



zussio[®]
BERRY

Blended with Delight

The main logo features the word "zussio" in a large, stylized green font with horizontal stripes, followed by "BERRY" in a similar green font. A registered trademark symbol (®) is positioned above the "o" in "zussio". Below the main name, the tagline "Blended with Delight" is written in a smaller, red, sans-serif font.

★ FRANCHISE PROPOSAL ★

WELCOME TO **ZUSSIOBERRY**

BLENDDED WITH DELIGHT

Step into a world where flavour meets freshness, and innovation meets indulgence. Zussioberry is more than just a food & beverage brand – it's a **delightful lifestyle experience**, crafted from the finest fruits and culinary creativity.

What began as a small juice counter driven by passion and purpose has now transformed into a **modern-day food and beverage brand** with a powerful vision – to serve the best of fruit-based beverages, desserts, and wholesome meals under one joyful roof.

With over **15 years of industry knowledge**, product innovation, and customer love, Zussioberry has carved a niche for itself by delivering **taste, health, and value** in every offering. As we expand our footprint across India and beyond, we invite **like-minded partners** to become a part of our ever-growing family.

With deep industry roots, modern taste innovation, and in-house manufacturing capabilities, Zussioberry is ready to blend success with the right partners.



THE CONCEPT

Zussioberry combines the goodness of natural fruits with an extensive range of global and Indian-inspired food and beverage offerings. From frozen treats to wholesome meals, we deliver health, taste, and freshness under one vibrant brand umbrella.

With a focus on quality, innovation, and variety, our outlets offer a café-style experience that caters to all age groups – kids, youth, families, and wellness-seekers.

Whether it's a quick juice, a filling wrap, a comforting soup, or a creamy kulfi – Zussioberry brings delight in every bite.



OUR VISION

To become India's most loved and trusted blended food and beverage brand, bringing smiles and health to every sip and bite.

OUR MISSION

- ◆ To consistently offer superior-quality, hygienically crafted food and beverage options that are as delicious as they are nourishing.
- ◆ To ensure a profitable, scalable business model for our franchise partners with full support and training.
- ◆ To use our in-house manufacturing capability to guarantee supply chain consistency, product innovation, and long-term sustainability.
- ◆ To build Zussioberry as a lifestyle brand – not just a café, but a space where people connect, refresh, and relive memories.



A REFRESHING OPPORTUNITY AWAITS.

Zussioberry is now inviting entrepreneurs, foodies, and dreamers to join our fast-growing franchise network. With in-house manufacturing, unique products, and end-to-end support, you're not just opening a store – you're starting a movement.

Whether you choose a , Juice Boutique, Express kiosk, or Highway Exclusive, you get access to a proven concept, a trusted brand, and an ever-growing market.

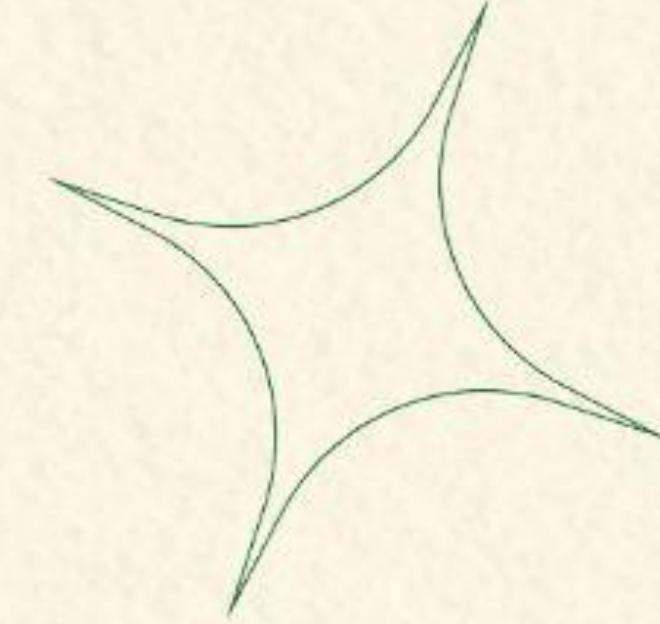
MEET THE VISIONARIES

- ★ **Mr. Sunil Jaiswal**, Founder – From kiosk to processing plant, his 15+ years of experience form the backbone of Zussioberry
- ★ **Mrs. Ekta**, Co-Founder – MBA in Marketing, she leads branding and customer engagement
- ★ **Mr. K. Subair**, COO – 10+ years in beverage operations and growth
- ★ **Mr. Chandrashekhar dhadve**, Head, 10 years plus experience in NPD,– Frozen fruit etc.

| TOGETHER, WE DELIVER TASTE, TRUST, AND OPPORTUNITY.



WHY CHOOSE **ZUSSIOBERRY?**



★ DIVERSE PRODUCT PORTFOLIO

From refreshing fruit smoothies to sizzling pastas and irresistible desserts, Zussioberry offers a menu that attracts repeat customers and high average billing values.

★ IN-HOUSE MANUFACTURING

We produce frozen fruits, beverages, natural ice creams, kulfi, gelato, and more using advanced plate freezing technology ensuring extended shelf life, consistent quality, and better profit margins.

★ BACKED BY EXPERIENCE

Led by Mr. Sunil Jaiswal and an expert team with 15+ years in juice manufacturing and café management, the brand is built on a foundation of operational excellence and vision.

★ COMPLETE BRAND EXPERIENCE

With vibrant interiors, friendly service, digital menus, and attractive packaging, Zussioberry offers an experience that's fresh, modern, and unforgettable.

★ TREND-DRIVEN OFFERINGS

Bubble tea, milk brews, fruit shots, and immunity boosters – we constantly innovate to stay ahead of market trends and customer preferences.



WHY PARTNER WITH **ZUSSIOBERRY?**



★ TURNKEY SETUP SUPPORT

From location guidance to layout, kitchen setup, interior design, and soft launch, we provide complete assistance at every stage.

★ CENTRALIZED PROCUREMENT

We ensure you receive ready-to-use raw materials, frozen fruits, and standardized ingredients directly from our factory to your outlet.

★ MULTIPLE FORMATS, FAST ROI

Choose from kiosk, café, or cloud kitchen models starting as low as ₹10 Lakhs investment with ROI expected in 12–18 months.

★ COMPREHENSIVE TRAINING

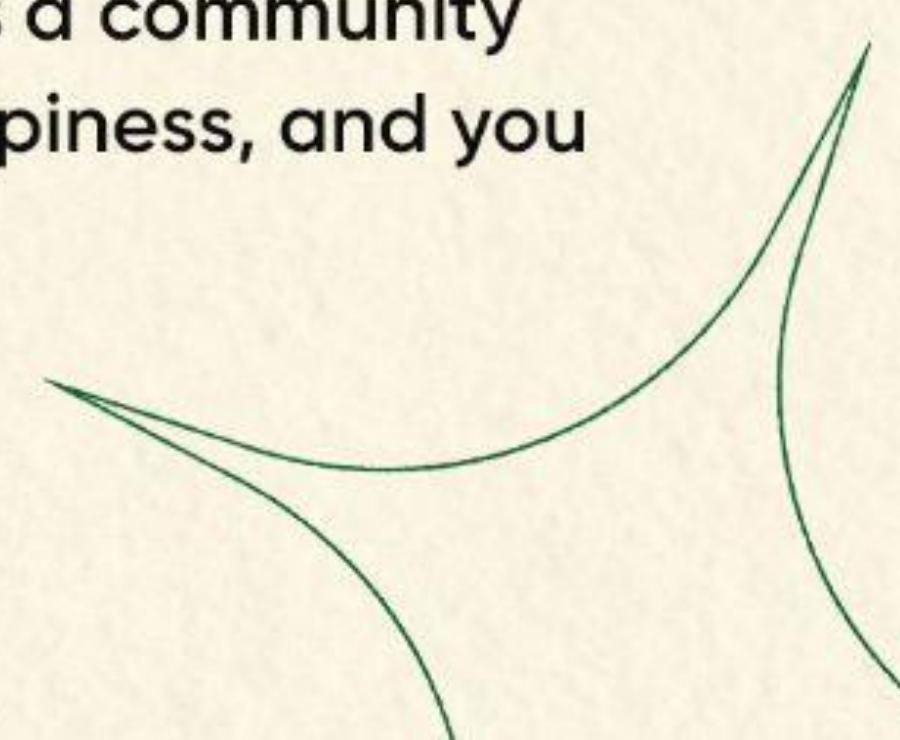
You and your team will be trained on our recipes, SOPs, customer service techniques, billing software, and best practices for efficient outlet management.

★ MARKETING ASSISTANCE

From store branding to digital promotion, social media calendars, influencer collaborations, and festival campaigns we amplify your visibility and drive footfall.

★ BRAND WITH VISION

Zussioberry is more than a franchise – it's a community movement toward health, taste, and happiness, and you can be the face of it in your city.



★ OUR EXTENSIVE MENU FOOD & BEVERAGE ★



SAVOURY SELECTIONS

- ◆ Crispy Bites & Quick Snacks
- ◆ Hot Soups & Seasonal Specials
- ◆ Wholesome Wraps & Multigrain Sandwiches
- ◆ Tasty Toasties, Paninis, and Subways
- ◆ Nachos, Burgers, Starters & Light Bites
- ◆ Pastas, Global Mains & Rice Bowls
- ◆ Burrito Bowls, Meal Boxes, and Fresh Salads

REFRESHING BEVERAGES

- ◆ Fresh Cold-Pressed Fruit Juices
- ◆ Classic & Flavour-Based Milkshakes
- ◆ Dry Fruit Milkshakes & Fruit Smoothies
- ◆ Frappes, Iced Coffees, and Iced Teas
- ◆ Veggie Juices & Immunity Booster Blends
- ◆ Mojitos, Fruit Crèmes & Fruit Shots

Our menu is crafted to ensure something for everyone from quick bites to full meals, from indulgent treats to health-first blends.

TRENDY BREWS & FROZEN TREATS

- ◆ Bubble Tea with Fruit Poppers
- ◆ Milk Bubble Brew with Tapioca Pearls
- ◆ Matcha, Chocolate, and Vanilla Brews
- ◆ Artisan Gelato, Kulfi, and Natural Ice Creams
- ◆ Popsicles, Frozen Fruit Desserts, and More



★ BUILT TO LAST MANUFACTURING STRENGTH ★

Zussioberry is not just a retail chain – we are a full-fledged manufacturer of frozen fruits and beverages, operating with modern plate freezing technology that ensures nutritional retention, vibrant taste, and safety.

WE ALSO MANUFACTURE

- ★ Premium kulfis with authentic desi flavours
- ★ Natural ice creams and gelatos with real ingredients
- ★ Artisan frozen products that meet international standards

This gives us a strong backend advantage – high quality, better cost control, consistent taste, and quick supply to franchisees across India.



ZUSSIOBERRY FRANCHISE FORMATS

**ONE BRAND. SIX POWERFUL FORMATS.
INFINITE OPPORTUNITIES.**

We understand that every location and investment capacity is unique. That's why Zussioberry offers six scalable, flexible franchise models – each tailored to different spaces, budgets, and customer footfalls.

1 | EXPRESS KIOSK

Compact. Quick-serve. High Returns. Perfect for malls, food courts, cinemas, railway stations & airports.

- ◆ Area: 80–150 sq. ft.
- ◆ Menu: Juices, milkshakes, smoothies, fruit pops, bubble tea
- ◆ Target Audience: On-the-go customers, commuters
- ◆ Highlight: Minimal staff, quick ROI



2 | JUICE BOUTIQUE

A refreshing retail twist to healthy indulgence. Designed for high street corners, shopping centers & wellness zones.

- ◆ Area: 300–600 sq. ft.
- ◆ Menu: Full beverage line, fresh cut fruits, gelato & desserts
- ◆ Ambience: Urban and vibrant with branding aesthetics
- ◆ Highlight: Mid-size store with strong takeaway business



3 | EXPERIENCE BAR

Immersive café with visual preparation and dine-in setup. Ideal for college zones, tech parks, and lifestyle streets.

- ◆ Area: 800–1200 sq. ft.
- ◆ Menu: Full menu + food (wraps, pasta, sandwiches, burgers)
- ◆ Ambience: Modern, Instagrammable interior
- ◆ Highlight: Sit-down café experience with curated food pairings



4 | MOBILE LOUNGE

On wheels. On trend. On demand. A fully-equipped Zussioberry outlet on a mobile van.

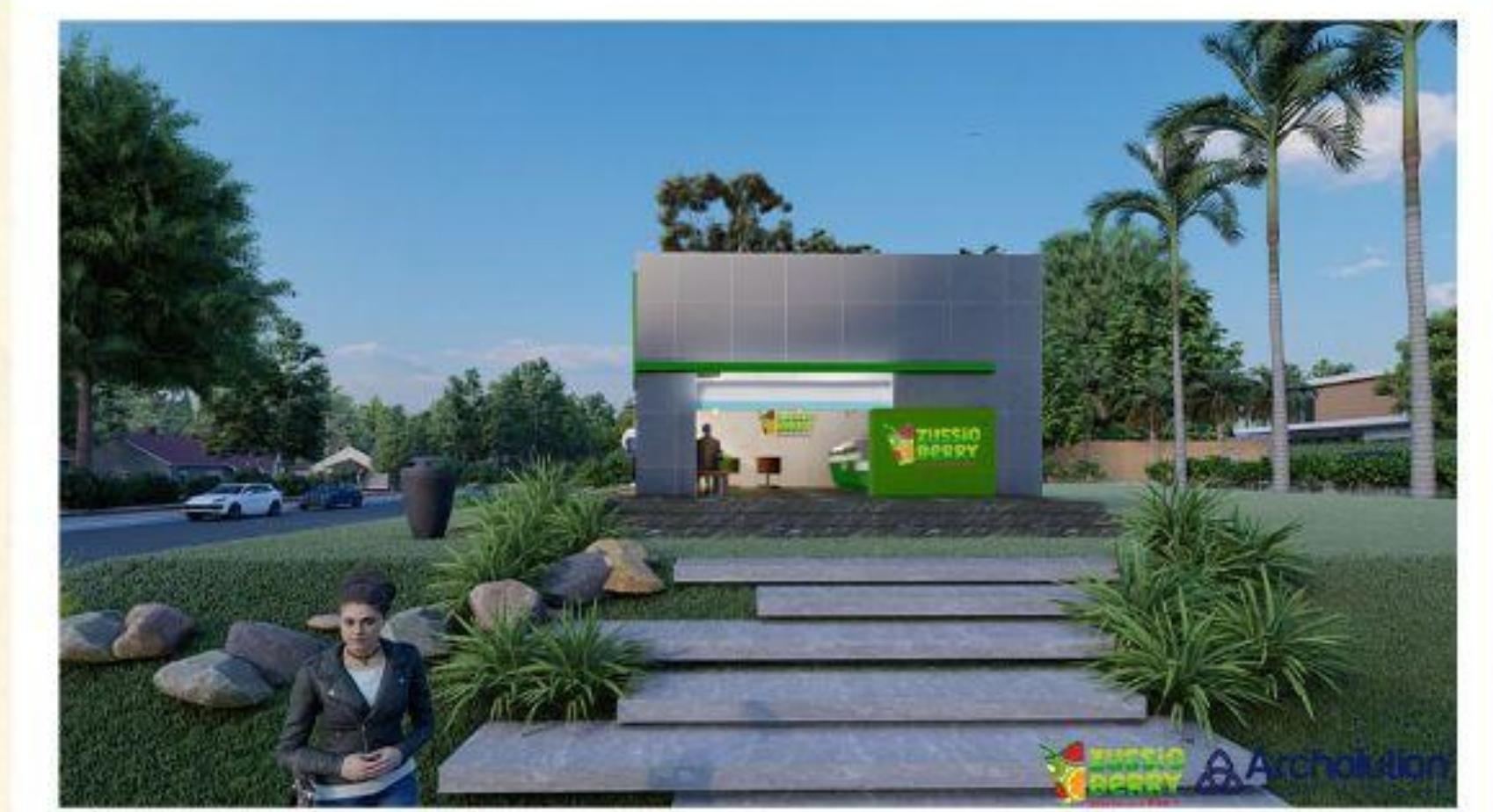
- ◆ Area: Mobile (Van format)
- ◆ Menu: Core beverage range, light snacks, popsicles
- ◆ Use Case: Events, carnivals, corporate parks, townships
- ◆ Highlight: Zero rent, city-wide mobility, high outreach



5 | GLOBAL FLAGSHIP STORE

The ultimate Zussioberry destination. Built for metro cities, tourist hubs & premium locations.

- ◆ Area: 1000–2000 sq. ft.
- ◆ Menu: Full food + beverage range, desserts, gelato bar
- ◆ Ambience: Premium dining with open kitchen, lounge zones
- ◆ Highlight: Brand ambassador outlet; hosts launches, events



6 | HIGHWAY EXCLUSIVE

Fuel up with freshness! Tailored for petrol pumps, highway plazas, and rest areas.

- ◆ Area: 3000–5000 sq. ft.
- ◆ Menu: Food & beverages for travelers, takeaway friendly
- ◆ Ambience: Quick-serve yet relaxing
- ◆ Highlight: High volume, low competition, 24x7 potential



1 COMMON INCLUSIONS ACROSS ALL FORMATS

- ◆ Branding setup and store design
- ◆ Staff training and SOP manuals
- ◆ POS system with inventory & billing
- ◆ Raw material sourcing & logistics support
- ◆ Launch marketing and ongoing campaign guidance

Zussioberry – Franchise Financial Snapshot

Flexible formats. Scalable profits. Choose what blends best with your dream.

ZUSSIOPERRY

6 FRANCHISE MODELS

Model	Ideal Location	Space Required	Avg. Investment (INR)	Avg. ROI Period
Express Kiosk	Malls, stations, compact urban zones	80–150 sq. ft.	₹Lakhs	12–14 Months
Juice Boutique	High-street, food courts, walk-ins	300–600 sq. ft.	₹Lakhs	14–16 Months
Experience Bar	Premium lifestyle areas	800–1200 sq. ft.	₹Lakhs	15–18 Months
Mobile Lounge	Events, exhibitions, roaming setups	Van-based or 100 sq. ft.	₹Lakhs	10–12 Months
Global Flagship	Prime locations, metros, airports	1000–2000 sq. ft.	₹Lakhs	18–24 Months
Highway Exclusive	Highways, petrol pumps, rest zones	3000–4000 sq. ft. And more	₹Lakhs	24–36 Months



ZUSSIOBERRY 2D CONCEPT OUTLET DESIGN

A FLAT-OUT FUN, EYE-CATCHING EXPERIENCE

Step into a world where reality meets art. Zussioberry's 2D Franchise Outlet design is a one-of-a-kind, visually immersive setup where everything—from walls to furniture—looks hand-sketched in black and white like a comic book or drawing pad. This unique format is not just a store; it's an Instagram-worthy destination.

OUR UNIQUE ADVANTAGE **FRANCHISE OWNED**

COMPANY OPERATED (FOCO) MODEL

At Zussioberry – Blended with Delight, we believe in transforming passion into performance with a unique franchise model that minimizes risk and maximizes results for our partners.

WHAT IS FOCO?

In the Franchise Owned – Company Operated model, you invest, and we manage.

This means

- ◆ The franchise unit is owned by you, the investor.
- ◆ The daily operations, staff management, training, quality control, and marketing are entirely handled by the Zussioberry corporate team.



WHY FOCO IS THE FUTURE OF FRANCHISING

LOW INVOLVEMENT, HIGH RETURNS

You can enjoy the financial benefits of owning a Zussioberry outlet without worrying about hiring, operations, or customer service.

EXPERT-DRIVEN MANAGEMENT

Our experienced operations team manages your store just like our own. You get the professionalism of a corporate-run outlet, ensuring high standards from day one.

CONSISTENT QUALITY & EXPERIENCE

With Zussioberry in control of store operations, we maintain consistent product quality, service excellence, and customer satisfaction across every outlet.

PERFORMANCE-BASED GROWTH

Since we operate the outlet, our revenue is directly linked to your outlet's performance. Your success is our success—this drives us to deliver exceptional results.

ZERO OPERATIONAL STRESS

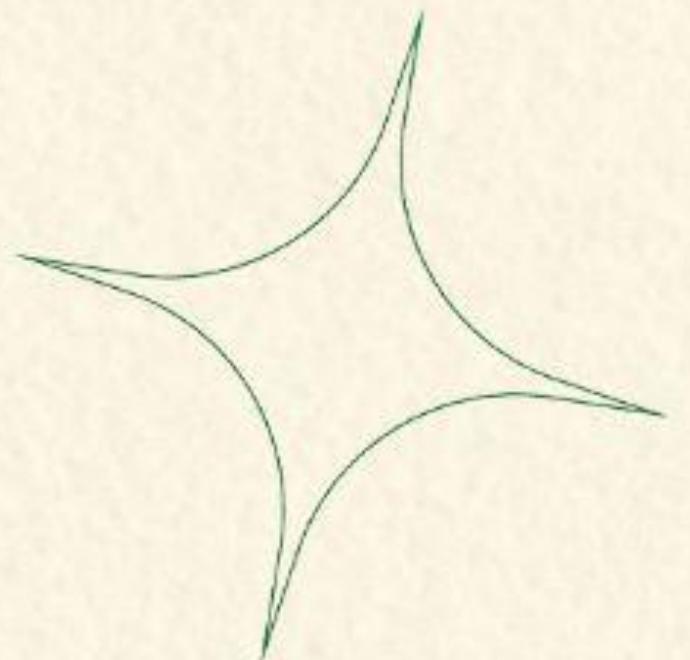
From managing raw materials and staff to marketing and compliance, everything is on us. You focus on growth. We handle the rest.

IDEAL FOR



- ◆ Busy professionals & NRIs looking for passive business income
- ◆ First-time investors with limited F&B experience
- ◆ High-net-worth individuals wanting reliable, stable returns
- ◆ Entrepreneurs seeking scalable, brand-backed investments

With Zussioberry's FOCO model, you don't just invest in a brand you partner in a proven system backed by experience, operational excellence, and unwavering support.



Be a proud owner of a Zussioberry outlet
while we make it thrive.



★ TRAINING & OPERATIONAL SUPPORT ★

**From day one, we stand with you
to blend success into every cup.**

At Zussioberry – Blended with Delight, we believe that the strength of our brand lies in the success of our franchise partners. That's why we offer comprehensive training and ongoing operational support designed to empower every franchisee – whether you're a first-time entrepreneur or a seasoned investor.



★ INITIAL FRANCHISE TRAINING PROGRAM ★

All franchise partners and key staff will undergo a structured training module before launch

Classroom Training (Online & Offline)

- ◆ Brand philosophy & customer service etiquette
- ◆ Menu orientation, product knowledge & portioning
- ◆ Sales techniques & upselling strategies

On-Site Practical Training

- ◆ Live food & beverage preparation
- ◆ Equipment handling, hygiene standards, SOPs
- ◆ Inventory, billing & POS training
- ◆ Mock service scenarios to ensure confidence

Pre-Launch Readiness Checklist

- ◆ Site setup supervision
- ◆ Branding & signage compliance
- ◆ Menu configuration and stock verification
- ◆ Soft launch planning & trial runs

ONGOING OPERATIONAL SUPPORT

◆ Dedicated Franchise Manager

A personal business support executive to assist you with day-to-day operations and monthly performance reviews.

◆ Logistics & Supply Chain Support

Timely dispatch of frozen fruits, beverages & pre-mixes from our factory
Vendor tie-ups for packaging, dry ingredients & disposables
Custom order portal for quick replenishment

◆ Recruitment Assistance

Support in hiring trained kitchen staff and service personnel
Interview scripts, job roles & performance appraisal formats provided

◆ Standard Operating Procedures (SOPs)

Easy-to-follow manuals and video tutorials to guide every function – from kitchen hygiene to customer handling.

◆ Refresher Training & Audits

Regular training updates based on new menu additions
Periodic quality audits to maintain excellence
Mystery audits to ensure brand integrity

◆ Performance Monitoring & Growth Consulting

Sales analytics reports
Monthly business check-ins to strategize for growth
Support in launching local campaigns and offers



WITH ZUSSIOBERRY, YOU'RE
NEVER ALONE

Your success is our priority and our team is always
just a call, click, or visit away.

BRANDING & MARKETING SUPPORT

We build the brand. You build the buzz. Welcome to a franchise where you don't just sell you shine with a brand that speaks for itself.

At Zussioberry – Blended with Delight, we understand that a strong brand presence and ongoing visibility are key to franchise success. That's why we equip every franchise partner with a 360° branding and marketing support system designed to build footfall, drive repeat business, and grow community love for the brand.



★ COMPREHENSIVE BRANDING SUPPORT

Outlet Branding & Signage

- ◆ Professionally designed façade and interiors
- ◆ Signboards, menu boards, wall art, and decals
- ◆ Zussioberry color codes and mood board for franchise com-



Launch & Opening Kit

- ◆ Grand opening design templates (banners, invites, posters)
- ◆ Local media promotion & influencer tie-up assistance
- ◆ Branded uniforms, caps, staff IDs, and packaging material

POS & Digital Menu Designs

- ◆ Customized menu cards, flyers, tabletop displays
- ◆ QR code menus with integrated ordering (if needed)
- ◆ Upsell visuals for best-sellers and seasonal hits



★ DIGITAL MARKETING & SOCIAL MEDIA TOOLKIT ★

Zussioberry HQ Marketing Engine

- ★ Centralized social media page management
- ★ Professionally crafted reels, stories, and ads for daily posting
- ★ Campaigns for festivals, trending days, and seasons (Valentine's, Summer, Monsoon, etc.)

Franchise-Level Social Buzz

- ★ Templates for local store promotions, offers, and contests
- ★ Local influencer collaborations & event support
- ★ Listing support on Swiggy, Zomato, Google Maps & local directories

★ PERFORMANCE-ORIENTED CAMPAIGNS ★

Monthly Marketing Calendar

- ★ Region-wise promotional calendar with suggested offers
- ★ Co-branded festival campaigns to attract new customers

Customer Engagement Tools

- ★ Loyalty cards, coupons, referral benefits
- ★ Customer review management & reputation boosting strategies

Sampling & Stall Branding for Events

- ★ Support for Zussioberry-themed pop-ups, college fests, malls
- ★ Custom sampling stall designs and staff support guidance



YOUR BRAND OUR POWER

Together, we make Zussioberry not just a drink – but a lifestyle movement. With bold visuals, clever content, and delicious storytelling, we help you stand out and stay ahead in the market.

WHO CAN BECOME A ZUSSIOBERRY FRANCHISEE?

Passion meets opportunity and you're invited to be part of it.

At Zussioberry – Blended with Delight, we welcome individuals and organizations who believe in quality, innovation, and the power of delicious, fruit forward experiences. Whether you're a first time entrepreneur or a seasoned investor, if you dream of building a rewarding business with a trusted brand Zussioberry is for you.

★ IDEAL FRANCHISEE PROFILE ★

★ Aspiring Entrepreneurs

Dreaming of launching your own food & beverage outlet? We provide the brand power and full support to help you take off confidently.

★ Professionals from the F&B/Hospitality Industry

Chefs, managers, or ex-hoteliers looking to step into ownership – our formats make it easy for you to plug in your experience.

★ Multi-unit Investors & Franchise Developers

Looking to build a regional or city-based portfolio of Zussioberry locations? Our franchise development team is ready to work with you on an area-wise master franchise model.

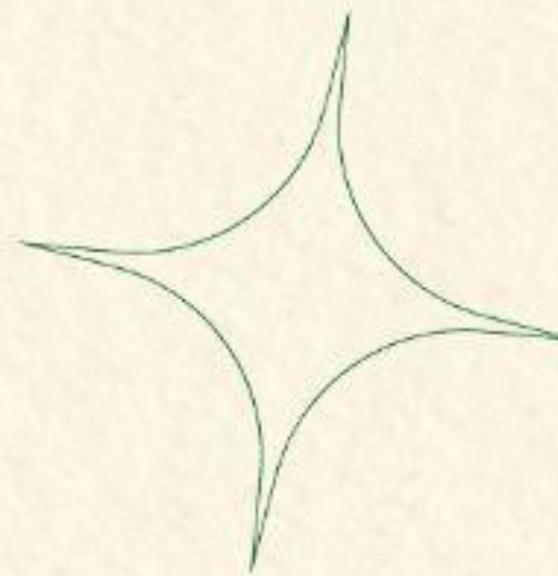
★ Existing Business Owners

Already running a café, restaurant, juice shop, or food outlet? Expand your offering or transform into a Zussioberry powered experience.

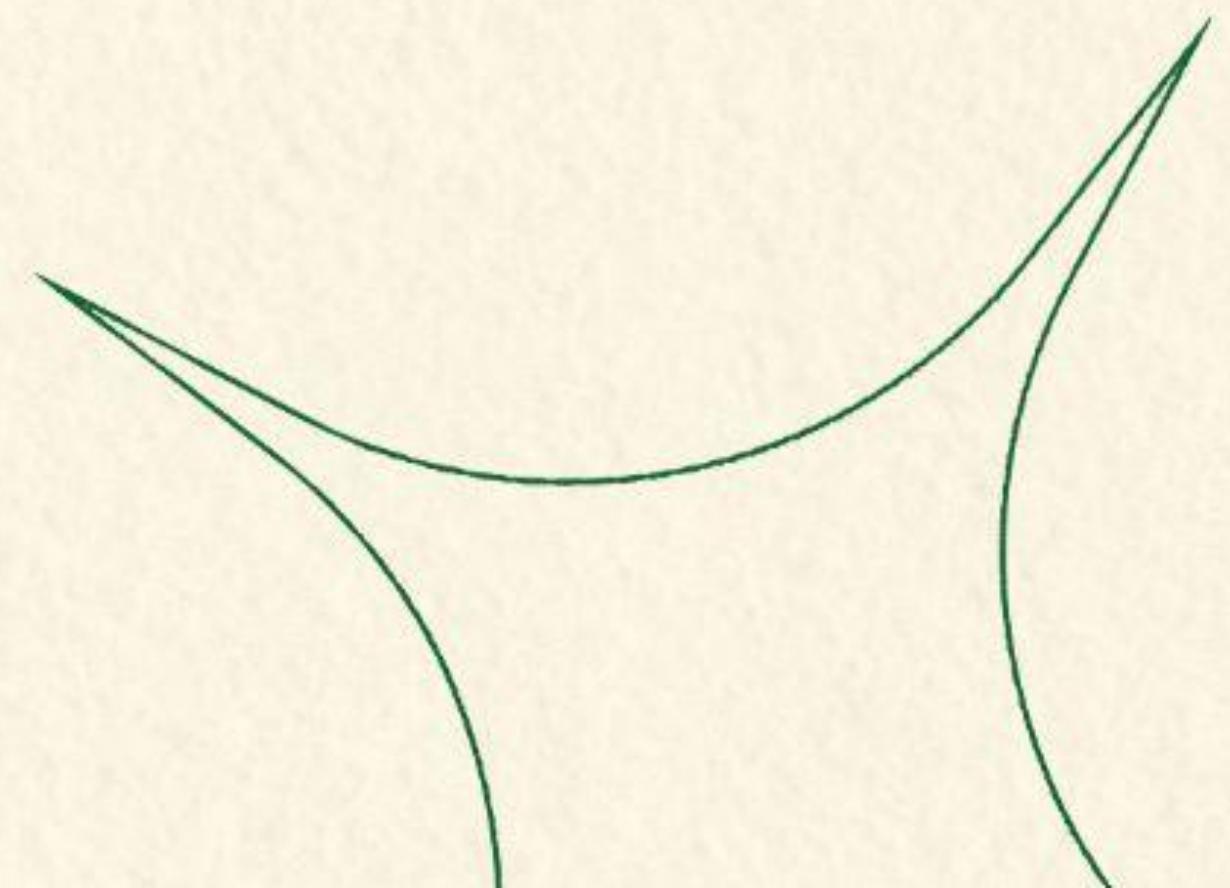
★ Real Estate Owners / Mall Partners

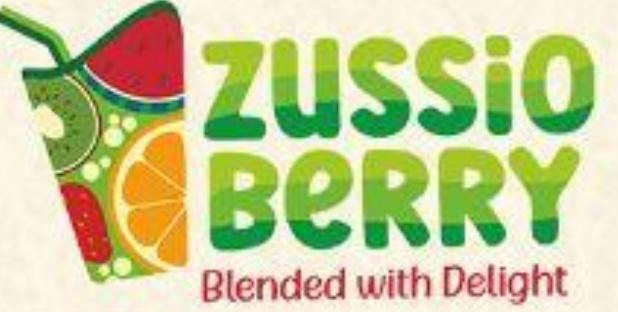
If you own or lease prime commercial property in high footfall zones, Zussioberry can be a high-yield retail partner.

★ WHAT WE EXPECT FROM YOU ★



- ★ Passion for food, hospitality, and customer experience
- ★ Willingness to follow proven systems & uphold brand quality
- ★ Basic understanding of local market dynamics
- ★ Commitment to maintaining hygiene, service, and standards
- ★ Investment capability based on your chosen model

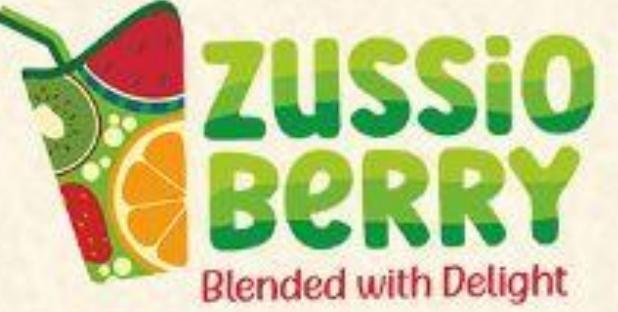




WITH ZUSSIOBERRY, YOU'RE NEVER ALONE.

When you join Zussioberry, you're not just opening a store – you're joining a visionary food movement backed by robust support, fresh innovations, and a product range that customers love. All you need is the right attitude and the will to grow.





YOUR ZUSSIOBERRY ONBOARDING JOURNEY

**Step into the world of delicious innovation
one guided step at a time.**

Joining the Zussioberry family is a smooth and structured process designed to get your franchise outlet up and running with confidence, clarity, and full support. From signing up to your grand opening, we're with you at every step to ensure success.

STEP-BY-STEP FRANCHISE JOURNEY



Franchise Inquiry & Discovery

- Initial discussion with our Franchise Development Team
- Understanding your goals, investment capability, and city/location
- Sharing detailed franchise models, investment breakdown, and support system



Application & Brand Approval

- Submission of franchise application and profile verification
- Location feasibility check and territory exclusivity approval
- Signing of Letter of Intent (LOI)



Agreement & Franchise Confirmation

- Signing of Franchise Agreement
- Payment of franchise fees and finalization of outlet model
- Welcome onboarding kit and official partner announcement



Site Finalization & Design

- Support in selecting the right store location (if needed)
- Zussioberry-approved store design and layout guidance
- Brand-compliant interiors, façade, and kitchen setup



Training & Operational Setup

- ◆ Comprehensive staff training (product, service, hygiene)
- ◆ POS system installation and technical setup
- ◆ Vendor linkages and product supply channel activation



Marketing & Pre-Launch Buzz

- ◆ Pre-opening local promotions and influencer outreach
- ◆ Grand opening marketing materials and launch campaign
- ◆ Social media announcement via Zussioberry HQ pages



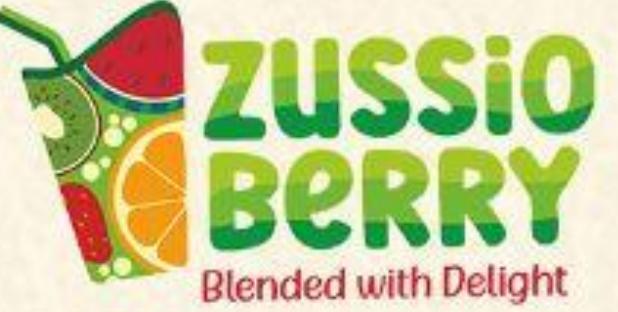
Grand Opening Day

- ◆ Store inauguration with branding support
- ◆ Smooth first-day operations guided by Zussioberry mentors
- ◆ Customer engagement campaigns and initial feedback tracking



Post-Launch Growth & Support

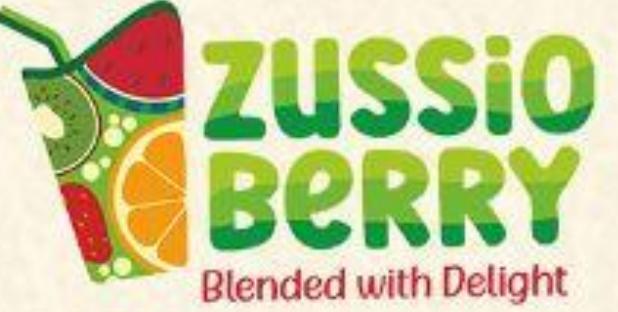
- ◆ Ongoing marketing and operations assistance
- ◆ Regular training upgrades and menu innovations
- ◆ Performance review, audits, and expansion opportunities



★ YOU'RE NOT JUST OPENING A STORE ★

You're Launching a Lifestyle Destination

The Zussioberry onboarding process is simple, systematic, and success-driven – because when you grow, we grow. Let's blend a bright future together.



★ TECHNOLOGY INTEGRATION AT ZUSSIOBERRY ★

**Empowering franchise partners with smart tools
for seamless growth.**

At Zussioberry – Blended with Delight, we believe the future of food retail is tech-driven. Our franchise models come equipped with robust technological support to ensure smooth operations, data-driven decision-making, and consistent brand delivery across all touchpoints.

★ END-TO-END TECH ENABLEMENT INCLUDES★

Smart POS & Billing System

- ★ User-friendly interface with real-time inventory sync
- ★ Fast billing and multi-mode payment support (UPI, card, wallet)
- ★ Franchise-level access control for individual outlet performance

Mobile Franchise Dashboard App

- ★ Track daily sales, expenses & profits from anywhere
- ★ Live reports and alerts on staff performance
- ★ One-click reorder of raw materials, packaging, and promotional supplies

Franchise Partner Support Portal

- ★ Access training videos, SOPs, recipe guides, and compliance updates
- ★ 24x7 ticket-based support system for any technical issues
- ★ Direct communication channel with Zussioberry HQ team

Inventory & Supply Chain Management

- ★ Auto alerts for low stock and expiry tracking
- ★ Integration with our central warehouse and frozen product dispatch
- ★ Seasonal trend analysis and consumption forecast tools

Centralized CRM & Loyalty Integration

- ★ Customer database management
- ★ SMS/Email campaigns & personalized offers
- ★ Built-in referral & loyalty programs to drive repeat sales

Marketing Automation Toolkit

- ★ Pre-designed social media post templates and reels
- ★ Local campaign push via WhatsApp & Instagram tools
- ★ Festive offer generators and influencer shoutout support

★ STORE SETUP COMPLIANCE & LEGAL APPROVALS ★

Building a Legally Sound & Compliant Zussioberry Outlet

At Zussioberry, we believe that running a successful outlet goes hand-in-hand with meeting all legal, safety, and regulatory standards. To ensure smooth and hassle-free operations, every franchisee must secure the following essential licenses and approvals prior to opening

MANDATORY COMPLIANCE CHECKLIST

FSSAI License



- Mandatory for selling any food or beverage products
- Covers hygiene, food quality, and manufacturing standards
- Assistance provided by Zussioberry for documentation

Shops and Establishments Act Registration

- Legal recognition of the commercial premises
- Mandated by local Municipal Corporation or Labour Department

Fire & Safety NOC

- Mandatory clearance from the local Fire Department
- Fire extinguisher setup and emergency exits must meet local norms

Trade License / Health Department Clearance

- Issued by the Municipal Authority
- Covers sanitation, drainage, water, and waste management



GST Registration

- Required for all commercial transactions and billing
- Enables seamless tax compliance and input credit
- Franchisee must register their business with GSTIN

Police NOC / Local Authority Clearance

- Mandatory clearance from the local Fire Department
- Fire extinguisher setup and emergency exits must meet local norms

Labour Law Compliance

- Includes minimum wage, PF/ESIC (where applicable), and working hours
- Zussioberry provides SOPs and policy support to guide franchisees

Music & Display Licenses (If Applicable)

- If background music is played, PPL and IPRS licenses may be required
- TV display or digital content screens must adhere to broadcasting norms

SUPPORT PROVIDED BY **ZUSSIOBERRY**

We understand that navigating these approvals can be complex, especially for first-time entrepreneurs.
That's why our Franchise Support Team offers:

- Step-by-step guidance through all applications
- Vendor contacts for legal/consultancy services
- Pre-designed formats for affidavits, declarations & licenses
- Assistance during site inspection for smooth clearances



Note

All licenses must be obtained in the franchisee's name. Failure to comply with the above regulations may result in a delay in launch or operational penalties from local authorities.

LEGAL & FINANCIAL TERMS

Transparent terms. Long-term trust. Win-win partnership.

At Zussioberry, we believe in crystal-clear terms to ensure a sustainable and profitable partnership. Our legal and financial framework is designed to offer you brand value, training, operational freedom, and consistent returns – while maintaining quality and brand integrity across locations.

★ Franchise Agreement Highlights

Tenure: Standard 5-year agreement, renewable based on performance and mutual consent.

Franchise Fee: One-time, non-refundable fee (model-specific) to secure brand rights.

Renewal Fee: 20% of the prevailing franchise fee at the time of renewal.

Exit Terms: 60-day notice period required for franchisee-initiated termination. Early exit may attract penalty as per agreement.

★ Royalty & Revenue Sharing

Royalty Fee: 6% of net monthly sales

(Covers ongoing support, branding, R&D, innovation, and marketing assistance)

Marketing Contribution: 2% of net monthly sales

(For national campaigns, influencer tie-ups, digital promotions, etc.)

Total Commitment: 8% of net sales

(combined royalty + brand marketing)

❖ **Procurement & Supply Terms**

Raw Material Supply: All proprietary frozen fruits, premixes, and key ingredients are centrally manufactured and supplied by Zussioberry.

Standardized Vendors: For consistency and cost-efficiency, equipment, packaging, and select ingredients must be sourced from approved vendors.

❖ **Audit & Compliance**

Franchisees are required to

- Maintain daily/weekly sales logs via Zussioberry POS system.
- Submit monthly financials for royalty calculation.
- Allow surprise quality and hygiene audits.
- Follow branding, pricing, and recipe SOPs as issued.

❖ **Franchisee Obligations**

- Ensure full-time operations as per defined store hours.
- Employ trained staff and maintain hygiene standards.
- Participate in seasonal marketing campaigns and product launches.
- Uphold the Zussioberry brand image and customer promise.

★ **Zussioberry's Legal Safeguards**

- All trademarks, branding, recipes, and product IP remain the sole property of Zussioberry.
- Unauthorized duplication, sub-franchising, or recipe alterations are legally prohibited.

★ **A Franchise Partnership Built on Ethics & Excellence**

We value transparency, accountability, and trust. Our legal terms are built to protect your investment and help you thrive under the Zussioberry umbrella.

★ **Let's Blend Success Together!**

Be part of a brand that's exciting, ethical, and ready to scale. Whether you're a first-time entrepreneur or seasoned investor, Zussioberry offers you a delicious opportunity with long-term returns.

PHASE-WISE EXPANSION STRATEGY*

2025-27 – Strengthening the Foundation (India Focus)

- 100+ outlets planned across metros, Tier 2 & Tier 3 cities
- Expansion through all 6 franchise models (Express Kiosks to Flagship Stores)
- Distribution network expansion for frozen fruit & beverage supply
- More in-house manufacturing for ice creams, kulfi, and gelato

2026-28 – Pan-Asia Presence

- Entry into key international markets: UAE, Singapore, Malaysia, and Nepal
- Launch of Zussioberry Experience Bars in high-footfall travel destinations
- Collaboration with airport lounges and co-working food courts
- Global influencer marketing & menu localization trials

2027-30 – North America & Europe Debut

- Entry into Canada, UK, and select U.S. cities through Flagship Stores
- E-commerce launch of frozen fruit tubs and dessert kits
- Licensing of pre-packed drinks and fruit-based health beverages
- Cloud kitchen partnerships for delivery-only urban centers

★ OUR FUTURE GROWTH PILLARS ★

Innovation in Product R&D

- Functional beverages: wellness shots, protein smoothies, vitamin drinks
- Vegan, keto-friendly, and low-sugar dessert alternatives
- Tech integration for personalized ordering (AI-powered flavor selectors)

Tech-Enabled Retail Experience

- Franchisee mobile app dashboard for live tracking, training & updates
- AR-based menu previews and digital tasting experiences in stores
- Blockchain traceability for fruit sourcing and nutrition transparency

Frozen Fruit Tech Leadership

- Expansion of plate freezing technology to more product categories
- Introduction of B2B exports: fruit pulp, frozen cuts, and retail packs

Sustainability & Local Empowerment

- 100% biodegradable packaging by 2029
- Farm partnerships for sustainable fruit sourcing
- Women-led franchise model pilots and training hubs

★ VISION 2030 THE ZUSSIOBERRY ERA ★

By 2030, Zussioberry aims to become

- A Top 10 global natural dessert & beverage brand
- The largest Indian-origin F&B chain specializing in frozen fruit innovation
- A household name across 20+ countries, blending delight everywhere

Join the Future. Join the Movement. Join Zussioberry.

As we blend taste with technology and global vision, your franchise becomes part of a future-forward food ecosystem. Together, we'll shape a deliciously sustainable world.



★ LET'S BLEND SUCCESS TOGETHER! ★

Partner with Zussioberry Blended with Delight

You've read the vision, explored the models, understood the menu, and witnessed the innovation. Now, it's time to take the next step in your entrepreneurial journey – with a brand that blends profitability, purpose, and passion.

What Awaits You

- A future-ready food & beverage brand
- 360° support, from setup to operations
- A community of like-minded, driven franchisees
- A product portfolio that delights every generation
- Trust, transparency & innovation at the core

★READY TO START YOUR **ZUSSIOBERRY JOURNEY?**★

★ **Email**

franchise@zussioberry.com

★ **Website**

www.zussioberry.com

★ **Call**

Sunil +91-9769596096

Ekta +91-969996645

Subair +91-9821922288

★ **Follow Us & Stay Inspired**

@ZussioberryOfficial

[Instagram](#) | [Facebook](#) | [YouTube](#) | [LinkedIn](#)

★ **Reach Us**

Zussioberry Foods & Beverages llp

★ **Register office address**

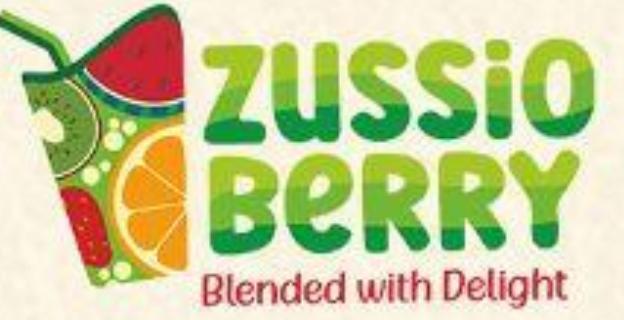
Elitra Awing 1106, casa bella gold, Lodha palava, near Elitra Mall,
kalyan shil Road, Dombivali East 421204, Maharashtra , India

★ **Works**

Zussioberry Foods and Beverages llp, Bldg no 7c,4b,Garden Café,
Tc 23 break out Area, Reliance corporate park, Thane Belapur road,
Ghansoli ,Navi Mumbai 400701, Maharastra, India.

★ **Factory**

Paradise juice private limited, Plot no A76/4/3, Sinnar Malegoan Midc,
Taluka Sinnar, District Nashik 422113 Maharashtra ,India



THE FRUITFUL OPPORTUNITY IS NOW!

Whether it's a kiosk on the corner or a flagship destination store Zussioberry has a model for your market, your budget, and your dreams. Let's co-create success that's blended with delight.

Zussioberry – The future of natural, delicious, and sustainable refreshment.