BROWNIE® POINT

NOIR
by CHEF MANISH KHANNA

Presentation

Pampering Your Taste Buds

BROWNIE® POINT

An Introduction

The Overview

Brownie Point was established in 1997 by Manish Khanna as a local confectionary store, targeting a need of baked goods for the rising middle class of Bombay and was the first of its' kind. In 2008, we began expanding our presence through the franchisee model and moved from a single outlet to 24 in less than a decade.

In 2024, we operate 35 outlets across 7 cities and have diversified our offerings to include a premium range and look to other Tier 1 cities as areas of growth. Furthermore, we look to expanding into FMCG/packaged bakery products as another area of growth in the medium to long term future.

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POINT

Our Partners

Manish Khanna, Founder & Partner

A seasoned chef with over 30 years in the food and hospitality industry, Manish is the visionary behind Brownie Point's distinctive recipes and flavors. With experience working in restaurants worldwide and a degree in hotel management from Sophia's, his passion for food and travel drives the brand's culinary creativity.

Manish's dedication to innovation and maintaining the highest standards has been pivotal in shaping Brownie Point's success over the years. His commitment to continually evolving the menu ensures the brand stays ahead of trends.

Kapil Khanna, Partner

With 15 years of business experience, Kapil is the operational force behind Brownie Point, ensuring seamless day-to-day functioning. His focus on quality, service, and customer feedback is key to continuously improving the brand's standards.

Umesh Mehra, Partner

A retail expert with over 12 years of experience at companies like TESCO, TATA, and Reliance, Umesh joined in 2015 and has been instrumental in driving business growth through strategic financial analysis and leveraging the brand's strengths.

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Our Products

Baked Goods

Designer Cakes

Healthy Desserts

Hampers














10
HAPPY BIRTHDAY MEET
HAPPY 18TH BIRTHDAY KRISH
HAPPY BIRTHDAY AVEER
MADE LIKE A GUN
ROYAL ENFIELD
HAPPY BIRTHDAY
Baby Shower
11
HAPPY BIRTHDAY KRRUNAL
27
DHIRAJ
HAPPY BIRTHDAY


MAC
HAPPY 4TH BIRTHDAY SANCHIKA

CAROLYN

1
ARVI
&
ANVI

Happy Birthday

HAPPY BIRTHDAY COOLEST SIR
SANDIP SIR

BROWNIE POINT
Pampering your taste buds
Since 1997
Canon
EOS
HAPPY 60th
BIRTHDAY P G


JAMESON
Established
Since 1780
Triple Distilled
IRISH WHISKEY
TRIPLE DISTILLED MATURED AND BOTTLED
IN IRELAND BY
THE BOW STREET DISTILLERY
DUBLIN 7 IRELAND
PRODUCT OF
IRELAND

HAPPY BIRTHDAY PRAFUL

GAME of
THRONES

BOSS
BABY
HAPPY 1ST BIRTHDAY ALI

HAPPY 5th
BIRTHDAY
SAVEER
YOU'RE A
ROCKSTAR

MADHAV
5
95


To teach is to touch a LIFE forever


Dearest Dad


mj


18
Happy 18th Birthday Aniket, Love Mom & Dad


Baby in Bloom


Pampering your taste buds
Since 1997
BROWNIE POINT
50
& FABULOUS


Still Mr & Mrs
50


50 Golden Years
50 YEARS
VINOD & MANJU


BROWNIE POINT
BROWNIE POINT


BROWNIE POINT


Brownie Point

Brownie Point


BROWNIE POINT

Brownie Point

Heathy Range

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Our Vision

Strategic Market Penetration

Our vision for Brownie Point is to expand our footprint through strategic geographical penetration, targeting both domestic and international markets. By leveraging data-driven insights and identifying key growth opportunities, we aim to scale the brand efficiently to 50 locations by 2027 and 100 by 2030. Raising capital is essential to support this growth is a priority, allowing us to invest in state-of-the-art infrastructure, innovative product lines of FMCG and bakery products, and expansion into new Tier 1 and Tier 2 territories.

Marketing Channels

Our strategy focuses on a multi-channel approach, utilising digital platforms and traditional outlets to build awareness. We prioritise customer engagement, ensuring each interaction fosters loyalty.

Customer Acquisition

To acquire customers, we focus on creating experiences that resonate with their preferences , ensuring a personal touch. Our outreach helps us connect with customers and convert them into loyal patrons.

1997

Opened our first Mumbai location

2008

Expanded into our first franchise model store

2013

Diversified into our first international store

2024

Started our 36th store in 7th city of India

2027

Plan to open 50 stores in 10 cities of India

2030

Integrate FMCG and Bakery vertical products into our offerings and open 100 stores

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https://browniepointindia.com

Business Model

A Sustainable and Scalable Model for our brand

Revenue Streams

Our business with both franchisees and company- owned stores generates revenue through three primary streams: online delivery platforms like Swiggy and Zomato, physical in-store purchases, and exclusive festive or seasonal menu offerings. These streams help diversify income by catering to customers across different channels and special occasions, ensuring steady year-round sales.

Pricing Strategy

We employ a tiered pricing strategy, offering affordable options to middle and lower-income households while maintaining high quality, ensuring accessibility and broad market appeal. Simultaneously, it targets premium customers with its exclusive "Noir" range, priced higher to reflect superior ingredients and packaging, catering to those seeking a luxury confectionery experience.

Customer Retention

With over three decades of experience, our brand has built a long-standing reputation for quality, consistency, and customer satisfaction. Our expertise in crafting time-honored recipes and adapting to changing tastes has made us a trusted name in the industry, earning the loyalty of generations of customers.

Franchise Model

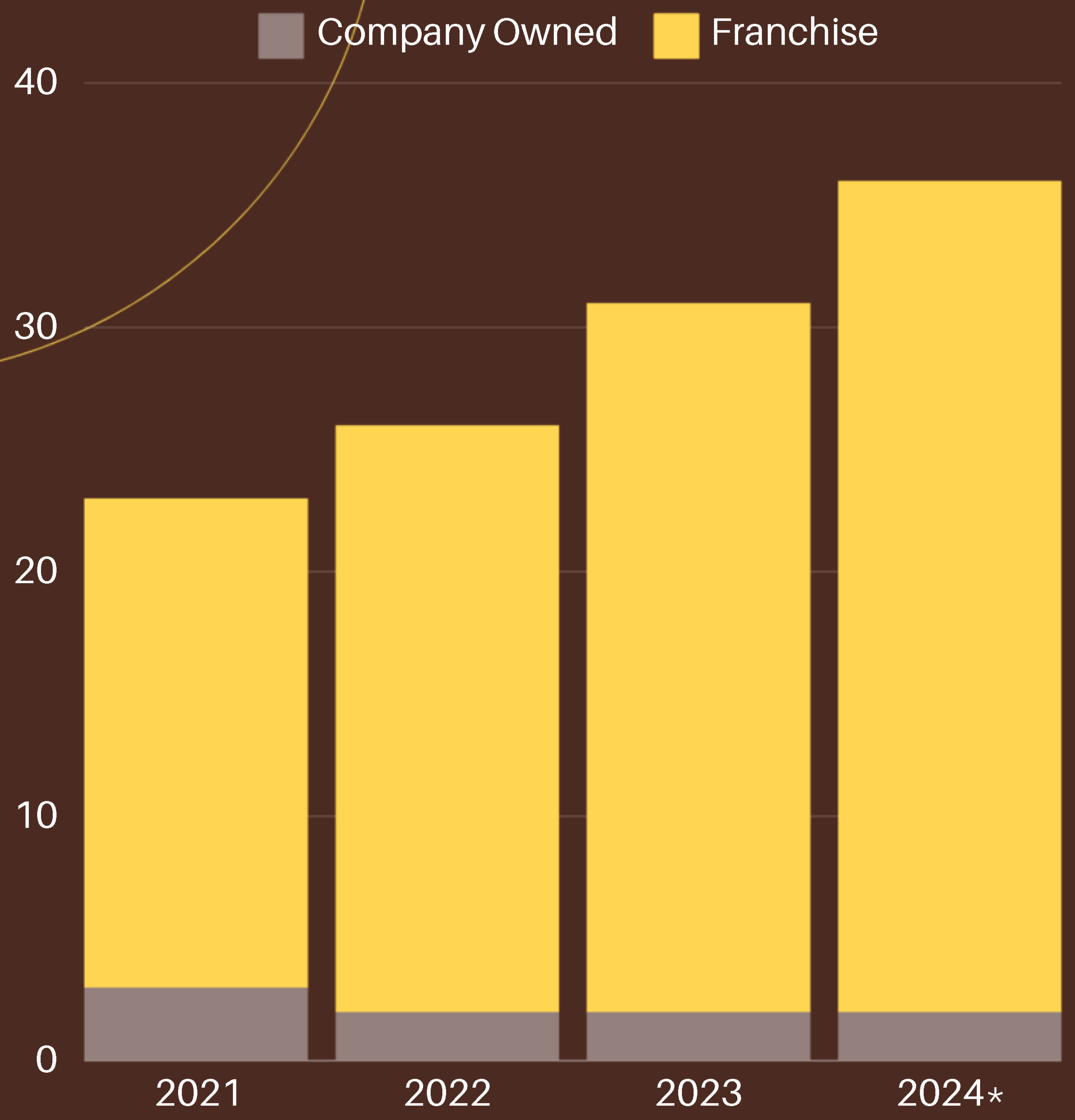
Investment and Margin Structure

Our franchise offers **an attractive gross margin of 60-65%**, with a breakdown that includes raw material costs of 35-38% and a royalty structure starting at 3% for the first two years, increasing to 5% thereafter. Operational expenses range from 40-45%, allowing for **a net take-home profit of 15-25%**, depending on sales volume.

The total investment required to join our franchise is between Rs. 45,00,000 and Rs. 50,00,000, which covers equipment, interiors,

licenses, and setup costs. A one-time, non-refundable brand fee of Rs. 10,00,000, along with a refundable security deposit of Rs. 5,00,000,

secures your rights to open an outlet in your city and includes comprehensive support for staff hiring and training.



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Salford Company

Competitive Analysis

Standing Out in the Market

Local Economies of Scale

We maintain strong, long-term relationships with trusted suppliers like Star Bazaar , Foodbiz, ensuring reliability in our offerings. This strategic approach allows our franchisees to benefit from reduced overhead while delivering premium products at accessible prices, strengthening their position in local markets.

Vertical Integrations

We are expanding vertically into baked goods, offering a range of products that complement our core offerings. We're introducing seasonal gift hampers for festive occasions, catering to the demand for customisable gifts. To meet health-conscious trends, we developed a line of desserts that balance indulgence with nutritional benefits, broadening our TASM

Customer Approach

We carefully select franchise owners who excel at building strong, lasting relationships with customers, ensuring they provide exceptional service and foster loyalty. Understanding the significance of key gifting occasions is vital, as it allows our franchisees to cater to clients' needs during important celebrations.

Brand Reputation

With a 30-year legacy, our brand has built a solid reputation for delivering product quality that has earned the trust of generations of customers. We innovate our offerings to stay ahead of trends, ensuring that we exceed their expectations. This commitment to tradition and innovation keeps us relevant and competitive in a dynamic marketplace.

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Our Future

Strategising Capital Expenditure

To strategically expand into the FMCG and packaged goods sector, our capital expenditure will focus on developing state-of-the-art production facilities and packaging capabilities, ensuring scalability while maintaining product quality.

Simultaneously, we will allocate CapEx to grow our franchise network and enable us to attract and onboard more franchise partners, while equipping them to maintain standards and capitalise on local market opportunities.

Evolving Core Lineup

We are committed to maintaining the integrity of our core product lineup, ensuring that our best-selling offerings continue to meet customer expectations for quality and consistency.

Growth Targets

Our growth targets are focused on expanding our market presence while ensuring sustainable, long-term success across all business verticals for our proprietors.


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Thank You So Much

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