



FRANCHISE PROSPECTUS · 2026

₹10,00,000.

A complete outlet.

Machinery, steel counters, the full shop build, electrical, plumbing, signage, billing software and your first stock — one price, ready to run.

Ready in 25–30 days

180–220 sq ft

2 km exclusive territory

No percentage royalty



A RUNNING BUSINESS, NOT A NEW IDEA

We do not sell franchises. We run outlets — and we make the syrup ourselves.

MY COLD ZONE has been serving customers in Surat since 2013. In 2018 we built our own syrup factory, so the taste and the cost of every glass stay in our own hands — not a vendor's.



2013

First MY COLD ZONE outlet opened in Surat

12+

Outlets running today

2018

Our own syrup factory — FIZORA

One factory

Every syrup, base and concentrate is made in our own plant in Surat. No outside vendor sets your cost or your taste.

One recipe book

Every drink written to the gram and filmed. A new staff member watches the video and pours what Surat pours.

One price list

The same rate card in every outlet. Nothing is invented shop by shop.

Over 100 distributors across Gujarat already buy from that same factory every week. The line that feeds your outlet is not built for you — it is already running.

ONE PRICE • EVERYTHING INSIDE

What ₹10 lakh actually buys.

One price, one list, nothing added on top. Every machine is invoiced in your name — no buyback, no lease, no return.



MACHINERY & EQUIPMENT

- Soda fountain machine
- Deep freezer
- Waffle machine
- Chocolate melter
- Ice crusher machine
- Mixer
- RO plant, 100 litres per hour
- Microwave oven

STEEL WORK & FURNITURE

- Stainless steel working counter
- Stainless steel cash counter
- Outlet furniture

THE SHOP BUILD

- Structure and framing
- ACP panelling, inside and outside
- Complete electrical work, underground and surface
- Complete plumbing work
- Light fitting and boards

BILLING & MONITORING

- POS system with billing software
- CCTV

BRANDING & OPENING

- Signboard and menu boards
- Your first ₹50,000 of stock
- One week of training and launch support

Our own software runs your outlet.

Every recipe open on screen, a training video for every drink and every machine, and your own ordering portal straight to the factory — no calls, no middleman.

Nothing is added on top of ₹10 lakh for the scope above. Transport outside Surat is charged separately, and we tell you the figure before you decide, not after.

₹10 lakh is the package. This is the whole cheque.

Most brochures stop at the package price. That is not the money you actually need, and a man who discovers the rest after signing is already in trouble. Here is everything.

WHAT IT IS	RENT ₹20,000 1 STAFF	RENT ₹30,000 2 STAFF	RENT ₹40,000 3 STAFF
The MY COLD ZONE package	10,00,000	10,00,000	10,00,000
Security deposit — refundable, returned when you leave	50,000	50,000	50,000
Shop rent deposit — 3 months	60,000	90,000	1,20,000
Broker — 1 month	20,000	30,000	40,000
Rent agreement	5,000	5,000	5,000
Licences — FSSAI, GST, shop registration	12,000	12,000	12,000
Back area — racks, wash area, tiles and fitting	25,000	25,000	25,000
Painting	5,000	5,000	5,000
Opening day	25,000	25,000	25,000
Three months of running money, kept in the bank	1,35,000	2,16,000	3,03,000
Buffer	20,000	20,000	20,000
Total money you should have	₹13,57,000	₹14,78,000	₹16,05,000

Why we insist on three months of running money.

No shop settles in its first three months. The commonest reason a good outlet fails is not a bad location — it is an owner who borrowed at interest to open it. Read down the column nearest your own market.

NOT A PROJECTION — AN ARITHMETIC

What one glass leaves you.

Every figure below is built from our own recipe and our own purchase bills — syrup, fruit, milk, ice, glass, straw and tissue, each one counted.



Mint Mojito

Sells for	₹60
Material, all in	₹19.82
Less 5% GST	₹2.86
You keep	₹37.32



Blueberry Soda Pop

Sells for	₹25
Material, all in	₹11.58
Less 5% GST	₹1.19
You keep	₹12.23



Triple Chocolate Waffle

Sells for	₹80
Material, all in	₹27.77
Less 5% GST	₹3.81
You keep	₹48.42



Red Velvet Special Shake

Sells for	₹180
Material, all in	₹75.42
Less 5% GST	₹8.57
You keep	₹96.00

GROSS MARGIN, BY CATEGORY

Mojito		67.9%
Signature Waffle		62.7%
MCZ Special Shake		60.4%
Soda Pop		49.2%

ACROSS THE WHOLE MENU — 115
ITEMS, 16 CATEGORIES

Your gross profit margin

58.9%

Item by item from our own recipe file, at our own franchise supply price. GST out first, 2% wastage in, packing counted inside the material, blended 80% counter and 20% parcel. Nothing left out to lift the average.

115 items. 16 categories.

₹20 to ₹200.

Soda, slush and shots — ₹20 to ₹120, the summer half of the menu. Priced from our live price list, photographed in our own cup.



Soda Pop

₹25

13 items

Blueberry · Cranberry · Green Apple · Green Mango · Guava · Jeera Masala · Kala Khatta · Limka · Lychee · Nimbu Soda · Orange · Pineapple · Strawberry



Lemon Masala Soda

₹35

16 items

Blueberry · Cranberry · Green Apple · Green Mango · Guava · Jeera Masala · Kala Khatta · Limka · Lychee · Mix Berry · Orange · Pineapple · Pudina Salted · Pudina Sweet · Strawberry · Three Colour



Pulpny Soda

₹40

8 items

Blueberry · Ginger Lemon Up · Green Apple · Guava · Lemon Up · Mango · Orange · Strawberry



Ice Slush

₹40

10 items

Black Currant · Blueberry · Cranberry · Green Mango · Guava · Kala Khatta · Lychee · Mix Berry · Orange · Pineapple



Shot

₹20

5 items

Blueberry · Ginger · Jamun · Lemon · Mint



Natural Shot

₹120

1 item

Jamun

Mojitos, mocktails and shakes.

Mint, fruit and milk — ₹50 to ₹150.



Mojito

₹60

11 items

Blueberry · Cranberry · Ginger ·
Green Apple · Guava · Jamun ·
Mint · Mix Berry · Pomegranate ·
Virgin · Watermelon



Mojito Slush

₹80

6 items

Blueberry · Cranberry · Ginger ·
Lemon · Guava · Mint ·
Pomegranate



3-Layer Mocktail

₹60

3 items

Indian Flag · Pineapple ·
Rainbow



Milk Shake

₹50-60

11 items

Badam Pista · Butterscotch ·
Kesar Pista · Kesar Rajbhog ·
Mango · Mava Malai ·
Pineapple · Rose · Black
Currant · Chocolate · Gulkand



Nut Shake

₹150

3 items

Kaju Anjeer · Kaju Badam ·
Kaju Gulkand



Cold Coffee

₹70-90

4 items

Cold Coffee · Caramel · Choco
· Ice Cream

The winter half.

Special shakes, waffles and hot brownies — ₹50 to ₹200. The same counter earns in both seasons.



MCZ Special Shake ₹130–200

8 items

Caramel Oreo · Chocolate Oreo · Choco Chips · Chocolate KitKat · Biscoff · Choco Brownie · Red Velvet · Nutella Brownie



Signature Waffle ₹80–120

5 items

Triple Chocolate · KitKat · Oreo · Biscoff · Nutella



Classic Waffle ₹50–70

5 items

Dark · Milk · White · Dark & Milk · Dark & White



Hot Brownie ₹100–160

6 items

Dark Brownie · Milk Brownie · Dark & Milk Brownie · KitKat Crunchy Brownie · Oreo Crunchy Brownie · Biscoff Crunchy Brownie

Three honest months.

Most brochures show one good month. We show all three, because all three happen. Rent is held at ₹30,000 and staff at ₹15,000 a person; the owner is not counted as staff.

A SLOW MONTH

40 bills a day

₹1,50,000 a month

Sale, less 5% GST 1,42,857

Material at 41.1% 58,686

Shop rent 30,000

Staff – 1 person 15,000

Electricity 7,000

MY COLD ZONE fee 3,000

Maintenance & daily running 4,286

Left with you

₹24,886

A STEADY MONTH

80 bills a day

₹3,00,000 a month

Sale, less 5% GST 2,85,714

Material at 41.1% 1,17,371

Shop rent 30,000

Staff – 2 persons 30,000

Electricity 9,000

MY COLD ZONE fee 3,000

Maintenance & daily running 8,571

Left with you

₹87,771

A STRONG MONTH

160 bills a day

₹6,00,000 a month

Sale, less 5% GST 5,71,429

Material at 41.1% 2,34,743

Shop rent 30,000

Staff – 3 persons 45,000

Electricity 13,000

MY COLD ZONE fee 3,000

Maintenance & daily running 17,143

Left with you

₹2,28,543

₹3,442

a day to break even

Even a slow month does not lose money. With one staff member the outlet covers its rent, salary, electricity and fee at about ₹3,442 a day – roughly 28 bills. Below that it is short; above it, profitable.

The menu

₹20–200

115 items across 16 categories

Average item

₹64

The middle of our own live price list

A normal bill

₹125

Two items, about. Multiply by the bills you believe your location will do

WHEN IT RETURNS, AND WHEN YOU PAY

Your ₹10 lakh, coming back.

Straight division: what the outlet leaves you each month against the ₹10 lakh you put in. No interest, no discounting, no assumptions about growth.

40

months

at 40 bills a day — a slow location, or a city still learning the brand

₹24,886 left every month

11

months

at 80 bills a day — a normal, working counter

₹87,771 left every month

4

months

at 160 bills a day — a busy market or a strong food street

₹2,28,543 left every month

HOW YOU PAY FOR IT

At booking — the security deposit, separate from the package and fully refundable	₹50,000
50% — when the site is finalised. Work starts only after this	₹5,00,000
25% — when the work is 50% complete	₹2,50,000
25% — when the work is 80% complete	₹2,50,000
The package	₹10,00,000

The three payments below the booking line add up to the ₹10 lakh package; the ₹50,000 deposit sits outside it and is returned when you leave with a clear material account. A late payment attracts interest at 2% a month, and after three written reminders the work stops.

Transport

To a site outside Surat, charged separately. It depends on your city and the distance, so it cannot be fixed in advance.

Shop rent & deposit

Yours. The shop is rented in your name and the agreement is yours.

Licences & back area

FSSAI, GST and shop registration in your name; racks, wash area, tiles and painting behind the counter.

How it happens.

1 Your location

A morning, an evening and a Sunday video of the area.

2 The shop check

180–220 sq ft, front-facing, drainage, 24-hour water.

3 Booking

₹50,000 refundable. You take the agreement and licences.

4 Agreement & build

Signed, 50% paid, machines ordered, 25–30 days of work.

5 Training & opening

A week of training, a dry run of every machine, then the date.



WHAT WE DO

- Approve the location — and say no when it will not carry a counter
- Order the machines and build the shop front to one standard drawing
- Plumbing, electrical, panelling, furniture, lights, signboard, menu boards
- Fit every machine, connect the RO and water tank, dry-test each one
- Dispatch your first ₹50,000 of stock and train your staff for a week
- Run brand marketing at our cost — and never fix an opening date before the work is finished

WHAT YOU DO

- Find the shop, pay its rent and deposit, and make the rent agreement
- Take FSSAI, GST and shop registration in your own name
- Build the back area — racks, wash area, tiles, painting
- Hire your own staff locally and send them for training
- Keep three months of running money in the bank
- Run the counter yourself, or with one member of your family — a MY COLD ZONE outlet is never sold as a pure investment



TELL US YOUR CITY

+91 82382 30330

WhatsApp or call. Send a morning, an evening and a Sunday video of the area, and we will tell you within a week whether it can carry a counter.

mycoldzone.com

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MY COLD ZONE · Kachaliya Brothers, Surat · Running since 2013

