



PUNJAB SIND FRANCHISE

Partner with a Legacy of Taste & Trust



INTRODUCTION TO

A Legacy of Taste Since 1969

- Founded by Late Shri Jagjit Singh Bajaj, built on the values of quality, authenticity, and tradition.
- Expanded from a small shop in Mumbai to 70+ outlets across 4 states and 2 Union Territories.
- Pioneers in branded Paneer in India, with a growing portfolio of dairy, sweets, bakery, and ready-to-eat products.
- A family-run legacy, trusted by generations for purity and excellence.
- A high-margin, scalable business model, backed by a strong market presence in 6 states and growing.



Products Loved by Generations

- **Dairy:** Paneer, Lassi, Buttermilk, Flavored Milk, Shrikhand, Ghee, Kulfi, and more.
- **Sweets:** Gulab Jamun, Kala Jamun, Rasgulla, Boondi Ladoo, Dharwad Peda, and more.
- **Bakery & FMCG:** Cookies, Pickles, Instant Gravy Mixes, Jaggery, and more.



MARKET OPPORTUNITY

A Growing Appetite for Branded Food

- **Premium Dairy & Sweets Demand:** High preference for quality-assured products among urban families.
- **Indian Food Market Boom:** India's packaged food market is expected to grow at CAGR 15-20%.
- **Expanding Consumer Base:** Young professionals, health-conscious families, and foodies.

Diverse Product Portfolio

- We offer **180+ products**, including unique flavored milk varieties like **Thandai, Paan, and Badam**—**exclusively available with us.**

WHY CHOOSE PUNJAB SIND?

A Trusted Name in Indian Households

- **Legacy of Quality:** 50+ years of customer trust and loyalty.
- **Diverse Product Range:** Catering to Indian tastes and global trends.
- **Expansive Network:** Presence in cities like **Mumbai, Goa, Hyderabad, Pune, Kolhapur, Daman, and Silvassa.**
- **High Demand:** Products align with Indian food preferences and premium quality expectations.
- **B2B Opportunity:** Earn additional revenue through bulk orders in your designated area.
- **Omnichannel Presence:** Platforms like Zomato, Swiggy, Zepto, Blinkit, and Instamart ensure strong market reach and sales support.





THE FRANCHISE MODEL

What Punjab Sind Offers You

- A **diverse product portfolio** spanning multiple categories loved across India.
- Ready-to-use **brand identity and marketing support**.
- **Training** on operations, customer service, and logistics for smooth execution.
- **Expanded Product Categories:** Dairy, sweets, bakery, instant gravies, and frozen products cater to a wide consumer base.

Franchise Models for Every Market

- **Flagship Store:** Ideal for metropolitan or high-footfall areas.
- **Kiosk:** Compact, high-visibility units in malls and busy markets.
- **Express Outlet:** Quick-service formats for smaller towns and transit hubs.





FRANCHISE BENEFITS

- **Low-Risk Investment:** Backed by a proven operational model.
- **Diverse Revenue Streams:** Retail sales + bulk B2B orders.
- **High-Demand Products:** Loved by Indians for generations.
- **Marketing Support:** National campaigns + digital promotions tailored for local markets.
- **Easy Scalability:** Simple and effective operations model to expand quickly.
- **Multi-Platform Visibility:** Your store benefits from brand support on Swiggy, Zomato, and other online delivery platforms.





MAXIMIZE REVENUE WITH RETAIL & B2B OPPORTUNITIES

- **Retail Sales:** Cater to walk-in customers with Punjab Sind's premium product range.
- **B2B Sales:** Supply bulk orders to local businesses like restaurants, cafes, and caterers within your exclusive area.
- **Dual Revenue Streams:** Combine retail and bulk sales for higher profits and consistent cash flow.
- **Trusted Brand:** Deliver the quality Punjab Sind is known for, earning loyalty from customers and businesses alike.

Unlock new growth avenues with Punjab Sind's franchise model!

INVESTMENT DETAILS

- Franchise Fee: **₹5,00,000**
- Setup Cost: **₹15-20 Lakhs** (Varies by location)
- ROI: **1.9 Years**
- Marketing Support: Company-backed digital & social media campaigns to drive sales and brand visibility.

Disclaimer: The investment cost, profit projections, and break-even period are estimates based on current market conditions. Actual figures may vary depending on location, operational expenses, and other factors.





PARTNER SUPPORT

We're With You Every Step of the Way

- **Store Setup & Branding:** Guidance on designing and launching your store.
- **Training:** Hands-on sessions for staff on handling products and customers.
- **Marketing Campaigns:** Online and offline promotions tailored to your region.
- **Ongoing Assistance:** Regular support in supply chain and customer engagement.



BRAND SUPPORT

Punjab Sind collaborates with premium brands to enhance quality and offerings:



High-quality dairy products for the mass market.



Premium bakery offerings crafted for excellence.



Ready-to-eats, beverage premix, instant gravies and more.



Authentic namkeens & savory snack delights.



Premium fruit spreads, honey, syrups, and crushes.

This brand support under Punjab Sind expands our product versatility—growing from dairy to premium ready-to-eats, namkeens, fruit spreads, bakery and more.



PARTNER SUPPORT

Expanding Reach with Strong Partner Networks
Our franchisees benefit from established
partnerships with leading online platforms:



Seamless food
delivery integration



Expanding visibility through
top grocery platforms.

This omnichannel approach ensures increased sales, customer reach, and brand presence.

BECOMING A



FRANCHISE PARTNER

- Submit your franchise application.
- Location review and selection process.
- Agreement signing and onboarding.
- Launch your Punjab Sind outlet.



02267755555



info@punjabsind.com



punjabsind.com

