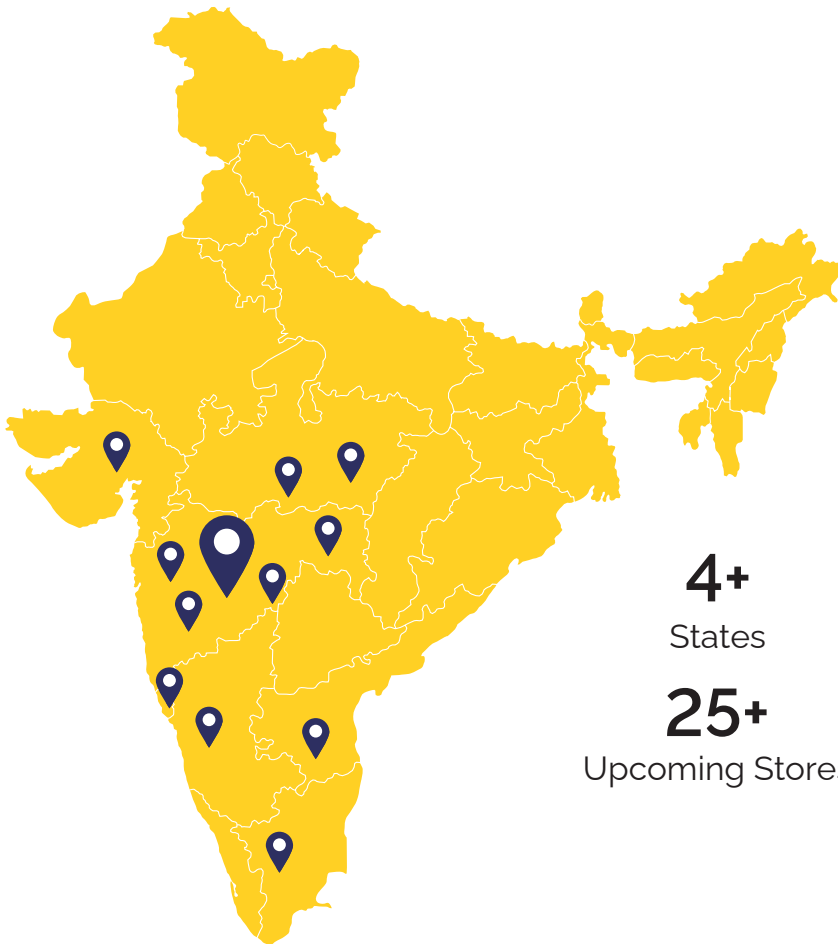


## EXPANSION PLAN

The Café plans to grant 100 franchises across India in coming 3 years. This deliberate move shows the Café's popularity and dedication for spreading its unique experience.



# OUR UPCOMING LOCATIONS



**4+**

States

**15+**

Cities

**25+**

Upcoming Stores

**100+**

Target Stores

# OUR MENU



## SHAKE'N SNACK HEAVEN

Dive into a world of shakes and bites that will transport you straight to the heart of American culinary delights. Let our skilled baristas assist you in finding the harmonious combination that best suits your palate.

## COLD COFFEE SHAKES (CREAMY INDULGENCES)



Irish Frappo\*

₹ 159



Frappo

₹ 149



Choco Frappo

₹ 159



Oreo Frappo

₹ 159

300 ml

## CLASSIC CHOICE

Creamy Vanilla	139
Rosy Rose*	149
Butterscotch	149
Kesar Pista Shake*	169



300 ml



## ICE CREAMS SCOOP

	SINGLE	DOUBLE		SINGLE	DOUBLE
Milky Vanilla	69	119	Chiku	89	149
Strawberry	69	119	Sitaphal	89	149
Mango	79	139	Belgian Chocolate*	89	159

★ Must try! | T&C apply, Images used are for representation purpose only. | Taxes Extra

## NEW MELTING POT'S (ICE-CREAM SUNDAE)

Fruit Meddly	169
Oreo Cookie Crumble	179
Nutty Dark Temptation*	209
Freaky Nutella-Hazelnut	269



200 ml

NEW

## FIZZY COOLERS (MOKTAIL'S)

Chilli Guava	109
Spicy Mango*	109

NEW

## MOJITO'S

Green Apple	109
Magical Blue*	109
Redmelon	109

300 ml



## ICED TEA'S

Lemon	109
Peach	109
Strawberry	109

★ Must try! | T&C apply, Images used are for representation purpose only. | Taxes Extra





## FRUIT SHAKES

Berry Strawberry	159
Mango Overload*	179
Sitaphal	179
Chiku	179



300 ml

NEW

## PREMIUM SHAKES (ALL - TIME FAVORITE)

Belgian Chocolate (D) *	179
Milky Oreo	179
Kit Kat Chocolate *	179
Berry Bubblegum	179


300 ml



## HOT BEVERAGES

Classic Coffee	49
Hot Chocolate	69
Café Moka	79



★ Must try!  T&C apply, Images used are for representation purpose only. | Taxes Extra

## HIGH FRIES & SMALL BITES

Salted Plain	99
Peri Peri	109
Cheesy Fries	119
Chipotle Fries	119
Aloo Tikki (4 pcs)	99
Chilli Garlic Pops (15 pcs)	99
Veg Nuggets (10pcs)	99



## SANDWICH

Smoky BBQ	99
Tandoori Mayo	99
Peri Peri	99
Chipotle Style	99
Makhani *	109

BURGER

M Aloo Tikki	69
Smoky BBQ	89
Tandoori Mayo	89
Peri Peri	99
Tandoori Makhani *	119



## EXTRA TOPPINGS

Flavoured Syrups	30
Extra Cheese	30
Extra Cheese Slice	30
Extra Butter	30

★ Must Try  T & C apply, Images used are for representation purpose only.

Take Happiness Home : Glass Bottle Rs 25 Applicable \*

Rates are exclusive of taxes

## Reach Us

For Suggestions and Franchise Enquiries,  
Call: 7774814531 | 9552275167  
Mail Us: info@themagicbottle.co.in | www.themagicbottle.co.in  
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# FRANCHISE WITH US



# FRANCHISE MODEL DISTRIBUTION

At The Magic Bottle, we take immense pride in offering the pinnacle of franchise opportunities. Our meticulously crafted franchise model is designed to provide an unparalleled blend of support, innovation, and success. With a proven track record in industry, we assure our franchisees a seamless and rewarding journey into the world of entrepreneurship.

## KIOSK MODEL

**100 sq feet**  
Minimum Area Required

**Starts at INR 9 lacs**  
Total Investment

**12-14 Months**  
Average Payback

## SHAKES CAFÉ MODEL

**200-300 sq feet**  
Minimum Area Required

**Starts at INR 12 lacs**  
Total Investment

**14-16 Months**  
Average Payback

## CLASSIC CAFÉ MODEL

**400-500 sq feet**  
Minimum Area Required

**Starts at INR 15 lacs**  
Total Investment

**16-18 Months**  
Average Payback

## WHY YOU SHOULD JOIN THE MAGIC BOTTLE

- 1** INR 0 Franchise Fee  
(Included in total investment)
- 2** 6% Royalty -  
Free for 6 Month's
- 3** FOFO  
Mode of Operations
- 4** 3 yrs Agreement Term



# WHAT DO YOU GET FROM US?




# OUR KEY FEATURES




Best Investment Franchise Model



Chef -less Models –  
No Dependency On  
Skilled Labour



High & Quick  
Returns



Menu For  
All Seasons



Best In Class  
Marketing Team



ISO & FSSAI  
Certified Company



Pre and Post Opening  
Support To The Franchise



Premium Quality Products  
& Consistent Supply



# THE MAGIC BOTTLE<sup>TM</sup>

MILKSHAKES & MORE

*Thank You*



Call us for Enquiry : +91 777 481 4531 | +91 955 227 5167

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