



Appna[®]
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Franchise World
Your Gateway To Success

Comprehensive **FRANCHISE** Model

FASTEST GROWING & REVOLUTIONARY BRAND



BRAND SUMMARY

- FOFO, FOCO & FICO model expansion
- Goal to open 150+ outlets by 2028
- Vision to provide 500+ direct jobs
- Healthy food's awareness & availability
- To expand tier city wise PAN India to globally.

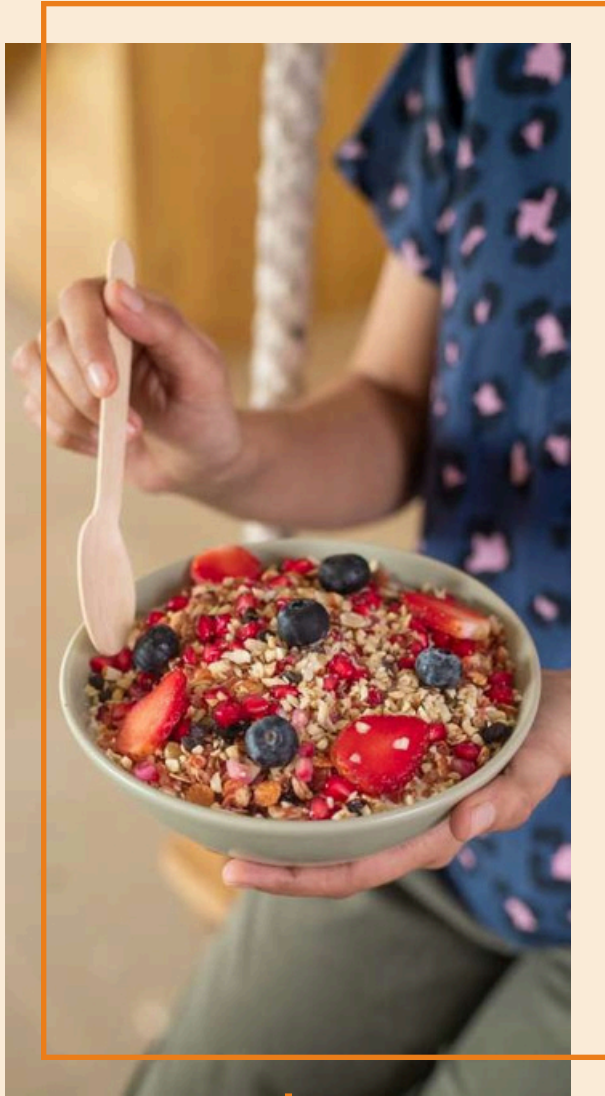


BRAND VISION

- To provide an opportunity to support and make the business profitable to all the passionate entrepreneurs out there.
- We aim to be a leading name in purity, authenticity, and innovation.



ABOUT **BRAND**



- **Apna Fal** translates to "Our Fruit" in English, symbolizing a sense of ownership, freshness, and community.

It reflects the brand's commitment to providing fruits that feel personally selected for its customers, emphasizing trust, quality, and a connection to local and natural sources.

- **Apna Fal** is a brand dedicated to delivering 100% natural, preservative-free fruit products made from the freshest, handpicked fruits. Our mission is simple – to provide pure, healthy, and delicious fruit-based products that people can trust.

- We position as seamless experience of **Healthy Meal Replacement**, convenient delivery options, competitive pricing & making healthy eating accessible to all.

**BE A PROUD OWNER OF THE
BEST HAPPENING PLACE!**



Franchise World
Your Gateway To Success



#vibes



BRAND GALLERY GLIMPSSES



#mood



FRUITFUL GLIMPSSES



#moments



OUR PRODUCTS



FRUIT SHOTS



SMOOTHIE BOWLS

OUR PRODUCTS



ICE CREAMS



COFFEE

OUR PRODUCTS

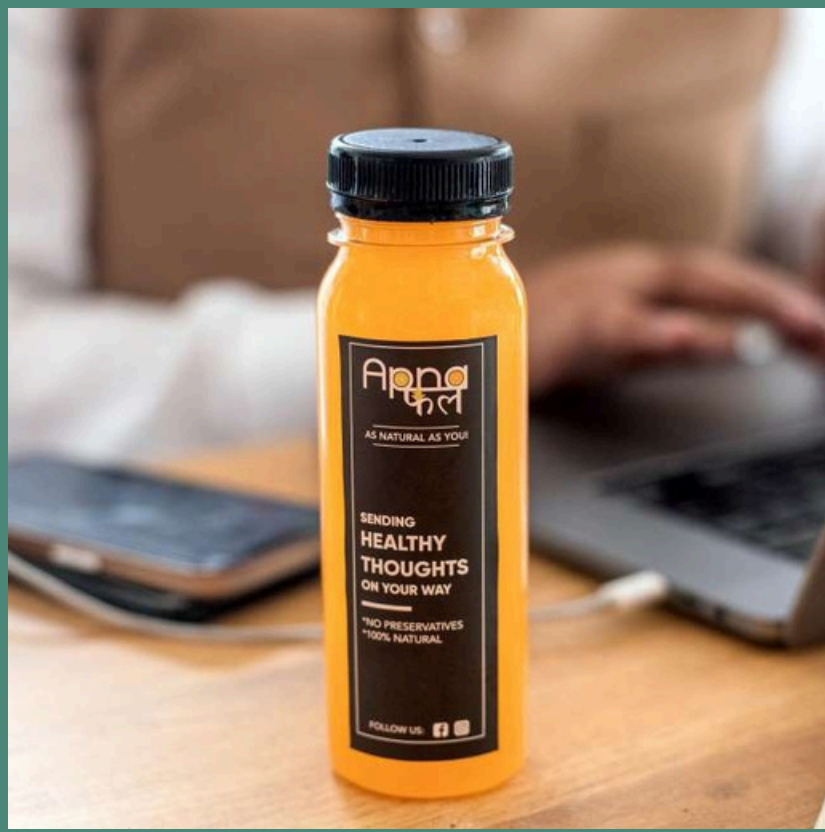


TOASTS



SALAD BOWLS

OUR PRODUCTS



FRUIT JUICES



FRUIT DESSERTS

FROM THE HOUSE OF Appa Fruit

Chikoo
The ice cream is creamy and delicious with a hint of sweetness from the chikoo fruit.

Mango
Topped with mango chunks.

Jamun
The tangy sweetness of Jamun the red fruit has a heavenly you simply try it to experience that feeling.

Chilli Guava
A cool unique & refreshing taste wrapped with chili powder & salt.

Special AF
Get all about our current special AF on our social media.

Toppings

REAL FRUIT INFUSED ICE CREAM
-get extra-

REAL FRUIT INFUSED ICE CREAM

REAL FRUIT PLATTERS

Watermelon Platter	190/-
Mango Platter	240/-
Pineapple Platter	250/-
Strawberry Platter (seasonal)	250/-
Dragon Fruit Platter	270/-

FRUIT SMOOTHIES (YOGURT, MILK, COFFEE & HONEY BASES)

Mango Strawberry	170/-
Pineapple Strawberry	170/-
Dragon Strawberry	170/-
Litchi Strawberry	170/-
Litchi Mango	190/-
Kiwi Pineapple	210/-
Mango Pineapple Orange	210/-
Dragon Fruit Kiwi	210/-
Black Grape Vanilla Pineapple	210/-
Mixed Berry Smoothie	210/-
Healthy & Light	210/-
3 in 1	210/-

FRUIT CREAM

Mango Cream	190/-
Strawberry Cream	190/-
Choose Your Cream	190/-
Banana / Papaya / Kiwifruit / Plum	200/-
Sitaphal Cream	210/-
Kiwi Cream	210/-
Lycchee Blueberry Cream	230/-

CREAMY FRUIT DESSERTS

Nutella Banana Maharaja	190/-
Nutella Stuffed Strawberry (seasonal)	210/-

APPLES

Apple	120/-
Apple	130/-
Apple	130/-
Apple	130/-
Apple	150/-
Apple	150/-
Apple	150/-
Apple	160/-
Apple	170/-
Apple	170/-
Apple	190/-

FRESHLY SQUEEZED JUICES (200ML)

Red Apple	110/-
Watermelon	110/-
Mosambi	110/-
Lycchee	120/-
Guava	120/-
Muskmelon	120/-
Pineapple	120/-
Green Grape	120/-
Strawberry	130/-
Green Apple	130/-
Mango	130/-
Plum	130/-
Dragon Fruit	140/-
Imported Orange	150/-
Kiwi	150/-

Appa Fruit ALL DAY BREAKFAST MENU

Kick Start Your Day at Appa Fruit MON-SUN

Why Limit To Just The Mornings? We Serve It All Day

Super Smoothie Bowl

Purple Magic Smoothie Bowl	280/-
Berry Avocado Smoothie Bowl	280/-
Choco Pi Smoothie Bowl	280/-
Custard Apple Smoothie Bowl	290/-

Salad Bowls

High Protein Salad Bowl	280/-
Sprout Salad Bowl	270/-
Hummus Salad Bowl	270/-
Creamy Avocado Salad Bowl	290/-

Healthy Desserts

Banana Split	280/-
Fruit Parfait	280/-
Classic Millet Pancake	300/-
Chocolate Millet Pancake	300/-
Nutella Millet Pancake	340/-

FRUIT FRIES
Choose Any 5 Fruits (seasonal fruits subject to availability)

KARMO KA FAL
As per your fave you'll get your fav's colourful surprise from our menu.

SPECIALS

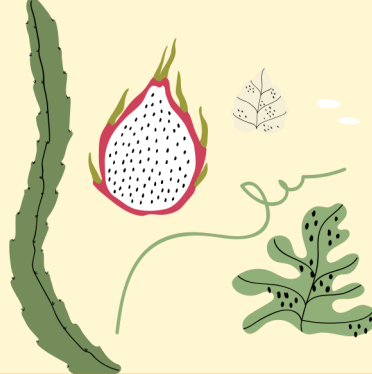
FRUIT PLATTERS & SMOOTHIES

FRUIT FRIES
Choose Any 5 Fruits (seasonal fruits subject to availability)

KARMO KA FAL
As per your fave you'll get your fav's colourful surprise from our menu.

MENU CONCEPT

JUICES | SALADS & SMOOTHIE BOWLS | BREAKFAST COFFEE | SHAKES | DESSERTS | SPECIALS | SUPERFOOD

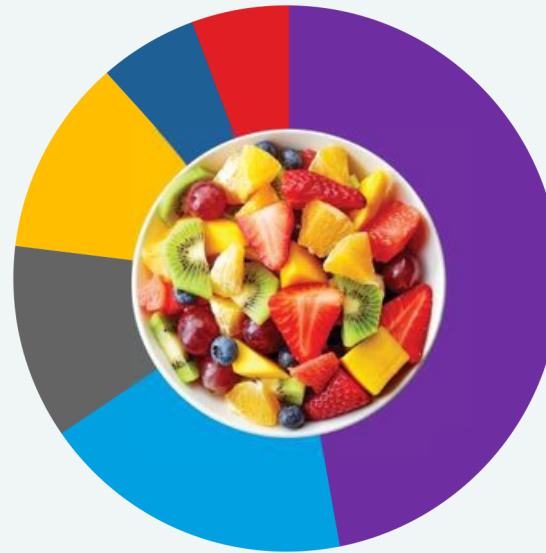


GLOBAL FRUIT JUICE MARKET

MARKET SHARE BY TYPE (%)



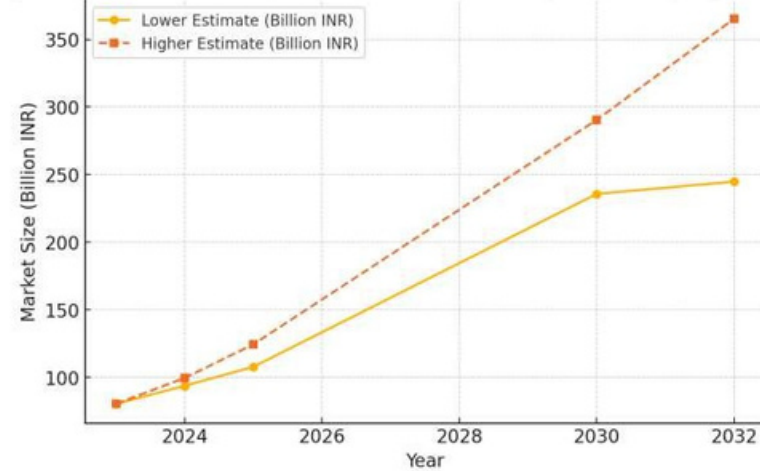
FRUITS & JUICE MARKET



- The Indian fruit juice market is expected to grow at a Compound Annual Growth Rate (CAGR) of 7.76%, reaching approximately ₹4,460 crore by 2030, up from ₹3,070 crore in 2025.
- Grand View Research focuses specifically on the 100% juice segment in India, projecting it to reach a revenue of ₹12,360 crore by 2030, with a CAGR of 8.8% from 2025 to 2030.

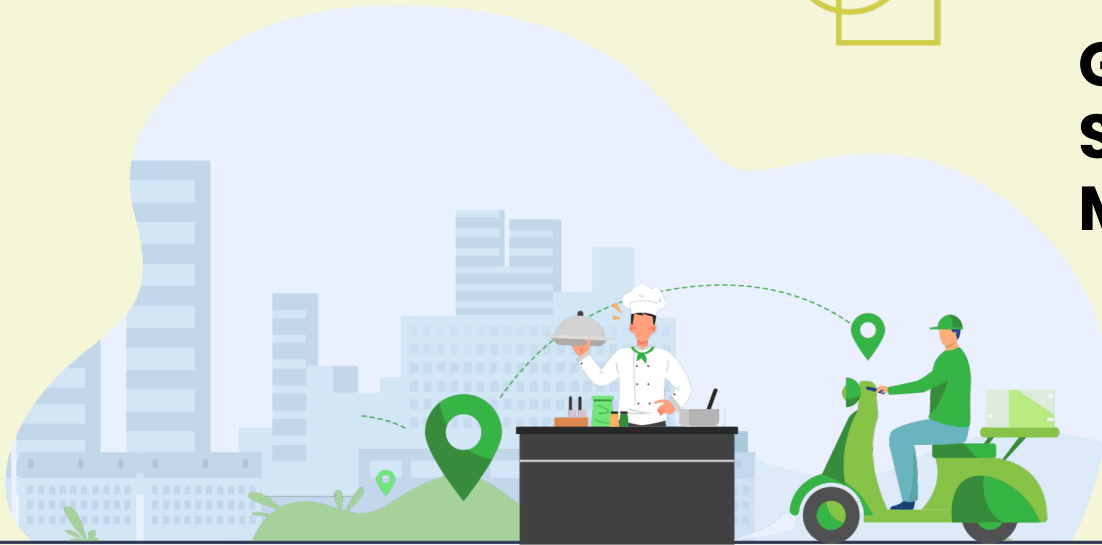
CLOUD KITCHEN MARKET SIZE IN INDIA

Projected Market Size of Cloud Kitchen Industry in India (INR, 2023-2032)



GMV : SHARE OF ONLINE FOOD DELIVERY MARKET IN INDIA

All consumers today are more inclined towards taste, quality, authenticity, fusion and the right pricing, more than the dining out experience.



THE MARKET GROWTH RATE IN INDIA IS **16.63%**
IN COMPARISON TO GLOBAL **9.47%**

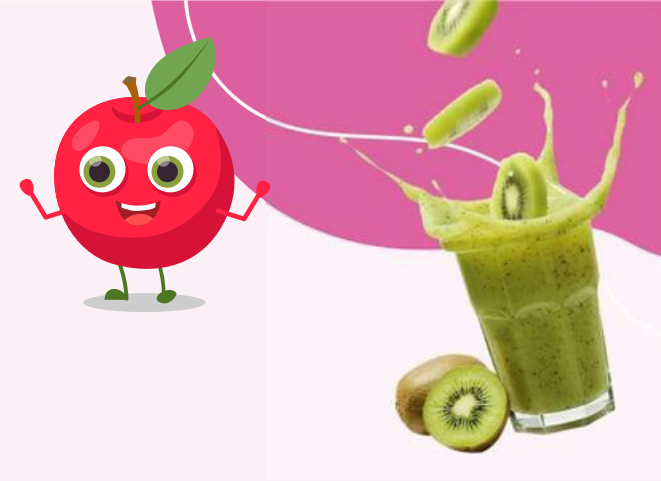
WHY CHOOSE APNA FAL?



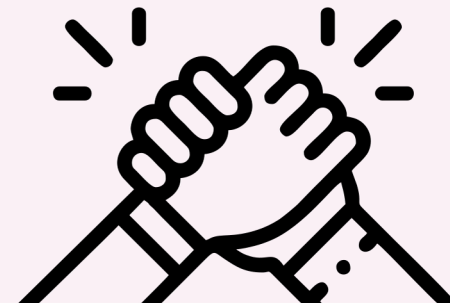
- ✓ **High-Demand Market** – India's juice & beverage industry is booming.
- ✓ **Low Investment, High Returns** – Flexible business models for stalls, lounges & cloud kitchens.
- ✓ **Strong Brand Identity** – Authentic, local, and health-focused brand.
- ✓ **Quality Assurance** – Fresh fruit sourcing & standardized recipes.
- ✓ **Marketing & Branding Support** – Social media promotions & in-store branding provided.
- ✓ **Tech & Delivery Integration** – Swiggy, Zomato & online ordering enabled.



#ADVANTAGES



- Easier **management**
- Startup **support** from scratch
- **Sales & marketing** support
- **Branding & digital marketing** support
- Strong **supply chain management**
- Minimum **space** required
- **Attractive & modern** outlet design
- **Live staff training** for day to day operations
- **Extensive training** provide on customer service, business management, **product preparation** etc.



REASONS TO JOIN US!

**TECHNICAL &
MARKETING SUPPORT**

**NO AGE
BAR**

**INNOVATIVE
PRODUCTS**

**DIVERSIFIED
MENU**

**4+ RATINGS ON
ONLINE DELIVERY
PLATFORM**



OUR MODELS (FOFO, FOCO, FICO)



KIOSK

Required Area: 150+ sqft or more

Franchise Fee: 3.5L

Preferred Locations : Shopping malls, food courts, airports, corporates

Investment: 10-12 Lacs (franchise fee included)

ROI: 12-14 Months

QUICK SERVICE RESTAURANT (QSR)

Required Area : 400+ sq.ft. or more

Franchise Fee: 5L

Investment : 18-20 Lacs (franchise fee included)

Preferred location : Highstreet areas, commercial areas

ROI : 14-18 Months

LOUNGE

Required Area : 1200+ sq.ft. or more

Franchise Fee: 8L

Investment : 40-45 Lacs (franchise fee included)

Preferred location : High-end areas, malls, corporate areas

ROI : 18-24 Months



OUR PRESENCE



zomato

SWIGGY

Petpooja



Franchise World

Your Gateway To Success

LET'S BEGIN A

FRUITFUL JOURNEY

TOGETHER!



Get in touch for franchise

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🌐 www.franchiseworld.com

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