



TM

THE WAFFLE CO.®

WAFFLES | THICK SHAKES | PANCAKES | FRIES | COFFEE & MORE.



FRANCHISE MANUAL

Do not miss the opportunity TO PARTNER WITH US

Founded in 2018 by the Directors of Giani's, TWC has swiftly evolved into a cherished dessert brand. Our diverse menu featuring waffles, thick shakes, pancakes, and fries is irresistibly appealing. With over 100 stores across India and a growing international presence, TWC has established itself as a beloved destination for delectable treats.

At TWC, we have always prioritized two key elements: Taste and Quality. Moreover, every ingredient used in crafting your favorite dessert is meticulously prepared in-house, from the chocolate sauces to the brownies to the batter.

With our delightful ambiance and diverse menu, we are poised to expand the brand with your support.

Join us and become a part of the TWC family.

Franchisee Facts

Expansion Format	Area Required	Total Investment	Gross Margins	Average ROI
Kiosk/ Shop in Shop	80-100 Sqt.ft	INR 11-12 Lakhs	65% (Approx)	8-10 Months
Store	100-300 Sqt.ft	INR 12-13 Lakhs	65% (Approx)	8-10 Months

Also open for multi-unit and master franchise opportunities. Investment details on prior request only.

Why The Waffle Co.

Site Selection- Our experts will provide you guidance with site selection and finalize on a mutually decided site.

Setup- We support you with complete store designing and construction from the very beginning of action.

Marketing Support- Complete social media support and brand creatives is provided in accordance of local markets.

Training- Our experts provide with an ongoing tutorial to ensure that the quality of product is always up to the mark and the brand feel never diminish for the ongoing success of our franchisees.

Active Support- At TWC we go hand in hand which is why our team support and guide franchisees at every point of business.



LOOK
& FEEL



PRODUCT PORTFOLIO

Waffles

Waffle Sandwich

Waffle Cakes

Mini Pancakes

French Fries

Coffee

Thick Shakes

Beverages

Assorted Mini Waffle Box





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