Parag®
BAKERY

FRANCHISE PRESENTATION

Turn Passion into Profit with Parag Bakery –
Your Sweet Success Story Starts Today!





Experience

From the moment a customer walks into **Parag Bakery,** they are welcomed into a world of freshness, warmth, and delightful indulgence. The aroma of freshly baked breads, rich cakes, and savory snacks creates an inviting atmosphere that instantly feels comforting and memorable.

Every product at Parag Bakery is crafted to deliver not just taste, but an experience — where quality ingredients, consistent flavors, and a touch of tradition come together in every bite. Whether it's a quick snack, a celebration cake, or an everyday treat, Parag Bakery aims to make every visit special.

With a focus on freshness, affordability, and customer satisfaction, Parag Bakery has become a trusted name for families seeking both quality and value in their everyday bakery choices.



Our *Story*

How It Started

- **Founded in 1966 by Late Tikamdas Ji Rijhwani,** the legacy began as Shandar Bakery in Indore—quickly becoming a trusted name in wholesale baking, known for quality and consistency.
- As the city evolved, so did we. **In 2012,** Parag Bakery transitioned into retail, bringing its signature “heart-winning” taste directly to customers and becoming a household favorite.
- Today, led by the third generation – **Sanjay & Jitendra Rijhwani,** the brand has transformed into a modern bakery chain with high-footfall locations across Indore.
- The journey continues with our premium concept, **Parag Bake & Brew,** blending traditional recipes with contemporary café culture—creating a destination for both classic bakes and specialty brews.

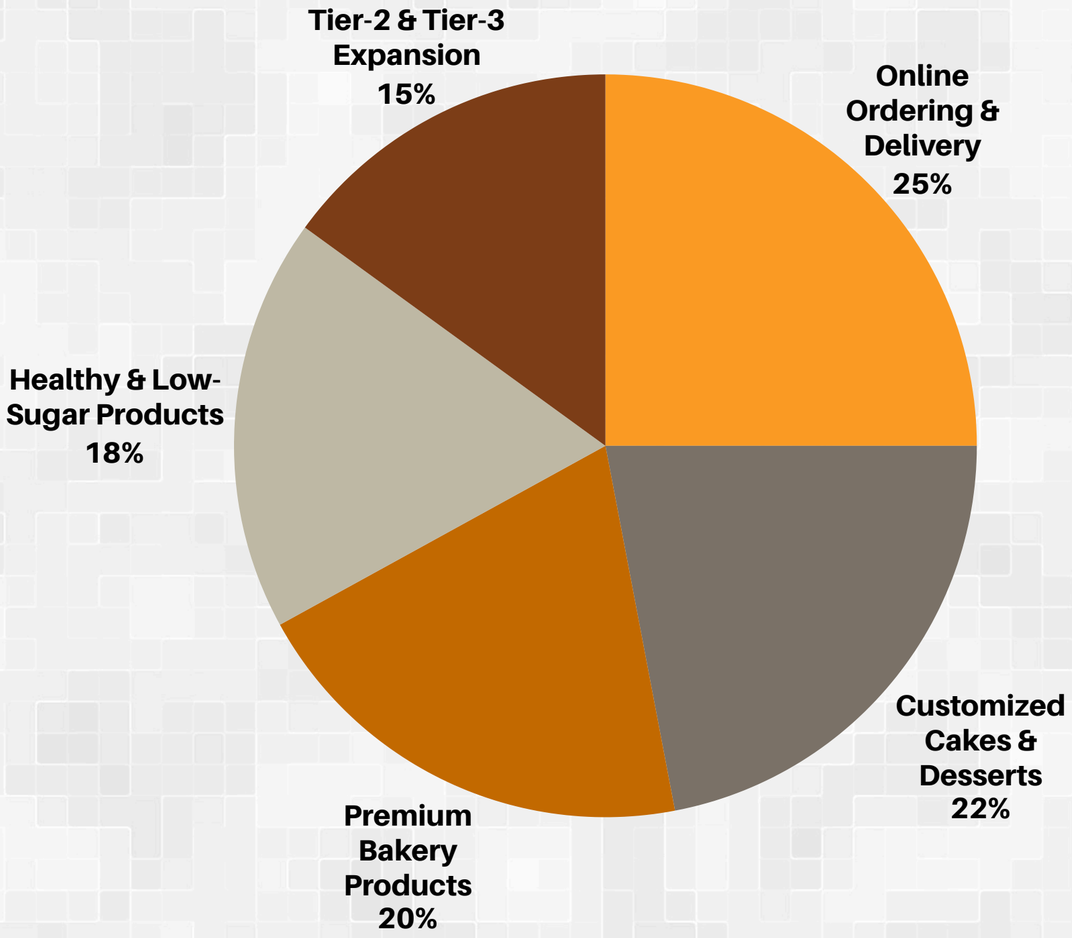
Authentic Taste

Trusted Recepies

Premium Perceptions



Market *Trends*



The bakery market is experiencing strong growth, driven by rising demand for premium products, customized offerings, and convenient ordering options. Nearly 25% of demand is now influenced by online ordering and delivery, creating additional revenue channels for bakery businesses.

Customized cakes and desserts continue to drive high-margin sales, while the growing preference for healthy and fresh products is expanding the customer base. At the same time, Tier-2 and Tier-3 cities are emerging as high-growth markets with increasing consumption and limited organized competition.

These trends create a strong opportunity for scalable bakery models like Parag Bakery to expand rapidly while maintaining consistent demand and profitability.

Consumer Demand *Drivers*

Growing demand for bakery products in India is supported by changing consumer lifestyles and increased preference for convenient food options.

Key Demand Drivers

- Rising urban population and busy lifestyles are increasing demand for convenient, ready-to-eat bakery products
- Growing popularity of cakes and celebration desserts is driving consistent high-value sales
- Increasing snack consumption is boosting repeat customer visits and daily revenue opportunities

These trends align well with Parag Bakery's product offerings and operating model, positioning the brand to effectively cater to evolving customer preferences across both everyday and occasion-based consumption.



Vision & *Mission*

Vision

To become a leading regional bakery brand by expanding across multiple cities through a strong franchise network, while preserving our signature taste and customer loyalty.

Mission

To serve fresh, high-quality bakery products that stay true to traditional flavors while meeting modern expectations, creating genuine and enjoyable experiences for our customers with consistency, affordability, and trust.

Our Core *Values*

- **Quality First** – Commitment to fresh, hygienic, and high-quality products.
- **Consistency** – Delivering the same taste and experience across every outlet.
- **Customer Satisfaction** – Building long-term relationships through trust and service.
- **Innovation** – Blending traditional recipes with evolving consumer trends.
- **Integrity** – Maintaining transparency and ethical business practices.



About *Founders*

Parag Bakery & Fast Food is a legacy bakery brand based in Indore, with roots dating back to 1966 when it was originally established as Master's Bakery. Over nearly six decades, the brand has evolved into one of Indore’s most trusted bakery destinations, combining traditional recipes with modern bakery concepts.

Today, the business is operated by the Rijhwani family and is recognized for delivering high-quality bakery products with consistent taste, freshness, and in-house manufacturing standards.



MR. SANJAY RIJHWANI

MR. JITENDRA RIJHWANI



Concept

Parag Bakery operates on a high-volume, quick-service bakery model designed to serve daily consumption needs. With a strong focus on fast-selling products, operational efficiency, and affordable pricing, the brand ensures steady footfall, repeat customers, and sustainable unit economics.



Core *Offerings*

Parag Bakery is renowned for its popular offerings, including cookies, baked samosas, and cream rolls, complemented by a wide range of freshly prepared cakes, breads, and snacks.



Our product strategy focuses on:

- High repeat purchase items
- Strong local preference products
- Freshness and taste consistency

What makes us different

Legacy Since 1966 :
Backed by over 58 years of trust in Indore, with strong brand recall and existing customer loyalty.

Premium Ingrediants:
Use of high-quality ingredients to ensure superior taste and consistent product quality.

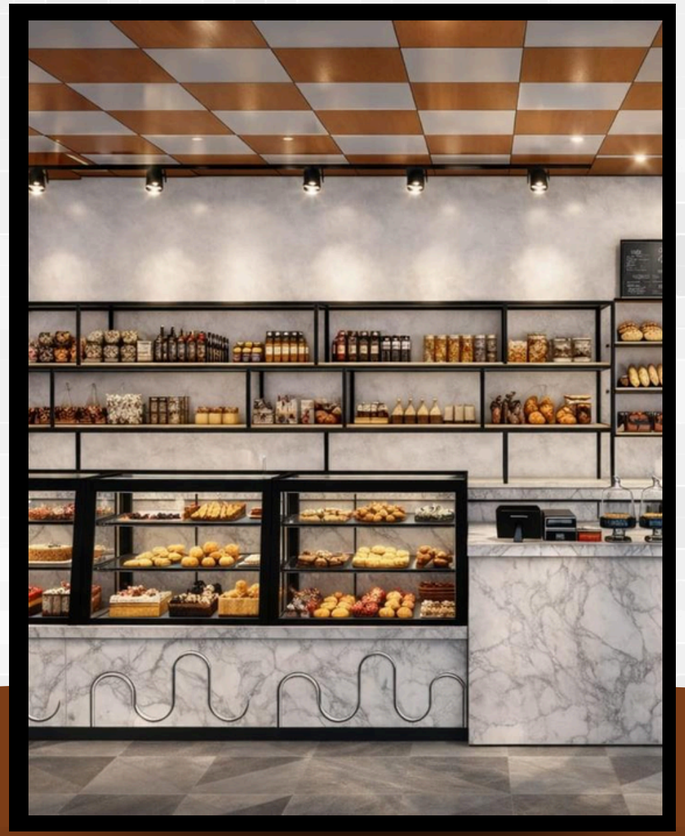
Product Mix – Eggless & Health Options
Offers eggless products and select no added sugar variants to address diverse consumer needs.

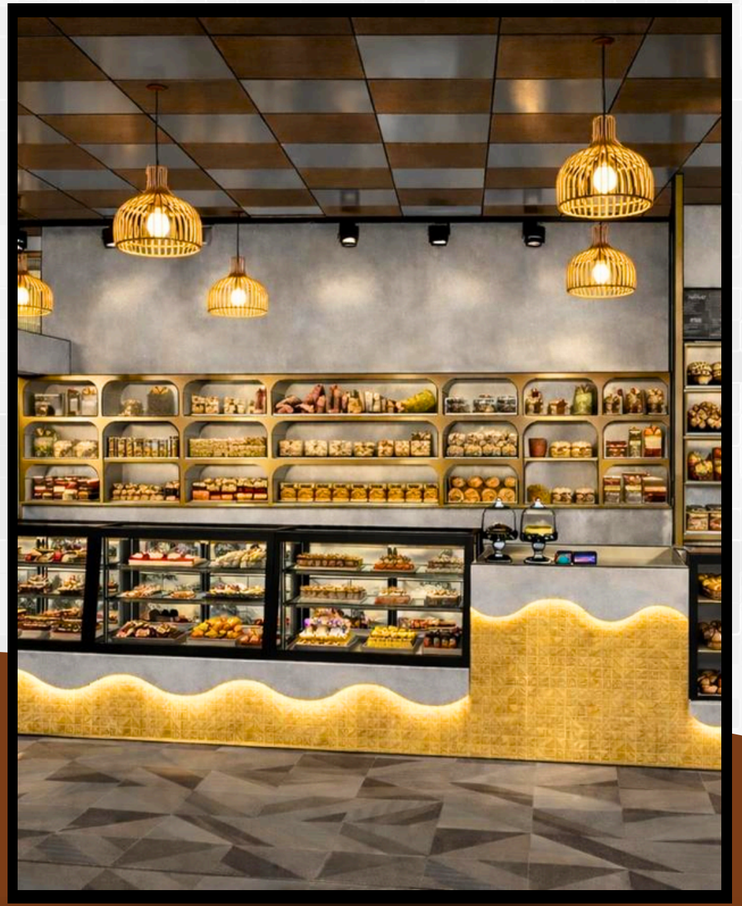
Own Manufacturing Unit:
In-house production ensuring consistent quality, freshness, and supply reliability.

Strong Backend Supply System
Well-established production and supply capabilities, ensuring consistency and ease of operations.

Snapshots







Our *Menu-*

Parag BAKERY

BAKED ITEM
bannane ka charge ₹5 extra*

CHOTA SAMOSA	₹25
BUTTER SAMOSA	₹30
DAL KACHORI	₹30
PANEER PATTIES	₹35
CHEESE PATTIES	₹30
CHINESE PATTIES	₹30
RAJASTHANI PATTIES	₹30
CORN PATTIES	₹30
MAYO CHEESE SAMOSA / PATTIES	₹70

PASTRIES

PINEAPPLE PASTRY	₹50	BUTTER SCOTCH	₹50
BLACK FOREST	₹60	CHOCOLATE MARBLE PASTRY	₹60
CHOCOLATE PUDDING	₹70	MIX FRUIT PUDDING	₹70
RED VELVET	₹80	RABDI ALMOND	₹90
CHOCO ALMOND TRUFFLE	₹120	CASSATA PASTRY	₹80
RED LOVE TRUFFLE	₹120	MINI CUPPING SAUCER	₹130
BLUE BERRY CHEESE PASTRY	₹140	LOTUS BISCOFF CHEESE PASTRY	₹160
BELGIAN CHOCO PASTRY	₹70		

ROLL & SWEETS

CREAM ROLL ₹25	JAM ROLL ₹40	CHOCOLATE BALL ₹35
CHOCOLATE BROWNIE ₹50	CHOCOLATE DONUT ₹60	CHOCO TRUFFLE CUP ₹60
CHOCO LAVA CAKE ₹60	DOUBLE CHOCOLATE BROWNIE ₹120	

READY SNACKS

CHEESE CORN BALL	₹40
DAHI KE SHOLAY KABAB	₹50
RED SAUCE PIZZA	₹70
MASCO PIZZA	₹110
TANDOORI PANEER TIKKA	₹110
PANEER MASALA ROLL	₹110
VEGETABLE CHEESE BURST ROLL	₹110
PARAG SPECIAL ROLL	₹110
CHILLI PANEER SIZZLER	₹110
PANEER HYDERABADI	₹110
SPECIAL HOTDOG	₹110
AMERICAN CHATKA	₹80

DRY CAKES

FRUIT CAKE (4PS)
FRUIT CAKE SINGLE
FRUIT CAKE (200GM)
FRUIT CAKE (SLICE CAKE 300GM)
FRUIT CAKE (400GM)
FRUIT CAKE (4PS)

MAWA CAKES

MAWA CAKE (200GM)
MAWA CAKE (SLICE CAKE 300GM)
MAWA CAKE (400GM)

BREADS

PAAV (12 PCS)
W. BREAD (800GM)
WHITE BREAD (400GM)
WHITE BREAD
ATTA BREAD (550GM)
ATTA BREAD (400GM)
BURGER BASE
PIZZA BASE

KHARI & TOAST

PLAIN KHARI
TWIST KHARI
JEERA KHARI
MASALA KHARI
SWEET KHARI
FAN PHARI
TILLI TOAST
BUTTER TOAST
ATTA TOAST

CAKES

PINEAPPLE
BATTER SCOTH CAKE
BLACK FOREST
CHOCLATE CAKE
RABDI CAKE
RASMALAI CAKE
CHOCLATE BASKET CAKE
BROWNIE CAKE
CASSATA CAKE
CHOCLATE GERMAN CAKE
CHOCO ROAST CAKE
RED VELVET
CHOCO CHIPS CAKE

COOKIES

BUTTER NAMKEEN
SHAM JEERA
P. NANKHATAI
DESI GHEE NANKHATAI
PISTA BADAM COOKIES
CAKE RUSK
CHOCO COOKIES
KARACHI
PARAG SPECIAL
ATTA PISTA
FRUIT JAM
KASHMIRI COOKIES
KAJU OATS COOKIES
PISTA COCONUT COOKIES
ATTA ELAYCHI COOKIES

Why Invest in *Parag Bakery*

By combining six decades of heritage with a modern retail approach, we offer a business model built on four strong pillars:

Freshness & Quality Since Day One:
Consistency is the foundation of our customer loyalty. Our quality standards remain as strong today as they were when we first started in 1966.

Signature Flavours with Strong Local Demand:
We are the proud home of Indore's favourite Bake Samosas, Cream Rolls, and Jam Rolls, along with expertly crafted cakes that drive repeat customer visits.

High Customer Loyalty & Satisfaction:
We don't just sell products—we build relationships through great taste, reliable service, and a premium customer experience.

Proven & Scalable Business Model:
Our transition from wholesale to a successful retail brand reflects strong unit economics and a model that is ready to scale across new markets.



Franchise *Support*

- **Ongoing Training and Development:**
Regular training sessions and workshops to keep staff updated on best practices, menu innovations, and customer engagement strategies.

- **Operational Support:**
Continuous assistance from the franchisor's operations team to ensure adherence to brand standards and to address any operational challenges.

- **Marketing and Advertising:**
Inclusion in national and regional marketing campaigns, along with guidance on local marketing efforts to maintain visibility and attract a steady customer base.

- **Menu Innovation:**
Access to new recipes and menu updates that reflect current trends and customer preferences, ensuring the café remains a preferred choice for visitors.

- **Quality Assurance:**
Regular audits and feedback mechanisms to maintain high standards of food quality, service, and overall customer experience.

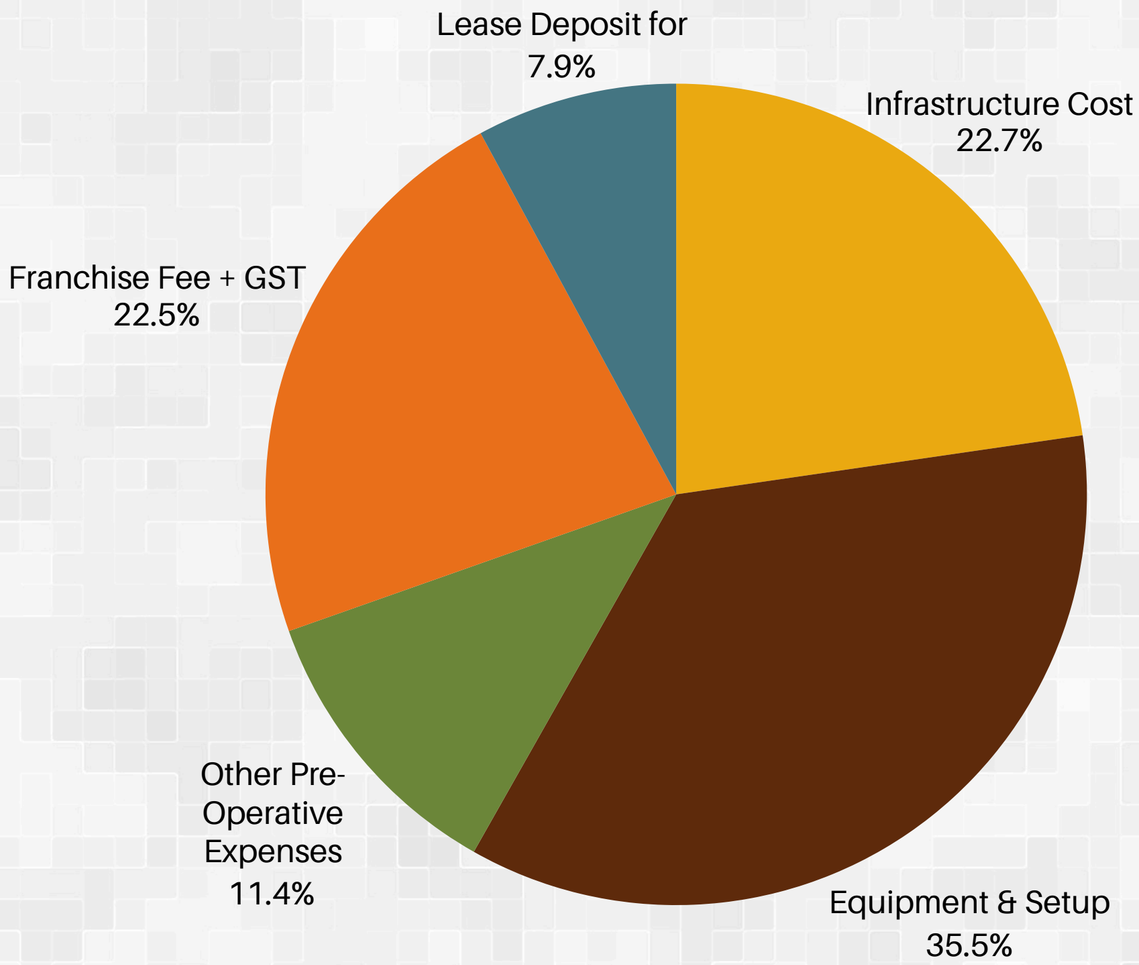


Franchise *Details-*

FRANCHISE MODEL	**Standalone Model**
FRANCHISE FORMAT	FOFO
AREA REQUIRED	400-600 Sqft (with Min 15 to 20 Ft frontage)
INVESTMENTS	20 Lac (approx.)
FRANCHISE FEE	5 Lac + GST
ROI	50%-60%
PREFFERED LOCATIONS	High Footfall Areas, Ground Floor & High Footfall Areas, Residential Catchment, Educational & Office Clusters, Delivery-Friendly Areas

Investment Breakup-

Total Project Cost Including Provisions



COST HEAD	AMOUNT (₹)	% SHARE
Infrastructure Cost	₹4,75,000	22.7%
Equipment & Setup	₹7,45,000	35.5%
Other Pre-Operative Expenses	₹2,40,000	11.4%
Franchise Fee + GST (₹5,00,000+₹90,000)	₹5,90,000	22.5%
Lease Deposit for 3 Months (Refundable)	₹1,65,000	7.9%

TOTAL INVESTMENT (ALL INCLUSIVE) | **₹20,97,000 (20.97 Lakhs)**

Marketing & *Sales Support*





GRAND OPENING & LAUNCH EVENT

- Bakery leadership to be present for franchise launch.
- Collaborate with local influencers & food bloggers for buzz.

SOCIAL MEDIA PROMOTIONS

- Dedicated company-led social media campaigns.
- Encourage franchisees to engage with local audiences online.

LOYALTY & REFERRAL PROGRAMS

- Guidance on implementing loyalty and referral programs to enhance repeat business.

SEASONAL & FESTIVE PROMOTIONS

- Recommendations for seasonal and festive promotions to maximize sales opportunities.

EVENT SPONSORSHIP & COLLABORATIONS

- Support in exploring local collaborations, events, and community-driven marketing activities.

Expansion Vision

PHASE 1: INDORE FOCUS:

Selective franchise expansion in high-demand locations.

PHASE 2: REGIONAL EXPANSION:

Growth across key cities in Madhya Pradesh.

PHASE 3: MULTI-STATE GROWTH:

Expansion into Western and Central India.

OBJECTIVE:

Building a scalable brand with strong regional presence.

OPPORTUNITY:

Association with an established and growing bakery brand.



Testimonials -

Shweta Tiwari
Local Guide · 8 reviews · 15 photos

★★★★★ a month ago

This is one of the best place for bakery items like breads, muffins, cakes, pastries and many more. Nice cozy sitting arrangement. Food is so good, very tasty. Pav Bhaji is a must try, veg cutlet is also good. Quality of cakes and pastries ... More

Poorvi Dixit
3 reviews

★★★★★ a month ago

Dine in | Other | ₹200–400

A cozy little bakery with a lovely aroma the moment you walk in. The pastries are fresh, soft, and perfectly balanced in sweetness. Everything tastes homemade and comforting. Definitely a great spot to satisfy food cravings. ... More

Vinay Notwani
Local Guide · 29 reviews · 37 photos

★★★★★ a month ago

Other | ₹1–200

Nice bakery... 🌟
Superb ambience... 👌
Delicious yummy pastries &bakery items.. ... More

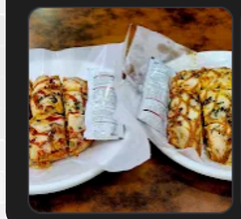


Tammy Jha
Local Guide · 158 reviews · 443 photos

★★★★★ Edited a year ago

Dine in | Dinner | ₹1–200

I had the pleasure of visiting Parag Bakery with my family recently, and it was an experience worth cherishing. We ordered a variety of items, and I must say, every dish exceeded our expectations in terms of taste, quality, and service. ... More






Shulbha Singh
6 reviews · 1 photo

★★★★★ 6 months ago

Dine in | Dinner | ₹200–400

"I had an amazing experience at Parag. The food was fresh, flavorful, and beautifully presented — the bakery and pastry is a must-try! The staff were warm, attentive, and made us feel truly welcome. The ambiance was great and modern, ... More



shivam nayak
Local Guide · 58 reviews · 40 photos

★★★★★ a month ago

Dine in | Other | ₹200–400

This cafe is an absolute gem! 💎 I love the cozy atmosphere here, it's truly the best cafe vibe in the area. The cakes and bakery items are incredibly delicious. 🍰 You really must visit! ✨😋 ... More

Payal Idnani
2 reviews

★★★★★ 3 weeks ago NEW

I had a wonderful experience here, I tried variety of puffs and it were amazing😋 😋 Must visit this bakery!!! ... More

SOCIAL MEDIA PRESENCE

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Thank *You*



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