

Make Successful
Stories with



WHO WE ARE

With a collaborative experience of 20 years being in the industry and after owning many Stores, **Mr Shiva** has started his brand to encourage more enthusiastic and young entrepreneurs like him.



Shiva Thatavarthi
Founder & CMD

Serves Hot & Cold + Snacks

Quick service snacks and a cafe with pocket-friendly pricing, unique design and colour themes provide a great ambiance to spend time with friends and family.

Fastest Growing Cafe Brand in India

With the experience and quality production, we aim to be the fastest-growing cafe brand in India.

Operating multiple Stores in Hyderabad

60 successful milestones were established in a very short time. Aimed to write more lassi stories.

Investment Starts From 7.5L + GST

Just an investment of 7.5L + GST is enough to start your own lassi Story in your desired location..

The minimum area requirement is around 200 sq ft

No bulky size stores required. All you need is 200 sq ft.

Opportunity to earn 50k to 2 Lakhs / Month

Imagine being your own boss and earning 75,000 to 4 lakhs / Month. Why imagining? When you can make it happen.

Product price range Minimum from Rs. 40- Rs. 210

Our pocket-friendly prices attract every range of snacks and beverages."

WHY CHOOSE US!

A dynamic and diverse menu

A dynamic and diverse menu appealing for all seasons and all ages. We made our menu to be dynamic and this is one of the reasons to be a successful business.

Lifetime Contract with no renewal fee

You might get amazed that Lassi story is offering a life time contract. Yes, we are. Don't worry we are not gonna charge renewal fees. Don't worry we are not gonna charge renewal fees.

NO- royalty fee, percentage of sales, and profit commission

YES- Don't be shocked by this kind of franchise model. Lassi Story is the most unique business model that can help many young entrepreneurs build a life out of it.

Period of return on investment: 12 - 18 months

Lassi Story is a massive success. Do you wonder how we can say this? We witnessed a consistent Return on investment period: 6 - 12 months in our existing stores.

Gross margins of 40-50 percentage

Lassi story is the only business model which can give a gross margin percentage of 60 - 70% with its well planned and structured setup.

Pocket-friendly pricing ensures repeat business

Lassi story's low pricing appeal to a wide spectrum of clients searching for high-quality yet low-cost snacks and beverages.

Lassi Story's recipe is kept secret and simple

Our secret and simplified recipes assist in the fast and delectable production of drinks and snacks.

BECOME A FRANCHISE

Lassi story brings you the opportunity of leveraging the passion and drive of aspiring entrepreneurs who want to vision their future. We have a great story that's easy to repeat. Would you like to know how?

Assist to Identify an Outlet

Lassi story team will guide you through the whole franchise, right from the identification of outlet location

Designing and Implementation

Our exclusive design and theme of the outlet are repeated and implemented with our assistance.

Guidance On Licensing And Agreements

A complete smooth process in-licensing and agreements for hassle-free inception.

Support for Operations

Sure support in operations and hand holding till you get things to understand and operate on your own.

Kitchen Staff Gets Free Training

Free training will be provided for the kitchen staff to ensure the same successful formula for all outlets.

No-Cost Sales Training

Sales training will be provided at zero cost.

Branding, Local Marketing, and Advertising Assistance

Lassi story has a unique model of branding and advertising. We take you through the same tunnel to see the results in less time.

Menu Option

Lassi

Milkshakes

Cold Coffees

Thick Shakes

Mocktails

Falooda

Icecreams

Fresh Juices

Smoothies

Maggy & Pasta

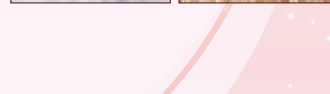
Pizza & Burger

Fries & Sandwiches

Premium Dessert Bowls

Wraps/Rolls

Waffles






FRANCHISE FEATURES

-  **Franchise Opportunity:** Lassi Story offers a standardized formula for all outlets.
-  **Zero-Cost Sales Training:** Comprehensive sales training provided without any charges.
-  **Hassle-Free Licensing:** Smooth process for licensing and agreements, ensuring a hassle-free inception.
-  **Guidance and Support:** Lassi Story's team assists throughout the franchise journey, providing guidance from inception to operations.
-  **Entrepreneurial Vision:** Opportunity for aspiring entrepreneurs to envision their future with a repeatable and successful model.

 **Operational Support:**
Help and guidance until you manage operations on your own.

 **Unique Branding:** Our branding and advertising ensure quicker results.

 **Design Support:** Help with replicating our unique outlet design and theme.

 **Comprehensive Assistance:**
Includes sales training, operational help, site selection, design, and licensing guidance.

నోరూరించే రుచులతో లస్సీ స్టోర్ ప్రారంభం 40రకాల లస్సీలతో నగరంలోనే మొదటి స్టోర్

హైదరాబాద్, మార్చి 28 (విజన్ ఆంధ్ర) : మేనది తాపాన్ని తగ్గించి, నగర ప్రజలకు చల్లదనంతో పాటు నోరూరించే 40రకాల లస్సీలను అందించే లస్సీ స్టోర్ మొదటి స్టోర్ హైదరాబాద్ నగరంలో ప్రారంభించారు. ఆదివారం మారాఘాట్‌లోని ఇమేజ్ హాస్పిటల్ రోడ్‌లో లస్సీ స్టోర్ వ్యవస్థాపకుడు శివ తటవర్తితో కలిసి శరీరింగంపల్లి ఎమ్మెల్యే ఆరికపూడి గాంధీ ఈ కొత్త స్టోర్‌ను ప్రారంభించారు. అనంతరం శివ మాట్లాడుతూ లస్సీ స్టోర్ మేనా అనేది వినితీయైన మరియు విశాలమైన విరుతిత్తు మరియు పానీయాల కలయిక అని, ఈ వేసవిలో 40 రకాల లస్సీలను అందించడానికి సిద్ధంగా ఉన్నామని చెప్పారు. మేము ఏప్రిల్ నెలాఖరు వాటికి నగరంలో 20 స్టోర్లను ప్రారంభించబోతున్నామని ఒక్క సంవత్సరంలోనే 100 అవుట్‌లెట్‌లతో భారతదేశం అంతటా విస్తరించాలని మేము ప్లాన్ చేస్తున్నామని ఆయన తెలిపారు.



Franchise Process

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