

## FRANCHISE BOOKLET



If you're considering a high-profit franchise in the Healthy food/fruit sector, Apna Fruit Box stands out as a compelling opportunity.

📞 +919826820824

➡ apnafruitbox

✉ fruitboxbhilai@gmail.com





## OUR AIM

"At Apna Fruit Box, our vision is to revolutionize healthy living across India by expanding to 200 thriving franchise locations, delivering farm-fresh fruits to every doorstep and empowering entrepreneurs to grow with us."



## OUR VISION

To encourage people to lead healthier and happier lives by connecting them to natural foods.



## OUR MISSION

To provide a fresh and nutritious option on the table, delivered unexpectedly fast and simple, while creating business opportunities by introducing people to healthy eating choices.





# About



**Apna Fruit Box** is Chhattisgarh's premier farm-to-doorstep fruit delivery service, dedicated to bringing the freshest, most nutritious fruits directly to your home. Our mission is to promote healthy living by providing easy access to natural, additive-free fruits, ensuring that wellness is just a box away.

## ABOUT OWNER

At the heart of Apna Fruit Box is our visionary founder, Siddharth, whose passion for health, entrepreneurship, and community well-being led to the creation of this fresh fruit delivery revolution.

Growing up in Chhattisgarh, Siddharth witnessed firsthand the gap between fresh farm produce and everyday consumers. Driven by a dream to bridge this gap, he set out to create a brand that not only delivers premium-quality fruits but also promotes

- Siddharth Palletti



## WHY TO CHOOSE APNA FRUIT BOX ?

-  **Proven Business Model:** With a growing demand for fresh and healthy food, our model is designed for fast growth, high profits, and low risk.
-  **Freshness Guaranteed:** We source directly from trusted farmers, ensuring top-quality fruits with no compromise on health or taste.
-  **Low Investment, High Returns:** Our streamlined operations and smart supply chain make it easy to start and profitable to scale.
-  **Complete Support System:** From setup to marketing to day-to-day operations, we provide full training, branding, and logistic support to our franchise partners.
-  **Trusted Brand Name:** With a strong and growing reputation in Chhattisgarh and beyond, Apna Fruit Box is a name customers already trust.
-  **Vision for Big Growth:** We are on a mission to create 200+ franchise outlets across India, giving you a chance to grow with a brand that's scaling fast.

# FRANCHISE MODEL

## Signature model

Investment	- 2.5 - 3 L
No. of staff	- 3
cafe setup	- 1.5L
Kitchen equipment	- 50k
Fruit Boxes(empty)	- 10 - 15k
Branding	- 10k
Marketing	- 15 - 20k
Miscellaneous	- 5k
Franchise Fees	- 50k
Estimate Sale	- 4k - 5k /day Sale From



## Premium model

Investment	- 4.5 - 5 L
No. of staff	- 4
cafe setup	- 2.5 L
Kitchen equipment	- 80k -1L
Fruit Boxes(empty)	- 10k - 15k
Branding	- 15k
Marketing	- 25k
Miscellaneous	- 10k
Franchise Fees	- 80k
Estimate Sale	- 7k - 9k /day Sale From



# VISUALS





Thank you



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+919826820824