



CAKE STORIES

WRITE YOURS TODAY...

Franchise Brochure

Your ultimate gateway to becoming a premium bakery entrepreneur.

www.cakestories.shop



Crafted for Your Moments

Every **CAKE STORIES**'s creation is freshly baked, personalized, and designed to make every celebration unforgettable.

Our **made-to-order philosophy** - ensures each cake is crafted with **care, creativity, and precise-attention to detail**.

With **premium ingredients and the artistry of skilled chefs**, our cakes are more than desserts—they are **joyful experiences to savor and share**.

CAKE STORIES delights in being part of every occasion, standing apart in a world of mass production.



FROM THE FOUNDER DESK



Cake Stories was born from a simple belief – that every occasion deserves something truly special. For me, food has always been more than just taste; it's about the joy, the smiles, and the memories it creates. That spirit has been at the heart of Cake Stories since day one.

We don't see cakes as just desserts – to us, each creation is a story in itself. Every cake is freshly baked, handcrafted, and personalized to the moment it celebrates. In today's world of mass production, we take pride in slowing down, focusing on quality, creativity, and the human touch that makes each cake meaningful.

As we grow, my dream is for Cake Stories to become the first name families think of for every milestone – birthdays, anniversaries, achievements, or even simple sweet cravings. And for our franchise partners, this journey is more than a business; it's about joining a brand built on love, trust, and the joy of creating lasting memories together.

Raj Subramanian
- FOUNDER & CEO

OUR 10 SECRET INGREDIENTS

- 1. Quality First** – Only the finest ingredients for exceptional taste.
- 2. Creativity & Innovation** – Always crafting fresh flavors and designs.
- 3. Personalization** – Every cake reflects your unique story.
- 4. Customer Delight** – Spreading smiles through every bite and service.
- 5. Integrity & Trust** – Transparent, reliable, and consistent always.
- 6. Passion for Craft** – Baking with artistry, love, and care.
- 7. Sustainability** – Eco-friendly in packaging and operations.
- 8. Team Spirit** – Growing together with respect and collaboration.
- 9. Community Connection** – Strengthening bonds with families and businesses.
- 10. Celebrating Life's Moments** – Making every occasion truly special.





VISION STATEMENT

To become India's most premium cake brand, loved and remembered by every family for every occasion.

MISSION STATEMENT

To craft freshly baked, personalized cakes and bakery delights that make every occasion special, bringing joy and memorable experiences to families everywhere.

FROM THE HOUSE OF THE FRESHLYMADE

The FreshlyMade is a Chennai-based F&B brand with a 13-year legacy. Originally founded as an export business, the company ventured into the food and beverage industry seven years ago. Today, it operates successful café and restaurant formats, serving continental cuisine, bakery products, and premium confectioneries.

With strong roots in quality, innovation, and customer delight, The FreshlyMade has now launched Cake Stories—a specialized, premium bakery brand created to capture the growing celebration and dessert market.



MODEL -1

CAKE STORIES BAKERY

A boutique cake studio – small in space, big on celebrations.



Particulars	Amount
Investment Required	20,00,000
<i>(Includes ₹ 3,00,000 franchise fee – non-refundable & ₹ 2,00,000 refundable caution deposit. Excludes real estate cost.)</i>	
ROI Period	18-24 Months
Space Required	350 Sq Ft
Sales Channels	Walk-ins, Swiggy, Zomato, E-commerce, ONDC
Menu	Cakes & Pastries.
Avg monthly sales	₹ 5,00,000
Net Profit	15-20%

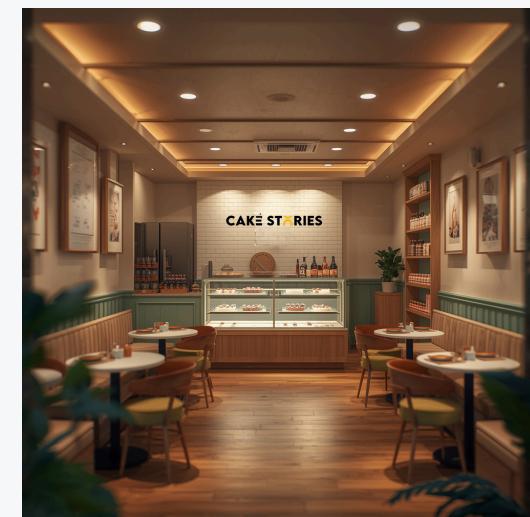
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MODEL -2

CAKE STORIES CAFE

A premium bakery hub – crafted for celebrations beyond cakes.



Particulars	Amount
Investment Required	30,00,000
(Includes ₹ 5,00,000 franchise fee – non-refundable & ₹ 2,00,000 refundable caution deposit. Excludes real estate cost.)	
ROI Period	18-24 Months
Space Required	500 Sq Ft
Sales Channels	Walk-ins, Swiggy, Zomato, E-commerce, ONDC
Menu	Cakes & Pastries, Pizzas, Burgers, Short Eats, Beverages
Avg monthly sales	₹ 7,50,000
Net Profit	15-20%

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menu

RANGE



CLASSIC TIRAMISU



LOTUS BISCOFF



BELGIUM CHOCOLATE



BB CHEESECAKE



MANGO RASMALAI



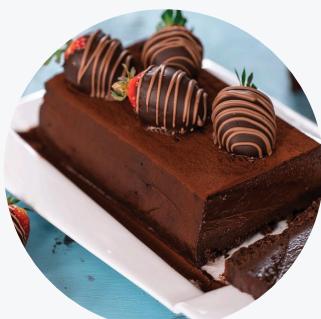
MINI FRUIT TART



CARROT WALNUT



APPLE PIE



CHOCOLATE TERRINE

WHY TO PARTNER WITH **CAKE STORIES**

- **Proven Brand Legacy.** Backed by The FreshlyMade with years of F&B success and trust.
- **Premium Market Positioning.** Unique, handcrafted products designed for discerning customers.
- **Baked-to-order,** ensuring ultimate freshness and minimal wastage.
- **Omnichannel Reach.** Strong presence across offline stores, delivery apps, whatsapp commerce, e-commerce and ONDC.
- **Globally Inspired Menu.** Expert chef-curated dishes blending global flavors with local appeal.
- **End-to-End Support.** Comprehensive training, SOPs, and operational guidance for smooth management.
- **Loyal Customer Base.** High repeat purchases driven by celebrations, gifting, and everyday indulgence.



I ordered half kg chocolate truffle cake..nd they made it within 25 min The cake was nice nd good taste..nd properly boxed.. affordable price nd genuine service..really appreciable..Keep it up guys..I recommend..if u r guys nearby the place just go nd bought a cake nd pastries...Must go...👏

- Selvakumar Radhakrishnan

“Where love is baked, and stories are cherished...”

2 years of Happy customer🎉....

Pine apple fruit cake 🍍 must try guys...

- Ajith B

I JUST WANNA SAY , I HIGHLY HIGHLY RECOMMEND THIS OUTLET!!!

ORDERED RASMALAI BENTO CAKE AND IT WAS ABSOLUTELY DELICIOUS ❤️❤️❤️❤️ It was soft, mildly sweet, smooth texture, with strong rasmalai aroma/fragrance, every bite was very juicy ❤️

I literally teared up while eating cuz I get emotional when I eat anything EXTREMELY DELICIOUS 🙏🙏

THANK YOU SO SO MUCH 💖❤️🙏

Will definitely order more in the future

- Ara

I was so happy , I gave them a refrence pic , and one bro from the shop accepted my request and made this cake from a Swiggy order itself. And the cake turned out to be so pretty and delicious as well.

- Ashik Mohammed

We ordered Royal choco truffle from them, Cake was so delicious and was delivered on time. Good service

- Arun

GET CONNECTED



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